

GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 25, 1917

Number 1766

Who Wins in the Battle of Life?

It's not in the name and the loud acclaim,
That the truest victory lies,
And the men who reach to the highest fame
Are the first to scorn their prize.
There's many a worse fate in this world
Than to lose an uphill fight,
If you keep the flag of your faith unfurled
And stick to the rule of right.

There's a lesson taught in the loser's pain
That the victor may not buy,
That the greatest gain from the strife and strain
Is a purpose pure and high.
From an age uncouth, came the law of ruth,
And the earth is paved with bones
Of men who died while the armies of truth
Made the dead their stepping stones.

In the how and when, the what and why,
And not who won the fight,
In the truest sense life's guerdons lie
To the eye that sees aright.
And the dearest prize to the level soul
Is not in praise nor pelf,
But in conscience clean and self-control
Of the man who rules himself.

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 inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Michigan

DUTCH MASTERS SECONDS



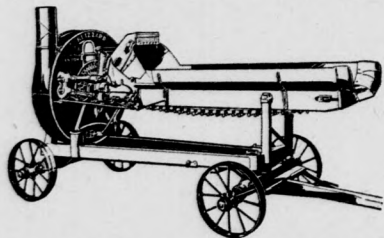
Will stimulate your trade

Handled by all jobbers

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

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



Franklin Package Sugars Pay You A Profit

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

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

"A Franklin Sugar for every use"

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

The Franklin Sugar Refining Company

PHILADELPHIA



Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 25, 1917

Number 1766

SPECIAL FEATURES.

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CANNED GOODS MARKET.

Developments in the canned goods line during the week have been evolutionary rather than revolutionary. As in practically every other line of foodstuffs, the trade has been waiting on the action of Congress with reference to the matter of food control, fearing to make contracts that may be declared illegal or incurring losses through the decision of the Government to name a fixed price. The principal item in the limelight has been peas. It has been stated that the Government has placed orders with canners for 500,000 cases, but it has been impossible thus far to obtain any definite statement from any authoritative source on this subject. Nevertheless there has been a clear announcement of what the Government will want in the way of canned goods and just what assortment of peas will be required. From the crop standpoint the reports in regard to peas have been discouraging, and there is no doubt now that the pack will be considerably under that of last year. The Government, it is understood, will take the peas at cost, plus 12 per cent., which, it is estimated, might bring the price somewhere in the neighborhood of \$1.10 and if this is so the question naturally arises as to why the regular buyer cannot be treated in the same way. In other words, if it is to be considered unpatriotic for the canner to make an excessive profit out of the Government, why should it not be equally so as regards the civilian buyer?

Still another point of interest is the possible production of salmon. According to the figures submitted by experts in the trade, whatever surplus there is from the coming season's pack will be furnished by the sockeyes, which are due this year for their heavy run. As everything is topsy turvy nowadays, it would not be surprising if the sockeyes concluded to change their habits of the centuries and go out of business, but beyond some reports of an obstruction in the Fraser River from a rock slide there are no indications that anything like this will happen. The Columbia River pack is declared to be almost a failure, and a wireless alleged to have

come from Alaska declares that the pack of pinks will only be one-fourth of last year's. But, as one well-known operator observed, "How can a fisherman tell what he is going to bring home in his basket before he starts out in the morning?" In other words, these reports may bear out Mark Twain's comment on the premature report of his death as being "slightly exaggerated!"

RAW MATERIAL TROUBLES.

One of the rumors on which Maxwell Motors has been sold down is that it is in a bad cash position, that it needs working capital, and that, like Studebaker, it has a swollen floating debt. The existence of unusual floating debts for some motor companies being admitted, much depends upon the cause for them. They are an outgrowth of the difficulty in getting raw materials. The average automobile factory is, as it were, a huge assembling plant. All parts and materials are contracted for; deliveries and shipments are nicely calculated, so that all parts and materials may flow in in an equable stream, day by day. The Dodge Motor people, for instance, will contract to receive 400 radiators a day, and other parts and materials numerically to correspond. An automobile plant will keep, say, a two weeks' surplus supply of materials in its storerooms. Managers will see to it that the necessary surplus of each part is on hand, and that the daily or periodic stream is not interrupted.

If one important part is held up, there may be havoc. If enough front axles do not come in, the cars cannot be assembled; and the surplus of all other parts is for the time being useless. It has recently happened in some concerns that they have had on hand huge inventories, but inventories that were unbalanced—as having a great deal more of some kinds of parts than of others. High prices, shortage of labor, scarcity of materials, and freight tie-ups have recently threatened the current supply of this part or that. Some automobile concerns, unable to contract as they would like to, have been forced to go into the open market for some materials, buying in odd lots, or taking such blocks of things as they could get—often large blocks, because one does not know when one will be able to get them again. This sporadic, get-what-you-can, open-market method of buying requires a much larger working capital than normal methods. A rumor widely circulated lately is that the cutting of steel prices by the Government for all consumers will lead to supervision of steel sales, and that pleasure-car-makers will be asked to wait for their steel until the needs of the Govern-

ment and of war-forwarding industries have been filled.

THE SUREST ROAD TO RUIN.

France and Russia are suffering as much from high prices and inflation as is England. Germany and Austria are suffering still more. Germany has made no attempt to pay as she goes. She is even borrowing a part of her interest—the surest road to ruin. Moreover, Germany has been pyramiding her loans until she has become financially but little more than an empty shell. Her financial stress has become so desperate that good judges, including some leading international German bankers, are confident that Germany cannot hold out much longer, even if she can hold together politically and industrially. Admitting that Germany has performed wonders, economically and financially, as well as in a military way, she must have about reached the limit of her endurance. The political events of the last two weeks, however, indicate extremely critical conditions. While we may be certain that conditions are worse than the outside world knows, we know enough to indicate that a political overturn, possibly as great as occurred in Russia, may not be far off. If it does not come this year, we surely expect it early next year.

WORSE THAN MARK OF CAIN.

The duly authenticated publications now being issued by chroniclers and historians in the neutral nations show up Germany in a worse light than ever—and God knows the record was black enough before. Besides poisoning the wells and castrating the men and boys relinquished to the Allies in the towns and cities vacated by the German army, it now transpires that German physicians, both military and civil, inoculate every woman and female child with the germs of tuberculosis, syphilis and leprosy. To the unprejudiced observer it is very evident that Germany is determined to destroy the world, outside of her own domain, by every means that fiendishness can conceive or devilishness can employ. When the war is finally over and the German beasts have been driven back within their own borders, no decent man anywhere in the world will speak to a German, trade with a German, trust himself on a German ship, eat German food, read a German book or listen to German music—and he will continue to hold himself aloof from German beasts for fully three hundred years.

The report brought back from France by Dr. Finley that the French people, in the midst of war's all-consuming demands, are not neglecting

the education of their children, is another proof that the present conflict is not like any other of equal scope and destructiveness. Great have been the sacrifices made by humanity, most terrible its losses. At the same time there is a determination equally great on all hands to preserve intact the treasures of civilization. It was early demonstrated that the present conflict would bring no repetition of a world crumbling away into barbarism such as the dissolution of the Roman Empire under Teutonic invasion. Nor is it to bring a brutalization and degradation of the spirit like that following the Thirty Years' War; nor a terrible political reaction similar to that of the post-Napoleonic period. These children and teachers of France, studying in caves, protected by gas masks, are symbols of the self-consciousness and self-control of European culture, in marked contrast with the bloody work of the nation of beasts and brutes across the border in Germany and behind the German lines in France and Belgium. Whatever happens in Germany will not be allowed to retard or obscure the moral, intellectual and aesthetic development of the nations who are engaged in the deadly combat with the hordes of barbarism and brutality blindly assuming to wear the mantle of the Almighty. A poilu returning to Paris for his permission finds himself back once more in the old, gentle, but keenly intellectual atmosphere he knew before the war. His days at the front are like a nightmare from which he has awakened. So will all the world awaken, after peace.

One has to rub his eyes and wonder after all if he is still in the same old world when he reads that an aeroplane has dropped three bombs into the "forbidden city," that portion of Peking occupied by the government. That appears to be the fact and to have been the final coup de grace of the latest Chinese empire. The performance is typical of what is going on all over the world. War and supervening democracy are changing all things governmental. The young emperor has abdicated and China is once more a democracy or going that way. This holds good for to-day but one cannot guarantee anything for tomorrow.

During the last twelve months, the increase in the commercial vehicle business has been the talk of the business world. Its success has been well-nigh phenomenal, and yet there are those who insist that the success already attained only marks the beginning of an era of growth which will rival anything which has occurred in the passenger automobile field.

Late News About Michigan Banks.

Halfway—The Halfway State Bank has been organized with a capital stock of \$25,000.

Coopersville—The capital stock of the Coopersville State Bank has been increased from \$20,000 to \$30,000.

Ovid—Kenneth F. Crawford, Cashier of the Ovid State Savings Bank, has resigned his position here and will go to Detroit in July, where he has a position with the American State Bank. Mr. Crawford has been in the Ovid Bank for eight years and has been Cashier for over a year. The position here will be filled by Harold S. Beardslee, book-keeper in the St. Johns National Bank.

Saginaw—Archibald C. Milne, Paying Teller at the Bank of Saginaw, has resigned to become Cashier of the Oakwood branch of the American State Bank of Detroit. Mr. Milne is President of the Saginaw Canoe Club and Treasurer of the Saginaw High School Alumni Association.

Plainwell—The Citizens State Savings Bank of Plainwell in its latest statement shows resources of \$563,258. Deposits total \$529,219. A year ago resources were \$405,358 and deposits \$373,911. If the bank continues the present rate of gain, it will be in the \$700,000 class a year hence.

Detroit—The Industrial Morris Plan Bank of Detroit will open on August 10, with James A. Hoyt, who comes from Columbia, S. C., as Vice-President and General Manager. Eighty-two banks of this type, which loan money to workmen on exceptionally easy terms, are in opera-

tion in the United States. The Morris Plan Bank of Detroit will have a capitalization of \$500,000 and the officers will be: President, Edwin S. George; Vice-President, Eugene W. Lewis; Vice-President and General Manager, James A. Hoyt; Treasurer, Alexander I. Lewis; Secretary and Assistant Manager, John E. Hall. James S. Utley and Julian Osborne are completing arrangements for the opening.

