

GRAND RAPIDS
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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 18, 1917

THE ROAD TO FRANCE

Thank God our liberating lance
Goes flaming on the way to France!
To France—the trail the Gurkhas found!
To France—old England's rallying ground!
To France—the path the Russians strode!
To France—the Anzacs' glory road!
To France—where our Lost Legion ran
To fight and die for God and man!
To France—with every race and breed
That hates Oppression's brutal creed.

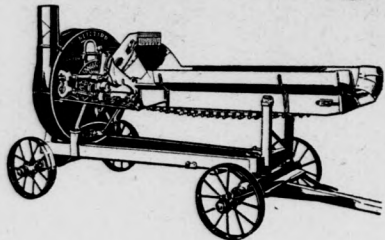
Ah, France—how could our hearts forget
The path by which came Lafayette?
How could the haze of doubt hang low
Upon the road of Rochambeau?
How was it that we missed the way
Brave Joffre leads us along to-day?
At last, thank God! At last we see
There is no tribal Liberty!
No beacon lighting just our shores!
No freedom guarding but our doors!
The flame she kindled for our sires
Burns now in Europe's battle fires!
The soul that led our fathers west
Turns back to free the world's oppressed!

Allies, you have not called in vain!
We share your conflict and your pain!
"Old Glory," through new stains and rents,
Partakes of Freedom's sacraments!
Into that hell his will creates
We drive the foe; his lusts, his hates!
Last come, we will be the last to stay—
Till right has had her crowning day!
Replenish, comrades, from our veins,
The blood the sword of despot drains,
And make our eager sacrifice
Part of the freely-rendered price
You pay to lift humanity—
You pay to make our brothers free!
See, with what proud hearts we advance—
To France!

The entrance of the United States into the Kaiser's war was heralded by the publication of a real war song, written by a Marylander, Daniel M. Henderson, whose poem was awarded the National Arts Club Prize of \$250.

Dick's "Blizzard" Ensilage Cutters

Made in
Eight Sizes
to Suit
Every Need



SAFEST,
LIGHTEST-
RUNNING,
MOST
DURABLE.

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

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

CLEMENS & GINGRICH CO.

Wholesale Distributors

Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,

Freight Traffic Manager,
Detroit, Michigan

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



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

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



Franklin Package Sugars Pay You A Profit

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

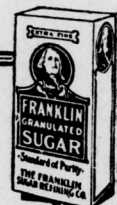
You can supply the sugar wants of all your cus-
tomers with Franklin Package Sugars because they
include all varieties. Every package is guaranteed
full weight. Franklin Granulated Sugar is sold in
2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton
bags.

"A Franklin Sugar for every use"

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

The Franklin Sugar Refining Company

PHILADELPHIA



MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 18, 1917

Number 1765

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USE YOUR OWN FORM.

So much misinformation exists in regard to the riders attached to fire insurance policies and so many local agents are undertaking to con game their customers into accepting policies which are totally invalid because the riders are not uniform with each other that the Tradesman is finally forced to advise its readers who carry more than one policy on the same property to get up their own riders and insist on their use on their policies, in place of the one-sided, unfair, illegal and vicious riders which are now very generously in use by fire insurance agents through the machinations of unscrupulous insurance officials and printing establishments owned and operated by fire insurance companies. The cost of getting up such forms is a mere bagatelle compared with the advantage they give the merchant—not unfair advantage; no honest man wants that—in the event of a loss by fire.

A few days ago a manufacturer of Kalamazoo sent the Tradesman his policies for inspection and report. They were all invalid because of the presence of the word "concurrent." The Tradesman notified its subscriber of this defect. A day or two later the Kalamazoo manufacturer wrote the Tradesman as follows:

"I took the wording referred to in your last paragraph up with the insurance agent here. He stated that the State Insurance Bureau furnished him with blanks as attached and that he had no power and could not change the wording; that the word concurrent means other insurance permitted."

The agent simply lied. There is no organization known to local insurance agents as the State Insurance Bureau. The blanks claimed to be furnished by the Bureau were supplied by the Uniform Printing & Supply Co., of Chicago, which makes a business of furnishing insurance riders for the use of local agents.

What did the agent gain by lying to his customer? Absolutely nothing. The customer now knows his agent undertook to deceive him, but was caught in the act. From now on that agent stands in the light of a

cheap prevaricator—unworthy of confidence and unworthy of the patronage of honest men.

IS GERMANY ON THE BRINK?

To-day Germany faces the disappointment of her submarine hopes, the advent of American fighting strength, the recovery of Russia, the growth of the peace desire in Austria under the double incentive of a renewed Russian attack and the Russian disavowal of a desire for Hapsburg dismemberment. But more than that, for the first time, the German government is now facing the sharp discontent of a clear majority of the German people. Socialists and Centrists between them would furnish such a majority, but apparently there is now in existence an alliance of all parties save the extremists on both wings. The parallel that leaps to the mind is the Bloc which developed in the Russian Duma under the pressure of general dissatisfaction. It is still hard to think of the German government as succumbing to the fatuous blindness which brought about the fall of Czarism. Yet such a challenge as would be involved in Bethmann-Hollweg's declaration, made on the eve of his retirement from office, for a policy of conquest suggests strongly the madness that precedes destruction.

The work undertaken by the Detroit League on Urban Conditions among Negroes to smooth the path of the colored immigrant from the South contains a lesson for other cities. Neglect the negro emigrating northward, make him feel an outcast, allow him to be exploited by influences which demoralize him, and you have helped prepare the powder for such an explosion as took place in East St. Louis precipitated by German money placed in the hands of unscrupulous union labor leaders. The human material coming from the South is plastic. It can be made industrious, law-respecting and progressive or can be abandoned to the saloonkeeper, gambler and drug-vender to be made into the criminal character which furnishes the excuse for white violence. The Detroit League does what a similar body of whites and negroes working together could do anywhere in guiding colored newcomers to wholesome living quarters, providing sound amusements, helping them find work, and giving them an interest in self-improvement and civic usefulness. It should be imitated. Meanwhile, it is a good sign that a delegation of Southern business men headed by a Congressman, asking the Government to stop misrepresentation by Northern labor agents, has suggested that the task be given to a bureau with a negro at its head.

And many a man who pays cash sleeps on tick.

THE CIVIL SPY.

Lord Northcliffe's description of the German spy system as operated in England tallies with the German spy system as we have come to know it in America. Here is a national practice which, by reason of its unprecedented scope and magnitude, presents a problem for the world to deal with when the war is over.

The military spy system, as Lord Northcliffe remarks, has been regarded as legitimate. But just as the world war has enveloped both the military and the industrial life of the nations, so Germany's spy system, preparing for this war, had done. Germany had engaged in a civil invasion of the nations of the world. It had its thousands of invaders in other lands, card cataloguing the condition in preparation for a military invasion if that were to happen, but going still farther. As we have discovered in the United States, through proof in the courts, these invaders were ready to use violence against a friendly country. This spy system aimed not only at the military and economic strength of a nation, but attacked also its morals. By various forms of propaganda and proselyting the German spy system aimed to sap the character of foreign people as citizens. It has been a vast agency of corruption throughout the world.

A few weeks ago the British took prisoner a man of the Third Reserve Ersatz Regiment. On him they found a letter which he had written to his wife, but had not had time to mail. It was like scores and hundreds of the letters that for some months past have been coming into British hands—letters of wailing misery, letters of bitter despair, letters of deep, of almost murderous anger against the German officers. But in this letter the writer went beyond the stock complaints of the horrors of the blood-bath of the Somme, the familiar expressions of amazement at the power and skill of the British artillery and aeroplanes, and the usual rancorous diatribes against the brutality of the officers toward their men. He had his say on all these matters, but he covered also a wider compass. He tried to look beyond his immediate surroundings and grievances for the ultimate responsible cause, and he found it in the German government. "The German government," he said, "is always writing about other states and the German government is far worse. The German government deceives the people in a very shameful way; one sees it now very clearly in this wholesale murder. One can hardly help being ashamed of being a German. We must turn our rifles round and destroy the whole German government. If I should happen not to return, then think how I

have written to you about it all, that the murderous German gang has caused us to be killed solely for fun and for sport. It is quite clear that Germany is losing and is getting into a terrible state. In this wholesale murder we get to know completely how much we are under the knout."

It is the good fortune of China that she was called upon to meet the sudden test of her belief in modern political ideas at the present moment in the temper of the world. Chang Hsun's crazy enterprise would have failed in any case. All the budding forces of the national life in China have been driving towards the preservation of republican institutions. Yet the struggle against the restored monarchy would have been a harder task than it has proved to be if everywhere the winds of the world-spirit were not blowing in the direction of popular freedom. For too many years we have been compelled to speak of the innate democracy of a people like the Russians or the Chinese as a precious raw ore that nevertheless must wait many years before being brought to market. The potentialities of a people made good enough rhetoric, but when it came to practical affairs, the Russian peasant could not get on without his Batushka-Czar, the Chinese coolie without his Divine Son of Heaven or the soldier who reigned in his name, and the Mexican peon without his Strong Man. We have lived to see the mighty potentialities of the Russian people break into full flower almost overnight, the Mexican people over the threshold of a freer life, and China applying the democracy of her village communes to the needs of three hundred and fifty million souls. For some time to come, at least, the doctrinaire will be the man who clings to the belief that in the strong arm is the only guidance for a backward nation.

The Senate having agreed to vote on the Food Bill Saturday, will take most of the week to discuss amendments, although there is general recognition of what its provisions must be. The President's influence has been thrown behind a reduction of the measure to as near its original form as possible, and this reduction is rapidly taking place. What the Senate does not do in eliminating hampering and dangerous clauses will be done in conference; but there is every reason to hope that the Senate will succeed in passing a sensibly simplified measure—one which gives the Executive adequate powers to control food, feed, and fuel, which will prohibit the use of foodstuffs in distilling spirits, and will authorize the President to commandeer bonded liquor.

It is the heartfelt welcome of the dog's tail that counts.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 16—Last Saturday was Dixie highway day at the Snows. It was certainly a rousing meeting. The Soo Automobile Association brought out from forty to fifty cars, while the surrounding counties sent many more delegates. The well known Hotel Islington, with its magnificent park and boat landing, was filled as in the good old days when the South met in the North to escape the hot weather. Mr. Fort sent up his Booster band, which added much pep to the meeting. An ample menu which was prepared to accommodate the large crowd did much credit to mine hostess, Mrs. Melcher, who made full preparation for the large number who attended. Our fellow townsman, Judge William Snell, was selected master of ceremonies and made an opening speech, setting forth the bewitching splendor of the beautiful Northland in a manner second only to Chase Osborn. He surprised his many friends with the eloquence of his address. He was followed by several other well-known speakers. The Dixie highway bids fair to become a realization between Florida and Sault Ste. Marie in the near future. The road between St. Ignace and Newberry has been opened. To this goes the honor to Charles Hass, the well-known Uneeda biscuit traveler, and F. J. Allison, representing the Cornwell Company. They made the trip in a Country Club Overland and reported that there was only about two miles of the entire road in which they encountered difficulty in getting through. The farmers in that locality were on the spot ready to give any necessary assistance and the trip was made, connecting the missing link before the representatives of the Dixie Highway Commission went over the same stretch of road.

It is reported that the boat companies are about to reduce the fare on autos to \$1, over the Straits, instead of \$10 as heretofore. This is an important item and will mean much traffic over the Straits in the near future. The roads between Pickford and the Soo are in the best of condition, while only a few miles between the Snows and Pickford need improving.

There were no accidents, tire troubles or anything reported throughout the entire day, with the exception of Nelson Hall, our well-known druggist, who is somewhat of an amateur as yet. When taking out his new Reo he managed to scrape some of the paint off the first post when leaving Cedarville.

Dennis Sayers, our popular motor cycle cop, lost a leg last Thursday night when pursuing his duties on Portage avenue. His vehicle struck a six cylinder car owned by James Rye. Sayers' left foot was caught between the front spring of the automobile and the frame of his motorcycle and was taken off above the ankle. An amputation six inches below the knee was necessary the following morning. Sayers is now reported doing as well as can be expected at the Soo Hospital. Much sympathy is expressed here, as Dennis is generally known as the best traffic officer the Soo has had and did much to regulate the auto traffic to the Safety First condition. Very few accidents have been reported since he has been on the job.

The steamer, Chippewa, resumed her daily trips between Mackinac Island and the Soo last week and is looking for a large season's business with the summer resorts at Mackinac Island and the Snows, on account of the coast resorts being in darkness during the war, which will have a tendency to take the tourists North. The above mentioned places bid fair to become the center of attraction in consequence.

Clyde Hecox, the well-known pro-

prietor of the St. Ignace Enterprise, was a visitor at the Dixie highway meeting at the Snows last Saturday. Just before leaving, he reported that the Kaiser had abdicated, according to a report just received. This was received with much enthusiasm until our worthy scribe from the Soo, Norman Hill, who had left the Soo early in the morning, got busy, only to find that there was no confirmation of this report, but Clyde had it figured out that things are coming our way now and looked for some important news at any time which would bring the close of the war.

Adolph Denkhous, of New York, arrived at Mackinac Island last week to assume the duties of Social Director of the Grand Hotel for the season. He has studied under the Castles and will introduce all the latest innovations at the casino in ball room dances, as well as solo dances. He has planned a series of novel entertainments for the pleasure of the guests at the Grand this season and especial efforts are being made to have this magnificent hotel the center of social life at the Island greater than ever before.

H. P. Hossack, the well-known merchant prince of Cedarville, was somewhat disappointed to find that the large hotel, the Cedar Inn, has not as yet been opened and it would not be surprising if we learned that Mr. Hossack would undertake this task himself, if necessary, as he is one of the live wires who likes to see all the wheels during the busy season. He is doing everything possible for the comfort and convenience of the tourists and cottagers to make their stay at the Snows pleasant. He carries a stock of general merchandise, including staple and fancy groceries and the best Chicago dressed meat. It is such men as he who helps make the Snows' reputation as a summer resort.

Charles Hass has just reported that there was no truth in the report that he was arrested for exceeding the speed limit in his new touring car, as he has arranged matters satisfactorily with the sheriffs of the various counties.

A good joke was told on one of Engadine's prominent men—not mentioning any names—who went out Sunday evening to bring his cow home as usual. The neighbors noticed him having quite a time trying to bring her into town. She insisted on turning back, but he also insisted that she be brought home. On reaching home with her after all his hard time, it was found that he had another man's cow instead of his own.

Anthony Gates, postmaster and proprietor of the leading general store at Gatesville, took a day off last Saturday, motoring to the Snows, where he is interested in the good roads meeting. Tony, as he is generally known, says that business has been very satisfactory around Gatesville this summer and is looking forward for a big year in spite of the war.

At the annual meeting of the Upper Peninsula Development Bureau, held in Houghton the first of the week, L. C. Harmon, of Manistique, was re-elected President, George W. Rowells was chosen to continue as Secretary and manager, Alton T. Roberts, of Marquette, and Elmer Grimmer, of Marinette, Wis., were named as Vice-Presidents. The Soo was designated as the place for the next meeting of the Bureau, the date of the meeting to be determined later by the board of directors.

William G. Tapert.

All Straining.

Father's in the garden
Straining all his nerves;
Mother's in the kitchen
Straining her preserves;
Brother's straining muscles,
But we can't rejoice,
For sister's at the organ
Straining her poor voice.

Late News Notes From the State's Metropolis.

Detroit, July 17—The Security Trust Co. has been appointed in the Federal Court as trustee of the Alter Motor Car Co., of Plymouth, which has been under the receivership of the Circuit Court since June 26. Paul W. Voorhies, assistant prosecuting attorney was receiver. The trustee has negotiated for the sale of the plant to Dewey D. Burdan, who, it is understood, is buying it for Otto Wurm, of the Wurm Plumbing Manufacturing Co. The personal property will be sold at public auction July 24. The regular quarterly 2 per cent. dividend and an extra 5 per cent. dividend has been paid by the Scotten Dillon Co. The dividends were payable to stockholders of record on June 30.

Over on Washington boulevard there is being erected the Book building, twenty-four stories high, which will be completed in the fall. Later a thirty-five story addition will be erected on the adjoining corner. It is the intention to make the building a high-class emporium for retail shops, and particularly for exclusive retail shops. Already a number of shoe firms, whose names for the present are being withheld, have engaged space in the building. Washington boulevard is destined to become a fashionable and exclusive shopping center. Some time ago Ruby & Co. opened a store on the boulevard; Ben Berke, formerly with Fyfe's, has leased a store on the boulevard to sell the Stetson shoe, and others are bound to follow as Washington boulevard becomes more popular for shopping purposes.

The closing of outskirts retail stores on Wednesday afternoons is becoming the popular thing. In some sections merchants banded together and adopted the plan for the summer months, and now those on Jefferson, in the district of Fairview, are discussing the proposition. In view of the fact that the retail stores on the outskirts are open every night, except Sundays, the proprietors feel the need of some week-day off make up for the loss of their evenings.

The repairing of shoes by laundry companies is gaining favor slowly but surely. The laundry man is gradually becoming the general cleaning and repair man for the home. Already he handles the linen and wearing apparel, and in some cases the rugs. In Detroit the Senate Laundry has been quite successful with a shoe repair department conducted in connection with the laundry. The convenience of collecting the shoes with the laundry work and returning them in the same way appeals to the housewife and saves her time. In Grand Rapids the American Laundry has met with splendid success in the operation of its shoe repair department.

Charles E. Hollister, for sixty years a resident of Michigan and for thirty engaged in the drug business in Detroit, died recently at his home, 47 East Willis avenue, after a lingering illness. Mr. Hollister was born in Bethel, Conn., 81 years ago, and came to Michigan when 21 years old. After learning the profession of an apothecary, he went to Brighton, and then to Pinckney. From there he came to Detroit, going into business for himself. He conducted several stores of his own, the last being the drug store in the Wayne Hotel.

Two new buildings to be erected in the downtown shopping district will have shoe departments—and much larger shoe departments than where they are at present. One is the E. J. Hickey building at Woodward and Grand River avenues, and the other is the new structure for the Heyn's Bazaar on the Campus. The latter building is on the site of the present Detroit Opera House. The new building will be eleven stories high. Work will start at the expiration of the Opera House lease, August, 1918, and

it is planned to be completed by August, 1919. The proposed building will be of gray granite and white tile. It will have full basement and a sub-basement with a large mezzanine gallery on the first floor.

Officials of the Heyn's Bazaar have not fully decided on the exact location of the shoe department. The building will be fireproof and equipped with two large inclosed stairways leading to all floors. It will have seven passenger elevators, one freight elevator, spiral conveyors, electric carries and chutes for freight. Washed air ventilation and forced draft heating will be used. The cost of the building will be about \$700,000 while the property is worth over a million dollars. The removal of Heyn's Bazaar from its present location on Woodward avenue, where it has been located for thirty years, is made necessary by the growth of business and a consequent necessity for an increase in floor space. The new building will contain about 160,000 square feet of space.

Irl Pope, who for some time past, has been in the employ of John J. Kelley, 640 Dix avenue, has purchased the Holden Pharmacy, Stirling and Holden avenue. On the same day that he took possession he also took unto himself a wife—settling down to business in earnest.

Nathaniel Jones, familiarly called Nate, after many annoying delays, has finally succeeded in getting his new drug store, at 2081 Grand River avenue, opened. He is located where the Jefferson cars formerly turned, and was clean out beyond, but now it is well built up, and growing very rapidly. We predict success for him.

In reviewing the history of Detroit it is learned that about fifty years ago the Northwest corner of Woodward and West Adams avenue, of which R. H. Fyfe, the shoeman, is proprietor, was talked of as a site for a cemetery. Mr. Fyfe is said to have refused \$750,000 for it, but will erect thereon a modern ten-story mercantile building for R. H. Fyfe & Co., shoe retailers. He bought the property in 1892.

The A. B. Manufacturing Co. has been formed in Detroit to manufacture a newly patented device known as the "Dim-a-Ford." This accessory controls the headlights on a Ford car, producing a dim or bright light.

Acceptance of Liberty bonds by the owners as payment of the purchase price was a feature of a real estate deal just closed, in which the Cunningham Auto Co. acquires property known as the old Davis home, at 760 Jefferson avenue, Detroit. The property has 100 feet frontage on Jefferson avenue and on Franklin street and depth of 451 feet, containing more than 45,000 square feet of area. The Cunningham Auto Co. plans to erect a modern steel and concrete building on the land, having height of three stories on Jefferson avenue and four stories on Franklin street. The building is to be used as a salesroom and service station for Maxwell cars.

Thief!

I am a retailer who believes that all is fair in love, war, and business.

I believe it is legitimate to get the better of anybody I can, because he will doubtless get the better of me if he can.

If I can cause a jobber to abate some of his enormous profits, I have done a good stroke of business, no matter how I do it.

I made a claim on a jobber for a three-pound shortage on a certain shipment. The jobber allowed the claim without investigation. Later I found out there was no shortage. It was easy money and I did not give it back.

Ginger Ale Root Beer Sarsaparilla Birch Beer



Offers to the Grocers of Michigan an Unparalleled Opportunity for *Double Profit* In a Concern Sixty-Five Years Old.

For sixty-five years The Lomax Company of Chicago has been the leader in the soft drink bottling industry. The business has grown continuously year after year. For three generations The Lomax Company has yielded most substantial profits. In Chicago alone, Lomax's Original Pepsin Ginger Ale and other soft beverages are sold in more than 5,000 grocery stores. Eighteen powerful motor trucks and ten teams of horses now are taxed to the limit making only Chicago deliveries of the much wanted Lomax products.

Now comes an era of multiplied prosperity. The Dry movement is sweeping the nation. The state of Michigan already has voted dry. The demand for our products is jumping forward to the point where we are unable, even with our present great facilities, to take care of it all.