Bay City—The Federal Reserve Board regards the Supreme Court decision in the case of the First National Bank, of Bay City, as "epochal." This decision, which held that a National bank may do a trust business, is classed with the Liberty Loan's success and the amendments to the reserve act which became effective June 21. In the July issue of the Federal Reserve Bulletin, the official publication of the Board, the Bay City decision is one of the topics discussed in the leading article which treats of the three developments in some detail. It is the Board's belief that the decision will serve as a notable factor in the campaign to bring every bank in the United States into the Federal Reserve system.

Croswell—The First State Savings Bank of Croswell has been organized with a capital stock of \$25,000.

Holly—D. B. Lyons, of South Lyons, is the newly appointed Cashier of the First State and Savings Bank of Holly to succeed Charles A. Wilson, who will become President of the institution, succeeding D. D. Hadley, who will retire from active work in the future.

Bottom Facts From Booming Boyne City.

Boyne City, July 23—The work of laying concrete pavement on the main street through the city was commenced last week and is moving right along. A flaw in the bond election notices delayed the procuring of funds, but, that having been corrected, we will have the completed road by the end of next year.

It may be of interest to traveling men to know that a daily boat line has been established between Boyne City and Charlevoix. The increase in the use of automobiles has been very discouraging to boat operators for the past two years, so that no service was started this spring.

The Carnegie library building is up to the first floor and work is being rushed right along. The new garage and produce warehouse are beginning to show what they will look like. If present weather continues, the farmers around Boyne City will find ample opportunity for the use of the latter. Everything is on the jump. Warm weather and plenty of rain is keeping the crop situation just where it is needed.

The Wagner Organization Bureau began operations last Monday in the re-organization of the Chamber of Commerce. Lively interest is being manifested by the business men and we not only hope but confidently expect that Boyne City will be benefitted in all ways.

Late News From Byron.

Byron, July 23—Mrs. William Code is under the doctor's care, suffering from rheumatism.

Miss Lena Tower, formerly employed by L. E. Tower as grocery clerk, has accepted a position with F. W. Downing as postmistress in the postoffice.

Several automobiles have been in the ditch on the sides of the crossway North of town. The worst place is in the corporation. The road needs

widening. Our city dads had better look into this, as it has been reported to the State Commissioner.

Wm. Code, formerly employed by F. W. Downing in the postoffice and grocery, has resigned and bought the barber shop of Howard Barnes. Good luck to William, as he deserves a good patronage.

Harold Close and family are taking an outing at his cottage at Argentine.

Some of our boys that were drafted: Arthur Allen, Elton Pratt, Earl Brookins, Mr. Hall and James Appleton.

Cecil Benton and mother are quarantined at present. Cecil has a slight attack of scarlet fever.

Robert Bailey was shocked by lightning last Tuesday. He had taken cover under a tree during the storm.

C. C. Harpe, of the Byron garage, reports a fine business. He says he handles 100 to 200 cars per week, involving a business of from \$1,000 to \$1,800 per month. Groceryman.

The American Grocer outdid itself this year in the publication of its annual report of the National Wholesale Grocers' Association. The proceedings of the convention were presented with singular fidelity and exactness, the illustrations were extensive and approximate and the letter press was superb. Editor Barrett, like rare old wine, grows better with age and gives his readers a mental pabulum each week which for uplift and inspiration is not equaled by any trade journal in the world.

STOCK BUYERS

We buy Shoes, Dry Goods, Clothing, etc. Stocks bought for spot cash. Write us at once.

PERRY & GLUCK MERCANTILE CO.
292 Gratiot Ave., Detroit, Michigan



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

**Barney is away on his
vacation this week**

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

Late News Notes From the State's Metropolis.

Detroit, July 24—The writer has noticed that when a retail shoeman sells hosiery and pushes it the line proves a profitable investment. The other day the writer sat for one hour in a leading Woodward avenue store where hosiery is handled, where one particular salesman (working on a sliding scale basis) made it a point to suggest hosiery to each customer. He made three sales of oxfords while the writer was there, and to each customer he suggested hosiery, showed some samples, talked on the colors to match the shoes and sold every customer. In fact, one customer bought three pairs at 55 cents each. It goes to prove that hosiery can be sold in retail shoe stores, and without great difficulty. It is only necessary for the salesman to suggest some new hosiery to a customer without in any way soliciting the business or being persistent. The "power of suggestion" enters largely into the sale of any article.

Owing to damp and rainy weather high shoes have been selling in larger quantities than for many previous seasons at this particular period of the year. Past experience has proved that during July—particularly if the weather is real warm—retailers should confine their windows entirely to oxfords and white shoes. But this year it seems to be an even break as far as the window is concerned, there being as many high shoes on display as low. Some retailers say that the high shoe is being worn as a matter of economy, many people thinking it well to buy them for early fall. However, others attribute the high shoe sales entirely to the damp weather.

Stephen Jay, for the past seven years at the Lindke shoe store on Monroe avenue, a portion of time as General Manager of the store and buyer of men's shoes, has tendered

his resignation to become Manager and buyer of the men's shoe department of R. H. Fyfe & Co., succeeding Ben B. Berke, who left to enter business for himself on Washington boulevard. Previous to his association with the Lindke store, Mr. Jay was manager of an Emerson shoe branch in Cleveland.

James Salters, assistant to Stephen Jay, manager and buyer of the men's shoe department at the Lindke shoe store, becomes manager of the men's department at the Lindke store, succeeding Mr. Jay.

Ertell & Butler, 53 Monroe avenue, are completing their first year as retail shoe dealers for themselves. Both men have long been in the field, but always as employes of others. Each man has a large list of friends and customers, and it is not to be wondered at that they have had a successful first year. The "Beacon" shoe is a feature at their store.

The offering of special bargains in shoes during special hours is not a new idea, but it is being practiced more than ever among Detroit shoe retailers. Apparently the results justify the plan, because it is being done at some of the best stores to clean out odds and ends. P. J. Schmidt of 32 Michigan avenue, one morning last week put on sale one lot of women's low shoes at \$1 per pair; another lot went at \$1.45, and still another lot at \$1.95.

The J. L. Hudson Co. has secured the exclusive Detroit representation for the "Doughboy" army shoe, the retail price of which is \$11.50.

That there are going to be many splendid openings for retail shoe stores in the growing outskirt sections, especially out Jefferson, Woodward, Kercheval, Mack, West Fort street, Grand River and Michigan avenues is the opinion of many. The "city limits" sections of these thoroughfares are becoming thickly populated with new residences, so that it is only a ques-

tion of time when they will be good for retail business.

Practically all the downtown woman's wear stores have retail shoe departments, the exception being B. Siegel Co., Himelhoch's and Ettinger's, Worth & Co., as mentioned previously, are planning to install a women's department. Such stores as Kline's, Russell's, Kern's, Hudson's, Crowley, Milner Co. and Newcomb, Endicott Co. report their departments as very successful.

Dry Goods Men Will Reduce Return Evil.

Official announcement will probably be made by the retail dry goods dealers of Grand Rapids that the local establishments have decided to cut down the number of deliveries and reduce the return goods privilege to a minimum. This action will be in keeping with the announcement made in these columns some weeks ago that the dry goods stores were considering ways and means to comply with the suggestions made at a conference held in Washington week before last that everything possible should be done to help the United States win the war.

It is understood that the dry goods men are going to act in unity and harmony in the proposed movement. They realize that now is the time for concerted action. By taking advantage of the opportunity to do their share in the National campaign to prevent waste during the war time they can also eliminate two evils that have been confronting them for many years.

Heads of the largest department

stores in Greater New York have decided that the way to prevent waste is to limit the time in which commodities purchased at their establishments can be returned by purchasers and cash secured again. Men prominent in the dry goods section who were interviewed yesterday afternoon declared that thousands of articles purchased months and sometimes a year before were being returned daily by customers. Around the holiday season the evil is especially flagrant. They pointed out that the practice was extravagant, not only because the stores had to accept slightly used and soiled articles, but because a large force had to be maintained to handle these returned goods.

It was said that commencing August 1 the purchaser will have just seven days in which to decide if he or she wants to keep the article purchased. None of the men prominent in the campaign would discuss this report, saying that at the proper time the action of the conferees would be made public.

The stock fire insurance companies are like the Kaiser—their word is no good. They enter into binding agreements to compensate the insured in the event of loss by fire and then duck and dodge and demur and litigate, instead of paying like men. They enter into agreements to determine losses by arbitration and then repudiate the decision of their own arbitrator. The more one sees of stock fire insurance company officials, the more he thinks of dogs.

Women Want

butter that has the golden shade obtained by using Dandelion Brand Butter Color.

Insist that your dairy use

Dandelion Brand Butter Color



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
And 200 Mountain St., Montreal, Canada



Dandelion Brand Butter Color

The color with  *the Golden shade*



Movements of Merchants.

Traverse City—Mrs. Angus McCool has opened a restaurant at 131 East Front street.

Bay City—The Hagerman & Stores Tool & Machine Co. is planning to build an addition to its plant.

Crystal Valley—M. Y. Miller, formerly engaged in trade at Scottville, has engaged in general trade here.

Detroit—The Superior Wholesale Grocery Co. has increased its capital stock from \$20,000 to \$40,000.

Adrian—The capitalization of the Adrian Wire Fence Co. has been increased from \$300,000 to \$600,000.

Eaton Rapids—The H. A. Goodrich Co., cream, eggs and poultry dealer, has changed its name to the Eaton Packing Co.

Hartford—Ray Wheaton, recently of Paw Paw, has purchased the bakery of Mrs. E. Van Woert, taking immediate possession.

Forest Hill—Elmer Post lost his store building and stock of general merchandise by fire July 19, entailing a loss of about \$10,000.

Jackson—Carl G. Trumble has leased the store at 103 West Main street and will remodel it and occupy it with his stock of drugs about Sept. 1.

Schoolcraft—Toby Bros., of Vicksburg, have engaged in the garage and automobile accessory business under the management of Robert Frakes.

Ypsilanti—Thieves entered the general store of W. H. West, at Cherry Hill, July 21 and carried away about \$135 in cash and considerable stock.

Carson City—John L. Lynch closed a successful ten day sale last Saturday night for Gittleman & Co., dealer in mens, womens and children's clothing.

Grand Ledge—W. B. Teman has sold his stock of general merchandise to M. Koningberg, formerly of Lansing, who will continue the business.

Otsego—Vern Ludwig has purchased the Ludwig estate in the C. P. Ludwig confectionery and grocery stock and will continue the business under his own name.

Saginaw—Adolph Gluck, who has conducted a grocery store and meat market at 800 Throop street for the past fifteen years, died at his home July 23 of a complication of diseases.

Muir—Emery Danner has sold his stock of general merchandise and store fixtures to his head clerk, James B. Ludwick, who will continue the business at the same location.

Albion—H. H. Sheldon, who has conducted a drug store here for the past twenty-one years, has sold his stock and store fixtures to Arthur Smith, who has taken possession.

Alma—Slater & Goodes, dealers in men's furnishing goods, have dissolved partnership and the business will

be continued by Fred W. Goodes, who has taken over the interest of his partner.

Lansing—R. T. Treadwell has engaged Joseph P. Lynch, of Grand Rapids, to conduct a sale of his shoe and jewelry stock at 1029 Washington street, starting Saturday of this week.

Casnovia—Hutson & Kuhn, dealers in dry goods and groceries, have dissolved partnership and the business will be continued by M. Hutson, who has taken over the interest of his partner.

Schoolcraft—Walter Nesbitt has sold his grocery stock and store fixtures to the three other grocers of the town and will go to Fort Leavenworth, Kansas, to enter the officers' training corps.

Detroit—The Fraser Hardware Co. has been organized at 352 Kercheval avenue, with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and paid in in property.

Pontiac—The Oakland Grocer Co. has been incorporated with an authorized capitalization of \$20,000, of which \$14,000 has been subscribed, \$1,000 paid in in cash and \$13,000 paid in in property.

Petoskey—The Petoskey Garage & Sales Co. has been incorporated with an authorized capitalization of \$20,000, of which amount \$11,650 has been subscribed, \$765 paid in in cash and \$4,000 paid in in property.

Alpena—The Alpena Art & Novelty Co. has been incorporated to manufacture ladies and children's clothes with an authorized capitalization of \$5,000, of which amount \$3,000 has been subscribed and paid in in cash.

Detroit—The Andrews Brothers Co. has been incorporated to handle food products on commission with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Howard City—A. F. Petrie has organized the Pierson Elevator Co. to conduct elevators at Howard City, Pierson, Harvard and numerous other points. The company has taken over the R. W. Moulton elevator here.

Saginaw—Charles C. Remer, of Remer Bros., dealers in fuel and builders supplies, also Vice-President and director of the Saginaw Sandstone Brick Co. died at his home, July 22, following an attack of heart disease.

Ishpeming—The E. A. Johnson Co., under the management of Edwin Johnson, has taken over the interest of the E. A. Johnson estate in the stock of general merchandise of the late E. A. Johnson and will continue the business at the same location.

Hart—Thomas Welsh & Son had a special sale at their general store last Saturday and moved goods to the amount of \$902. This amount did not take into consideration the goods which were exchanged for butter and eggs, which brought the total up to over \$1,000.

Watson—The Watson Store Co. has engaged in the wholesale and retail grocery, meat market and general mercantile business with an authorized capitalization of \$30,000, all of which has been subscribed, \$8,458.75 paid in in cash and \$21,541.25 paid in in property.

Manufacturing Matters.

Detroit—The Jilo Corporation has changed its name to the Balagan Corporation.

Battle Creek—The American Stamping Co. has increased its capitalization from \$5,000 to \$75,000.

Jackson—The new plant of the American Fork & Hoe Co. will be completed and in operation by Oct. 1.

Detroit—The Newcomb-Endicott Co. has increased its capital stock from \$1,000,000 to \$2,500,000.

Detroit—The Standard Lumber & Coal Co. has increased its capitalization from \$100,000 to \$250,000.

Alma—The Superior Baking Co. has completed its plant and will open its wholesale bakery about August 1.

Comstock—The Comstock Automatic Pump Co. has changed its name to Kalamazoo Pump Co. and its post-office to Kalamazoo.

Alma—The Republic Motor Truck Co. has opened a restaurant and cafeteria for its employes, in a building which it has just completed.

St. Johns—The Triangle Truck Co. is erecting a plant which it hopes to have completed and in operation by Nov. 1, manufacturing one and one-half ton trucks.

Manistique—The Manistique Potash Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Tecumseh—The Quaker Oats Co. has purchased the plant of the Uncle Sam Macaroni Co. for \$125,000 and will continue the business, enlarging the plant and increasing its output.

Saginaw—The Saginaw Shipbuilding Co. has been organized with an authorized capital stock of \$350,000, of which amount \$200,000 has been subscribed and \$35,000 paid in in cash.

Hamtramck—The Hamtramck Bottling Works has been organized with an authorized capital stock of \$5,000, all of which has been subscribed, \$4,000 paid in in cash and \$1,000 paid in in property.

Greenville—The Montcalm Creamery Co. has been organized with an authorized capitalization of \$12,500, all of which has been subscribed, \$2,362.41 paid in in cash and \$10,137.59 paid in in property.

Detroit—The Wolverine Pickle Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$25,000 has been subscribed, \$7,256.07 paid in in cash and \$12,743.93 paid in in property.

Sand Bay—The W. A. Rideout Co. has engaged in the lumbering busi-

ness with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,450 paid in in cash and \$3,550 paid in in property.

Detroit—The Pioneer Trailer Corporation has been organized to manufacture auto parts and machinery with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Battle Creek—The American Cigar Banding Machine Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,850 has been subscribed, \$1,750 paid in in cash and \$5,100 paid in in property.

Copper Country Butchers To Picnic.

Houghton, July 23—The date for the eighteenth annual picnic of the Calumet Butchers' Association, which was announced for Aug. 1, has been changed to Aug. 8 because of conflicting affairs. The picnic is to be held at the Calumet & Hecla park. The Red Jacket band will play and will also march in the parade the morning of the day. All of the meat markets of the district will close for the day, it is announced.

W. J. Reynolds is to be the principal speaker at the park. Joseph Fisher, Jr., will be grand marshal, his aides being George and Charles Struel.

The Executive Committee is announced as follows: Joseph Tousant, Joseph Players, W. A. Williams, Joseph Betzler, Henry Limback, James Craze, Joseph Trudell, Jasper Olson, Tony Bayuk, Joseph Grendotti, Joseph Schneller and John Fratz.

Total watermelon shipments from Georgia up to the present time aggregate only a little less than 5,000 cars, out of 10,644 for the entire Southeastern melon belt. With melons bringing anywhere from \$60 to \$150 f. o. b. the track, it can easily be seen just what this means to Georgia. The average price is right around \$100 a car, for the melon crop this year is one of the classiest seen in several years. The melons are large and sweet, and, as a result, they are bringing top prices. At an average of \$100 a car the gross return to Georgia farmers so far has been about a half million dollars. The bulk of this has gone to the growers in the extreme Southern portion of the State. Most of the melons in that section are now being shipped, although some will still be going forward during the next two weeks. Previous to the opening of the season the dry weather affected the crop to a certain extent, but during the last two or three weeks there have been a number of good rains throughout the melon belt, and the crop has responded nobly.

W. A. McIntyre, Saginaw Valley representative of the Michigan Hardware Company, is taking a layoff for a month. His trade will be covered in the meantime by James B. Shaughnessy.

Trouble is a sieve through which we sift our acquaintances. Those who are too big to drop through are our friends.

The Harley Smith Furniture Co. has increased its capital stock from \$10,000 to \$25,000.

The reason time works wonders is because it is always on the job.

GROCERY AND PRODUCE MARKET



The Grocery Market.

Sugar—There is no gainsaying the fact that the sugar market has been strong the past week, and inasmuch as the refiners furnished the reason for an advance of $\frac{1}{4}$ c in raws, the improvement can in no sense be considered as speculative. Refiners have been for a long time indifferent to offerings of August, in the expectation that the large receipts for this season of the year would bring the usual concomitant of lower prices, but were finally compelled by the force of circumstances to drop the waiting policy and replenish supplies for future meltings. The latter are heavy, 65,000 tons, since the refiners are generally two to four weeks behind in domestic deliveries. It was only logical that the price of refined sugar would sympathize with the advance in raws, for the margin was reduced to 70 points, consequently the American and Howells abandoned the $7\frac{1}{2}$ c level which had been maintained for so long and named $7\frac{3}{4}$ c, still, however, restricting buyers. Other refiners are at the $8\frac{1}{4}$ c level but would be unable to ship promptly, even were the higher level effective, as is expected to be the case shortly. It is pointed out that the country is in the midst of the hot weather consumption which calls for much sugar, and, in addition, there is the preserving demand that should be extra large, what with the persistent emphasis laid on the necessity of the Nation saving the fruit, Washington and refiners being one in this wise propaganda. Most circles think that the invisible supplies have been greatly depleted, not believing that the accumulation by consumers the last spring under the stimulus of the fear of a sharp advance was at all general, the average buyer, moreover, having drawn on the sugar steadily for current requirements.

Tea—There is a firm tone reflecting the confidence of the trade in the situation. The hopeful sentiment is based largely on the freight conditions on the Pacific, which are delaying shipments of new crop teas, making the small supplies in this country the more appreciated by those in need of replenishing. Formosas have been more active during the week for this reason, and it was considered doubtful if any quantity could be bought under 25c. In the Far East there is little improvement reported, it being difficult to arrange for shipping because of the scarcity of vessels available and, in addition, very high rates are asked. Japan is taking care of its own crop, but otherwise there is chaotic condition noted. In addition, China and India feel the effect of high silver, which will probably cause smaller production in the former country. The

exchange situation is a cause of much trouble.

Coffee—The market remains unchanged for the week, but the undertone is still dull. Peace prospects which would open Europe to coffee and probably greatly enhance the price, are more remote than ever. Prices are all unchanged, but inclined to be weak. This includes milds.