Hence this offer to the grocers of Michigan. We have decided to go at this tremendous business proposition in a big way. The Lomax Company has purchased Indian Hill Spring at Libertyville, Ill. A huge plant will be erected at the spring side—a plant the like of which the bottling industry has never seen. We are going ahead now to spread out—to nationalize our business—to make the name of Lomax and the purity products it represents, known from coast to coast.

With this great end in view an opportunity is offered to Michigan grocers, whom we want to be our dealers, to grow with us. We want you to sell Lomax products and we want you to own stock in The Lomax Company, for in this way you can share doubly in this ever-growing and most profitable business.

THE LOMAX STOCK OFFER

The Lomax Company is capitalized at \$250,000 preferred stock. Less than \$100,000 worth of stock can be offered for sale. So it is necessary that those of you who wish to take advantage of this offer, act promptly. Preferred stock is 7 per cent. cumulative—par value \$10 per share. Dividends are payable quarterly. Par value of Common stock is \$10 per share, and with each two shares of Preferred stock purchased a bonus of one share of Common stock is given.

Easy terms can be arranged to suit the buyer.

A large proportion of these shares have already been subscribed by close friends of the company. It is our hope that the remainder of the stock will be subscribed by grocers who will be Lomax dealers, for here is an opportunity to make a handsome profit at a time when more than ordinary rates of interest are almost a necessity for the man with moderate income and moderate savings.

WHAT LOMAX MERCHANDISE OFFERS

Most of you know the Lomax products. Lomax's Original Pepsin Ginger Ale, Lomax's Birch Beer, Lomax's Lemon Sour, Lomax's Sarsaparilla, etc. have been known in Chicago for the past sixty-five years as the highest quality soft drinks made. Chicago dealers for years have profited by the great demand for Lomax beverages. Now, with extensive advertising, the demand for Lomax products must become national. Lomax advertising will create demand, and the goodness and purity of Lomax products will make Lomax beverages the quickest mover on the grocers' shelves.

At the bottom of this page is a coupon, which, when properly filled out and signed, will secure for you your shares of stock in the Lomax 65-year-old Lomax Company. Or, if you wish, this coupon will reserve stock for you until you have time to make any investigation you may wish.

SEND THE COUPON

We urge you to send the coupon at once. You who delay on the stock proposition, will meet with disappointment, and the double profit feature of this offer will probably be lost to you. All subscriptions will be filled in the order they are received until the books are declared closed. Seven per cent. interest with a bonus of 50 per cent. Common stock, is the money-making chance of a lifetime, when, as in this case, the investment is free from all features of a speculative nature. The thing to do is act. Send in the coupon.

When sending your stock coupon, indicate in your letter whether you wish us to send a trial order of Lomax products. State the number of dozens of the following beverages you wish: Lomax's Original Pepsin Ginger Ale, Lomax's Root Beer, Lomax's Birch Beer, Lomax's Lemon Sour, Lomax's Strawberry Soda, Lomax's Sarsaparilla.

Write or wire for detailed information.

COUPON

Mark "X" and send your coupon

THE LOMAX COMPANY.
Stock Exchange Building, Chicago.

Gentlemen:

Please enter my subscription for..... shares of 7% Preferred Cumulative Stock in the Lomax Company. With each two shares bought and paid for I am to receive one share of Common Stock as a bonus.

I am interested in the Lomax proposition. Please reserve..... shares until I can investigate. This does not obligate me in any way.

Name

Address

City..... State

Make all checks, drafts, money orders, etc., payable to the Lomax Company.

The Lomax Company

Stock Exchange Building, Chicago, Illinois

Bottling Plants: Libertyville, Ill. Pauline and Kinzie Streets, Chicago



Movements of Merchants.

West Olive—G. J. Heetderks has engaged in the grocery business.

Empire—Everett J. King, recently of Whitehall, has opened a grocery store.

East Jordan—F. S. Calkins has opened a meat market in the Walsh building.

Muskegon—The Hume Grocer Co. has increased its capital stock from \$100,000 to \$200,000.

Bay City—The McDonald Bean Co., Inc., has changed its name to the MacDonald Bean Co., Inc.

Manistee—Mrs. W. D. Tuxbury succeeds Mrs. Fannie Wollheim as owner and manager of the Pearl Hotel.

Ithaca—J. A. Nelson, formerly of Marion, has taken possession of the grocery stock which he recently purchased.

Muskegon—The Markus Clothing Co. is installing a modern front in the store it occupies at 23 West Western avenue.

Eaton Rapids—The H. A. Goodrich Co. has changed its name to Eaton Packing Co. The corporation handles butter, egg and poultry.

Vicksburg—E. O. Goldsmith has sold his stock of clothing and shoes to Dr. G. M. Dutt, of Mason, who will take possession August 1.

Brooklyn—Winfield Roberts has purchased the Andre Jarollo stock of confectionery, cigars and tobacco and will continue the business.

Muskegon—Helmer E. Berg, formerly of Grand Rapids, has engaged in the jewelry and jewelry repair business at 124 West Western avenue.

Eaton Rapids—George Akas, recently engaged in trade at Charlotte, will open a confectionery store and ice cream parlor about August 1.

Bancroft—Rorabeck & Son have sold their stock of general merchandise to John Rastell, who will continue the business at the same location.

Detroit—The Cross Laundry Co. has engaged in business with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Mecosta—Mrs. K. A. Patch, who conducted a grocery and millinery store, was drowned July 13 in Perch lake, where she had been entertaining guests on a fishing trip.

Scottville—Caplin & Caplin, who recently purchased the Freedy stock of general merchandise, have sold it to Abe Benow, of Grand Rapids, who has taken possession.

Saginaw—The Monitor Cheese Co., located in Tibbawassee township, has been incorporated with an authorized capital stock of \$4,000, \$2,800

of which has been paid in in cash.

Plainwell—Joseph P. Lynch has contracted to conduct a nine day sale for the Smith Mercantile Co., starting July 19. He expects to move more than \$5,000 worth of goods during the sale.

Durand—Shanks & Co. have removed their stock of general merchandise here from Birch Run and consolidated it with the A. T. Cooling & Co. stock of dry goods which they recently purchased.

Eaton Rapids—Nelson A. Strong has sold his grain elevator and stock to Belden & Co., of New York, who will continue the business under the management of D. Willis, recently of Clare.

Buchana—Benny Livingston, recently of Detroit, has purchased an interest in the dry goods and clothing stock of B. R. Desenberg & Bro. and the business will be continued under the same style.

Pontiac—J. A. Watson has sold his interest in the general stock of Watson & Kingsland, at Sylvan Lake, to Joseph Kingsland and the business will be continued under the style of Kingsland Bros.

Jackson—The Grand Leader, 223-25 West Main street, under the management of J. H. Insly, has been opened with ready-to-wear clothing for women and children and a complete line of house furnishing goods.

Detroit—The West Side Tent & Awning Co. has engaged in business at 864 Michigan avenue, with an authorized capital stock of \$3,000, all of which has been subscribed, \$1,500 paid in in cash and \$1,500 paid in in property.

Flint—The Lardie-Fuller Co. has been incorporated to conduct a wholesale fruit, produce and commission business with an authorized capital stock of \$15,000, of which amount \$10,400 has been subscribed and \$8,400 paid in in cash.

Detroit—A. A. Moss & Co., wholesale jewelers at 122 Farmer street, have re-organized under the style of the A. A. Moss Co., with an authorized capital stock of \$15,000, all of which has been subscribed, \$4,800 paid in in cash and \$10,200 paid in in property.

Pellston—George Kingsley of this village believes he has discovered a new German plot. Failing to blow up American transports, he believes the Kaiser's agents are now trying to blow up United States paper money. Kingsley received a \$5 bill from a local store and placed it in his purse and snapped the pocketbook shut. A sudden shock and loud report followed. The end of the purse

was torn open and two large holes had been blown through the money. The pocketbook and the \$5 bill have been preserved by him for Government examination.

Manufacturing Matters.

Allegan—The Allegan Milling Co. has built a three-story addition, 24x40 feet, to its plant.

Saginaw—The National Engineering Co. has increased its capitalization from \$30,000 to \$200,000.

Kalamazoo—The American Sign Co. has increased its capital stock from \$150,000 to \$300,000.

Hanover—The Fox River Creamery Co., of Detroit, will re-open the creamery here about August 1.

Perry—The H. Starks Co. has taken over the plant of the Perry Milling Co. and will use it for storage purposes.

Manistee—The Manistee Iron Works Co. is building an addition to its plant and will employ 200 additional men.

Traverse City—The Oval Wood Dish Co. has closed its plant, preparatory to removing it to Tupper Lake, New York.

Detroit—The H. P. Co. has been organized to manufacture tools with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Detroit—The Bayou Sara Lumber Co. has been organized at 1804 Dime Bank building, with an authorized capital stock of \$15,000, all of which has been subscribed, \$1,200 paid in in cash and \$13,800 paid in in property.

Lansing—The Sleaford Power Lawn Mower Co. has been organized to manufacture gasoline lawn mowers with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The Myr Sheet Metal Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,600 has been subscribed, 300 paid in in cash and \$300 paid in in property. It is located at 711 Tillman avenue.

Alma—The St. Louis Foundry & Mfg. Co. has been taken over by Orville Allen, J. I. McCormick and C. L. Graham, of Alma, who will reorganize it with a capitalization of \$50,000 and change its name to the Gratiot Foundry Co.

Coopersville—The Grand Ledge Milk Co. has purchased the plant of the Co-Operative Creamery Co. and the Treat property adjoining and will convert the creamery into a condensery; also erect a two story addition 60x100.

Kalamazoo—The Wm. E. Hill Co., manufacturer of machinery, castings and similar products, has re-incorporated under the same style with an authorized capital stock of \$150,000, all of which has been subscribed and paid in in property.

Saginaw—The Saginaw Automobile Climb-Out & Shovel Co. has been incorporated with an authorized capital stock of \$25,000, \$21,000 of which has been paid in in cash, to manufacture a device for pulling automobiles or trucks out of mud or deep sand.

Saginaw—The Schust Co. has taken over the stock and plant of the Johnson Candy Corporation, of Jamestown, N. Y., and will remove it to Saginaw at once, locating it at the corner of Lapeer avenue and Sixth street, under the style of Schust Factory, No. 2.

Detroit—The Parker Manufacturing Co. has been organized at 410 Kerr building, with an authorized capital stock of \$75,000, all of which has been subscribed, \$21,000 paid in in cash and \$38,547 paid in in property. The concern will manufacture and sell machined products.

Saginaw—The Auto Climbout & Shovel Co. has been organized to manufacture auto accessories, also a climbout and shovel, with an authorized capital stock of \$25,000, of which amount \$21,470 has been subscribed, \$1,470 paid in in cash and \$2,000 paid in in property.

Hillsdale—The Alamo Manufacturing Co. has been re-incorporated under the style of the Almo Engine Co. with an authorized capitalization of \$300,000 common and \$50,000 preferred, all of which amounts have been subscribed, \$35,000 paid in in cash and \$300,000 paid in in property.

Greatest Remedial Institution in Its Line.

Drs. Willard M. and John F. Burleson, have merged their rectal treatment institution into a stock company under the style of the Burleson Sanitarium. The corporation will take over the real estate holdings, comprising the Burleson Hotel. The officers of the company are as follows:

President—Willard M. Burleson.

Vice-President—W. S. Ferguson.

Secretary and Treasurer—John F. Burleson.

The officers comprise the board of directors.

Drs. Burleson have built up one of the most important institutions in the city and State. They bring people here from every country on the globe and invariably send them home healthy, happy and loud in praise of the skill with which they have been treated and cured.

Followers of the motor stocks are indebted to the Hudson Company for showing the increased cost of materials entering into a Hudson "Super-Six," a showing which may be taken as typical of the industry. Two hundred and fifty pounds of frame steel, which cost in 1916 \$1.35 per cwt., now cost \$6.25, an increase of 289 per cent.; 335 pounds of sheet metal at \$2.75 per cwt. in 1916, cost now \$3.15, an increase of 297 per cent.; 110 pounds of aluminum castings, at 28 cents a pound in 1916, are now 50 cents a pound, an increase of 179 per cent.; 210 pounds of cast iron, at \$13.25 a ton in 1916, are now \$43 a ton, an increase of 325 per cent. Leather, one of the most important items, increased 40 per cent. Other upholstery items had advanced 100 per cent. Wheels have advanced 30 per cent.; front and rear axles 30 per cent.; rubber and cotton, the components of tires, 75 and 150 per cent., respectively. There are sixty pounds of copper in each car, costing 100 per cent. more than a year ago.



The Grocery Market.

Sugar—The market is unchanged from a week ago, except that raws are a little stronger. There is a difference of opinion as to the prospects for granulated, some claiming that with seasonable weather for the manufacturers of ice cream and soft drinks and a heavy preserving demand, incidental to cheap fruits and berries, the refiners may witness a repetition of the experience of some former years when they were buried with an avalanche of business that could not be filled for weeks, the country having overplayed its waiting game. They are even now two to four weeks behind in shipments, and in the case of the American and Howells restrict buyers closely at $7\frac{1}{2}c$ —the inside price—Arbuckles being $7\frac{3}{4}c$ and Warner and the Federal 8c. Distributors, it is said, have light stocks which would not be surprising in view of the uncertainty as to the final draft of the revenue bill now sidetracked by the food control measure, which, in turn, contains elements of unsettlement, since the current belief is that lower prices will be forced by the Government. However, there are some of the trade who take the position that, while the wholesale grocer may have no large commitments, the retailer, and especially the consumer, are well supplied from the hoarding craze of last spring. The housewife bought, in many cases, months ahead and, undoubtedly, has an ample supply for her preserving needs, which may be curtailed by the high cost of Mason jars and other essentials. Trade comment centers about Java with its big crop of sugar that, because of shipping conditions, has dropped to very low prices. Cuba holds the whip hand so long as the British Commission continues its competition with the American refiner and thus fortifies the position of the planter. The explanation of the latter policy is that it takes months to make a round trip to the Far East and tonnage is too scarce to warrant diversion from more advantageous routes. However, it is now proposed to use the embargo as a club to force the Dutch to use vessels tied up in the ports in this business, thus preventing the extra strain involved in the employment of Allied steamers. Reports persist that England has purchased a large quantity of the Java sugar recently, but the estimates are not confirmed by official statements.

Tea—There has been some improvement in the demand of late, but the demand is not aggressive nor is activity expected so long as the uncertainty in Washington on various legislative measures affecting the market remain to be

eliminated. Food control is not much of an influence, but buyers want to know definitely that they will not be taxed before taking hold. As the Senate Revenue bill exists at present, the burden will fall on the importers alone, and stocks on floor will escape, but the conference report may change this so that the jobber and chain store will feel the pinch as well. The freight situation comes next in importance to the trade, for so long as there is no certainty as to when teas purchased in the Far East can be shipped, buying in that quarter for American account will be handicapped. Tonnage is scarce, but if the Dutch vessels tied up in Holland harbors were released, the transpacific commerce might be appreciably helped. There is talk that the embargo will be used as a club to force carrying of sugar to the United States from Java, and tea might benefit.

Coffee—The market continues in about the same condition as a week ago. The demand is light and prices heavy. The tax situation is still interfering with business, together with a very large supply of coffee available and in prospect. Milds are unchanged and dull. Stocks are heavy.

Canned Fruit—The market appears to be at a standstill for both spot and futures, but is nominally firm.

Canned Vegetables—Tomatoes are held on the spot at \$1.80, while canners are asking \$1.85 f. o. b. factory. There is, however, no demand of any consequence apparent as yet. Futures are firm on the basis of \$1.25, but the demand has fallen off somewhat.

Canned Fish—Probably the most interesting feature in the canned goods situation at the moment is the position of the trade with regard to the new tuna prices recently named. Confirmations have been very small and have possibly opened the eyes of the packers to the fact that they have overshot the mark. A profit of \$4 per case is something that the trade here will not stand for as by the most liberal allowance for costs, experts say that \$7.50 would be an ample price to name for tuna at this time. The packers have evidently been carried away with the idea that this was a year of high prices, and that they could get away with anything they attempted, although they seem to have forgotten that tuna is a comparatively new article on the market, and that it has not yet established itself as a necessity with the public in the same fashion, for instance, as salmon. Hence there will be little encouragement for the trade to push the sale of it, as retailers have already found that there is a limit to what the public will pay, and jobbers therefore find that their profit will be cut out between what they can

induce the retailer to pay and what they themselves would have to pay the packers. In other words, the packers seem to have concluded that they were entitled to all profits between production and consumption and they have allowed nothing to cover the cost of distribution. Jobbers say that they are not keen to handle tuna under such conditions, and that it will have to come down in price before they will do anything. New prices on Columbia River salmon did not appear to be quite so far out of line as might have been expected and sales that have been made heretofore at slightly under these figures, subject to adjustment, will now be readjusted to the new basis. Spot salmon is difficult to sell and brokers are beginning to receive enquiries from out-of-town holders asking for the best bids that can be obtained. It begins to look as if there had been considerable speculation in salmon all over the country and the supposed heavy consumption may turn out to be not so great after all, the stocks turning up in speculative holdings here and there throughout the country, which, while small in themselves, would make a large aggregate. Domestic sardines show no change in price, nor do imported sardines. News comes from Norway that the packers of sardines have practically sold their entire output to the British government, which, if true, will mean a great scarcity of Norwegian sardines for this country, or none at all.

Dried Fruits—The opening prices of prunes and apricots have absorbed all the interest that has been shown in the market for the present and the trade is now waiting for something else to turn up. The food control legislation at Washington is still acting as a dead weight on business, and until some definite policy has been decided upon it is not likely that anything of a serious nature will be attempted in the way of general business. Outsiders are asking higher prices for prunes than those named by the association, but there seems to be no evidence as yet of any urgent desire on the part of buyers to make additional contracts, although it is strongly insisted that under no circumstances are prunes likely to go below a 6c basis. However, with such a large crop on hand, it will be necessary for some demand to come from somewhere to help absorb the supply; so that the export situation will be an important factor throughout the season. It is probable that the peach growers will name prices before long. They, too, will have to contend with the attitude of the growers, on one hand, and the ideas of buyers on the other, based upon the probability of a very much larger crop than was harvested last year.

Rice—The market is dormant, there being little doing, with sentiment depressed since sellers are anxious in some cases to unload holdings now that the situation has changed. The fact that the export enquiry has come to a standstill—even French importers showing no interest—makes for uneasiness which is accentuated by the policy of Washington in forcing lower prices in other commodities. Food control, it is feared, will bring about further readjustment, and naturally

the domestic trade that has held off for months will not anticipate, especially since the new crop is only a few weeks off. The situation in the South is mixed, but, generally speaking, the crop prospects have improved greatly from the recent rains.

Molasses—The market is strong for grocery grades, and it is predicted that higher prices will be witnessed next fall when the Louisiana crop moves. There is heavy buying of crops at fancy prices which has already removed a large portion of the future production from the market. Blackstrap is firm with a good absorption on war orders.

Corn Syrup—This market is firm in tone since the supplies of cash corn are light and the decline of new crop options is therefore of less moment for the time being. Prices are nominally repeated, although applying only for deliveries from day to day.

Tapioca—The market is dull and featureless. Some future business has been done to replenish supplies, but the general tendency of buyers is to go slow for the present. Prices rule about steady.

Fruit Jars—Trade in the country seems to be exceeding any other year's business. Housewives are putting up vegetables and fruit successfully. Manufacturers expect to have sufficient jars, if jobbers, retailers and all hands handling jars find out what they will need and place their orders. If buyers wait until September it is a possibility they will run up against a shortage.

Cheese—The market is steady and unchanged, with a normal consumptive demand. Receipts are lighter than last year at the same time, but the quality arriving is fully up to standard. Market is healthy at present prices and is not likely to change soon.

Provisions—All cuts of smoked meats, picnic, regular and skinned back hams and bellies and bacon are steady and unchanged, with a normal consumptive demand. Pure and compound lard are steady, with a light demand. Canned meats and dried beef are firm and barreled pork is firm and in light consumptive demand.

Salt Fish—Some new shore mackerel reached the market during the week. All previous domestic mackerel were Cape shores and are worth less. The shore fish brought from \$24 to \$25 a barrel, which is \$2@3 above last year. The fish is reported to be fine and fat. There are no Irish fish and no Norways, so the trade are practically dependent upon the domestic product.

Lansing—The Republic Motor Sales Co. has engaged in business with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed, \$10,000 paid in in cash and \$5,000 paid in in property.

Blanchard—L. H. Childs has sold his general stock to the Universal Stores Corporation.

Rockford—Thompsett & Peterson succeeds George Thompsett in the meat business.

LIVE IN A CHANGED WORLD.**Some Innovations the Merchant Must Face.**

Many retailers in different parts of the country have felt as though their business might suffer during the war. On the contrary it is quite likely to increase in the normal ratio. Nothing has yet happened to change the even currents of business excepting when a few misguided individuals cut off some of the articles they had been in the habit of purchasing and thereby injured industries which depend upon these purchases. But that is adjusting itself. Where the articles involved were luxuries, which one might say are practically unnecessary, the reduction of the business was an economic benefit. Work done upon them was useless and the business was artificial. It is better that the effort required for such production should be directed into other channels. Not business as usual, but business as may be necessary to develop the Nation's life as required under the extraordinary conditions now prevailing.

Conservatism in operation is unquestionably wise for retailers, but in the main they can proceed in the usual way and develop business much as they have done heretofore. Perhaps in some localities the readjustment will be felt to some extent, but in others the difference will not be observable and shortly they will be wondering what they were frightened about.