Canned Fruit—Demand is not in evidence at the present time, the trade being inclined to await some clearer definition of Government policy.

Canned Vegetables—The market for tomatoes is decidedly irregular. While the f. o. b. factory price has been quoted as high as \$1.85 at times, the official report of the National Cannery Association does not show any business beyond \$1.75, with sales as low as \$1.70. Future 2s have sold at \$1.10 and 1s at 80c, while 10s have brought \$4.55. Peas are quoted nominally at \$1.20, but many canners are asking \$1.25.

Canned Fish—The trade appears to be awaiting developments in regard to future salmon, while there is no demand for spot. Reports in regard to sardines are a little more favorable.

Dried Fruits—There has been some Government buying of prunes on the Coast, and holdings have been so steadily reduced that they are now practically on a $9\frac{3}{4}$ c base. The domestic demand, however, is down to a minimum in all markets. Jobbers report that their customers are well enough supplied with old pack prunes, and in fact with all dried fruits, to carry them through until the new crop is available. The disposition of the remaining stocks of old prunes, therefore, depends upon what export demand there may be and what supplies the Government may take. As to the former, there is export enquiry in the market and foreigners are apparently willing to pay a slight premium over domestic prices. The difficulty, however, is in securing the tonnage, and if this could be overcome it is declared that remaining supplies will be very quickly disposed of. There is no buying ahead, however, either of spot or futures, simply because the trade cannot lay a course by which to steer, with the food bill pending in Congress and no intimation as to what its final form may be. Brokers say that they have never seen business quite so flat as it is at the present time, because even in ordinary dull times there is usually a little business stirring here and there. In the present instance, however, the same uncertainty faces all alike, and neither buyers nor sellers know which foot to put forward. Indications are favorable for large crops of peaches in California, but from present indications it is more than likely that high

prices will prevail as a rule, owing to the strong combination existing in California among the growing interests.

Rice—The market here is dull and distinctly heavy, reflecting the lack of demand and the greater inclination of holders to liquidate at concessions if possible. The domestic buyer feels that with the new crop but a few weeks off he can afford to look on. Export demand is flat and there is a disposition of France to resell some shipments here.

Cheese—The market is steady at prices ranging about 1c per pound lower than last week, due to lower prices prevailing in the producing sections. The cheese arriving is very good quality. The market is fairly steady on the present basis of quotations, and if we do have any change it is likely to be a further slight decline.

Sugar Syrups—There is no change in this market. Prices are steadier, as the offerings have been rather well cleaned up the past week and refiners are not pressing supplies on the market. Sales offices were closed Saturday.

Tapioca—There has been more speculation in forward shipment tapioca during the week, the spot movement being routine at steady prices. Exports enquiry is reported to be larger, tending to reduce local supplies.

Cocoa—There is a quiet tone to the market, but it rules steadier after the recent reaction. Large stocks and free arrivals still keep buyers indifferent. London mail advices state that cocoa at auction was presented in very small quantity, but demand was not stimulated thereby; full to a shade better prices were, however, realized in the business done.

Tapioca—The market is generally quiet, with a fair spot demand at steady prices. London mail advices note easiness there. It is pointed out that business continues very difficult of accomplishment, even though holders are willing to submit to further price concessions. Bids, no matter how far below recent nominal values, are practically unobtainable.

Spices—The market is irregular, but prices for the most part are steady, with cloves firm on the spot scarcity, supplies being delayed en route to the United States, with the embargo also a factor in the situation. Peppers are easier on the spot, especially white, sales of 75 tons being reported in the trade, although futures are maintained. The preserving demand is expected to help the movement of spices to grinders in the near future.

Molasses—The market continues quiet and routine. There is a steady tone for all grades in sympathy with the South.

Salt Fish—There is no change in the market for mackerel during the week. Some little stock is coming forward right along at about unchanged prices. The market is steady and the demand light.

Provisions—The consumptive demand for everything in the smoked meat line is normal, at prices ranging about the same as they have been for the past month. Pure and compound lard are in very light demand at prices ranging about $\frac{1}{2}$ c per pound lower. Dried beef, canned meats and barreled pork are about steady, with a light demand at unchanged prices.

Women's Place in Industry Assured.

War's certain toll is men. England, under war conditions, has felt the pinch of a shortage of labor in her industrial enterprises. In the United States an increasing number of cases might be cited where, men no longer available, women have taken up the burden of maintaining essential production. In a recent issue of the "Iron Trade Review" a glimpse was given of the situation as it exists in English munition plants, where women are doing men's work. In this country women now are performing a highly necessary task in the manufacture of gages, without which it would be impossible to conduct a war such as the United States has entered.

In a New York State plant fine gages are made for testing high explosive shells. From the time the raw material enters this factory until it reaches the most delicate and intricate stages, men perform all the operations. The final touch, however, is left to gentler hands. Lapping, a nerve-racking and closely defined task, is done exclusively by women. They have been found to be more accurate, less subject to nervousness, and more consistent workers. Hour after hour their attention must be riveted to one small gage. There is an eternal sameness about every day's work. There are no new problems to be met, no deviation from the straight-line process, no belts break to relieve the monotony, a shutdown of power provides no moment's respite. It is a steady tax on physical and nervous powers that men cannot endure for protracted periods. Due to the war, women have entered the toolmaker's field, long thought to be man's exclusively. There is little doubt that they have come to stay.

A canning factory financed entirely by Baguio (Philippine Islands) capital, and intended to care for the constantly increasing output of Baguio fruits and vegetables is the latest evidence of progress and prosperity in the mountain capital. Co-operative ownership of the plant by the owners of the gardens is one of the plans of the originators of the new enterprise, and a great tract of Trinidad Valley land, newly put under cultivation, is another. The co-operative plan calls for the aid of the Igorot gardeners as well as that of the Chinese and Japanese, the canning plant to take their entire output if they desire to sell. As a stimulus to this the small farmers will be assured a share in the profits of the plant. Army and navy contracts for the troops in the Philippines will be one of the objects of the canning company, and local wholesale firms will aid in the distribution of the products. It has been decided to wait some months before ordering the machinery, in the hope that the present high cost of tin will go down; but additional large tracts of land have already been put under cultivation.

D. V. Lynch, of Jacksonville, Florida, has come to Grand Rapids to join the working force of Joseph P. Lynch, the sales conductor.

REDUCE DELIVERY EXPENSE.

Consumers Urged to Carry Home Their Purchases.

If the powers in Washington continue their investigations of the common practices of life we shall all of us very soon become very much ashamed of ourselves, ashamed of our easy acceptance of wasteful ways of doing things; ashamed of our lazy habit of letting others do for us what we might easily do for ourselves, ashamed of the intellectual shiftlessness which takes it for granted the way a thing is done must be "all right" or at least "good enough."

There is a group of zealous patriots at work in the Government bureaus and in the Council of National Defense looking into the every-day habits of average Americans—not for the purpose of putting us to shame—although they are doing that—but solely to see where they can release men, money and energy for the appalling, the limitless needs of present-day humanity.

A world at war cannot tolerate sloth, waste and indulgence. Every needless activity must be suspended. We must get our lives onto a basis of needs—not of whims and self-indulgence. That is the meaning of the patient examinations of the way we do things which are being pushed by the Commercial Economy Board of the Council of National Defense. Their effective demonstration of the way we have been feeding tens of thousands of loaves a day of good wheat bread to pigs and chickens through these terrible years when Belgian, Serbian, Albanian and Armenian women and children were starving for bread has made some people ashamed. Practically all the bakers of the country are cutting out that waste. It is only here and there that a baker is found who, in the hope of gaining a competitive advantage by turning his stale bread returns into chicken feed, fights the change. The women have been asked to take care of such. They will do it as fast as they discover them.

The same Board which has rallied the women to co-operate in saving the wasted loaves, is calling on them now to co-operate in another saving—one vastly greater, one which if properly conducted will free not less than 100,000 men and a tremendous amount of equipment to be used where they are really needed.

Just as in the case of bread, this new saving comes through a reform in one of the every-day practices of life—the way we get our daily groceries, meat, fruit, vegetables. They come to us almost like the manna from Heaven. All you did in the case of manna, I believe, was to pick it up; all we do in case of our groceries is to ask for them—ask for them at any hour of the day—a dozen times a day if we will—in any quantity, a box of matches, a half dozen bananas, a pound of steak, and presto, it is put on the kitchen table.

The thing which takes no forethought on our part, which just happens, is pretty sure to be an expensive thing to somebody. Washington, in the interest of the Kaiser's war, has

been trying to find out what it costs to relieve the women of the country of the need of forethought in ordering, in making it possible for them to ask and get anything that they find they want for their households at any hour of the day. It is a big price we pay.

The Bureau of Commerce has found that in the city of Washington it costs 7.4 per cent. of the gross sales of food to pay for its delivery. On a food bill of about twelve and three-quarter million of dollars in 1916, Washington paid over \$900,000 for sending the stuff to the purchasers. Naturally, it cost more to deliver some things than other's. Ice, bread, milk and ice cream cost Washington most.

What is true of Washington is true the country over, so the Commercial Economy Board finds. It estimates that the gross delivery expense of retail grocers in the country is over \$75,000,000 a year. What is this sum used for? For the hire of men to put up packages, to run the number of wagons and trucks required, to put them in at your door, to go to your house not once but often a half dozen times a day.

Take any town of the country of ten thousand people and it probably is spending 3 per cent. of the net sales of groceries for delivery to the purchasers. Again and again these purchasers come to the grocery, the butcher, milk depots, in carriages or cars, but they rarely think of taking home their purchases. A woman will buy a package of cereal and expect it delivered. She will rarely think of carrying a half dozen rolls, although she is on her way home.

As a matter of fact, the merchant does not often want her to carry her packages. His promptness and willingness to serve her irregular and careless habits of buying is one of the ways he builds up good-will. Our canny merchants err in spoiling customers; in gratifying their whims, in fetching and carrying for them until a woman has come to feel sometimes that if she offers to carry a bundle she will be classed as an undesirable customer.

The great necessity on us demands a prompt, vigorous cutting out of the waste in all delivery of foods. I have spoken here only of food products, but we all know that what has been said applies equally to all sorts of shopping, and particularly to department stores. The report of the Commercial Economy Board declares that in our great cities the cost to the department store of delivering packages is from 8 to 25 cents apiece. It is no uncommon thing for the cost of delivering an article to exceed the cost of the article, and probably one half of the daily purchases of a department store might be carried home by the women themselves.

How is all this vast, unnecessary use of men and horses and trucks and money and time to be cut out and the delivery system put on a rational basis where it is strictly confined to what is necessary?

There are not a few towns in the country where it has already been put on such a basis by co-operative

deliveries. Ann Arbor, Michigan, has had such a delivery conducted by its merchants for eight years. Formerly it took seventy wagons to carry home the daily buyings of the people—now it takes but eighteen. In other towns there has been a saving in cost of from 25 to 75 per cent.

Wherever a co-operative delivery has been well managed, the average saving has been around 50 per cent.

Of course, this means a reform in the method of ordering. One delivery a day is all that ought to be expected under present conditions. If a woman knows that is all she will get she will quickly and easily reform her ways—or carry her extra bundles.

The Woman's Committee of the Council of National Defense firmly believes that all that it is necessary to do to-day to secure hearty and prompt co-operation from women in carrying out such savings as this that their fellow-committee on the Council of National Defense has demonstrated to be possible, is to let them know that it is asked. It urges women everywhere to aid in the reform. They can very properly encourage their merchants to establish control or co-operative deliveries and call on them to limit their deliveries to not over one a day on each route, cutting out accommodation deliveries altogether. They can discipline themselves to regular and thoughtful ordering. They can carry small packages. They can discontinue the wasteful practice of having goods sent home "on approval," which nearly always means waste effort in de-

livery as well as extra charges within the stores. In a certain department store with total annual sales of \$3,000,000 returned goods amount to 20 per cent., involving a waste of more than \$50,000 annually.

Each women will do her part if groups of women everywhere will spread the reasons why the Government through the Women's Committee is making this request, there will be no doubt that we shall see one hundred thousand men freed from useless service.

A package in the hand will then be as truly a badge of honor as a Red Cross button on the coat lapel.

Ida M. Tarbell.

Arkansas is so accustomed to being at the foot of the list of states that she will feel no shame over the disclosure that she has only one automobile for every 116 persons. The rest of the country, however, will hope that Mr. Creel's bureau will stop the sending of this disgraceful information abroad. The country as a whole is far ahead of Arkansas, there being a car to every twenty-nine persons. But the states are not ranged quite as one would expect. At the top stands Iowa, where every two or three families, or, in the more scientific lingo of the census, every eleven persons, are blessed with an automobile. Then come in order California, Nebraska, and South Dakota, while we are informed that the New England States are more uniformly supplied with cars than any other section.



This will announce the organization of a new Grand Rapids concern, founded on the idea of service to the people, whose function it is to furnish, at all times and in unvarying quality, **GUARANTEED GOOD LUMBER**

The name **JARDINE** will become, by right of merited performance, indelibly associated in the Grand Rapids mind with that worthy and worth-while phrase which it has adopted as its slogan, **GUARANTEED GOOD LUMBER.**

JARDINE
GUARANTEED
GOOD LUMBER



40 YEAR HOUSE SALE

We are celebrating the Fortieth Anniversary of the founding of our business by a series of sales of most unusual character.

A trip to one of our five main distributing houses during the great FORTY DAYS or to one of the thirty-five other cities where our samples are on display will give you an opportunity to buy staple merchandise at much less than present market costs.

For many months our buyers have been merchandising for this wonderful series of selling events. They have worked with the idea of saving you so much money on your goods and getting such a vast stock for you to select from that you would remember this FORTY YEAR event for a long time to come.

Each week during the FORTY DAYS special emphasis will be placed upon some leading line of merchandise of which due announcement will be made at the proper time. But at all times every one of our departments will be 100 per cent. efficient and complete.

You are invited. Come as often as you can.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

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ST. LOUIS

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July 30th to September 21st



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Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents; issues five years or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 25, 1917.

THE GOSPEL OF WORK.

Work is the one controlling impulse and necessity of life. It is the law of action. Its worth and need are demonstrated every hour and its value correspondingly increased. It is the panacea for every ill and represents the great power of existence.

Work is the synonym of prosperity and the other name for success. It stands for the vastness of human progress and the sum total of every achievement. There is nothing human that can succeed without it, and nothing enduring that has not been led by it.

RESULT OF THE DRAFT.

Hitherto it has been in the spirit of America to give her sons for the service of war out of free will; but since the people through Congress has ordained otherwise it behooves us to recognize that the drawing of lots was carried out under precautions guaranteeing equity to every one of the ten million men concerned. In view of this fundamental consideration we may overlook certain defects in what we may call the subsidiary mechanics of the draft by the removal of which avoidable uncertainties and anxieties might have been averted or alleviated. If the War Department's plans for calling up about a million and a quarter men and the estimate of 50 per cent. of exemptions work out, then all those on the registry list whose number was not among the first 1,300 or 1,400 drawings are tolerably assured that they will not be in the first draft of 687,000 men. It was an excellent provision, however, to fix the relative liability of every name on the list, as that will enable every man to judge of his chances of being called into service as the percentage of exemptions establishes itself, and after that, if it should come to a call for the second National army of half a million men provided for by Congress.

Whether the Administration has thought out all the subsequent steps in the creation of the new armies we do not know, but it is highly probable that changes and corrections will be made on the basis of experience. These do not, however, invalidate the initial operation of the draft. Criticism has arisen about the assignment

of state quotas, but such alterations as may be necessary can be made on the established conscript roll. From what we know of the confusion in instructions issued to exemption boards, we are not at all certain that explicit rules for the working of the exemption principle have been formulated. We still think it a mistake that married men were not exempted as a class. Consideration of the very small number of married men who are without dependents is more than outweighed by the strain imposed on the conscience of the vast majority who are entitled to exemption, but who may hesitate to claim it. It must also be decided whether exemptions are final or not; that is to say, whether a married man who has been exempted is permanently immune or goes to the bottom of the list. And there remains, of course, the general policy of the Administration towards the conscientious opponent of war. This is not a question which comes up before the local exemption boards, but it is an issue upon which the country eagerly awaits a clean-cut statement from Washington.

DISEASES OF IMMORALITY.

The Nation is fairly well alive to the importance of stamping out tuberculosis. Smallpox has been reduced almost to the rank of minor health routine. In New York City the cases reported, per thousand of population, for the year 1916 were less than 3.5 for tuberculosis, and .001 for smallpox. But for syphilis, the deadly by-product of sexual immorality, the figure was nearly 3.6 per thousand. And that great scourge, present curse of the living and assurance of misery for thousands yet unborn, is treated by society as if it were not. The soil in which it grows is ignorance, fostered by silence.

Of all known diseases, none is more inimical to the Nation's health than syphilis. Only less dangerous, and probably much more prevalent, is its twin, gonorrhoea. Although these have been held for ages in justifiable fear, in our time society has treated the subject as a sealed book. The whole matter has been taboo, save in the professional discourses of the doctors and the ill-favored activities of the wretched quacks who have thrived amid the silence. Happily now for the human race, the seals on the book have been broken, and the leaves are being turned. The silence is to be abolished; the ignorance which it has fostered is to be dispelled. The young men and the young women, and the babes unborn, are going to have a chance for their lives.

The Tradesman advises its readers who have policies in any fire insurance company with a German name to have them cancelled at once and re-written in an American company. Everything German in name—individual, corporate or otherwise—should be ignored and obliterated from now on, henceforth and forever.

If a man makes cynical remarks about women it's doughnuts to fudge that some one of them has been using him for a doormat.

THE OUTLOOK FOR PEACE.

The outlook for peace has been the absorbing topic of conversation the past week, with no one very much the wiser for it all. Indeed, most of our men of affairs are ready to confess themselves completely at sea on this subject. They have read the news from Berlin and are puzzled to make head or tail of it. The nearest approach to deduction from it is that, where there is so much smoke, there must be some fire. The word "peace" has of late been so much in the mouths of Germans of every stripe, that it is obvious that something must be up.

It is suspected by some that the industrial interests of Germany will eventually be heard from, and that possibly they have had not a little to do with the recent vagaries of the Reichstag. Say what one will about the German people, it will not be claimed that German manufacturers, shipowners, merchants, etc., are lacking ordinary business judgment. There is reason to believe that their feeling regarding the future of German finance and industry is one of genuine alarm. There are some things about which it is not necessary to reason, and the general economic outlook for Germany is one of these. Unless the commonly accepted principles of trade are all at fault, German industry must necessarily view the future with alarm. So long as the Empire could cherish the hope of a huge war indemnity, the industrialists could be kept quiescent. But that hope no longer exists.

The autocracy in Germany have little to gain by such a peace as the Allies will consent to; in fact, they have everything to gain by continuing the war. The industrialists, on the contrary, have nothing to lose (more than they already have lost) by peace, and everything to gain. The nation derives its bread and butter from the activities of its industrialists rather than from those of its political rulers. Hence, in the final analysis it can better afford to see the latter crushed than the former. While there are some at this financial center who believe that the German people will be docile to the Hohenzollerns to the last crack of doom, others, and probably the majority, believe that there is a point at which even the German worm will turn. Is it nearing that point?

Our stock markets have not been very successful in answering that question. It is perhaps natural to ascribe the recent fluctuations in securities to rapidly changing views regarding the outlook for peace. Among the more thoughtful observers, however, the vagaries of our markets during the past week are to be traced rather to our own Governmental activities. For more than two years and a half this country has been able to view the European war, with all its contingencies, with a fair amount of equanimity. Our people were prepared to take the chance of holding their own economically when the war should be over—with them it was largely a question of patient waiting. The situation is very different to-day. We also are now at war and under

the necessity of supplying untold billions for war purposes. This situation has brought a number of contingencies to mind that undoubtedly have begun to be reflected on Wall Street.