Americans are extremely mercurial, which means that they permit their emotion to master them sometimes, but they have finally succeeded in securing a strangle hold upon those dangerous emotions and hereafter they will face whatever comes with a resolution that will astonish themselves. That is the characteristic of Americans. They become nervous when nothing is the matter, but once actually confronted with a great crisis they will go to work and defeat the sinister influence regardless of cost or the consequences to themselves. Many under estimate the American character because they do not realize the importance of this attitude. But eventually they discover that the American is to be reckoned with once his mercurial temperament is under control, and that is usually very speedily after he learns exactly what the difficulty is. He has set about helping to win this war quite as he would set about any other disagreeable task. "I don't care to undertake it, but it seems to be for me to do, therefore I am going about it so that the work will be thoroughly done. When I am through with this thing no further disturbance will be possible."

Look at the people in your own community. You will see that they are all working under substantially this plan. They are going about their regular business in the regular way. They are entering your store and buying about as they bought a year ago now. They are complaining some about high prices of what you have to sell, but if you are in a farming community you are countering by showing them the high prices of their own products. One hand washes the

other in their cases, although probably the high figures you are forced to ask are working some hardships for those who are forced to buy everything they eat.

You need not fear for the future of your business. Your sales will be quite as large as ever. Perhaps some shifting will be done, and if you keep a country store you will find that trade currents will change and some of the goods you are selling now will not be asked for six months hence, just as some of the goods you are selling to-day were not wanted six months ago. Changes are coming still more marked than those which have already taken place and some of the goods now popular will be neglected or maybe entirely ignored. But you will get the same volume of trade, and that, after all, is the principal consideration. Never mind about how the trade is made up. If the volume is as good, or better, than it was last year, it is unnecessary for you to worry if the classes of goods are somewhat different from what they were a year ago, or are different next year from what they are to-day.

Encouragement of sales is as necessary now as ever, perhaps a little more so since a feeling of uncertainty still exists to some degree. That is quite natural since such a tremendous dislocation of business arrangements has not been known in this country for half a century. And surely men may be pardoned for feeling disturbed and fearing to venture lest they walk off a bank in the mist. But gradually this is disappearing. They see clearly enough that the war will not seriously interfere with business excepting those industries which are needed to produce something required for the armies. That applies in some measure to food, but it must be remembered that the millions of men who are called will not eat any more than they would at home. The movement of products they will need for their subsistence will be changed into difference distributing channels. If your store should chance to be near one of the newly established military posts it is not difficult to see how you would profit by the changes.

In the same way certain interests will profit by the changes and others will have to adjust themselves before they are permitted to share. But eventually they will all have a share in the improvement, yourself among the number, and gradually you will come to see that upheavals are not always a curse. Neither are they an unmixed blessing, but if you are as resourceful in overcoming such difficulties as may arise, as you are in the ordinary affairs of life you will secure your share of growth and will benefit in a legitimate way through the changed conditions.

If anything more than another is needed it is faith in the ultimate working out of all the troublesome problems which have arisen since February and an appreciation of the important part which you, as an individual, may be called upon to play. Not that you will have to go to the front, but will be asked to perform your service at home. And because of your former habits, maybe still

more because of your years, that is clearly the place where you should perform it. Fortunate, indeed, are all that the necessities are such that what each man does is a help, and he can feel that he is doing as much good as anyone by merely going about his daily duties in the usual way.

Conservatism in preparing your stocks, care in pricing so that you will not lose on your investment and a vision that will enable you to see far enough into the future to prepare for whatever may happen are the principal requirements of a successful business man in these times. The principle is the same, no matter whether you are conducting a little store way out in the country or are at the head of a great institution in some city. Personal responsibility cannot be shirked. And personal activity will benefit as it never has before. The present and the future are yours and upon the way you use them will depend the development of your business in the future. Your profits will be no less. They will probably be more, but you will live in a changed world and possibly changed methods will rule in all business transactions. This may be the dream of the theorists, but very many believe it will come true. And if it does every individual in the Nation will benefit in some degree. Burton H. Allbee.

If any reader of the Tradesman has any doubt as to the moral status of the German people under the infamous teachings of Kaiserism, he has only to read the remarkable re-

port of Corporal Edward Edwards, of the original Princess Pats, a Canadian regiment, in the last issue of the Saturday Evening Post. The writer presents a graphic portrayal of the attitude of mind prevailing among the masses of the German people, showing that they are so completely obsessed by the brutal teachings of militarism that the entire population has become a nation of brutes, utterly devoid of all the attributes of human beings. This explains why the Germans who are prisoners of war in this country, France and England are unable to understand why they receive decent treatment, when they know that prisoners of war in Germany are treated worse than the lowest-down citizen of America would treat a dog. If any American of German descent or extraction who is open to conviction has any respect or sympathy for Germany, it will instantly disappear on reading this article and the other disclosures of a more bestial character which have recently appeared in the Tradesman.

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BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 12—Forest E. Burt, a poultry keeper of Muskegon Heights, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for August 6. The schedules of the bankrupt show liabilities amounting to \$380.94 and assets amounting to \$111, all of which is claimed as exempt. The assets consist of household goods, an incubator and tools. Following is a list of the creditors listed by the bankrupt:

Muskegon Heights Lumber Co., Muskegon	\$ 25.79
Eggert Transfer Co., Muskegon Heights	13.49
Dr. LaFevor, Muskegon	121.00
A. S. Wood Grocery Company, Muskegon Heights	18.00
Hackley Hospital, Muskegon	12.25
Dr. Chapman, Muskegon	9.00
W. J. Carl, Muskegon Heights	60.16
Dr. Gamber, Muskegon	6.00
James Balbirne, Muskegon	24.50
Magoon Kimbal Coal Co., Muskegon	19.00
Dr. Bowers, Muskegon	28.00
Dr. R. I. Bussard, Muskegon	16.50
Jennot & Nellson, Muskegon	7.50
Stephan Grocery Co., Traverse City ..	7.75
Mrs. Boughman, Traverse City ..	8.50
Buckley Hardware Co., Muskegon Heights	3.50

The Service Auto Wheel Company, of this city has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. George S. Norcross has been appointed custodian for the receiver and is in charge of the assets. The first meeting of creditors has been called for July 27, at which time creditors may appear, prove their claims, appoint a trustee, examine the officers of the bankrupt and transact such other business as they desire. The schedules show liabilities amounting to \$1,714.69 and assets amounting to \$1,278.10, including machinery, tools, etc., put in at \$650, and \$341.04 debts due on open accounts. A list of creditors follows:

Preferred Creditors.	
D. A. Bates, Grand Rapids	\$ 33.13
R. A. Bates, Grand Rapids	17.04
H. E. Draa, Grand Rapids	40.41
Harrjet Poel, Grand Rapids	5.10
Ed. Beison, Grand Rapids	10.95
Fred Rumstrum, Grand Rapids ..	2.03
Fred L. Staats, Manton	132.64
Thomas Vander May, Grand Rapids	68.00

Secured Creditors.	
Lewis Electric Co., Grand Rapids, Title note	\$40.00
Unsecured Creditors.	
Alden & Judson Hardware Co., Grand Rapids	\$ 74.04
Canfield Pierce Co., Grand Rapids	14.08
Collins Northern Ice Company, Grand Rapids	2.50
Consumers Power Co., Grand Rapids	4.00
Chilton Co., Philadelphia	90.00
Fordowner, Milwaukee	70.00
Foster, Stevens Co., Grand Rapids	14.68
G. H. Folger & Son, Grand Rapids	172.08
G. R. Vulcanizing Co., Grand Rapids	48.65
G. R. Press, Grand Rapids	49.90
Victor U. Heather, Grand Rapids	3.75
F. J. Harring & Co., Grand Rapids	5.50
Ideal Foundry, Grand Rapids ..	176.72
Imperial Machinery Co., Grand Rapids	289.44
Michigan Hardware Co., Grand Rapids	54.40
Mills Broderick Printing Co., Grand Rapids	64.05
Macey Company, Grand Rapids ..	4.25
Motor World, New York City ..	75.58
Michigan Tire Co., Grand Rapids	28.70
Powers Tyson Printing Co., Grand Rapids	20.00
Reid-Tandler Co., Grand Rapids ..	96.79
Serfling Co., Grand Rapids	10.96
Smith Typewriting Co., Grand Rapids	3.00
Standard Oil Company, Grand Rapids	23.99
West Michigan Tool Co., Grand Rapids85
Western Union Telegraph, Grand Rapids35
Wolverine Pattern Shop, Grand Rapids	7.13
Baxter Laundry Co., Grand Rapids	1.00
Harry P. Hines, a cigar merchant of Muskegon, has filed a voluntary petition in bankruptcy. Adjudication has been made and the first meeting of creditors has been called for July 30. The schedules of the bankrupt show liabilities of \$2,859.05 and assets of \$540, of which \$500 is given as stock in trade. The creditors are as follows:	
A. W. Kaercher & Co., Chicago	\$125.00
G. W. Todd & Co., Rochester ..	15.00
Harry W. Watson Co., Detroit ..	231.00
Ettenheim & Froehlich, Milwaukee	443.88
Brown & Bigelow, St. Paul	105.00
John K. Meyer & Son, Chicago	247.80
Paul J. Schlossman Co., Muskegon	65.00
Hayden Leaf Tobacco, Milwaukee	400.00
Jas. J. Rigby, Mansfield, Ohio ..	51.00
G. J. Johnson Cigar Co., Grand Rapids	49.00
J. W. Wick Tobacco Co., Milwaukee	200.00

W. W. Richards, Muskegon	46.36
A. C. Henschel & Co., Chicago ..	126.25
John H. Swisher & Son, Newark, Ohio	68.35
G. R. Cigar Box Co., Grand Rapids	48.77
W. A. Depue, Lansing	135.00
Berdan & Company, Toledo	300.00
Barron G. Collier, New York City	300.00

In the matter of Arthur Fiebig, Grand Rapids, bankrupt, the first meeting of creditors has been held. Otto Weber was elected trustee of the estate. The assets were sold for the sum of \$800, including the bankrupt's exemptions and the sale immediately confirmed.

Late News From the Cereal City.

Battle Creek, July 17—Battle Creek Council will hold a regular meeting Saturday, July 21. We will add one more of the Kellogg Corn Flake Co. men to our roster.

Construction work on the cantonment will soon start on a larger scale. The railway sidetracks have been laid, saving the drawing of the lumber three miles. One thousand men will be employed the coming week. A list of the wells was made. The well which was most satisfactory to all has a fine quality of water and plenty of it. A great deal of interest is being taken by the citizens to give the boys good entertainment while they are in Battle Creek. The company from Port Huron has been here nearly two weeks, doing guard duty. They are a fine lot of boys. It is a pleasure to meet them. Another company is expected from Fort Wayne in a few days. It is estimated that thirty-five miles of railway tracks are to be built in the cantonment grounds. A pass is required by all who enter the grounds. Many ideas are to be adopted when the soldiers commence to come. One, in particular, is the reception committee which will be the central agency for extending the city's welcome to its visitors and to arrange for their convenience and entertainment. Temporary sleeping quarters for laborers, and others who care to sleep in the cantonment while constructing work

is going on are now arranged for also the sanitary conditions that will govern. Every man must take a bath before he is allowed to "flop" or is given access to sleeping quarters. A large hole is being dug, which will be used for a pool, and shower baths will be installed. A foreman said, "No man will sleep out here unless he take a bath."

A building, 20x130 feet, is being built by the American Express Co. to take care of the business at the cantonment grounds.

W. I. Master and wife spent their vacation with Mr. Master's mother in Ohio, driving through from Battle Creek.

Our good friend C. C. Bromneough, representing Hunter cigars, gave Battle Creek boys the good honor shake last week. Charles, we like to see you often. Jack.

THE GOOD OLD WORLD.

Written for the Tradesman.

Say, what's the use of kicking
The world is not so bad,
'Course the Kaiser needs a licking
For he has gone war mad;
Has hoodooed all his people
That kultur they should teach
"Dere vas no odder pebble."
"Vat lies so on der beach."
The world is now no different
Than it has always been,
The sunlight as benificent
As man has ever seen.
To tend to one's own knitting
Is all we have to do,
Don't worry about those sitting
Little higher up than you;
For the world is big and roomy
With work enough for all
There are more bright days than
gloomy
On this terrestrial ball.
Don't harm the other fellow
Who's at your very door,
If black, or white, or yellow,
It's no use to make him sore.
Keep the Master's bidding—aye sir—
Be a brother when you can
It's the common job for Kaiser
Along with every man.
Charles A. Heath.



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

Barney says—

The man I took through our house last week told me this was the biggest wholesale grocery house he had ever seen.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 18, 1917.

MUST RIGHT ABOUT FACE.

There is no reason why the writing of fire insurance should not be as honorable a business as any occupation on earth. The insurance companies have everything in their own hands. They have shaped legislation in their own interest for a hundred years. They have accomplished this by maintaining paid lobbies at the seats of legislation, by corrupting legislators, by bribing clerks and other legislative employees, by making political deals which are subversive to good government and by rewarding men who act as their tools with fat offices and responsible positions. They have bribed judges to hand down biased opinions and corrupted prosecuting officers who sought to do their duty by bringing to trial insurance officials who stood in the light of public malefactors. They own, body and soul, more than half the insurance commissioners in this country. They subsidize leading newspapers by bestowing advertising patronage greatly in excess of their merits—expressly stipulating when the contracts are placed that the recipients are to act as stool pigeons for their masters. They select their agents, as a rule, from men who can exert political influence, so as to continue their time-old policy of addition, division and silence through the slimy hand of graft.

Not content with doing all these things—and glorying over their accomplishments by these methods—they are now insisting on their agents using riders which contain catch words and phrases which render the policies invalid. They fight for the retention of the word "concurrent" when they know that its retention serves a criminal purpose on their part. They hire clever scoundrels to draft and disseminate rider forms which are full of contradictions, incongruities and absurdities—solely to confound the insured in the event of a loss and intimidate him into accepting less than he is honestly entitled to. They employ crafty schemers to visit their customers to denounce, malign and vilify men who presume to inform the insured that he is the victim of arrant shysters. They encourage the insurance press to libel every man who assumes to question

the "divine right" of the fire insurance companies to pursue swindling tactics unmolested. They stand indicted before the tribunal of public opinion as guilty of nearly every practice described in the calendar of crime.

These are strong words, but they are not half strong enough to describe the unfortunate situation which the stock fire insurance companies of this country have created for themselves in the eyes of the public by means which they ought not to resort to and which they must abandon if they are ever to regain the esteem of the public and the co-operation and commendation of honest men.

PATRIOTISM FIRST.

The agreement of the steel companies to place their products under the control of the Government during the period of the war clarifies the industrial situation to some extent although the question of price has not yet been disposed of. That agreement means that the Government shall have first claim on production. It is estimated that it will call for 40 per cent. of the output of the works. The present products of the mills is 2,700,000 tons per month. The Government has by no means reached the full measure of its demands, but the increase in its orders will be rapid from this time on. The manufacturers appear to have accepted the President's admirable presentation of the case in his statement to coal operators and manufacturers on Wednesday in the spirit in which it was uttered. The keynote of that address was "patriotism first." It is thought that equipment companies will be greatly benefitted by the agreement, for it introduces into the market for material something like definiteness and tends to keep prices down. The demand for equipment is great and comes from many parts of the world. The commission of engineers recently sent from this country to Russia recommends a further credit to that country of \$375,000,000. The Baldwin and American Locomotive companies have orders from that source amounting to \$17,000,000 each and it is estimated that the entire Russian requirement will reach \$50,000,000. These two companies are booked for a year ahead. Russia's requirements are not merely for war purposes but for commercial uses after the conflict is over. American roads also are in the market. The Atchison has ordered nearly \$9,000,000 worth of freight cars and locomotives to cost \$16,000,000. Small wonder that the demand for steel continues as great as ever. Yet a certain expectation of reaction in the prices of iron is discernible among good authorities. The production of pig the first half of 1917 was 19,069,896 tons, a decrease of 340,557 tons from the aggregate of the first half of 1916. The report last week that unfilled orders on the books of the United States Steel Corporation showed a decline in June of 503,304 tons has little importance statistically. Deliveries are unquestionably more rapid now than heretofore.

It is about as easy to be popular with yourself and please the neighbors at the same time as it is to sit on a barbed wire fence.

PROMISE OF THE CROPS.

The propaganda for big crops this year has been in a measure successful. The Government crop report, issued last week, was one of the best showings, on the whole, the Department of Agriculture has made. That there will be ample food and feed this year, barring untoward events the balance of the season, seems certain. The war-cry has been answered by the farmers, and would have been given a greater response had the farmers been assured that minimum prices would not be low, and that no maximums would be put on. Climatic conditions have had a great deal to do with making the crop so far, and may have much more, as the spring wheat in the Northwest has its troubles ahead, and the corn crop is two weeks late, although doing well at present.

Record indicated crops for corn and potatoes, and the second largest oat crop known, with possibility of the bumper yield of oats of 1915 being reached in later returns, are the features of the crop report. Estimated yields of the four "small-grain" crops are 2,401,000,000 bushels, or 92,000,000 bushels more than indicated in the June returns. The five leading grains show 5,525,000,000 bushels, an increase of 822,000,000 bushels over the amount harvested last year, and compare with 5,842,525,000 bushels in 1915, which was the largest on record. Considering all food crops, the indicated yield is 1,000,000,000 bushels more than last year, the total of the leading crops being 6,093,000,000 bushels.

For wheat there is an indicated yield of 678,000,000 bushels, while a possible increase in the yield of winter wheat, if shown in the threshing returns, may cause that crop to exceed the present conditional figures and swell the aggregate to above the five-year average, but this is regarded as very doubtful. There is to be no bumper spring-wheat crop in the Northwest this year, as was expected early in the season, and it will do well to show more than an average return, as North Dakota has slumped badly on account of drought. The wheat crop of 402,000,000 bushels winter and 276,000,000 bushels spring indicated a total 22,000,000 bushels more than was forecast last month, and 38,000,000 bushels in excess of last year's harvest. A winter-wheat harvest of 87,000,000 bushels less than last year's, and of spring of 118,000,000 bushels more, are the outstanding features.

The big, and really promising, showing is in corn, with its promise of 3,124,000,000 bushels, a record figure equalling that of 1912, and 541,000,000 bushels greater than last year's harvest. The low spots in the crop are in the Southwest, Kansas having a condition of 77, the poorest of any of the leading states. In the seven surplus corn states, the indicated yield is 1,759,000,000 bushels, or 401,000,000 bushels more than last year, and 165,000,000 bushels in excess of two years ago, but still less than that of 1912. The second largest crop of oats in our history is suggested in the indicated yield of 1,

453,000,000 bushels; 71,000,000 bushels more than in June, 2,000,000 bushels more than harvested last year, but almost 100,000,000 bushels less than the record of 1915.

The great cry. "Plant more potatoes," has been answered by the increase of 22.5 per cent. in acreage, and a crop estimated at 452,000,000 bushels, or 167,000,000 bushels above last year's harvest, and 43,000,000 bushels more than the big yield of 1914.

With the Government to operate the marketing of the wheat and rye crops this season, the grain trade is confronted with new conditions, and has lost its bearings. Until definite announcement comes from Washington as to how the crops are to be handled, and what prices are to be paid, nothing but a little hand-to-mouth business is under way. There is to be no more future trading in those grains. Farmers want \$2 for their wheat, and reports from the Southwest indicate that they are in no hurry to sell at anything less. Practically no new wheat or oats have been sold for export, and at present the bulk of the limited export business being done is in Canadian wheat. It is difficult to recall a time within the past few years when so little interest was taken in the moving of the new crop.

Old corn is scarce at the highest prices known. Futures are also selling at the highest figures known, and there is little stock back in the country to come out later. Old corn is expected to remain scarce through the balance of the season, and cash corn brings a big premium over futures. Much, however, will depend upon whether the industries remain in the market on a large scale. Should distillers continue to make alcohol for use in munitions, they will have to enter the market.

High prices for oats are not expected, as the impression is that the crop will be large and there will be more than the domestic and export trade can handle. Old oats are to be well cleaned up by the time new are available for export. With high-priced corn and moderate levels for oats, consumption on the farm and by the dairies will be heavy. Millers are using more than at any other time, and exporting their output, but with corn at \$1.80 a bushel and over, and oats at 70 to 71 cents, oats are regarded as too low proportionately.

Why do some local fire insurance agents insist on resorting to trickery and chicanery in the pursuit of their occupation when they can make equally as much money, make and retain many more friends and be able to look honest men in the eye by scorning to stoop to nefarious methods, crooked practices, lying and swindling through the persistent writing of invalid policies?

A soft answer may turn away wrath, but there are times when one derives more satisfaction from calling a man a liar.

Dishonest men usually get a lot of things they don't deserve before they finally get behind the bars.

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Cotton Fabrics on an Upward Trend.

Last month the 25-cent price for cotton was passed by with this precious material in its raw state climbing up. In May, we used nearly 700,000 bales of cotton, and growers are able to keep their goods until they get their price. In May, there were 1,200,000 more cotton spindles working than in 1916, and this in the face of the labor shortage. Fine fabrics are not selling as eagerly as the heavier kind; the late spring weather has caused this hesitating influence. The Government buying is felt in all cotton transactions, but bleached and colored goods are especially firm. Several mills have raised labor 10 per cent. more.

The calls for cotton goods have stimulated the foreign buyer to come after this much-wanted fabric, and get some before it is all gone. Orders have come from Central and South America, the West Indies, Philippines and British possessions. Cuba bought freely last month of fancy goods, and Porto Rico trade is also good. Mexico is buying cheap gingham and colored drills. Everybody wants cottons, and the United States has them. The rise in the finishing costs is advancing so rapidly that experts are working to keep it reduced.

Ginghams grow in favor, and will prove a strong influence in the styling for 1918. Cotton serges are receiving attention, as the worsted serges are distinctively scarce. Higher costs are marking all fabrics containing cotton. Cotton weavers in England, from July 1, receive an advance of 10 per cent. New England is now paying 38 per cent. more for cotton labor than in 1907.