For one thing, the fact is being incessantly reiterated that the Government will want the last dollar of every person, small or large. We must save; the extension of general business must, during the war, be taken care of out of current earnings rather than out of the accumulated capital of the Nation. Hence, every one is cautious; and additionally so because at the moment no one knows what elements are going to constitute his net income in the future, out of which he must live, finance his improvements and extensions, and buy Government bonds.

It must not be inferred, however, from what has already been said, that the underlying feeling is one of pessimism. There is a great deal of doubt regarding the time that must elapse before the German nation is once more clothed and in its right mind, and there is also not only a great deal of doubt, but also a great deal of irritation, with reference to the methods that are being outlined at Washington. Although it would not be accurate to say that the situation has reached a pass where every prospect pleases, while only man is vile, it is a fact that the economic prospect would be viewed with composure if the human element, both in Berlin and in Washington, were somewhat less turbulent.

However, we shall live through the war, with all its crimes and fatuities, and some day once more transact our affairs for business purposes and with business judgment. It is surprising to note the added cheerfulness which so many persons take on when they begin to talk of that eventuality. It is apparent that it is not post-bellum conditions that are vexing their minds. It is taken for granted by many that immediately on the conclusion of the war this country will be appealed to for capital by all quarters of the world, and that the capital will go abroad in the form of commodities. Whatever other misgivings we may have, our minds are clear on this point—which, after all, is the most important one for us in the whole discussion of the war and its consequences.

The new Chancellor of Germany said in his first speech in the Reichstag that all Germany wanted was an honorable peace. The brutes and ruffians who make up the rank and file of the German people would not recognize anything honorable if they should meet it on the street. All Germany knows anything about is dishonor, treachery, violation of treaties, brutality, indecency and devilishness. The same thing applies to any German in this country who stands up for the Kaiser, either openly or privately. He is a dangerous man to harbor in a free country.

Make every occasion a great occasion, for you never can tell when someone may be taking your measure for a larger place.

Stay by the Standard Size and Weight Package

The established standard size and weight oatmeal packages sell at 12c and 30c. This is the most economical basis for your customers—and the most profit for you

Quaker Oats and Mother's Oats will not be changed in size or weight.

Smaller size packages, or partly filled packages, contain less goods proportionately and sell at a less price only at the expense of your customer's welfare and your profit.

Housekeepers will soon find that the comparison is unfavorable. Perhaps leading to complaints and endless explanations.

Quaker Oats Best Value

Quaker Oats at 12c and 30c a package costs only one-fourth as much as the average food. Very many housekeepers have discovered this for themselves. Because of these facts, grocers are doing a double business this year. Our mills are taxed to their capacity.

Eighty million advertisements commencing August 1st, will tell the other women over and over again about this food economy

Fall orders for Quaker Oats and Mother's Oats are now unprecedented.

Buy double your usual requirements. Get August delivery if you can. We guarantee the movement to your customers.

The Quaker Oats Company

CHICAGO



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.

Appeals to Retailers to Cut Poultry Prices.

The Department of Agriculture has made an appeal to the retail dealers to reduce the price on frozen poultry, so that the market will not be overstocked. It was declared that the present congestion in the frozen poultry market can be relieved if the retail dealers will handle the goods at a reasonable advance over wholesale prices.

This action would make poultry available at prices comparing favorably with other meats, according to the findings of a conference held in Washington last week between wholesale distributors and officials of the department. In the statement issued to the press on this matter the department states:

"Both parties to the conference say that more poultry should be eaten when the facts are understood by the consumer; and an increased use of poultry now, in the opinion of the department, will tend to conserve other meats which are of more importance to Americans and their Allies in Europe. The retailers as well as wholesalers, it is pointed out, should add in relieving the congestion.

"Broiling chickens are especially abundant and those of prime quality sold in June on the wholesale market in New York at an average price of 22 cents a pound. A year before the average price was 27 cents during the same month. There are unusually heavy holdings of dressed poultry in cold storage. Unless these stocks are moved quickly, farmers who have increased this year's flocks in response to a patriotic appeal will not have normal marketing conditions when their surplus comes on the market.

"The parties to the conference agreed that the storage supplies of poultry in the summer of 1916 were unusually low because of small original holdings and large export demands. This resulted in unusually high prices to producers during the fall and winter of 1916. The supply was unexpectedly heavy and large stocks were stored at high costs. Then export demands fell off, the wave of economy affected the home demand, and the storage stocks moved slowly. The net result, according to the Department, is that almost everybody ought to enjoy chicken dinners now at decidedly reduced prices,

and without a feeling that they are using up needed meat supplies. In short, it is said to depend on the retailers whether cheaper chickens will be available."

Trying It on Peaches.

Fixing prices by Government judgment and Government decree has to overcome the difficulty that no price stands by itself alone. Any single price is the product of other prices, and unless all these subsidiary prices are duly fixed the main price, which is fixed under this theory, stands on a false basis.

Suppose that the Government should undertake to regulate the price of peaches. It would then have to regulate the cost of cultivation, the cost of picking cost of transportation, the cost of sale and actual delivery to consumer, and also the behavior of the weather all through the year. If in a given case there was a mortgage on the peach orchard, the Government would also have to regulate the cost of that.

But these details would only be a starter toward arriving at "a just price" for peaches. The men who did the cultivating and the pickers and the transportation people and the grocers would all have their subsidiary expenses, and in order to get at anything like a "just price" for the single product in which they are all concerned it would be necessary to regulate all their subsidiary costs. This done a new list of subsidiary expenses would thereby be brought on the table; and so the process would go on until about all the prices that make up our multitudinous daily exchanges would have to be examined, judged and regulated.

T. P. A. Picnic at Bostwick Lake.

Grand Rapids, July 24—This is to be a basket picnic.

When—Sunday, July 29.

Where—Bostwick Lake.

Start—9 o'clock sharp.

From—City Hall.

What you are to do—Notify Committee at once how many seats there are vacant in your machine.

What your wife is to do—Bring the lunch for yourself and family.

What the kiddies are to do—Come all and have lots of fun.

What the committee will do:

Auto—Arrange for seats for everybody.

Refreshments—Arrange for coffee and suitable eating quarters.

Entertainment—Arrange for sports, bathing, races and prizes for men, women and children.

Bring your bathing suits and fishing tackle.

Yours for a bully good time,

Frank H. Mathison,

General Chairman.

Many a man who thinks he is a politician is really a joke.

WILSON & CO.

We are the Largest Buyers
**Poultry, Eggs, Packing Stock
 Butter and Veal**

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If not receiving our quotations write us.
 Get in touch with us before selling.

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104-106 West Market St.
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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.

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 Specials for This
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**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
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 Grand Rapids, Michigan

PARIS GREEN

We carry full stocks of the two best brands on the market—

**Lavanburg's Star
 DeVoe & Reynolds**

in all sized packages ranging from ¼ lb. to 28 lbs.

Order at once, so as to be ready for the rush.

Michigan Hardware Co.
 Exclusively Wholesale Grand Rapids, Michigan

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

AN OPPORTUNITY TO SERVE.

Herbert Hoover's Appeal to Retail Grocers

Washington, July, 26—In your section, during the summer months, there will undoubtedly be some excess of fresh vegetables and fruits sent to your market by the farmers who have raised large quantities of such produce at the urgent request of the Government. We ask that the retail grocers "do their bit" by setting aside a prominent section of their stores for the handling and display of fresh vegetables and fruits and push the sale of them during the period in which they come into the market in great quantities; that retail grocers promote the sale of fresh produce, to the exclusion, so far as possible, of non-perishable foods which can readily be sold during the winter months.

In order that the large surplus of perishables may be turned most effectively to the National good, three great efforts must be made:

1. The public must be induced to consume the vegetables during the growing season, in substitution for the great staples, such as meat, sugar, wheat, corn and other cereals. These staples can and must in large part be saved over for the winter. Our National diet comprises only 14 per cent. vegetables. If this amount is doubled, the public health will undoubtedly be improved, staples will be saved and living will unquestionably be cheaper.

2. The surplus over current requirements, including carrots, turnips, beets, potatoes, sweet potatoes, cabbages and various other vegetables should be stored by the producers and wherever possible by consumers. They can be bought more cheaply in summer and will keep if stored in cool, well-ventilated places.

3. The surplus of fruit and many vegetables should be canned, either in the home or in community canneries. Some vegetables and fruits may be advantageously saved by drying, either in the home or in community centers.

The retail grocers of the country have a great potential influence. In this National crisis, which is grave beyond the realization of most men, we are confident that the retail grocers can be relied upon to render the important National service that opportunity now offers them. Your co-operation will, I trust, be prompt and constant. Will you not make it your personal business day by day to aid unflinchingly in the various ways that are here indicated.

This effort on the part of retail grocers to encourage the consumption and canning in the home of fresh vegetables and fruits will save just that much non-perishable food during the winter months, and it is most essential that all food possible be saved for ourselves and the Allies by whose side we fight.

You can be of further service to your country if you will see that a complete stock of glass jars for canning purposes in the home is carried by you and made available for your customers as wanted, so that when an unprecedented oversupply of fresh vegetables and fruits arrives you can sell these glass jars to the housewife and personally encourage her to prepare a sufficient amount from the overstock that will be received to supply the needs of her family during the winter months.

The retail grocers can further serve by supporting the housewives' organizations and clubs who have become interested in this service through a country-wide campaign. You can arouse their enthusiasm and assist in arranging for a central place where such surplus foods may be canned in those thickly populated and metropolitan districts where adequate household facilities are not available. It has well been suggested that in the present crisis portions of public

school rooms, basements or other suitable space connected with churches, would be appropriate places in which this highly important work could be conducted.

America's success in the present war depends not alone upon her fighting men at the front, but upon the extent to which those at home bend their efforts toward the conservation of the Nation's energies and resources, particularly her food which is required for the urgent needs of herself and those she has joined in the common fight for humanity. Your patriotic co-operation and help in making effective the suggestions contained in this letter will furnish a valuable contribution to the country's cause at this time. The need is urgent and the opportunity is great. The result another year may be most disastrous if the farmers who have been universally urged to increase production do not find a fair market or do not secure adequate profits for their perishable produce.

Herbert Hoover.

Farmers Waiting To Be Asked To Pay.

"Why are you so far behind in your payments?" enquired a Grand Rapids jobber of his customer about two weeks ago.

"Because I have over \$2,000 on my books which I cannot collect." was the reply.

"Why can't you collect the accounts?"

"Because the men who owe me seldom come to the store on account of their being so busy on their farms at this season of the year."

"If they don't come to you, you should go to them. The money belongs to you and you should get it, so as to be able to pay your bills promptly."

The retailer scratched his head and walked out of the jobbing house in a thoughtful mood.

The next morning he got up early and started out with his machine about 8 o'clock.

"Where are you going?" enquired his wife.

"After money from those who owe us," he replied.

"You're wasting your time," said the wife. "Farmers are too busy nowadays to be bothered with paying bills."

Three days later, the merchant walked into the office of the jobber laid \$900 in bills on his desk.

"Where did you get the money?" asked the jobber.

"Took your advice," was the reply.

"Got \$400 the first day, \$300 the second and \$200 to-day. Found the farmers were just waiting to be asked. Some of them say they never pay store bills until asked to do so. I am going out again next week. If I am as successful as I was this week, I will be able to discount all my bills and hold my head up like a man."

Explicit.

Copeland Townsend of the Hotel Majestic on a recent visit to his home town, Oconomowoc, Wis., heard the story of a well-known negro character of the town who had been sentenced to prison for life.

At the station, leaving for prison, he was shackled to the sheriff. Some one went up to the negro and asked how long he was going up for. "Oh," said the negro, "from now on."

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

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

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PRICE CARDS
are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.
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Get Our Prices
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THE BEST
MACARONI

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Paul Skinner
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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,
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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.
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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.



How the Bankers Can Restrain Avaricious Farmers.

Written for the Tradesman.

While the plan of Michigan bankers to create an industrial bureau for the purpose of agricultural education, described in last week's Michigan Tradesman, is of vital importance to the Nation, its possible field of usefulness is much broader and, if properly handled, the bureau can become an invaluable aid in solving the food problem.

There has recently been in session at St. Louis a convention of representatives of farm organizations and co-operative associations throughout the country with a total membership aggregating 5,000,000. This gathering may or may not be important, but its avowed purpose of forming a Nation-wide buying and selling organization, gives the key to the opportunities of the bankers for further beneficial efforts. For more than a decade state bankers' associations have sought to encourage the establishment in different parts of the country of agricultural schools and home classes for the training of students in agricultural pursuits. In Michigan, as already state, the plan has crystallized into action. It is through this proposed industrial bureau that the bankers and merchants co-operating can with advantage go a step further and insist on a thorough organization of Michigan farmers with a view of protecting themselves from the conspiracies of food speculators and monopolies. While the state granges have done some excellent work in bringing the farmers together, they have fallen short of the purpose here-mentioned. The reason, it is suggested, that banks should add the marketing feature to their agricultural programme is that, co-operating with the merchant in financing the purchase of agricultural products, they can to a certain extent prevent such a monopolistic movement on the part of the farmers as would make as heavy a burden on the consumer as that entailed through speculative hoarding. Banks thus taking a hand in the distribution of farm products would assure a market for them at reasonable prices. Such a movement would mean millions to the banks, which would also be doing a patriotic duty in cutting down the high cost of living. United action on the part of the banks would hold in check the avaricious farmer, because if he did not play the game fairly he would naturally be deprived of financial support.

Without some restraining influence there is danger in a too thorough organization of farmers, for the reason that they are exempt from the opera-

tion of anti-trust laws, as are the labor unions, both of which, as a simple matter of justice, should have been included. If there should prove a tyrannical use of power through farmer organization—National, state or county—it could be counteracted through the formation of consumers' leagues operating in conjunction with banks and merchants. Of course, the details of such organizations would have to be worked out, but the project is worthy of most serious consideration.

There is a persistent rumor that another Liberty Loan will be called for by the Government about the middle of September. Eastern bankers who have made a close study of conditions believe this course unwise—and their arguments have merit. They contend that it is perfectly possible for the United States to strike a balance of receipts and expenditures that will permit the Government to go through this year, if need be, without going to the people with another Liberty Loan. Be it understood, however, that there is no lack of patriotism in this position, but to defer the loan until the early part of 1918 would be a most welcome development to those upon whom the labor of the distribution of the bonds will fall. It would afford a most welcome breathing spell. Not only would such postponement be good business, but it would allow time for further individual accumulation which would ensure a more rapid and satisfactory absorption of the bonds by the people, thus leaving the banks still in condition to meet current industrial and commercial demands. It would really whet the public appetite for the bonds and, as stated, would enable capital to finance railroad, utility and industrial companies, many of which have refunding operations which have to be met and others which are in need of new money, particularly as they are handling work requiring plant extension. The capital needs of many of these companies have been directly created by Government orders.

Bankers also point that the Government will have at the minimum in 1917 the full proceeds of the \$2,000,000,000 Liberty Bonds and the proceeds of \$2,000,000,000 Treasury Notes. The approximately \$925,000,000 now out will be retired through the Liberty Loan, which will leave the decks clear for their re-issuance in the fall. By a little planning, the Government can make this \$4,000,000,000 last the year, even allowing for advances to the Allies. It is also urged that Congress should immediately by special act allow the Treasury to increase the amount of notes that may be used to

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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
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Failure to Make a Will

May result in your property being disposed of in a way that you would not have wished. The administrator appointed by the court might not be a man such as you would have chosen.

By making a will and naming this company as executor of your estate you will be certain that your property will be distributed just as you desire.

Send for Blank Form of Will and Booklet on
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Safe Deposit Boxes to rent at low cost

Audits made of books of municipalities, corporations,
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\$5,000,000,000. The bankers who advocate this plan argue that if England could carry \$5,500,000,000 in the bill market, the United States with the Federal Reserve banks and its big gold reserve, should be able to do better. To quote a financial authority: "It would clear the financial skies immensely if Washington would come out with a clear cut statement and say emphatically that no more Liberty bonds will come out this year." This is a question that should be seriously considered by Michigan bankers and is a subject they should bring up at the convention of the American Bankers' Association—the National body.

Benjamin Strong, Governor of the New York Federal Reserve Bank, has outlined a plan whereby the savings of the people can be accumulated and invested in United States securities without causing undue expansion of credit. With regard to wage earners, Mr. Strong makes the following suggestion: "The fourth class of bond buyers and in some respects the most important in war, is the great body of wage earners and salaried people who frequently have no bank account and spend about all they earn. There are many millions of such in this country whose condition would be materially improved and whose attitude toward their Government will be benefitted if they can be induced to buy bonds. But how can this be brought about? Only by showing them how to cultivate the saving habit.

"Take one industrial organization as an example, employing say 20,000 laborers. If these men earned on an average \$1,200 a year and can afford to save \$100 per annum, their employer could enter into agreements with them whereby \$8 say, could be deducted from the pay roll every month and deposited in bank for future investment."

This, of course, is an excellent plan and Mr. Strong further suggests that during the process of setting aside this money it could be invested in short time Government obligations which would be exchangeable for long time bonds when the required \$50 or \$100 had been accumulated.

This idea would be all right in floating the new Liberty Loan, but should stop there—that is the investment of Government securities. The savings should then be diverted to savings banks and thus aid in furnishing needed capital for railroad and industrial expansion and development through the purchase of bonds of these enterprises.

During the war the transfer of bank credits from individuals and corporations to the Government itself will not cause undue expansion, for the Government is spending the money as fast as it gets it. The credit set aside for Government use must be instantly paid out again for supplies, pay of soldiers and sailors and for civil establishments.

As soon as such credit for the Government is made on the books of the bank, it is checked against by the Government, which turns it back to the producer and manufacturer and through them to the wage earner again. It is both wise and necessary,

in view of future requirements of the Government, that some system of saving in advance of the Government's demands be devised, but care should also be taken not to weaken the banking power of the country in this process.

It is not only the banker who should turn his attention to the great problem of financing the war, but every manufacturer, merchant, professional man—in fact, every bread winner in the country—is vitally concerned in it, and the greater publicity given to the matter and the wider the discussion, the more satisfactory will be the results.

The silver lining behind the cloud of war is beginning to appear. One of the indications of an early peace is the careful buying by shrewd bankers of Allied government bonds. These same bankers have always said that he would be a careless investor, indeed, who would be without a block of these bonds when the "flutterings of the peace dove's wings should be detected above the thunder of the cannon and the rattle of machine guns."

These same banker purchasers admit they look for the end of hostilities this fall, that the Kaiser's forces, discouraged by the hardships at the front and at home and by the failure of the U-boat campaign, cannot much longer withstand the pressure of the victorious Allied armies on the Eastern and Western fronts.

Paul Leake.

Following the example of Leland Stanford, which in turn followed the University of Chicago, the University of Washington—no small institution—has determined to put into effect the continuous session plan. As at the other universities, there are to be four "quarters," with brief vacations at Christmas and in the summer. Faculty members will be presumably allowed to take as vacation any one quarter they choose, suitable arrangements being made. The University of Washington can adapt itself to the new plan easily, as it has followed a schedule of its own in past years, and its summer vacation has always been six weeks, not ten or twelve. In making their announcement the authorities especially stress their belief that the new system will enable students to take fewer subjects at one time, and to study and recite in them more frequently and continuously than would otherwise be possible. Dartmouth is the latest institution to suggest that it may follow the plan.

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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.

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

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

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

Wm. N. Senf, Secretary.

THE KAISER'S WANTON WAR.

Greatest Service Germans Can Render Germany.

New York, July 26—I write to-day in pursuance of a high purpose, a purpose which at this fateful moment is one and the same wherever, throughout the world, the language of free men is spoken and understood.

It is the purpose of a common determination to fight and to bear and to dare everything and never to cease nor rest until the accursed thing which has brought upon the world the unutterable calamity, the devil's visitation of this appalling war, is destroyed beyond all possibility of resurrection.

That accursed thing is not a nation, but an evil spirit, a spirit which has made the government possessed by it and executing its abhorrent and bloody bidding an abomination in the sight of God and men.

What we are now contending for, by the side of our splendidly brave and sorely tried Allies, after infinite forbearance, after delay which many of us found it hard to bear, are the things which are amongst the highest and most cherished that the civilized world has attained through the toil, sacrifices and suffering of its best in the course of many centuries.