The retailers are showing the largest assortment of ready-made cotton dresses that are usually of a color and white. Such fabrics as plaid, voiles, plain and embroidered crepes, organdies, printed muslins, voiles in checks, stripes, polka dots, embroidered designs; cotton net has been used as a trimming on colored voile; plain linen and organdy in color are used as a trimming on white.

Paisley designs on nets form tiny pleated ruffles on white blouses, dresses and collars. Colored gowns are used in the same manner, just reversing the two fabrics. Although no longer an extreme novelty, the silk and bead embroideries in Jouy patterns or cashmere are very attractive in a stock of plainer goods. White voiles printed in cashmere are used to trim single colored voile and organdy frocks. Cretonnes are used for negligees and also to trim cottons in bands, pockets, collar, etc. They

are also used for work bags, cushions, etc. The Chinese effects are plainly shown, also such Japanese ideas as a lattice with cherry blossoms climbing over it.

Pale green, gray, yellow, blue and beige handkerchief linen dresses are trimmed with delicate hand embroidery and fine tucking. Nile green voile has collar and cuffs of frilled Val lace. Flesh-colored organdy is embroidered in old blue. Maize cotton crepe has a black and white ribbon belt on collar embroidered in white. Sou-taching is also used on frocks of voile, organdy and handkerchief linen. White cotton net is embroidered in shades of blue and has white satin ribbon as a belt.

Ginghams in checks and plaids are popular beyond belief. In silks, too, they are well liked. In separate cotton skirts of good style pleats and shirrings are noticed; pockets should not appear with pleats. Green and terra-cotta checks of size are formed into stripes, with others of gold black and blue polka dots. Fawn-colored gabardine is trimmed with Chinese appearing stripes. Many wash skirts have been sold, and the heavy fabrics suitable for them have been successful from the early spring.

White skirtings and skirts in a window attract attention that brings money and disposes of the stock without any lowering of price. Voiles with purple and gold hairlines are unusual. Artificial silk mixture with voile is an increasing success; even a tiny hairline brightens up the cloth without adding greatly to the expense. The polka dot voiles have taken well; they need only an attractive collar, and then a dainty ribbon sash, girdle or belt.—Dry Goods.

Thirteen Ways of Increasing Tire Mileage.

During the past month thousands of people have cancelled orders for motor cars. Some have done so with reason. The majority, however, were prompted by hysteria.

In this regard it is well to remember two things: first, that heavy cancellations are as earthquakes to industry; second, that buying motor cars to-day is buying transportation, education and health insurance. The motor car is a utility. Seventy-five per cent. of all passenger car mileage is necessary mileage. The man who cancels his order for a car, provided he have the money to pay for it, is not practicing the sort of economy this Nation requires. It would be more of a help to buy the car and economize by learning how to operate it efficiently.

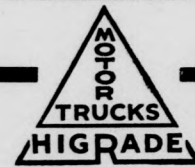
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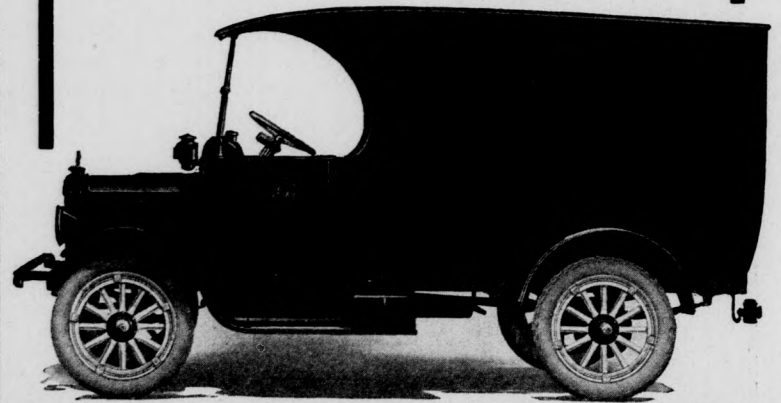
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PLANT
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guish by embedding the following principles in your memory:

1. Keep your tires properly inflated. If you run on tires that are not sufficiently blown up you will not run on them very long. Underinflated tires puncture easily. The side walls, which are the thinnest parts of all tires, are bent to and fro. This has the effect of loosening the rubber from the fabric, creating friction, and results in premature disintegration. You can't test the air pressure in a motor-car tire by pinching it. Buy a tire gage. They cost about a dollar.

2. Stop when you get a puncture. The best way of ruining a tire is to run it flat. If you have no spares when the puncture occurs, or no inner tube, take the tire right off and run on the rim. Needless to say, when running on the rim it is well to run slowly.

3. Start and stop your car gently. Every time you let the clutch go with a bang and the car jumps forward as though it had been shot from a gun like breakfast food, you tear 50 cents' worth of rubber off the rear tires. Every time you drive up to your stops at twenty miles an hour and jam on the brakes and lock the wheels, you scrape off another 50 cents' worth of rubber. These things not only damage the rubber but injure the inner fabric.

4. Keep your brakes properly adjusted. Brakes on the rear wheels should be adjusted so that the tension is the same for each wheel. If your brakes are improperly adjusted so that one brakeband is tight while the other is loose the tight one will do all the braking and the tire on the wheel that does all the braking will wear out just twice as quickly as it should.

5. Keep your wheels in proper alignment. Wobbly wheels scrub the tire tread unevenly.

6. Lubricate your springs frequently, or buy one of several devices which keep the springs constantly lubricated.

Springs are put on a car to absorb shocks caused by inequalities in the road. When they become rusted and caked with mud so that they are no longer flexible they cease to spring. Since all such blows are received first through the wheels, the only cushioning influence between the frame and the road lies in the springiness of the pneumatic tires. It should be obvious that tires cannot last long under the burden of this double duty.

7. Drive slowly around corners. Quite apart from the moral obligation of driving slowly around corners to prevent accidents, you will find it a good investment. Every time a car skids it leaves some of the rubber from its tires behind it. There is also a heavy strain on the fabric of the tire, often so heavy as to tear it internally.

If the road is at all wet put on tire chains. They are indispensable on slippery roads and will not injure the tires if properly fitted.

8. Find out the exact extent of tire injuries. When you hit a stone, car track, grade crossing or some other protuberance with unusual force, the chances are one or more of

your tires will be severely bruised. At the earliest opportunity take the tire off and examine the fabric on the inside. Quite often tire bruises are scarcely visible on the outside, while inside the fabric may be badly torn.

9. Use care when backing and approaching curbs. It is a common sight to see motorists scraping away valuable rubber by running too close to the curb. Of course it is desirable to get the car in as close as possible. But it is feasible to come very close without touching.

In turning in a narrow space, be careful not to run head on into curbs. Sharp cuts and bruises in front and rear tires are often the result of careless maneuvering. Remember that rubber may be cut much more easily when wet than when dry.

Many motorists—and a great many more chauffeurs—find it pleasant to drive along the smooth car tracks. This may be pleasant, but it is expensive, for the rails have sharp edges which play havoc with tires.

10. Go over your tires frequently. If you find cuts or other abrasions in the tread, clean them out and vulcanize them at once. If you don't, water and sand will sneak in between the rubber and the fabric, make blisters and eventually loosen the tread entirely. You can buy a vulcanizer for about \$3.50.

11. Pick your roads whenever you can. Slow down over the rough spots.

12. Carry spare tubes in a clean box with a little French chalk.

13. Keep your tires properly inflated.
John Chapman Hilder.

A man is foolish to borrow trouble if he can find another man foolish enough to lend him money.

The average man has to sprint occasionally in order to keep up with his running expenses.

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Samples submitted upon request.

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OUR SAVE THE FRUIT CROP CAMPAIGN

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

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

American Sugar Refining Company

The Most Complete Line of Sugar in the World



Effective Work Accomplished By Michigan Bankers.

Written for the Tradesman.

Bankers of the country and especially in Michigan have done splendid work in assisting the farmers to understand their profession better and in stimulating the raising of large and better crops. While not wholly unselfish, the movement has been on the broad, sound ground that what helps one helps all. At the recent convention of the Michigan Bankers' Association, the Agricultural Committee was able to report most satisfactory progress in this respect. F. H. Williams, President of the Allegan State Bank, who has been one of the most indefatigable workers in this cause and, since its inception, one of the most influential members of the Agricultural Committee, presented to the convention further plans for farm improvement, particularly important in the present crisis.

"If the war," said Mr. Williams, "should bring about no greater results than a decided reformation in crop raising and distribution of food stuffs, so that we might achieve in part the efficiency of our enemy, the enormous expense of the war could be paid in five years. The lessons taught us would be of incalculable value to all coming generations. These are strong statements, but I believe they are thoroughly capable of demonstration. War has caused the business man, the banker and the farmer to study more than ever the economical production of our foods."

Mr. Williams then delved into figures showing our acreage and production of grains, as estimated by the Government. There are 46,692,000 acres planted to wheat with the yield estimated at 656,000,000 bushels; oats 43,161,000 acres, estimated yield, 1,381,000,000 bushels; barley 8,379,000 acres, estimated yield, 214,000,000 bushels and rye 3,772,000 acres, estimated yield, 57,000,000 bushels.

The Allies, Mr. Williams said, have purchased 300,000,000 bushels of our 1917 wheat crop. Fully 100,000,000 more will be required for seed, making it clear that our shortage will be a real one. In Michigan it is estimated that we have plowed under 5 per cent. of our 800,000 acres of wheat. Beef cattle have decreased to the amount of more than 8,000,000 head in the last eight years. Milch cows have decreased 500,000. Exports of meat and our dairy products per year before the war were in amount \$146,000,000. Since the war these exports have doubled. Michigan's average yield of potatoes for a three year period has been ninety-seven bushels to the acre; in 1915 it was sixty-five

bushels, and in 1916 it was thirty-seven bushels per acre. The system of county agent and the Government's active participation in the study of the causes of the losses have revealed some things of which the banker should take notice.

"From an authority at the Michigan Agricultural College," continued Mr. Williams, "I have this information: The losses from untreated wheat in the State of Michigan in 1916 were from one million and a quarter to two and a half millions of dollars; untreated oats from two to four millions of dollars; untreated barley from one to two hundred thousand dollars or a total loss from smut, which might have been prevented by treatment of the grains, from three and a half to seven millions of dollars.

"In our own county of Allegan, after a campaign conducted by bankers, ably assisted by the county agent, whereby full page advertisements were published in the newspapers and circular letters were sent to all school districts with instructions as to the method of treating oats, a canvass was conducted in twenty-three school districts, whereby a comparatively accurate census was secured in the fall of 1916. It was found from this canvass that one-third of the farmers in these districts failed to treat their oats, that their loss as compared with those who did treat them, was eight bushels per acre—at present prices a financial loss of \$6.40 an acre in our county alone, based on the estimated acreage, a loss of over \$50,000. The loss in Michigan from potato disease which might have been averted by proper treatment is estimated at nearly \$9,000,000. From the use of untested seeds, or seeds of low vitality in wheat, barley and corn, the loss runs from \$6,000,000 to \$11,000,000; from failure to use the grader in corn, from \$6,000,000 to \$12,000,000. The total preventable losses in Michigan, based on the yields of 1916, are from \$15,000,000 to \$30,000,000 per year. Why are not these losses prevented? Not entirely through ignorance, because the best farmers are treating and testing seeds, but perhaps through indifference and because the average farmer has not had his attention called to the subject."

"These are preventable losses," continued Mr. Williams, "and I think I may say to this Association that if the members present could arouse themselves to the importance of the subject, and could interest themselves in the removal of these causes of loss, a farmer would find without appreciable increase in the overhead cost of his farm operations he would in-

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.

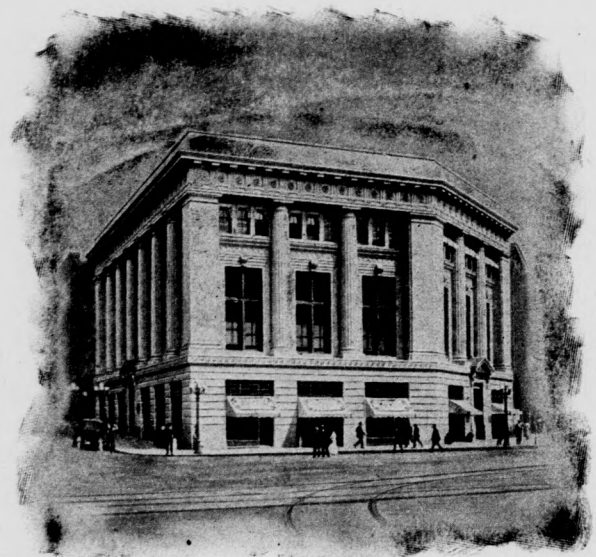
Send for Blank Form of Will and Booklet on Descent and Distribution of Property

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost

Audits made of books of municipalities, corporations, firms and individuals.

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMP AU SQUARE

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

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

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

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

crease his yield from 15 to 30 per cent."

Mr. Williams' address, only a portion of which has been quoted, so clearly brought before the bankers the importance to State and Nation of the agricultural problem that, while as an Association it did not feel it could act, individual bankers present expressed their willingness to undertake to put into effect the plan outlined by Mr. Williams which in brief, is as follows:

An industrial bureau to be financed by Michigan bankers and to be supported by voluntary contributions, said contributions to be made on a two year trial. The Detroit Clearing House subscribed \$2,500; the Grand Rapids Clearing House \$600; Lansing \$200; and Kalamazoo \$200. The industrial agent is to be under the supervision of a special committee consisting of the President of the Michigan Bankers Association; chairman of the Agricultural Committee of the Bankers Association; one member to be appointed by the Detroit Clearing House and one other person who will be in charge of the work of the agent. Members of the Committee are to receive their traveling expenses only; the one in direct charge of the agent a per diem allowance in addition to his traveling expenses, this per diem to be fixed by the other members of the Committee. The Committee shall hold monthly meetings to pass upon accounts and to arrange for the payment of salaries and expenses.

The duties of the industrial agent shall be to assist in the organization of banks in this work; arrange for an assignment of the districts in each county, so every school district may have charge of this work; to go with bankers, so far as possible to visit school districts in preliminary work; to urge and instruct children to test seeds and to treat such as may be necessary for better crops; to spread the gospel of pedigreed seeds and assist in their distribution; to assist in the organization of boys and girls' corn clubs, potato clubs, calf and pig clubs; to plan for the use of vacant city lots and garden plots; in general, it will be expected that this industrial agent will be thoroughly informed upon the best plans for promoting agricultural interests in the State and that he will interest bankers and get them to work along the lines he may suggest.

In this great work the bankers of Michigan are setting a fine example which should be followed by others. Merchants and manufacturers should put their shoulders to the wheel and co-operate in a movement that means better and larger crops and, therefore, prosperity built upon the solid foundation of the products of the soil.

In order to efficiently serve the public and the Government the railroads of the country require approximately \$1,000,000,000 of new capital. Now there are three ways of raising this money—by surplus earnings, private investment or Government ownership. It is an acknowledged fact that the surplus earnings are not nearly large enough to supply this sum; private investment will not be made, so long

as it is recognized that an adequate return on this investment cannot be made under existing conditions. Government ownership would be entirely too expensive a method at this time when all its resources are required for carrying on the war, for, be it understood any administration would hesitate before it would seize the invested interests of millions of people, many of whom are women and children whose trust funds have been invested in railroad securities. It, therefore, should be up to the Interstate Commerce Commission to right about face and grant the railroads a sufficient income in rates to enable them to provide the facilities the Nation demands and yield a fair return upon the money invested by private persons. Paul Leake.

Statistically, the outlook for the locomotive companies in this country is astounding. Figures and estimates have been compiled, largely by an American locomotive concern, of the locomotive works and capacity of the entire world, and of the entire world's locomotives supply and locomotive needs. They reveal the number of locomotive plans before the war started: in Belgium, in France, in Great Britain, in Germany. They indicate what have become of the Belgian and French plants fallen into the hands of the enemy. They show how many locomotives Russia, China, and South America imported before the war, where they came from, how much the railways of those countries have expanded, and what their needs are now and will be after the war. They take into account America's and Canada's normal needs and capacity, and needs and capacity now and to come. They take into account the cumulative demand from railways in the belligerent countries, railways which have not been able to get their demands filled, and railways which are holding off, while engines depreciate, until lower prices come. The statistical result, which may soon be published, is astonishing. As the equipment concerns are not selling to the Government, they are not affected by price-fixing—except in one way. If the Government should order the reduction of steel prices for all consumers, the locomotive companies, being consumers, would not be victims, but beneficiaries.

Do You Want to Make \$20?

The National Automatic Music Co. is selling its stock at \$16 per share. The company has paid regular 1 per cent. cash dividends for a long time—sometimes extra dividends as well. I have 20 shares of stock which I am obliged to sell to keep up the payments on my Liberty Bond. I offer this stock for \$300 cash, purchaser to receive the August 1 dividend if sale is made at once. Address No. 100, care Michigan Tradesman.

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.

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

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Death of a Well-Known Grocery Salesman.

Ferry P. Hanifin died at his home, 423 Charles avenue, after a prolonged illness from Bright's disease Saturday night. Mr. Hanifin was well known in fraternal circles throughout the State, being a member of the Ionia lodge of Elks, No. 548; Greenville Blue lodge, Masons; the Grand Rapids lodge of Royal Arch Masons, and the Grand Rapids Council No. 131, U. C. T.

Ferry P. Hanifin was born at Pentwater Sept. 7, 1871. His father was a merchant tailor at that place. In 1880 the family moved to Stanton, where Mr. Hanifin lived until seventeen years ago, when he removed to Grand Rapids. His first work after



Ferry P. Hanifin.

coming to Grand Rapids was to represent Lautz Bros. & Co. on the road. He was with this house about six years. He then connected himself with the Grand Rapids Stationery Co. and remained with that house until it went out of business. His next connection was with Northrup, Robertson & Carrier, of Lansing, with whom he remained for several years. For the past few years he has represented the Lansing branch of the National Grocer Co., traveling in Central Michigan territory.

Mr. Hanifin was married in March, 1899, to Miss Zilla Althouse, of Big Rapids. They had no children.

Mr. Hanifin was compelled to give up road work about nine months ago, since which time he has been gradually failing. Death came as a welcome relief to his sufferings. The funeral was held at Lyzen's chapel Tuesday afternoon. The body was taken to Pentwater, where interment was made in the family lot this forenoon.

Deceased is survived by his wife, mother, Mrs. Alice Hanifin, of Kenosha, Wis.; one sister, Mrs. David Jacobson, also of Kenosha; two brothers, Fred, of Owosso, and Harry, of Jackson.

Gabby Gleanings From Grand Rapids.

Grand Rapids July 16—The annual U. C. T. and Bagman picnic was held Saturday, July 14, at Manhattan Beach, Reed's Lake. Although the day was ideal, the crowd was small, but nevertheless enthusiastic. An interesting programme was carried out and every body enjoyed themselves immensely, even those who were so

speedy in the foot races that the ground came up to meet them and caused landscape to be distributed over their wearing apparel. The candy wheel drew the crowd and bidding was brisk for the numbered paddles. Charles Perkins created a hit when he started his barking of "free ice cream cones." He was as busy as a one armed painter with the hives. As a final windup, a game of indoor baseball was staged among the trees. Three stars were uncovered during the game. Harwood excelled at catching, Lypps at pitching and Rooney broke up the game by knocking the ball so far skyward that a man was sent out Sunday to get the ball when it came down. It was disappointing for the old guard to see what little interest No. 131 takes when anything is arranged for their benefit. Instead of one hundred there should have been three or four hundred out fraternizing and making use of the privilege of being a member of the only organization of its kind in the world. Think it over, slackers!

H. F. McIntyre and son, John, left Saturday noon for Oakland, Calif., where they will join Mrs. McIntyre, who has been visiting relatives for the past eight weeks. They will visit points of interest in the West and return about Sept. 1.

W. S. Lawton left Sunday for Bay City, Alpena and various points in the Thumb to expound the truths of Dr. Miles' prescription.

William Murphy, a member of Traverse City Council, has accepted a position as specialty man with Brown & Sehler Co., and will cover the Western half of Michigan.

A U. C. T. meeting will be held the first Saturday evening in August at 7:30. We wonder how many officers will be absent?

Mr. Deming, of the Cadillac Plumbing & Heating Co., left Friday for an extended visit in Canada.

The McBain graded school is being remodeled and made ready for the opening of school Sept. 1. The McBain Hardware & Furniture Co. has received the contract for the installation of the plumbing.

The McGregor Hardware Co. has the contract for the furnishing of plumbing material for the Manton high school.

John D. Martin has become so enamored with his wife that when he cannot take her with him when he leaves town he takes along a pair of her pink pajamas for company.

L. V. Pilkington.

Pessimists are men who go around looking for thorns to sit on.

CANADIAN FACTORY AND LAND FOR SALE

UNDER THE WINDING-UP ACT
IN RE: DAMIEN LALONDE
LIMITED

100 Christophe Colomb St., Montreal

Tenders will be received by the undersigned till Monday, 30th July, 1917, at noon, for the purchase en bloc or in part of the undermentioned immovable properties:

10. 26 lots of land in St. Denis Ward, City of Montreal, on Christophe Colomb St., forming 114,272 feet of land, with buildings thereon erected, comprising 2 stories solid brick building 150x90 feet. Iron framed, concrete foundations and ground flooring, gravel roofed, upper floor mill construction with saw mill and joiner shop, kiln and machine shop, heating and lighting systems, waterworks, and one 8 cars siding to C. P. Ry., and all the machinery therein contained: 3 lumber sheds, 2 shell and box factories, stables and keeper's dwelling, etc.

No tenders necessarily accepted.

For information apply to the liquidators.

F. R. VINET,

P. H. DUFRESNE,

Liquidators.

99 St. James Street.

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!

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.

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OLD LINE INSURANCE AT LOWEST NET COST

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

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THE



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

Boomlets From Bay City.

Bay City, July 16—S. J. Skaff & Co. has opened a new store in the McEwan block, on Washington avenue, where they will handle floor coverings, oriental rugs, etc.

Jake Ruben, fruit dealer, has moved to his new quarters in the McEwan block, Washington avenue.

The Michigan Vitrified Brick Co. was re-organized this week and will hereafter be known and do business under the name of the Bay City Brick Co. The capital stock is \$100,000. The officers are: President, I. N. Rodenbaugh, Mancelona; Secretary and Treasurer, John J. Cox, of Ann Arbor. K. E. Norton, of Ohio, a practical engineer, will have the superintendency of the business.

R. S. Phillips, traveling representative for the Hansen Glove Co., Milwaukee, has returned from an auto trip, visiting friends in Marlette and other points in the Thumb district.

R. W. Gresser, manager of the Delphoon Co., manufacturer of the Delphoon talking machine, has returned from New York City, where he organized the Delphoon Sales Co., a corporation which is to handle the selling end of the business for the states of New York, Pennsylvania, New Jersey and Connecticut. The new company has made a contract with the local manufacturing concern to sell not less than \$100,000 worth of its machines per year. The local company is only about three years old and has had wonderful success.

The Cooley Casting Co., of this city, formerly the Roeller Foundry Co., is completing some very extensive additions and improvements to its plant and expects to increase its force from 100 to 160 men. The company manufacturers, besides iron products, aluminum and brass devices for automobiles. The business has increased two fold in the past year.

Arthur Sweet, Gladwin, has sold his grocery stock to Harold W. Wagar, who will continue the business in connection with his drug business at the same location. Mr. Sweet is well known by the traveling salesmen of Eastern Michigan, because he was formerly manager of the Johannesburg Manufacturing Co.'s store, at Johannesburg. Mr. Sweet has located on a farm one mile from Cohoctah. He was a dealer in sweets for several years, but hereafter he will be known as A. Sweet, farmer.

The Northeastern Butter Co. is the name of a new business recently opened up at the corner of Third and Jackson streets. It makes a specialty of butter, as the name would indicate, and is already doing a fine business. It also markets a fine quality of buttermilk.

W. A. Senay, Linwood, has sold his grocery store at Flint, but will continue his general store at Linwood.

Danin & Weinberg, Owendale, have discontinued their branch store at Reese.

Frank W. Wheeler, Detroit, formerly of this city and one of the best known ship building men of this country, is organizing a company for the establishment of another ship-building plant on the Saginaw River, between Bay City and Saginaw, for the construction of Government boats.

W. J. Asman, who has been engaged in the brokerage business for several years at 503 Third street, has organized the Home Produce Co. and will do a wholesale and retail business in produce and fruits.

J. H. Belknap, local representative of the Mayer Shoe Co., Milwaukee, has decided that, not having had a vacation for twelve years, he is entitled to a rest and, with Mrs. Belknap, left to-day for Detroit, where they will take a boat for a two weeks' trip down the St. Lawrence River. We wish you a most enjoyable trip, J. H. As Mrs. Belknap is with you, we have no fear that you will indulge in anything stronger than W. J. Bryan's brand of grape juice.

W. T. Ballamy.

Sidelights on Celery City and Environs.

Kalamazoo, July 17—Frank Saville, city salesman for the Worden Grocer Company, is back on the job, after spending two weeks at Petoskey and is feeling much better.

Harrison Bauer has been promoted from shipping clerk to a position as salesman and will cover the Michigan Central, West of Kalamazoo, for the Worden Grocer Company.

The wife of Guy L. Deardorf, of Burr Oak, who underwent a serious operation at Bronson Hospital, is on the road to recovery.

F. P. D'Arcy, President of the D'Arcy Spring Co., has returned from Moline, Ill., where he closed a contract with the Velie Motor Car Co. to furnish that concern 10,000 sets of high grade springs for its 1918 output. The order runs into the hundreds of thousands of dollars and is representative of the business that is now coming to this rapidly growing concern. Mr. D'Arcy has also closed a contract to furnish the Barley Motor Car Co., of this city, with its supply of springs for the coming year. The Barley Co. takes the highest priced spring manufactured by the D'Arcy plant, which is said to be superior to any article of the kind now on the market. Mr. D'Arcy has established the correctness of his content on that his three-ply spring will not break down and makes the easiest riding automobile seat that can be produced.

W. S. Cook.

Some men would never commit suicide, but they will cut the life out of advertising and then die an untimely commercial death.

Yesterday's neglect causes two-thirds of to-day's worry.

FOR SALE Cartier General Store

We have been appointed by the U. S. Court to close out the business of the A. E. Cartier Sons Co., of Ludington.

We offer for sale their general merchandise store and buildings. The stock will inventory about \$30,000. The store is doing a profitable business of more than \$110,000 per year.

This is a splendid opportunity to get a profitable, established business in a good city.

Address all communications to

Grand Rapids Trust Co., Liquidating Trustee,
Ludington, Michigan

As Old as the Hills

Ever since the Egyptians constructed the pyramids of cement, that article has been conceded to be as lasting as time and as enduring as the ages. The same is true of investments in cement manufactories. No man ever lost a dollar invested in a well-managed cement factory. On the other hand, thousands of men have made independent fortunes in aligning themselves in cement industries. You now have a chance to join the latter class and get in on the ground floor by purchasing shares at par—\$10 per share. How many shares shall we have issued to you now while the stock is to be obtained at the present price?

Deuel & Sawall, Inc.

Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

Flexibility in the Army

makes it respond quickly, intelligently and efficiently to the will of the commanding general.

Flexibility in telephone service is the quality that makes it universal in scope, uniform in operation and economically and continuously available.

THE BELL SYSTEM

embraces all these characteristics. Its local and long distance service makes it possible for business commanders to bridge space, leap obstructions and pour a winning fire over a competitor's entrenchments. To use Bell Service is to be prepared for any business contingency.

Use the Bell Telephone



Michigan State Telephone
Company

Grand Rapids, Michigan



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.

Securing Big Returns From the Small-ware Department.

Written for the Tradesman.

Merchants appear to differ as to the advisability of pushing the sale of smallwares.

"There's no use wasting time on them," one man told me. "The 10-cent stores with their cheap stuff are crowding us out. Then, it takes an awful lot of selling to secure the same results from enamelware that I get when I sell a single stove."

Another merchant took a different view.

"Whenever I sell a stove, I see to it that the purchaser has a good line of kitchen stuff. There's a nice margin in small wares, and they pay for a little pushing. If they're properly displayed, the small wares in many instances practically sell themselves."

Success with small wares is largely a matter of method. The dealer who isn't interested in making the line a success won't make it a success. The dealer who has faith in the line and adopts pushful ideas will, on the other hand, secure good returns. Cheap competition is by no means fatal.

An essential is to have a well selected stock. The amount of capital tied up in individual articles is so small, that there is no excuse for the merchant not having a good assortment. If you have what people want—if you have it every time—they'll come to you in preference to the merchant who is "just out" or has the goods "on order—here any day." This feature, being able to meet and satisfy the demand whenever it comes, is vital to success with smallwares.

One hardware dealer's experience with this line, although in no sense striking, may illuminate the situation. This is just the plain narrative of what an ordinary merchant has done with this particular line. He carries a large stock. Practically one side of his store is given over to such lines, neatly arranged on deep shelves. A couple of long tables are used for display. There is an extensive reserve stock in the cellar, which contains more goods than most hardware stores sell in a year.

"I turn this stock three times a year," stated the proprietor. He was not exaggerating, for the bulk of the goods on closer inspection were unmistakably new.

The business has been gradually

built up to its present position. The merchant has been at it ten years. "I realized that it would pay me to cater to the trade of the women folks," he said. "I put in a bright new store front, and I put in a line of goods which I knew would attract women. They began to come, slowly. Then they came more rapidly as they found I had a good stock at fair prices. As sales grew, I increased my stock. I made it a rule never to be out of any particular size or variety. Women customers rely on my stock. They know they can always get what they want. To meet every demand, a large stock is necessary; yet I turn this stock three times a year.

"One important point is to keep the stock free from odds and ends. New goods go into the cellar and as the stock on the shelves is cleared out, new supplies are brought up. I don't believe in putting new stock right on the shelves and allowing the old goods to become shopworn and unsalable. The percentage of loss from this cause is very small."

This man advertises in the newspapers to some extent, and uses window display liberally; one window the whole year round is used for household goods.

One of the greatest needs in connection with these lines is display. Goods well displayed are half sold. A display immediately attracts the attention of ladies, especially if prices are plainly marked. Expensive silent salesmen are not necessary. Take a leaf out of the 10-cent store's book and put in a few display tables for smallwares. Have tables for 5, 10, 15, 20 and 25 cent articles; or subdivide the showings on one long table according to price. Ticket everything. Where this familiar device is used, the goods practically sell themselves.


One small city dealer who is crowded for floor space carries merely a range of supplies on the main floor, and a reserve stock on specially constructed shelves in the basement. Another merchant in a small town has the front part of the basement well lighted with prism lights in the sidewalk and plate glass set at a slant and protected by a railing. Below this the smallwares are shown, the goods being clearly visible from the sidewalk. Customers who can't find what they want among the samples on the main floor are escorted down an easy stair to the big display in the basement. In other stores, upstairs show rooms have been fitted out, in some instances in combination with a small rest room. The rest room is a feature which attracts wom-

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Special Sale Experts
 Expert Advertising—Expert Merchandising
 44 So. Ionia Ave. Grand Rapids, Mich.

HARNESS OUR OWN MAKE
 Hand or Machine Made
 Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.
SHERWOOD HALL CO., LTD.
 Ionia Ave. and Louis St. Grand Rapids, Michigan

AGRICULTURAL LIME
BUILDING LIME
 Write for Prices
A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

TAKING INVENTORY
 Ask about our way
BARLOW BROS. Grand Rapids, Mich.


Elevators
 Electric and Hand Power
 Also Dumbwaiters
Sidney Elevator Mfg. Company
 Sidney, Ohio
 Mention this paper.

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

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

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.

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

Foster, Stevens & Co.
Wholesale Hardware

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

Grand Rapids, Mich.

en to the upstairs show rooms. These are a few of the devices adopted by merchants to solve the problem of limited floor space.

Cheap competition is a problem that is best met squarely. One merchant makes a point of featuring value. "It isn't what you pay, but what you get, that makes the bargain," is his slogan. How he takes advantage of chance openings is illustrated by the incident of the 15c. saucepan, which housewives in his town still remember after seven years. A woman came to him complaining that an enamelware saucepan she had bought a few weeks before at a competing store for 15 cents was badly cracked. He sold her a quality pan of the same size for 20 cents. "Bring me the other pan," he said, "and bring this 20 cent pan back in six months and I'll give you a new one free of charge." The woman did so. At the end of the six months the merchant put both pans in the window, the one badly chipped after four weeks use, the other as good as new after six months, with a sign like this:

15c. 20c.
FOUR WEEKS SIX MONTHS
"It's What You Get That Makes the Bargain."

A continuous educational campaign on the subject of values is the most effective answer to cheap competition. Good results can also be secured by the use of occasional, limited features at attractive prices: real bargains to attract the bargain hunter.

Victor Lauriston.

Automobile Accidents Receive Serious Consideration.

Grand Rapids, July 16—The thirtieth annual session of the Supreme Council of the United Commercial Travelers held at headquarters, Columbus, Ohio, June 26 to 30 was one of the most interesting, impressive and important ever held.

The amendment submitted by Manley J. Hemmens, Supreme Auditor, to pay only one-half the maximum amounts where one was injured while an occupant of an automobile, as the result of having been an occupant of an automobile, while cranking or while caring for or while repairing an automobile, was defeated by almost the entire vote of the convention. The measure was so unpopular that I think it had more or less to do with the defeat of the maker for reelection as Supreme Auditor.

C. A. Hebbard, of New York, was elected to succeed Manley J. Hemmens on the Supreme Executive Committee and as Supreme Auditor.

While Michigan was against the Hemmens amendment, still something will have to be done by every insurance company in America if the rate continues to increase much more. It is necessary that every U. C. T. shall exercise "Safety First" as the following figures will show:

Paid on account of automobile and motorcycle accidents:
25 automobile death claims amounting to \$145,500.
1154 automobile disability claims amounting to \$110,462.48.
28 Motorcycle disability claims amounting to \$2,757.05.
Total is \$258,719.53.
Average amount paid per weekly disability claim on account of automobile accidents, \$95.72.
Average amount paid per weekly from all accidents excepting automobile accidents, \$71.83.
Amount paid per capita on account of automobile and motorcycle accidents, \$3.44.
Twenty-six per cent. of the disa-

bility claims paid were on account of automobile and motorcycle accidents, 29 per cent of the amount paid for disability was for automobile accidents, 46 per cent of the death claims paid were on account of automobile accidents, 54 per cent. of the amount paid for death claims was for automobile accidents. So you can see what the automobile is doing for the insurance companies.

Especially so, as now a large percentage of the boys are now using cars to make their territory. It is to be hoped that, as we get more experience as drivers and as the roads get better, the percentage will grow less.

Here are some figures worth your earnest consideration:

385 members disabled on account of cranking; claims \$34,691.54; 81 members disabled on account of adjusting and repairing; claims \$4,802.41; 688 members disabled on account of skidding, collision and miscellaneous; claims \$70,968.53.

C. V. Holderman, of Tennessee, was successful in winning out as Supreme Sentinel.

Michigan was an important factor in the Supreme Council and they knew we were there. Past Supreme Counselor Frank S. Ganiard, of Michigan, was appointed by Supreme Counselor T. J. Phelps as chairman for next year on the most important committee, State of the Order.

This was the first time I was privileged to attend the Supreme Council. I was impressed with the high personality of the representatives, the business like way in which it was conducted, and the very complete and splendid reports of the various committees. Wilbur S. Burns.

And many a man's reputation for truthfulness goes lame when he begins to say things about himself.



Don't Despise the Drunken 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.

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

Coleman
(Brand)

Terpeneless
LEMON
and
Pure High Grade
VANILLA
EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.



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

Holiday Goods

IN

CELLULOID AND METAL TOILET AND MANICURE SETS, LEATHER GOODS, CHINA, CUT-GLASS, TOYS, DOLLS, BOOKS, GAMES, BRASS HOUSEHOLD WARES, SILVERWARE, CLOCKS AND NOVELTIES OF EVERY DESCRIPTION.

We are showing choicest selection of goods from over

Eleven Hundred Factories

Our display is a wonderful revelation of

**New Goods
Lowest Prices and
Immense Variety**

that should not be overlooked as the early buying merchants are showing by their orders every day since the opening week of June 5th.

Don't say "I can't get away."

Other men are as busy as you but they have learned that goods "well bought are half sold," and in this year of wonderful changes IT IS IMPERATIVE that you see a line of goods like ours before buying.

To attempt to order from your home town with so many NEW, NOVEL AND SNAPPY THINGS as we are showing would be an injustice to your business as the people are depending upon you to save them from ordering elsewhere.

PRESENT PRICES WON'T LAST and our early orders cannot be duplicated as raw material and labor are constantly rising. Besides there is a greater shortage in these lines than last year and factories cannot be depended upon for re-orders.

WE TRY TO SERVE YOU

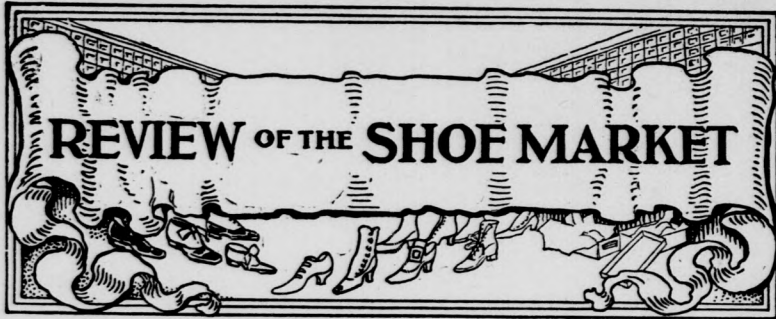
We mark our goods in plain figures. We have increased our sample tables ONE THIRD to accommodate goods NEVER SEEN BEFORE in preparation for the greatest Fall and Holiday business you have ever had.

We will hold orders until shipment is desired. We give Holiday dating, sell to merchants only and have no connection with any retail store.

COME AND SEE US—CORRESPONDENCE INVITED

H. Leonard & Sons

MANUFACTURERS' AGENTS & WHOLESALE DISTRIBUTORS
Grand Rapids, Michigan



Practical Hints on Good Window Displays.

Written for the Tradesman.

The retail shoe dealer who hopes to get his full share of the cream of the local trade, must give thought and care to his window trims. To challenge the passer-by and make him stop and have a look at your shoes; to create a ripple of interest where no interest existed before; to accentuate a small degree of interest until it prompts the person outside to step inside the store and make an enquiry—this is what the right sort of a window will often do, and this should be the kind of a trim one should try to put on. To prepare a window effect that shall be merely beautiful—unusual in design and artistic in the arrangement of its details—is not the paramount thing. Still wider of the mark are all those windows that aim at bizarre effects—whose object would seem to be merely to surprise or puzzle the passers-by. The object of the window trim is to quicken interest in shoes as merchandise. In other words to get people to want to buy certain pairs of shoes that they see on display in the windows.

For that reason the window is an advertising medium, or a form of advertising. Consequently the advertising standpoint should always be uppermost in the mind of the window trimmer. In the treatment of coverings, background and decorative accessories, such as flowers or whatever else may be used for that purpose, the well-known rules of good taste governing the use of colors should not, of course, be violated but the idea isn't merely to construct a pretty picture for the eye to delight in, but rather to exhibit merchandise amid such attractive environments and in such an appealing manner that people will want to buy the merchandise. If, therefore, the trimmer would challenge the attention, he must challenge it to a practical end. Merely to attract the idly curious, to draw and amuse and puzzle the throng, to set up some new and novel window-show to run its little day and have its little vogue—that isn't good window-trimming. Why have a bunch of people glued to your window if, when their curiosity is sufficiently satisfied, they melt away and pass on? The value of a window display is determined by the record of sales.

Every retail shoe dealer ought to get hold of the fact that a good window is his best salesman. When the day's work is done, the clerks go home, but the silent salesman (his window) will stay on the job and sell

shoes for him after the boys have gone home. He never murmurs nor complains, never becomes tired, never kicks for more money, never loafs on the job and peeps at the clock out of the corners of his eyes; he's right there, day and night (if you keep him illuminated, as you surely should), three hundred and sixty-five days in the year.

Now for the "hints" promised in the caption of this article.

First, clean your window thoroughly before you undertake to dress it.

Unless you have a fine hardwood floor that requires no covering of any sort, select some suitable material for covering. Silk velour is excellent, but there are less expensive materials that may be used to good effect.

Use good up-to-date fixtures—and remember that the best effects are got by keeping the shoes well down towards the floor. To swing a pair of shoes from the top of your window by means of ribbons, or perch them at the top of old-fashioned lofty metal stands, is passe—it's an unnatural attitude for shoes. Shoes are supposed to tread the earth. The shoes nearest the front of your window should rest naturally on the floor, those back of the front on graduated stands (not too high) or shelves.

Select for display purpose the shoes you want to sell, i. e., shoes from lines in which you are stocked, not merely "show shoes" of the so-called custom made variety (of which you have only a few pairs) or novelty shoes of one sort or another. Play the game fair, and don't create artificial hopes that must later on suffer disillusionment.

Having selected the shoes that you intend to put in your window, give plenty of time to forming and ironing them out so they'll look just as attractive as possible.

Keep the glass of your window immaculate.

There should be a card with each shoe either giving the name of the style or a number indicating the same, so that the salesman may know, without taking a hike out front with his customer, what the customer is especially interested in. Personally, I think the selling price should be indicated on the same card along with the style name or number, but there is a difference of opinion on this point, and there are good authorities for and against; and perhaps the truth may be that neither custom should be followed invariably; that the best plan is to combine the two ideas—i. e. price-tag some of the shoes all the time, or all of the shoes at certain

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"



This Trade Mark Sells Shoes

Rouge Rex dealers sell them and their customers demand them, as both know there are no better shoes to be had for the money.

HIRTH-KRAUSE COMPANY

Tan the Leather and Make the Shoes

Grand Rapids, Michigan

Largest Manufacturers of Work Shoes in Michigan

times, at other times none of the shoes.

Apropos this subject, ponder these words from a most successful retail shoe dealer of Oklahoma: "If your windows are unattractive and badly trimmed, even if you handle the best of merchandise, the chances are that you will never get the stranger into your store, but on the other hand if your windows are attractive and the merchandise effectively arranged from an advertising standpoint, the chances are very much in your favor for the stranger to drop in and ask about your shoes." Cid McKay.

Activities in Michigan Cities.
Written for the Tradesman.

Battle Creek now sees that there are some penalties connected with prosperity and that the cantonment is not all velvet. Comfort stations and added parks, pavements and police protection, not for a city of 34,000, but for a city of 50,000 to 75,000—these are among immediate necessities.

Flint is framing up a city building code to conform with the new State law.

The new municipal bathing beach has opened at Muskegon, and any swimmer who goes beyond the ropes, if he returns alive, will be expelled from the beach.

Following the fatalities at the Orchard Beach crossing, Manistee, the Michigan Railroad Commission has ordered the M. & N. E. Railway to slow up its trains here to fifteen miles an hour. The Manistee Street Railway Co. must install a derailer and until this device is in place, keep a watchman there. The street railway must improve its system of brakes and install bell cords.

Howard City's home coming will be held Aug. 19-20, with Warren Lisk as chairman and there will be doings in the old home town. Six members of the committee have sent out ninety letters to former residents with request that each of the ninety mail letters to four of his friends, each one of this large number to be asked to write four of his friends and so on. This system of advertising is expected to reach every former Howardite in the known world, outside of Germany.

Eaton Rapids has a crack drill team in the Home Guards, under leadership of Capt. Clark Belknap. A citizen has presented the company with a beautiful silk flag, to be given to the platoon having the best drill record September 1.

School meetings are usually trim affairs, but the one held recently at Paw Paw high school was a hummer. Every ballot showed 220 vote cast, while fully a third as many more people were present as spectators. Action of the school board which led to the resignation of Supt. Hungerford was responsible for the contest for new trustees. The Men's League a church auxilliary, was an active factor.

Red Ribbon hall, historic landmark at Eaton Rapids for many decades, the city's opera house, forum and local point for all manner of doings, has been running down at the heel for some time, and the school board,

now owners of the property, has appropriated \$2,000 for repairs.

Marquette, will have a potash plant to take care of the wood ashes of sawmills in Marquette, Baraga and Alger counties. After the valuable potash is extracted from the ashes the residue becomes a land fertilizer with about 50 per cent. sulphate of lime.

Kalamazoo has been unable to sell street improvement bonds at 4½ per cent. interest rate and will offer them at a higher rate, not to exceed 5 per cent.

Traverse City has passed an ordinance forbidding the planting of popular trees, also authorizing the cutting down of trees now interfering with water pipes and sewers.

County superintendents of the poor of Michigan will hold their annual meeting at Flint Sept. 11-13.

Almond Griffen.

The suggestion of Theodore Roosevelt that the German language should be suppressed in this country meets with commendation in all parts of the country. Even people of German birth who have been stung to the quick by the fiendish acts of Germany ever since the Kaiser started the present war, approve of the plan of extinguishing everything German, so far as this country is concerned. The courts are full of applications to change German names to American cognomens. Religious denominations which have German titles attached to their names are chopping them off, because they realize that any name suggestive of a nation of brutes and barbarians across the seas must be forever eliminated.

It is easy to believe that you have good taste, but it isn't so easy to convince others.

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

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.

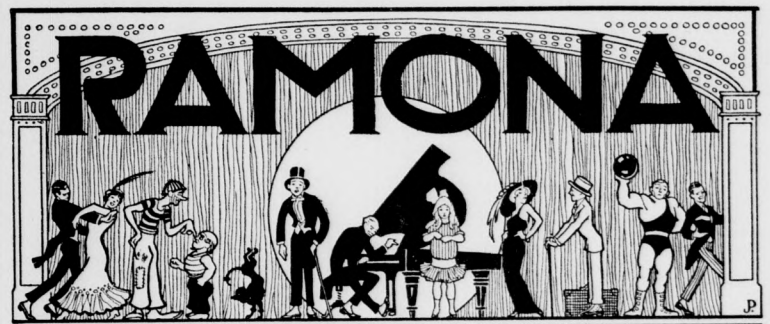
Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



Cigar Cigar

DORNBOS Single Binder

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



THE RENDESVOUS OF REFINED AMUSEMENT SEEKERS

After weeks of preparation to welcome recreation and pleasure seekers, Ramona is more attractive this year than in any previous season, Dancing Thrillers, Refreshment Booths, Rowboats and Canoe docks freshened, brightened and made more fascinating than ever.



When the Amateur Tries to Sell Her Work.

Written for the Tradesman.

Mrs. Owens, who is the counselor of her many young friends, lately received a long letter from Marguerite Hunter. Marguerite, whom I also happen to know, is a lovely girl, about 23 now I think. Ever since she left school she has had plenty of time on her hands, much of which she has spent in taking up various fads. Being naturally somewhat artistic in her inclinations, china painting has been her favorite among all her pursuits. While dropping off the rest one after another as the enthusiasm waned, she has kept that up. I will now quote a portion of her letter:

"You know, Mrs. Owens, the house is just full of my hand-painted china, and I have given to all of my friends. So this spring I determined to try to sell some of my work. I will explain that while father always has been very generous with me, several months ago he met with heavy losses, so that now I am anxious to earn some money myself. Well, I arranged with an art and novelty store to sell for me on commission, and I made a window display there. Also I undertook to sell my work myself. Taking three or four of my nicest small pieces as samples, I went out and got quite a number of orders, mainly for June wedding gifts.

"I had no fears but my work would please. To be sure I took only a short course of lessons when I learned, but every one always has said I had such a talent, and my friends have fairly raved over the vases and plates and things I gave them. You imagine my disappointment when I say that the store hasn't made a single sale for me, although I know they have sold a dozen or more pieces for another woman who has some work displayed there.

"As to the orders I took myself, do you know, when I came to deliver, almost every one of my customers found some fault—would rather have had this spray or that blossom a little different in some way. And two women positively refused to accept their pieces, after I had gone to the expense of materials and firing, to say nothing of my own time and labor. Now I am sure that with all of the orders I took far more pains than I ever had taken with any of my china painting before, so I can't understand what the trouble it. If you can tell me, please be perfectly frank and do so."

The difficulty or obstacle or whatever you may call it, that Marguerite, dear child, is up against to her own

surprise and bewilderment, is just this: It is a hard thing, practically an impossible thing, to change quickly and without additional training, from an easy, pleasant, amateur and unpaid pursuit of any art or calling, to professional and paid work in the same line. Marguerite's case is typical, and so has value for women and girls. The difficulty which she has experienced is not peculiar to china painting.

Take the girl who has some leisure and a kind heart and a knack for sewing. She easily can put in all her spare time, helping out friends and relatives in planning their clothes, cutting, fitting, arranging trimming and the like. And every tap that she does will please absolutely, or at least she never will know it if it doesn't. And although she hasn't learned the dressmaker's trade, her knowledge having all been "picked up," she will be told over and over again that she ought to set up a shop. But once she does set up a shop and begins to charge for making blouses and gowns, customers will discover that the work is not faultless. One will be sure that her sleeves are not right, and another will complain that her skirt is longer on one side than on the other, and want it fixed. Still another will be dissatisfied because her dress "hasn't any style about it." Very soon our amateur will find that she needs all the skill of the modiste and then some, to meet the exactions of fastidious patrons.

The woman with a little literary gift is another example. So long as she confines her efforts to getting up essays for her club or making write-ups of local celebrities for her home paper, cheerfully doing such stunts for nothing, she will be sure to receive all kinds of praise and be made to feel that she is a real genius, with Shakespeare only shortly in the lead. But let her submit some of her "stories" to a periodical that pays. She will be likely to find out that after all she is only a very humble little pen-pusher. The work of the amateur will go all right and be in great demand so long as it goes for nothing; but to command anything like pay, work must come up to standards and meet requirements.

Although I am no connoisseur of china painting, I do not hesitate to say that the trouble with Marguerite's work is that it is amateurish. It is pretty in a way, and perhaps her friends have not been insincere in their lavish expressions of admiration, but she never has acquired the professional touch. I am glad it is Mrs. Owens and not I who must convey to her this unwelcome fact.

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

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.



Fieglers
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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, Ill.

Crescent Mapleine

Double Your Bread Sales

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



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

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

Write To-day for Selling Plan and Particulars

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

Name

Town

Mail This Coupon Today

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

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

The professional touch in any kind of work is hard to define, hard to analyze. And the strangest thing about it is that those who are wholly unskilled and inexperienced often can tell when it is lacking. Perhaps Marguerite's customers were unreasonable. They had seen her samples—they had no right to expect a higher grade of work. But it must be admitted that any person of tests—even one who never has handled a brush a moment—can point out serious faults in her painting.

The work of the amateur usually fails to measure up when put to the severe test of breadwinning.

Occasionally we find an amateur so rigidly exacting with herself that not withstanding her friends she really acquires the professional touch. You can detect nothing amateurish about her work. But such a one is apt to be so slow that she hardly can earn her salt. What she does has the professional look, but she has failed to acquire professional speed. She has not gotten hold of those little quick twists and turns and ways of making time count, that are so invaluable.

I believe that if she really wants to earn more than a very little money, Marguerite might better turn her attention to something else. I fear that in her town, china painting does not offer much of a field. But whatever she does, let her learn to do it professionally. Let every girl know that while amateur pursuits may yield great pleasure and enable one to be very helpful in a semiphilanthropic way, when it comes to earning a satisfactory living, there is nothing like knowing some useful craft professionally. As to the training, some may get it in one way, some in another. But whatever the woman worker may choose to do as a means of livelihood, let her place her reliance on professional rather than amateur effort. Quillo.

The Farmer and the Boots.

One of the regular customers of a country store, well-to-do farmer, bought a pair of rubber boots of a catalogue house. He told one of the clerks that the price was cheaper than the store sold such boots for.

The clerk saw that the boots were inferior and that the farmer had received no such bargain as he evidently believed. He told the farmer that he had been fooled and also reminded him that he was not doing his duty by his home town when he sent to a catalogue house for goods.

The farmer resented the criticism of his judgment and started to leave the store. Before he reached the door another clerk met him, engaged him in conversation on the crop outlook, complimented him on his success in dairying and sold him a pair of shoes. One clerk lacked tact. The other did not. Tact brought results.

In this instance tact complimented the judgment of the farmer on cows. Lack of it criticized the farmer's judgment on boots and catalogue houses.

One clerk believed in "speaking his mind," which is often costly. It is nice if you can afford it. But you cannot always do it and at the same time hold the friendship of the people.

Tact is a mixture of common sense, judgment and experience. Tactless persons deserve much sympathy, for they create trouble for themselves.

The great buttermilk controversy between a tribune of the people and an official of one of the large dairy companies continues to curdle the contemporary press. The issues of this dispute are slightly coagulated. On the one hand, it is contended that the creameries wantonly spill a valuable by-product of the churn in to creeks and pig pens, although the parched throats of thousands of city-dwellers yearn for it; on the other hand, the contention is that butter-

milk doesn't pay for its own shipment. The world is divided into two camps: those who can and those who cannot bear the taste of buttermilk; those to whom the sign in a store window, "Ice-cold buttermilk," acts as a lure, more than was the cooled sherbert of the Apennines to Roman patricians, or the flavored ices, fetched by breathless runners from the Andean snows, to Incas of Peru; and those to whom the mere taste of buttermilk, sour and queer and miscellaneous, is anathema. Nevertheless, the buttermilk worshippers and the buttermilk haters should in these parlous times, momentarily forget their feud and reach an agreement.

**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



For the Blue-Jackets



Our boys in the Navy enjoy their Bevo. The Navy Department has put its official seal of endorsement on this triumph in soft drinks, by allowing it to be sold and served on all Naval Vessels.

Ashore or afloat, you will find Bevo a palate-pleasing, refreshing and nutritious beverage.

Just the thing to take along for sail or cruise—auto trip or camp and for the ice-box at home.



Bevo—the all-year-'round soft drink

Bevo is sold in bottles only, and is bottled exclusively by

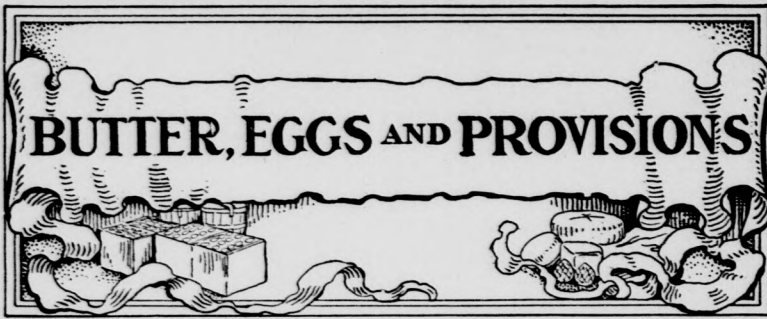
ANHEUSER-BUSCH—ST. LOUIS

A. B. C.

Dealers

GRAND RAPIDS, MICH.





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.

Making a Profit on Butter and Eggs.

Here are some more interesting experiences relative to the handling of produce.

A Georgia merchant who handles about five thousand dozen of eggs per year emphasizes the importance of making sure that the eggs are good. He guarantees every egg he sells and replaces with fresh eggs any that may be bad. In ten years he has had to replace only about eleven dozen eggs.

He does not as a general thing pay for the eggs in cash. But his is hardly an average case in this respect, inasmuch as his is the only store in town where the women can exchange eggs for dry goods and similar necessities.

Generally speaking, he sells his eggs for what he pays for them. But sometimes when they begin to come in rapidly after a scarcity they accumulate so as to decline in price. He then has to lose perhaps two to five cents on a dozen, but often this loss can be equalized through an increase in prices.

This merchant believes in quick handling of eggs. He never keeps them for more than a few days. He finds it risky to wait for an increase in price and sells his entire stock at a loss rather than wait.

An Indiana merchant says he has no chance to escape handling produce. If he did not, he fears he would lose much valuable farmer trade. He regards his returns as not in keeping with the expenditures. If he averages a cent a dozen profit on eggs, he feels he is doing well, and if he gets through a year's handling of butter at a moderate loss, he thinks he is fortunate.

According to this merchant, there is so much poor butter that the profit on this item is seriously interfered with. He does not grade the butter, because he fears it would offend his customers. Women are very touchy about their ability as butter makers and resent any grading that will put them in a less desirable class than their neighbors.

This man says the farmers in his vicinity trade largely with mail order houses and thus deprive the retailer of the trade he is entitled to through handling their produce. It is no unusual thing for a farmer's wife to come into his store with thirty dozen eggs.

get the cash for them, buy nothing at the store and then go to the post office and send an order to the mail order houses. One week he took in eggs for which he paid \$150 and got back in trade less than \$40.

It would seem that this merchant needed a little bit of nerve. He allows himself to be imposed on. If the condition he complains of is general in that town, the merchants should of one accord refuse to pay cash for produce. It is all well enough to accommodate a customer, but the customer should not be permitted to ride a willing horse to death.

As a direct opposite, a retailer in another Indiana town found it easy to assert and maintain his independence over this petty tyranny. He made a rule that all produce be paid for in merchandise. He was willing enough to give his customers cash for whatever small balance there might be after the transaction was completed. He went so far as to grade his butter and got away with this in handsome shape. Mr. Jones' butter was such a high grade that he even paid her a premium on it and had her entire output sold for three or four weeks ahead. Mrs. Smith's butter on the other hand could not command the regular market price. She was a poor butter maker and was not strictly honest with the product.

It surely is much more refreshing to hear of an instance like this than the one in which the merchant is imposed upon.

Handling eggs in large quantities and disposing of them rapidly is the method adapted by an Eastern firm who make good in this much talked-of phase of general merchandising.

The firm pays the market price in cash. No strings whatever are placed on the transaction and the farmer is invited to bring in as many eggs as he possibly can.

Down in Texas there is a merchant who believes in going after the butter and egg business to the extent of offering prizes. His butter and egg business is well worth going after, from a standpoint of both advertising and profit. He feels he could afford to go to all the trouble of handling butter and eggs and not make a profit, and at the same time be well satisfied through the popularity his store thus gained.

A Kansas merchant writes that he regards it as good business for a retailer to handle as much farm produce as he possibly can without material loss. Especially does he regard this as wise when there is no produce firm in town.

When he started in business, he

arranged to handle eggs, butter, cream, hides and anything else the farmer wished to sell and that he could find a market for without too great an inconvenience. If he could not handle a certain item, he took pains to explain the proposition to the farmer and tried to tell how he might dispose of it profitably otherwise. He regards this as one of the most effective things he did to bring his business up to its present goodly proportions.

In regard to paying for the pro-

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

**Red Star Brand
Virginia Irish Cobbler
White Potatoes**

Stock the Best
Prices Always in Line

**Georgie Pink Meat
Lopes**

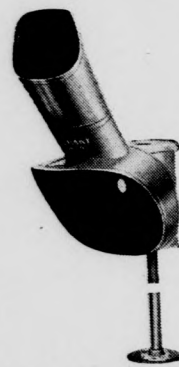
12-15 in Crates

**Georgia Elberta
Peaches**

6 Basket Crates

Also All Kinds Fruits
and Vegetables

**Vinkemulder
Company
Grand Rapids, Michigan**



For Electric Light \$5.00
 For Dry Cell Battery \$6.00
 For Kerosene \$7.00

A Year of Severe Tests

under every possible working condition has proved that the Grant Dalite Egg Candler is the most satisfactory device on the market for candling or testing eggs.

GRANT DALITE Egg Candler

Do away with the old out-of-date, unsanitary dark room. Grocers everywhere are eliminating waste in eggs and adding to their profits by installing Grant Candles.

Read What One Grocer Says

"A few words from one who buys eggs from the farmer might assist in remedying the present egg evil. We have used the Grant Candler for the past year and have candled all our eggs. The Grant Candler has saved its cost almost every week, and we highly recommend it to anyone who handles eggs (farmers included.)"

Patterson Bros., Rock Haven, Ky."

Write today for literature and full details.
 We furnish an illustrated chart showing
 every egg condition. Price.....\$1.00

GRANT MANUFACTURING CO. Kokomo, Ind.

duce, he has tried both the cash and trade plan. Each has disadvantages which just about offset the same qualities in the other. His present plan is pay either in cash or trade, just as the customer prefers. He aims to make enough profit on the produce to pay for the containers in which it is handled and for the time used in handling it. He says a goodly proportion of the cash he pays will be expended with him at one time or another, and that if he required a woman to trade out the whole amount due her for butter or eggs he might sell her more at that time but less at a future time.

He also has tried the two price plan, paying a higher price in merchandise for the produce than he would in cash. The objection to this is the difficulty in keeping the accounts. Many of his customers may have small credits and then might want some cash later. He found it bothersome to ascertain how much of their standing credit was for cream, how much for eggs, and so on, and to figure out how much of their credit he should deduct on each dollar paid them in cash.—Butler Way.

The Power of Coffee Over Man.

Give me a man who drinks good, hot, dark, strong coffee for breakfast.

A man who smokes a good, dark, fat cigar after dinner!

You may marry your milk-faddist, or your anti-coffee crank, as you will!

But I know the magic of the coffee-pot!

Let me make my husband's coffee—and I care not who makes eyes at him!

Give me two matches a day—

One to start the coffee with, at breakfast, and one for his cigar, after dinner!

And I defy all the houris in Christendom to light a new flame in his heart!

Oh, sweet, supernal coffee-pot! Gentle panacea of domestic troubles,

Faithful author of that sweet nepenthe which deadens all the ills that married folks are heir to.

Cherry, glittering, soul-soothing, warmed-hearted, inanimate friend!

What wife can fail to admit the peace and serenity she owes to you?

To you, who stand between her and all the early morning troubles—

Between her and the before-breakfast frown—

Between her and the morning-after headache—

Between her and the cold-gray-dawn scrutiny?

To you, who supply the golden nectar that stimulates the jaded masculine soul.

Soothes the shaky masculine nerves, stirs the fagged masculine mind, inspires the slow masculine sentiment.

And starts the sluggish blood flowing and the whole day right!

What is it, I ask you, when he comes down to breakfast dry of mouth, and touchy of temper—

That gives him pause, and silences that scintillating barb of sarcasm on the tip of his tongue,

With which he meant to impale you?

It is the sweet aroma from the coffee-pot—the thrilling thought of that first delicious sip.

What is it, on the morning after the club dance,

That hides your weary, little, washed out face and straggling, uncurled coiffure from his critical eyes?

It is the generous coffee-pot, standing like a guardian angel between you and him!

And in those many vital psychological moments, during the honeymoon, which decide for or against the romance and happiness of all the rest of married life—

Those critical before-breakfast moments when temperament meets temperament, and will meets, "won't"—

What is it that halts you on the brink of tragedy,

And distracts you from the temptation to answer back?

It is the absorbing anxiety of watching the coffee boil!

What is it that warms his veins and soothes your nerves,

And turns all the world suddenly from a dismal gray vale of disappointment to a bright rosy garden of hope—

And starts another day gliding smoothly along like a new motor car.

What is it that will do more to transform a man from a fiend into an angel than baptism in the River Jordan?

It is the first cup of coffee in the morning!
Helen Rowland.

Speaking of mail order competition, hasn't the retailer been too prone to sit down and weep—more likely cuss—rather than to dig his way out and turn his obstacles into agencies with which to climb out and up? For instance, here is a long-headed Iowa merchant claiming that by studying mail order house methods and their psychological relation to his home neighbors, he found a way to make them help rather than hurt him. He said that when a woman went to a mail order house for a little red knit suit for her boy and the boy came out with it the next Sunday it immediately made the other mothers and the other boys want that sort of a suit, and then his store got busy with some advertising and sold six or a dozen. When a popular young lady of the city went to a neighboring city and bought some new clothes in a big department store, she created a good many desires on other streets of the home town for similar clothes, and there was where the local store cashed in. He found that the mail order catalogue, as the source of entertainment in literature for the farmer on winter evenings, taught the farmer and his family to want a large variety of things that he never heard of before, and in the supplying of demands thus created the local store demonstrated its ability to do better than the mail order houses. Since this retailer is known to have made a very unusual success in his merchandising, there was no reason or chance to question the soundness of his theories.

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

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

Mr. Flour Merchant:
You can own and control your flour trade. Make each clerk a salesman instead of an order taker.
Write us today 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 COMPANY.
GRAND RAPIDS, MICH.
The Sack that keeps the flour IN and the dirt OUT.



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

EAT SKINNER'S THE BEST MACARONI



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

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

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

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

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.

THE HIGH COST OF PROGRESS
EVER since the friction match came into existence, there have been imitators. Some of them were content, after having made a match that would light a fire, to "let well enough alone." No wonder they didn't progress beyond the "just as good" stage.
But this company has never been satisfied, even though its product was the "standard" by which imitations measured their shortcomings. Even though it has produced the only match ever awarded a gold medal for proved safety and efficiency, the
SAFE HOME MATCH
We are still spending more money than all other manufacturers of matches combined in an endeavor to improve our product, our methods and the condition of our workers—for the benefit of the world at large.
There's a "DIAMOND" match for every need, every trade, and every price, and every one of them represents in its class the same effort at perfection and leadership. The grocer who pins his faith to "DIAMONDS" can rest content that he is selling his customers the best match that money, care, science and 40 years of experience can produce
THE DIAMOND MATCH COMPANY



Grand Council of Michigan U. C. T.
 Grand Counselor—John A. Hach, Coldwater.
 Grand Junior Counselor—W. T. Ballamy, 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 16—The Chicago public is now being entertained at the Coliseum by America's greatest moving picture stars. They are coming in from all over the country. This convention runs from July 14 to 22. Official headquarters are at the Morrison Hotel.

One of the biggest real estate transfers made in Chicago for some time back was that of the grounds on which the White City amusement park stands. This property was owned by J. Ogden Armour. He has deeded it to his daughter for a consideration of \$10. This property is now leased by the White City Amusement Co., whose head is Beifeld, of the Hotel Sherman Co., who has a ninety-nine year lease on the premises at a rental of \$10,000 per year the first eighteen months; \$12,000 the next seventeen years; \$15,000 the next thirty-one years, and then 5 per cent of its fair cash valuation, not to be less than \$15,000 a year for the succeeding forty-nine years.

The surest way to happiness is to read the Michigan Tradesman and patronize its advertisers.

Chief Schuettler issued an order last Friday directing enforcement of the ordinance prohibiting free lunches in saloons. Every saloon keeper in the city from now on stands a chance of being fined from \$5 to \$100 if caught serving free lunches.

Be a good fellow! Tell the man you saw his advertisement in the Michigan Tradesman. It pleases him and helps the Tradesman.

Judge Landis, of the United States Court, in a public speech at the Hamilton Club recently, suggested that Mayor William Hale Thompson do or say something patriotic for the benefit of the country, so that Chicago, one of the best cities in the world, might be proud of him.

Chicago was shocked Friday morning through the death of another policeman, shot down by bank bandits at Ashland and Sixty-third street. This makes about fifteen policemen killed in the last year.

Business in Chicago is enjoying healthy prosperity in all lines.

It won't be long before all overhead wires, both electric light, telephone, telegraph will be completely submerged underground throughout the entire city.

The Standard Tobacco Co., at 414 East Sixty-first street has added to its equipment a ford truck. Same will be decorated with a Dutch Master cigar advertisement.

The Republic Truck Co., of Alma,

will hold a convention at that point this coming week for the benefit of its dealers and salesmen. This truck company is enjoying a very prosperous business in Chicago.

The Chicago people honored the French Fourth of July Saturday. In most all the parks they held celebrations and the flag was quite prominent throughout all the streets in the city.

It is reported that whisky and other liquors are getting a decided slap in the face. Most all loop barrooms are getting 25 cent straight for a drink. This, no doubt, will be the means of nearly eliminating whisky from the market.

It is quite a sight along Michigan avenue to see how quick the Government can equip a training station, which it has been doing in Grant Park. The Naval Training Station north of Chicago is not large enough to take care of the new arrivals.

All Chicago bathing beaches are now doing business to capacity; shows summer has arrived at last.

Charles W. Reattoir.

Used His Automobile for a Mud Scow.

Mears, July 17—William Berner (Judson Grocer Company) is sporting a new car. This is not news in William's territory, as the fact is well advertised. Now, I ain't going to tell the brand, as I don't favor giving any car free advertising. The car is all right and so is Bill, but I won't admit it is the best ever turned out in any factory, although William claims it is the best ever. Will started out the other day from Grand Haven, where he had stopped to get his hat stretched, to call on his Muskegon customers. This is an easy one hour ride. Now, you know Berner. Can't tell him anything. He knows it all. William has traveled over this part of Michigan something less than fifty years and knows every foot of the State, so of course, he knew the road from Grand Haven to Muskegon. Could drive it in the dark with a burlap bag over his eyes. After three hours' drive he drew in his chest a little and asked a passing farmer if he was on the road to Muskegon. "Yep" answered the rube, "drive straight ahead." William took a careful survey to see that no one with whom he was acquainted was listening and then asked, "How far from Muskegon am I?" "Just about twenty-five miles," was the answer he got. And it was. As the rube drove off he remarked, "It's going to rain." And it did. Will says it rained harder than it could. He drilled through clay until it plugged up the carburetor and he had to wrap his coat around it. Will says some of the clay was so deep it reached the wind shield. Guess he is right, as he had clay on his knees when he arrived in Mears. I promised Will I would not tell this, so am simply writing it. I hate to lie to him for nothing. If there was a nickel in it, I would be excusable. While I don't admit William has some car, as he claims, I will murmur William is some driver.

Time—Left Grand Haven, 2:10 p. m.; arrived at Muskegon 10:30 p. m.
 Chronic Kicker.

Often the explanation has nothing to do with it.

The Grocer.

Who feeds the inner man each day?
 The Grocer.
 Who hopes the outer man will pay?
 The Grocer.
 Who puts your foodstuffs in a sack
 And sends you on your homeward track
 Not knowing when he'll see you back?
 The Grocer.
 Who closes up each night and sighs?
 The Grocer.
 Who goes to bed with heavy eyes?
 The Grocer.
 Who walks all day from aisle to aisle
 And seldom gets a pleasant smile?
 Who longs to stop and rest awhile?
 The Grocer.
 Who gets fresh eggs and fruit each day?
 The Grocer.
 Who gets more promises than pay?
 The Grocer.
 Who listens to your daily roar,
 Your threats to try another store
 Without a sign that he is sore?
 The Grocer.
 He tries to do the best he can,
 The Grocer.
 He's kinder than the average man,
 The Grocer.
 When days are hot and tempers flame
 And wild words take the place of tame,
 Who nearly always is to blame?
 The Customer.

An optimist takes a day off when he has a toothache.

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

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



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

GRAND RAPIDS THE NEW
MERTENS
 Rates \$1.00
 With Shower \$1.50
 Fire Proof Meals Sot
 WIRE for RESERVATION
 A Hotel to which a man may send his family

Neal 3 DAY WAY
 Is the best, surest, safest remedy known to medical science for
DRINK HABIT

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

Neal Institute

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



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.

CODY HOTEL
 GRAND RAPIDS
 RATES \$1 without bath
 \$1.50 up with bath
 CAFETERIA IN CONNECTION

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

WHEN SILENCE IS GOLDEN.

"I do not want that package," said a woman in peevish tone to the girl who sold pop corn fritters at a fashionable summer resort. "I want a package out of the oven."

The girl turned and, without a word, handed the desired package, to the amusement of the proprietor, who stood back watching the performance. As a matter of fact, this was an off day at the park and no fire was kept in the oven, but some of the packages, freshly prepared, were stored there as a matter of convenience. If the girl had explained, there would have been an altercation over the freshness of the goods. As it was, the woman went away satisfied.

There is much in knowing what to say when speech is necessary. There is quite as much in knowing how to keep still. When a customer comes with an order for a certain kind of goods, it is quite as well, as a rule, to fill the order without comment. Especially is this true if the patron is a comparative stranger. Any attempt to serve one from a favored brand has the chance of arousing suspicion. There is, perhaps, more profit on the unknown quantity, is the thought which comes. Or there is a bit of something akin to indignation that another should presume to set up their own judgment as superior.

However, with oldtime patrons it is usually safe to suggest the more desirable brand, if you happen to have one, as a new sort which some seem to like even better than the one called for, at the same time calling attention to its leading feature. This puts the buyer on his own responsibility as to whether a test of it shall be made.

There are those who think that they can pick out a better box of berries or a better melon than you can. Let them do it without a word. You may in your own mind feel sure that the box next to the one chosen was preferable or the fruit may be, to all appearance, equal in quality. Keep silence and let the customer suit himself. To even suggest that the other packages are just as good is to question his ability to judge. As it is, he goes away believing that he got the best for his money. There is no use in puncturing this little bag of self esteem.

The word embargo has had an ominous sound to Americans ever since the days of Jefferson, but it has come to be used a great deal in connection with the war in Europe. The President has now issued, none too soon, a proclamation asserting his power under legislation recently enacted to regulate exports of foods and other articles, several countries being specifically named. This power exists only during the present war. The action relates particularly to the large quantities of food and materials for munitions which have passed through certain European countries to Germany. Sweden appears to be the chief offender and thriftily she has made use of the vessels of other countries, thus protecting hers against the perils of war. It has been shown that

many commodities have been shipped from that country to Germany, including 9,000,000 tons of iron ore, in the past two years. Sweden is, however, dependent on the United States for large quantities of food, and it should be quite easy to bring this offender to terms. While the Government has disavowed any intention of restricting exports to such an extent as to cause hardship in any foreign country, it is quite conceivable that the estimates of the needs of these European neutrals can be made extremely small. They could get their share of all we have to export by becoming our allies. The articles proscribed by the President's proclamation are coal, coke, fuel oils, kerosene and gasoline, including bunkers; food grains, flour and meal therefrom, fodder and feeds, meats and fats; pig iron, steel billets, ship plates and structural shapes, scrap iron and scrap steel; ferro-manganese, fertilizers, arms, ammunition, and explosives. Only by persons licensed by the United States Government can these commodities be sent abroad.

War has been declared against whisky to the end, beer and wine have been made to tremble for their existence, but no one has threatened even mildly the bitters, tonics, remedies, cordials, compounds, and elixirs which contain large percentages of alcohol. This fact recently drew some caustic remarks from Representative Meeker, of Missouri. He read into the Congressional Record a list of 746 patent medicines containing alcohol; very few indeed less than 10 per cent., more than half 20, and four actually over 90. As he said, the spread of prohibition is favorable to their sale, although doubtless the larger portion of their consumption is by people who believe in their medicinal value. A few have national reputations, but the great majority are manufactured and sold locally. To exempt alcohol used medicinally from the operation of a general prohibition law without giving a clear definition of what constitutes a medicine would be almost farcical. The Pure Food Law made it much more difficult for obviously fraudulent compounds to prey upon the ignorance and desperation of poor and ailing people; but it made clearer than ever their appeal to the tippler. Doubtless the day of reckoning for these nostrums approaches, but it comes slowly.

At last the Allies have done the thing that has been obviously crying to be done, if they wanted to detach Turkey from Germany. They have made an air-raid on Constantinople and attempted to destroy the German cruiser Goeben. The Turkish capital is a fortified city if there ever was one. It is the fortress of the German-Turkish alliance, because, in the harbor of Stenia, a little way up the Bosphorus, lies the German battle cruiser Goeben, which figured so largely in bringing the Turks into the war, and which at present constitutes one of the mainstays of the Teutons in the Ottoman empire. The Goeben holds the city of Constantinople under its guns. These guns hold a shell ready for every public building, and they are the only big guns in the vicinity. In the face of this menace Turkish statesmen, who regard their city with its

noble monuments as essential to the empire, must remain true to their Teutonic connection. It is not beyond the range of possibility that the Entente planes have smashed the Goeben, although this would be doing rather well for a first try. The Germans have only a few fliers near by at San Stephano. With these they have frustrated, however, the Russians' weekly attempts to bomb the Derkos waterworks upon which the city depends for its supply. The British are not much over a hundred miles from the Goeben, on the islands at the mouth of the Dardanelles. If they did not succeed this time, they may the next. It should be a case if try, try, try again.

The six hundred and forty million dollars just voted by the House for twenty-two thousand aeroplanes and an air service personnel of more than one hundred thousand, must demonstrate once more to Germany our complete earnestness in prosecution of the war. It is but one of many proofs we have freely offered, the great navy and army credits, the raising and equipment of a new army, vast sums voted for a merchant marine to replace U-boat ravages, this new fleet actually building on the ways, and dispatch of Gen. Pershing and the American advance guard to France. At the present moment this new evidence of determination will come at a very psychological period, when Germany is hesitating, apparently, on the brink of real democratic reform. The hopelessness of struggling on after America's endless resources in men and money have truly been thrown into the scales may prove a deciding factor in the crisis. Our Government is right in going ahead with its preparations as if for a long struggle, whatever its hopes. Adequate precautions have been taken, no doubt, in letting contracts, by general clauses providing for payment of costs plus a certain percentage of profit, as in some of the camp-site agreements, by which, if peace suddenly intervenes, work could be stopped, disbursements for construction, supplies, etc., cease at once, and the greater war expenses be cut down automatically. But for the present the Government will rightly continue full steam ahead with all war preparations.

Reports of a coal shortage in Germany, with the issuance of cards to coal consumers, again emphasize the fact that Germany's economic difficulties, in the last analysis, as well as those of the other belligerents, are referable to man-shortage. There can be no shortage of coal in the ground, Germany is one of the richest coal countries in the world. Abundance of cheap fuel has been to a great extent the key to her industrial success. But it is the lack of men to mine the fuel, to transport it, and deliver it to the consumer which has caused the scarcity. Railway equipment runs down and transportation becomes inefficient under the same circumstances. The whole machinery of a nation gradually slows down when most of its best workers are taken out of productive work and their places occupied by less capable men, or women and children. A sort of national enac-

mia results which makes itself felt in definite symptoms, such as shortage of food supply, or coal, or in increased frequency of train wrecks, or rise in the mortality rate.

Your advertising campaign may be a miserable failure if it produces more business than you can properly care for.

A salesman will invariably do more talking about one success than he will about twelve failures.

Mr Automobile Owner:

Are you insured against fire, theft and liability? The Citizens' Mutual Automobile Insurance Company, of Howell, carried the insurance and paid for the following automobiles by theft:

Thos. D. Fitzgerald, of the Secretary of State's Office, Lansing	\$335.00
Jerry Kastle, New Boston	300.00
Earl W. Tucker, Wyandotte	375.00
Benjamin C. Hilliker, Swartz Creek	320.00
Anton Keidis, Scottville	308.00
R. Barringer, Richland	275.00
Mutual Telephone Co., Imlay City	315.00
Frank S. Hagerman, Stevensville	425.00
Glen C. Gillespie, Prosecuting Attorney, Pontiac	300.00
Kirk Van Winkle, Lansing	325.00
W. H. Williamson, Oakland County	975.00

The above losses are paid from every part of the state. The wise man will insure in the Big Mutual. Twenty-five thousand policies issued, 350 claims paid, and \$70,000 of cash in bank.

Cost is only \$1.00 for policy and 25c per h. p.

See local agent, or write.

Citizens' Mutual Auto Ins. Co.
Howell, Mich.

Special Attention to Merchants

State of Michigan, Wisconsin, Indiana

Be the foremost merchant in your town.

Let me do your fall buying.

Will consider Chicago representation.

Limited number of clients.

Would you engage a ten thousand dollar buyer in your establishment at \$5 per week?

Eighteen years metropolitan experience.

Highly connected with leading wholesale houses.

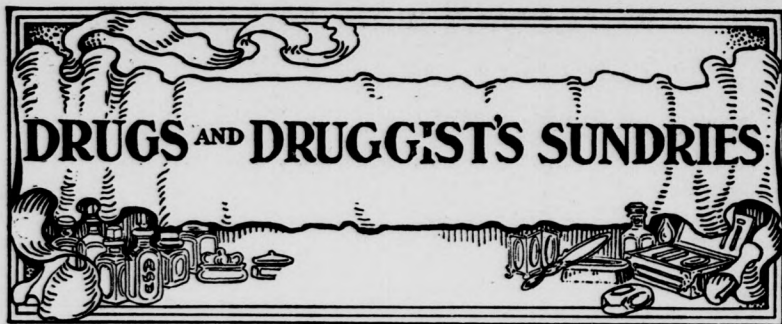
Will buy any line of merchandise.

Will give my personal time.

Any suggestion free of charge to my clients.

Blouses, women's, m'sses', children's and infants' ready-to-wear lingerie, corsets, hosiery, underwear. All lines of dry goods, leather goods and jewelry.

Mrs. Jack J. Cowan
Apartment 302, Hotel Brittain
5528 Kenmore Avenue
Chicago, Ill.



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.
 Future Meetings—Houghton, August 22 and 23; Grand Rapids, Nov. 20, 21 and 22.

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.

Why Many Students Fail When Taking Examinations.

It has often been the subject of comment and enquiry that so many candidates fail in the examinations conducted by our board. There are various reasons for these failures. The board arranges its examinations with the greatest possible care and spends more time in conducting them and marking the results than probably any other board in the country. It endeavors, as far as possible, to avoid questions which necessitate memorizing abstract facts of no particular value and avoids difficult prescriptions and incompatible preparations. But it is very difficult for a board to frame questions and assign work that will fit the mental capacity and mechanical ability of the majority of the candidates who appear before it, unless such board considers its work merely a perfunctory duty, to be disposed of in the easiest manner and in the least possible time.

The prevailing thought among the candidates of to-day seems to be to get through every task with the least possible exertion; and therefore, it is impossible for these to show even fair knowledge or skill in pharmacy in the length of time they devote to the study of it and the manner in which they use their time.

The idea seems to be general that a thorough knowledge of pharmacy may be obtained by the average student after four years' experience in a modern drug store, or two years in such and two years in a school of pharmacy. Such a feat is not impossible, but the students who would burn the amount of midnight oil necessary to its accomplishment are comparatively few.

The young people of to-day, as a class, are not studious—they are pleasure-loving. At school, college and university they waste a great deal of valuable time in outside activities and social enjoyments, and "cram" for examinations.

I am a firm believer in a proper amount of recreation and social en-

joyment, but these should never be allowed to interfere to any serious extent with the course of study. There are, of course, in every school some who can devote a great deal of time to matters outside of the prescribed course and still keep their work up to a high level, but the majority cannot do this. When those who have wasted valuable time in one way or another appear as candidates before a quasi-judicial body, such as a Board of Pharmacy, and are given examinations to determine how much of their education has been retained and how much has filtered through, then we hear complaints of the unfairness of some of the questions, the difficulty of the examinations as a whole, or the objectionable personalities of the examiners as excuses for ignorance, carelessness, or both combined.

In case you may think these strictures too severe let me give you a few answers, taken at random, from recent examination papers: "Rhizomes are Mediterranean stems which grow underground."

"Pilocarpus is broom tops."

"Phenol is obtained from the destructive distillation of wood."

"The source of Phenol is the mines of Germany."

"Pepsin is taken from the inside of a hog; the pancreas is taken out and dried and kept in air tight bottles."

"Pancreatin is taken from the calf. It is prepared in nearly the same manner as Pepsin."

These last two answers are by the same candidate.

"A fixed oil is an oil that is made by distillation or other process, and an essential oil is an oil made artificially by dissolving in an alcoholic solution, such as perfumes, etc."

State source of Paraffin: "From the whale." "Pepsin is found in the lining of the abdomen of the hog." These last two answers are from graduates in pharmacy.

"Pepsin is found in the bile of a sheep. Pancreatin is from the fat of a hog. Pancreatin is obtained from hops or barley. Linseed oil is obtained from the cottonseed." All of these are answers from the written portion of the examination.

Now let me give you a few examples of how the practical work was done. Every candidate is compelled to bring with him a copy of the U. S. P. and N. F. and they have these books before them in all practical work.

"Prepare one dozen compound cathartic pills" was one of the instructions given at the last examination. The completed pills varied in weight from 22½ to 80 grains. Another ex-

ample was: "Prepare six Seidlitz Powders." Many of the candidates did not weigh the powders, but divided them by eye, with the result that the blue papers varied in weight in the same half dozen from 16 to 53 grains. Several of those who weighed the powders had differences of from 15 to 30 grains, and in one case 9 grains difference in the white papers. One set of Seidlitz Powders was made by a candidate who has had three years experience in a drug store but has never attended a school of pharmacy. He thought he had a good chance to become a registered assistant by examination. He had never seen the inside of a Seidlitz Powder. He had never sold one except in the original wrapped package bought from the manufacturer. The blue papers contain about 1½ grains each and the white ½ grain.

A prescription for an ointment was presented containing one dram of mercury and two drams of wool fat. One candidate turned in 4 drams and 18 grains of finished product; another three drams and 38 grains and in both cases a considerable quantity was left in the mortars.

Another candidate asked for and obtained Nitric Acid to extinguish the Mercury before adding the wool fat. Another used one dram of Mercuric Iodide (which had been supplied for making Donovan's solution) instead of Mercury.

At an examination some time ago a candidate was asked to make 12 pills of Aloin Strychnine and Belladonna. He took the quantity for 100 pills and divided it into 12. Scores of examples similar to the above could be taken from the results of every examination, but I think I have given enough to account for the percentage of failures being as great as it is.

Such answers show ignorance, carelessness and lack of reasoning power, yet all of the candidates who wrote these and did the practical work just mentioned, believed themselves qualified to act as pharmacists or assistant pharmacists.

What is most needed to raise the percentage of success in our examinations is to rid ourselves of the idea that a knowledge of pharmacy sufficient to entitle a person to practice it with safety to the public, can be obtained in a "catch-as-catch-can" manner. It cannot be obtained by simply

putting in the prescribed time in the average drug store without systematic study, or by merely attending classes in a school or college of pharmacy. Pharmacy to-day is more complex than ever. The old order of things has changed. New drugs are being used and more complex preparations are in vogue than ever before. The standards of quality for all drugs are being raised, and the tests for purity increased. The pharmacist of to-day is expected and rightly so, to be able to determine the quality and purity of the substances he uses, thus the demands made upon the student of pharmacy are constantly increasing and more time and study is required than ever before to meet modern conditions; probably more, you may say, than the remuneration of the calling warrants; but that is the fault of business conditions, not of the practice of pharmacy.

Robert L. Morland.

Some men imagine their weight on one side of the globe causes the other side to tip up.

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Some Things Included in American Citizenship

Dorr, July 17—When I read your last issue of the Tradesman in regard to the young man's mother who was shot in Germany for what they term an act of treason, I wondered from the expression of some in this country if they can appreciate the freedom and right of speech in this great country of ours? I for one am proud to be an American.

What I feel that I owe to this country as a citizen every other citizen of this country owes the same if he wants to be a loyal citizen. No matter what nationality he may be he has no right to utter one word of disloyalty if he wants to be a citizen of the United States.

I am proud to live in the State of Michigan and the county of Allegan, where in the thirties my people came to this State by boat to Detroit from Rochester, N. Y., and from there to Otsego with an ox team over a road cut through the forest, with a family of three children, consisting of my mother, two brothers and myself, all small children.

feel a true spirit of loyalty to me and to every other citizen residing in the United States? Whether he was born here or in some other country he is entitled to the same rights and benefits as I or any other citizen.

The first of all is loyalty to your home town, county and State and to the United States. With a full expression of freedom and loyalty that we stand back of our Government with the utmost confidence and give it our support in action and speech that will brand us as full fledged American citizens.

Don't be called a slacker for this or that, but come across and straight across and show you are a full fledged citizen and that you enjoy the freedom of having that glorious United States flag floating over your head and that you have fully earned the distinction of being classed as a full fledged American citizen.

E. S. Botsford.

Past History.

A Philadelphia lawyer has an office boy who is obliging, but not very particular regarding his facial appearance.

One morning the lawyer noticed some telltale egg stains about the corners of the boy's mouth and thinking a hint might do some good, said: "George, did you have your eggs fried or boiled this morning?"

"I didn't have eggs for breakfast this morning," said George; "I had eggs for breakfast yesterday."

OFFICE OUTFITTERS... THE Tische-Hine Co. 217-239 Pearl St. (near the bridge) Grand Rapids, Mich.

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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

WHOLESALE DRUG PRICE CURRENT

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

Table with multiple columns listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Berries, Extracts, Flowers, Gums, Potassium, Roots, Seeds, Tinctures, and various oils and resins.

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

- Whole Cloves
Starch
Karo Syrup
Some Soap
Flour

DECLINED

Ralston Food

Index to Markets

By Columns

Table with columns for product categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding prices.

Main table with columns 1 and 2, listing various grocery items like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Breakfast Foods, Brooms, Butter Color, Canned Goods, etc.

Table with columns 3, 4, and 5, listing items like Cheating Gum, Chocolate, Cocoa, Coffee, Cakes, Candy, etc.

6

Table with 2 columns: Item Name and Price. Includes sections for Flour and Feed, Winter Wheat, Jell-O, Jiffy-Jell, Mapleine, Mince Meat, Molasses, Mustard, Olives, Pickles, Pipes, Playing Cards, Potash, Provisions, Barreled Pork, Dry Salt Meats, Horse Radish, and Jelly.

7

Table with 2 columns: Item Name and Price. Includes sections for Jell-O, Jiffy-Jell, Mapleine, Mince Meat, Molasses, Mustard, Olives, Pickles, Pipes, Playing Cards, Potash, Provisions, Barreled Pork, Dry Salt Meats, Horse Radish, and Jelly.

8

Table with 2 columns: Item Name and Price. Includes sections for Beef, Pig's Feet, Tripe, Casings, Canned Meats, Rice, Rolled Oats, Salad Dressing, Saleratus, Salt Soda, Salt, Common Grades, Warsaw, Solar Rock, Common, Salt Fish, Cod, Holland Herring, Herring, Med. Fat Split, Laborador Split, Norway 4 K, Special 8 lb. pails, Scaled, Boned, Trout, and Young Hyson.

9

Table with 2 columns: Item Name and Price. Includes sections for Mackerel, Anise, Canary, Caraway, Cardamon, Celery, Hemp, Mixed Bird, Mustard, Poppy, Rape, Shoe Blacking, Snuff, Soda, Spices, Whole Spices, Pure Ground in Bulk, Starch, Kingsford, Silver Gloss, Muzy, Syrups, Corn, Blue Karo, Red Karo, Folger's Grape Punch, Table Sauces, Tea, and Gunpowder.

10

Table with 2 columns: Item Name and Price. Includes sections for Oolong, English Breakfast, Congou, Ceylon, Tobacco, Hot, Bugle, Dan Patch, Fast Mail, Hlawatha, No Limit, Ojlbwa, Scotch, Maccaboy, French Rappee, Boxes, Kegs, Spices, Allspice, Cloves, Cassia, Sweet Burley, Sweet Mist, Telegram, Tiger, Uncle Daniel, Plug, Apple, Day's Work, Drummond Nat. Leaf, Battle Ax, Bracer, Big Four, Boot Jack, Bullion, Climax Golden Twins, Climax, Creme de Menthe, Derby, Five Bros., Gilt Edges, Gold Rope, G. O. P., Granger Twist, G. T. W., Honey Dip Twist, Jolly Tar, Kentucky Navy, Keystone Twist, Klismet, Merry Widow, Nobby Spun Roll, Parrot, Patterson's Nat. Leaf, Peachey, Picnic Twist, Piper Heidsieck, Polo, Red Cross, Scrapple, Sherry Cobbler, Spear Head, Sq. Deal, Star, Standard Navy, Ten Penny, Town Talk, Yankee Girl, Scrap, and Pan Handle Scrp.

11

Table with 2 columns: Item Name and Price. Includes sections for Smoking, All Leaf, BB, Badger, Banner, Belwood, Big Chief, Bull Durham, Buck Horn, Briar Pipe, Black Swan, Black Swan, Bob White, Carnival, Cigar Clipg Johnson, Cigar Clipg Seymour, Identity, Darby Cigar Cuttings, Continental Cubes, Corn Cake, Cream, Cuban Star, Chips, Dills Best, Dills Best, Dixie Kid, Duke's Mixture, Duke's Mixture, Drum, F. F. A., Fashion, Fashion, Five Bros., Five cent cut Plug, F O B 10c, Four Roses, Full Dress, Glad Hand, Gold Block, Gold Star, Gail & Ax Navy, Growler, Growler, Giant, Hand Made, Hazel Nut, Honey Dew, Hunting, I X L, I X L in pails, Kiln Dried, King Bird, King Bird, King Bird, Little Giant, Lucky Strike, Le Redo, Myrtle Navy, Myrtle Navy, Maryland Club, Mayflower, Mayflower, Nigger Hair, Nigger Hair, Nigger Head, Noon Hour, Old Colony, Old Mill, Old English Crve, Old Crop, Oil Crop, P. S., Pat Hand, Patterson Seal, Patterson Seal, Peerless, Peerless, Peerless, Plaza, Plow Boy, Plow Boy, Pedro, Pride of Virginia, Pilot, Queen Quality, Rob Roy, Rob Roy, Rob Roy, Rob Roy, Rob Roy, S. & M., Soldier Boy, Soldier Boy, Stag, Stag, Stag, Sweet Caporal.

SPECIAL PRICE CURRENT

12

- Sweet Lotus, 5c 5 76
- Sweet Lotus, 10c 11 52
- Sweet Lotus, 16 oz. 5 50
- Sweet Rose, 2 1/2 oz. 30
- Sweet Tip Top, 5c 50
- Sweet Tip Top, 10c 1 00
- Sweet Tips, 1/2 gro. 11 52
- Sun Cured, 10c 98
- Summer Time, 5c 5 76
- Summer Time, 7 oz. 1 65
- Summer Time, 14 oz. 3 50
- Standard, 5c foil 5 76
- Standard, 10c paper 9 60
- Seal N. C. 1 1/2 cut plug 70
- Seal N. C. 1 1/2 Gran. 63
- Three Feathers, 1 oz. 48
- Three Feathers, 10c 11 52
- Three Feathers, and Pipe combination ... 2 25
- Tom & Jerry, 40c 4 00
- Tom & Jerry, 20c 2 00
- Tom & Jerry, 3 oz. 76
- Turkish, Patrol, 2-9 ... 5 76
- Tuxedo, 1 oz. bags ... 48
- Tuxedo, 2 oz. tins ... 96
- Tuxedo, 20c 2 04
- Tuxedo, 85c tins 8 15
- Union Leader, 5c coli ... 6 00
- Union Leader, 10c pouch 11 52
- Union Leader, ready cut 11 52
- Union Leader 50c box ... 5 10
- War Path, 5c 6 00
- War Path, 20c 1 60
- Wave Line, 3 oz. 40
- Wave Line, 16 oz. 40
- Way Up, 2 1/2 oz. 5 75
- Way Up, 16 oz. pails ... 38
- 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 ... 70 00
- Dornbos, Bismarck ... 65 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 ... 70 00
- S. C. W.
- Gea Jay
- Johnson's Straight

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- Less than 300 35 00
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- Worden's Hand Made
- Londres, 50s Wood .. 33 00
- TWINE
- Cotton, 5 ply 40
- Cotton, 4 ply 40
- Jute, 2 ply 25
- Hemp, 6 ply 30
- Flax, medium 35
- Wool, 1 lb. bales 17

VINEGAR

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

Oakland Vinegar & Pickle Co.'s Brands

- Highland apple cider .. 22
- Oakland apple cider .. 17
- State Seal sugar 14
- Blue Ribbon, Corn 12 1/2
- Oakland white picklg .. 12
- Packages free.
- WICKING
- No. 0, per gross 35
- No. 1, per gross 45
- No. 2, per gross 60
- No. 3, per gross 90

WOODENWARE

- Baskets
- Bushels 1 20
- Bushels, wide band .. 1 25
- Market, drop handle ... 45
- Market, single handle ... 50
- Splint, large 4 00
- Splint, medium 3 50
- Splint, small 3 00
- Willow, Clothes, large
- Willow, Clothes, small
- Willow, Clothes, me'm
- Butter Plates
- Ovals
- 1/4 lb., 250 in crate ... 35
- 1/2 lb., 250 in crate ... 35
- 1 lb., 250 in crate 40
- 2 lb., 250 in crate 50
- 3 lb., 250 in crate 70
- 5 lb., 250 in crate 90

13

- Wire End
- 1 lb., 250 in crate 35
- 2 lb., 250 in crate 45
- 3 lb., 250 in crate 55
- 5 lb., 20 in crate 65
- Churns
- Barrel, 5 gal., each .. 2 40
- Barrel, 10 gal., each .. 2 55
- Clothes Pins
- Round Head
- 4 1/2 inch, 5 gross 65
- Cartons, No. 24, 24s, bxs. 70
- Egg Crates and Fillers
- Humpty Dumpty, 12 dz. 20
- No. 1 complete 42
- No. 2 complete 35
- Case, medium, 12 sets 1 30
- Faucets
- Cork lined, 3 in. 70
- Cork lined, 9 in. 80
- Cork lined, 10 in. 90
- Mop Sticks
- Trojan spring 1 35
- Eclipse patent spring ... 1 35
- No. 1 common 1 35
- No. 2, pat. brush hold ... 1 35
- Ideal, No. 7 1 35
- 12lb. cotton mop heads ... 1 75
- Pails
- 10 qt. Galvanized 3 50
- 12 qt. Galvanized 4 00
- 14 qt. Galvanized 4 50
- Fibre 4 00
- Toothpicks
- Birch, 100 packages ... 2 00
- Ideal 85
- Traps
- Mouse, wood, 2 hoels .. 22
- Mouse, wood, 4 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

WRAPPING PAPER

- Fibre Manila, white .. 8 1/2
- Fibre, Manila, colored
- No. 1 Manila 8 1/2
- Butchers' Manila 8
- Kraft 10 1/2
- Wax Butter, short c'nt ... 16
- Wax Butter, full c'nt ... 20
- Farchm't Butter, rolls ... 19
- YEAST CAKE
- Magic, 3 doz. 1 15
- Sunlight, 3 doz. 1 00
- Sunlight, 1 1/2 doz. 50
- Yeast Foam, 3 doz. ... 1 15
- Yeast Foam, 1 1/2 doz. ... 85
- Window Cleaners
- 12 in. 1 65
- 14 in. 1 85
- 16 in. 2 30

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14

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- 15c, 4 doz. in case 1 40
- 25c, 4 doz. in case 2 35
- 50c, 2 doz. plain top ... 4 50
- 80c, 1 doz. plain top ... 7 00
- 10 lb. 1/2 dz., plain top 14 00
- Special deals quoted upon request.
- K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.
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- 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
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- NEVER CARES OR HARDENS
- IT POURS
- Morton's Salt
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- 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 75
- White Laundry 4 85
- Wool, 6 oz. bars 5 15
- Wool, 10 oz. bars 7 00
- Tradesman Company
- Black Hawk, one box 3 50
- Black Hawk, five bxs 3 45
- Black Hawk, ten bxs 3 40
- Scouring
- Sapolio, gross lots .. 9 50
- Sapolio, half gro. lots 4 85
- Sapolio, single boxes 2 40
- Sapolio, hand 2 40
- Scourine, 50 cakes .. 1 80
- Scourine, 100 cakes .. 3 50
- Queen Anne Scourer 1 80
- Soap Compounds
- Johnson's Fine, 48 2 3 25
- Johnson's XXX 100 5c 4 40
- Rub-No-More 4 50
- Nine O'Clock 3 85
- WASHING POWDERS.
- Gold Dust
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- 100 small packages .. 5 60
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For Sale Or Trade—First-class meat market with icing plant, doing a profitable business. Owner is compelled to look after other business interests. Address No. 170, care Michigan Tradesman. 170

Wanted—General merchandise, dry goods or shoe store. Will pay cash. Price must be reasonable. Ben Harris, La Belle, Missouri. 210

For Sale—Two Erie boilers, 70 horsepower each, one Scotch marine boiler, 125 horsepower, one 1,000 gallon water pressure tank also a smoke stack 48 inches diameter, 65 feet long, made of 8-gauge steel, all in good condition. Thomas Canning Co., Grand Rapids, Michigan. 211

For Rent—A single or double store for hardware business in an excellent location. Address A. J. Nash Sec'y, East Lansing, Michigan. 212

Sales Conducted—Merchandise stocks reduced or closed out. Greene Sales Co., Jackson, Michigan. 213

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—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—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

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

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

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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

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

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

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. Neudensfeldt, Enderlin, North Dakota. 193

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

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

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

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

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—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

King Hotel For Sale

I am offering the King Hotel property of Reed City for sale and will make a low price on the same if taken at once. This hotel is located close to the depot and is the only first-class hotel in Reed City. The hotel is a first-class brick structure and is all furnished and is doing a big business at the present time. To close up an estate I am offering this property at a low price to sell the same at once. If interested in the same write or phone me at LeRoy, Michigan, and I will meet you in Reed City and show you the property. This is very desirable property and there is a good business all the time. I will sell this property on time if a satisfactory payment is made.

This property will be sold this week, so if you are interested in the same do not delay in looking the property up.

MRS. SOPHIA SMITH,
LeRoy, Michigan

 We want to close out our grocery and meats department

For Sale Cheap Meats and Fixtures Groceries and Fixtures

We will sell for spot cash the
Stock and Fixtures
at a bargain either to one or
two parties.

Must be sold this week

The Smith Store
Ionia Avenue

E. R. WEBBER, Owner

Enquire of General Manager at Once

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company

Grand Rapids, Mich.

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 is unchanged. Consumptive demand is good and the demand for storage is good. Quality of the present receipts is fully up to the standard for the season and the make is considerably short of a year ago. The market is active at present prices, and if there is any change will probably be a slight advance. 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—Home grown \$1 per bu.

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

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

Cauliflower—\$1.75 per doz.

Celery—Home grown, 40c per bunch. The quality is improving daily.

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

Currants—\$2.25 per crate of 16 qts.

Eggs—The market is firm and about 2c higher. Production has fallen off considerably and the market is healthy throughout, with a good consumptive demand. No change seems in sight. Local dealers pay 32c for fresh, including cases, holding case count at 33c.

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 crate.

Oranges—California Valencias, \$4.50 @4.75.

Peas—\$1.75 per bu. for home grown.

Peaches—Georgia Bells fetch \$2.75 per climax crate; Georgia Elbertas command \$3 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, \$6.50@7 per bbl. for Virginia.

Poultry—Local dealers pay as follows, live weight: heavy hens, 23c; light hens, 21@22c; cox and stags, 15 @18c; broilers, 38@40c; geese, 15@

16c; ducks, 22@23c. Dressed fowls average 3c above quotations.

Radishes—10c per doz. bunches for small.

Raspberries—\$3.50 for red and \$2.50 for black.

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

String Beans—\$3 per bu.

Summer Squash—\$2 per bu.

Tomatoes—\$4 for 6 basket crate, Texas; hot house, \$1.25 for 8 lb. basket.

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

Wax Beans—\$3.50 per hamper from Illinois.

Gabby Gleanings From Grand Rapids

Grand Rapids, July 17—Walter E. Mellinger and daughter, Mrs. Eva Wicklander, have returned from a trip to New York and Boston, where they spent a fortnight taking in the sights and seeing the elephant. They say they enjoyed every moment while en route.

Secretary Allen F. Rockwell and family have taken to the woods where they can not be found. We hope they are not lost.

We will soon lose our little Nemo, Morris Mann, who will leave for Allentown, Pa., with the ambulance corps, in which branch of the army he will serve for the good old U. S. A.

Next Saturday night Grand Rapids Council will give their Conductor, Captain Walter N. Burgess, and all other U. C. T. members who are going to serve the colors a reception at their hall on Ionia avenue. All members are urged to be present. Senior Counselor MacMillan has appointed the following committees: Reception—Alvah Brown, W. D. Holden, W. E. Mellinger, C. C. Perkins, O. W. Stark and Franklin Pierce; Goat—H. W. Harwood, W. S. Lawton and J. Harvey Mann.

Mack would like to learn the present address of one Allen F. Rockwell. Any one knowing the address of the said Allen will confer a great favor upon said Mack by giving him the said address.

Hub Baker is very happy these days. The Sunday School picnics held in his territory give him numerous opportunities to discuss the problems of the day from moral and religious standpoints.

Will Sawyer's father is in the city this month taking orders for filing devices which the Sawyers are manufacturing in Otsego. Strange to say, the father bears a striking resemblance to his talented and good natured son.

John D. Martin says that two more years like 1917 will place him on Easy street and enable him to snap his fingers at the shadow of the poor house.

The members of Grand Rapids Council are planning a great celebration this fall in honor of the fiftieth anniversary of By Gee Cripe Jennings, who espoused the position of commercial traveler in 1867. If By Gee can be prevailed upon to tell his Ludington story—the same way he has repeated it for the past forty years—he will literally "bring down the house."

Roosevelt and Gompers.

Bridgeport, Conn., July 16—Although I am not willing to be counted among the staunch friends of Theodore Roosevelt, I can, nevertheless, do him the justice to say that he spoke truly and well at the Russian meeting, in reference to the race riots precipitated by union labor thugs and murderers at East St. Louis.

Mr. Gompers was wholly in error to attempt to defend this massacre, which has put a stain upon our flag just at this time when its folds should be as pure as heaven's blue.

If it is our purpose to lead this distracted world, or any part of it, back to liberty and peace, let us surely see to it that such union fiends and assassinations as are responsible for the East St. Louis riots are punished to the full extent of our laws, and that such a spirit be put down with a strong hand whenever and wherever it attempts to raise its head in this free land of ours.

While we hope to show the people of Europe the way to peace by righteousness, let us at least try to keep our own children in the path of righteousness, at any rate for example's sake.

If there are those who think it was not the time or place for Mr. Roosevelt's remarks, I submit it is better to say the right thing at the wrong time than not to say it at all. Eva Coombs.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 18—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 henney, 38@40c.

Poultry (live)—Fowls, 19@22c; broilers, 24@30c; old cox, 16@17c; ducks, 20@23c.

Beans—Medium, \$8.50@8.75; pea, \$8.50@8.75; Red Kidney, \$7.50@8.00; White Kidney, \$9.00; Marrow, \$9.00.

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

The silliest thing a man ever did in this world is to find fault with his employer for not paying higher wages. In this day and age of the world every man fixes his own wages and establishes his own status in life. If he is faithful, aggressive and progres-

sive, his compensation gradually advances as his interest in the business increases and his value to his employer becomes more manifest. The man who has to ask for an advance is seldom worthy of it, because keen employers who are alert to their own interests are constantly on the lookout to reward employes who are entitled to recognition and added recompense. The man who whines and growls and seeks to make other employes dissatisfied is never worth what he is already receiving and will never get anywhere in the race for better things. The man in a managerial position who plays favorites and is not capable of handling those under him advantageously soon finds himself relegated to the ranks of common workers and never gets another opportunity to rise to the top.

Dighton—Cooper & Wheaton succeed Briggs & Cooper in the grocery business.

Pearline—John D. Mohr succeeds Borst & Smits in general trade.

BUSINESS CHANCES.

For Sale—Hotel and barn, one-half acre of ground located in Swartz Creek, Michigan. Ideal location. Will sell for cash or exchange for small farm. Reason selling, poor health. John Garno. 214

Store For Sale—General merchandise store and coal business for sale in a small town located in an excellent farming district of Berrien county. Good business and small expenses. Bargain if taken at once. Address No. 215, care Tradesman. 215

For Sale—Housefurnishings and shelf hardware. A money maker. Best town in Kansas. J. D. Kennard, Lawrence, Kansas. 216

DO YOU KNOW THAT

51% of the Motor Cars and Trucks in the United States are in service within 500 miles of Grand Rapids.

54% of the dealers, garages, repair shops and supply houses in the United States are located within 500 miles of Grand Rapids.

These statistics were gathered by the Greater Grand Rapids Association, and are authentic.

The managing directors of Higrade Motors Co. selected Grand Rapids as the logical place to produce **HIGRADE MOTOR TRUCKS**, as they were familiar with the possibilities it offers as a location for distribution.

We Offer Higrade Motors Stock

All Common, at Par, \$10 per Share

GLENN H. DOWNES

INDUSTRIAL STOCKS

320, 323 Grand Rapids

National City Bank Bldg.

Phones—Citizens 1511

Bell, M 3932

GRAND RAPIDS, MICHIGAN