They are the things without which darkness would fall upon hope, and life would become intolerable.

They are the things of humanity, liberty, justice and mercy, for which the best men amongst all the nations—including the German nation—have fought and bled these many generations past, which were the ideals of Luther, Goethe, Schiller, Kant, and a host of others who had made the name of Germany great and beloved until fanatical Prussianism run amuck came to make its deeds a by-word and a hissing.

This appalling conflict which has been drenching the world with blood is not a mere fight of one or more peoples against one or more other peoples.

It goes far deeper.

It sharply divides the soul and conscience of the world.

It transcends vastly the bounds of racial allegiance.

It is ethically fundamental.

In determining one's attitude towards it, the time has gone by—if it ever was—when race and blood and inherited affiliations were permitted to count.

A century and a half ago Americans of English birth rose to free this country from the oppression of the rulers of England. To-day Americans of German birth are called upon to rise, together with their fellow-citizens of all races, to free not only this country but the whole world from the oppression of the rulers of Germany, an oppression far less capable of being endured and of far graver portent.

Speaking as one born of German parents, I do not hesitate to state it as my deep conviction that the greatest service which men of German birth or antecedents can render to the country of their origin is to proclaim, and to stand up for those great and fine ideals and national qualities and traditions which they inherited from their ancestors and to set their faces like flint against the monstrous doctrines and acts of a rulership which have robbed them of the Germany which they loved and in which they took just pride, the Germany which had the good will, respect and admiration of the entire world.

I do not hesitate to state it as my solemn conviction that the more unmistakably and wholeheartedly Americans of German origin throw themselves into the struggle which this country has entered in order to rescue Germany, no less than America and the rest of the world from those sinister forces that are, in President Wilson's language, the enemy of all

mankind, the better they protect and serve the repute of the old German name and the true advantage of the German people.

I measure my words. They are borne out all too emphatically by the hideous eloquence of deeds which have appalled the conscience of the civilized world. They are borne out by numberless expressions, written and spoken, of German professors employed by the state to teach its youth.

The burden of that teaching is that might makes right, and that the German nation has been chosen to exercise morally, mentally and actually, the over-lordship of the world and must and will accomplish that task and that destiny whatever the cost in bloodshed, misery and ruin.

The spirit of that teaching, in its intolerance, its mixture of sanctimoniousness and covetousness and its self-righteous assumption of a world-improving mission, is closely akin to the spirit from which were bred the religious wars of the past through the long and dark years when Protestants and Catholics killed one another and devastated Europe.

I speak in sorrow, for I am speaking of the country of my origin and I have not forgotten what I owe to it.

I speak in bitter disappointment, for I am thinking of the Germany of former days, the Germany which has contributed in no small degree to the store of the world's imperishable assets and which, in not a few fields of human endeavor and achievement held the leading place among the nations of the earth.

And I speak in the firm faith that, after its people shall have shaken off and made atonement for the dreadful spell which an evil fate has cast upon them, that former Germany is bound to arise again and, in due course of time, will again deserve and attain the good-will and the high respect of the world and the affectionate loyalty of all those of German blood in foreign lands.

But I know that neither Germany nor this country nor the rest of the world can return to happiness and peace and fruitful labor until it shall have been made manifest, bitterly and unmistakably manifest, to the rulers who bear the blood-guilt for this wanton war and to their misinformed and misguided peoples that the spirit which unchained it cannot prevail, that the hateful doctrines and methods in pursuance of which and in compliance with which it is conducted are rejected with abhorrence by the civilized world, and that the over-weening ambitions which it was meant to serve can never be achieved.

The fight for civilization which we all fondly believed had been won many years ago must be fought over again. In this sacred struggle it is now our privilege to take no mean part and our glory to bring sacrifices.

Otto H. Kahn.

The officials of the Louisville & Nashville Railroad have been prevented by the Secretary of War from executing such a coup as years ago made those of the Pennsylvania lines in a similar situation famous. The Pennsylvania, disagreeing with the Western Union Company, sent out gangs of axemen, who laid the poles of the telegraph corporation low all along the tracks. The Louisville & Nashville was about to do the same, but Secretary Baker has informed them that they must come to an agreement. Failing in this, the Government will likely step in and take over the telegraph wires, whereupon any tampering with them will be punished severely.

The less said about the age of women and canned goods the better.

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Grand Rapids, Mich.

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

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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

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 3½ Per Cent SAVINGS CERTIFICATES ARE
A DESIRABLE INVESTMENT

Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

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

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 23—This week was the opening of summer at the Soo. If we can fix it up with the weather man to continue the hot spell for the next two months, our summer resorts will be able to make good. It has been a long and tiresome wait for a big tourist trade. Great preparations have been made and the hot weather is the only assurance which the resort keepers have to call the tourists North.

Walter Ufland has assumed the management of the retail department of the Booth fisheries here. He has had nine years' experience in that line, which has well fitted him for the position.

"Give a hint to a sensible man and the thing is done."

D. N. McLeod, well-known lumberman and merchant of Garnet, returned last week from Chicago and announced the closing of a big deal in timber lands, whereby the D. H. McLeod Lumber Co. acquires the timber rights on 40,000 acres of land and secures the contract to deliver to the paper and pulp mill at Manistique 10,000 cords of pulp wood each year for the next ten years. The money involved in it is about \$200,000. Mr. McLeod is one of the enterprising boosters of Cloverland and success has always crowned his efforts.

The new dry kiln at the Brown Lumber Co., at Manistique, is nearly completed. It will be one of the best plants of Cloverland. The structure is of cement and brick, 25 x 60, and has three compartments. It is heated with steam from the power plant. The floors will have a double track, with a capacity of four cars in each compartment. During the week ten carloads of tin boxes and automobile blocking have been shipped which was certainly a good start. A neat office is being constructed near the street, which will be a credit to the hustling town of Manistique when completed.

Delmar Houde, formerly Canadian salesman for the Cornwell Company, now one of the leading retail meat merchants in the Canadian Soo, was married last week to Miss Winifred Rapin, of the American Soo. The bride is one of the best looking young ladies in Cloverland and the groom is also considered one of the most handsome men of his profession in the city. He is a practical meat man and has made a success during his business career. The couple have a host of friends to wish them prosperity and every joy in their matrimonial venture.

"A pessimist likes a thing he can't enjoy and an optimist enjoys the things he can't like."

Temporary co-operative associations were formed last week at Dafter and Soo township by R. H. Ellsworth, of the U. S. Department of Markets. The purpose of these associations is to investigate the feasibility of forming co-operative marketing associations for farmers, also the standardization and handling of farm produce.

"Treat a rich man kindly. You might be willing to let him lend you some money some day."

The many friends of Rundel Maltas, son of our esteemed druggist, were shocked to hear of the accident on the Canadian racetrack on his motor cycle. When speeding from 75 to 80 miles an hour he skidded, striking his head against a fence post, resulting in instant death. Rundel Maltas was a promising young man of 18, with a large circle of friends. He was one of the most popular young men in the city. The bereaved family have the sincere sympathy of their numerous friends throughout the city and country.

Archie S. Smith, who for the past several years has been agricultural

agent for the district of Algoma, Canada, has been engaged by the board of directors of the Dunbar School of Agriculture here to succeed A. L. Buser as superintendent, who resigned a short time ago. The faculty of the Country Agricultural School will be greatly changed this fall. It has been very prosperous in years past and has a bright future under the new management.

Dennis Sayers, our popular auto traffic cop, whose accident was mentioned in the last issue, died in the Soo hospital Sunday. This was a severe shock to the entire community, as Dennie was one of the best known men in Chippewa county, having served as deputy sheriff under former Sheriff Bone and later was appointed motor cycle cop. He gave the Soo the best regulated automobile traffic in the State. The family have the sympathy of the entire community.

The Standard Post & Tile Co., operating at Moran and St. Ignace, has purchased the pavilion property at St. Ignace and is preparing for an extensive operation at the latter place this season. It is expected that the mill will be removed from Moran during the fall and winter. It is rumored that there will be an additional factory, which will add to St. Ignace for a busier town.

Mose Yalomstein, proprietor of the Hub, one of the Soo's furnishing houses, entertained a few of his friends in his commodious launch to an elaborate luncheon at Squirrel Island last Sunday. After luncheon a trip was made to Echo Bay, returning to Sugar Island, where an evening luncheon was served. The weather was ideal, although there was a hot time in town, the cool breezes of St. Mary's river and the entertainment of the host will long be remembered by his guests. William G. Tapert.

Sidelights on Celery City and Environs.

Kalamazoo, July 24—Mrs. J. L. Montgomery has given to the city of Battle Creek property for a community market with the stipulation that it be used for such an enterprise. Valuation, \$50,000. The city started the improvement at once.

Committees have been named and started the work of raising \$100,000 as a cantonment fund to meet the expense of building the cement road to the grounds and paying the farmers for the rental of their property. If left to the Government it would not be paid until fall. The name of the cantonment is now Camp Custer.

Good news from our boys who are with Dr. Case at the hospital corps at Allentown, Pa. All well and working hard.

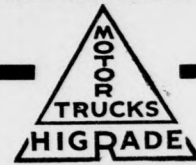
H. N. Randall, of Portland, Oregon, brother-in-law of Porter Bros., the cantonment contractor, was killed Tuesday by a M. C. Railway fast train, just west of Battle Creek. He became confused and "killed" his motor on the track. The train was late and was running seventy miles an hour.

Battle Creek Council held its regular meeting Saturday night and we added three to our number: Howard K. Anderson, of Berdan & Co., Toledo; C. O. Morris, of Kellogg's Corn Flake Co., and Charles I. Webster, of the Union Steam Pump Co.

Battle Creek Council is organizing a degree team and when the fall work starts it will be in shape to do the work in a way that the Council may feel proud. We have the boys who can do it.

If any brothers of the U. C. T. have sons who will be in Battle Creek as soldiers and our Council is notified, an effort will be made by the members of No. 253 to make them as much at home as possible.

If any U. C. T. would like to know how to become a farmer and grow potatoes, he should send a card to W. I. Masters and get the desired information. Jack.

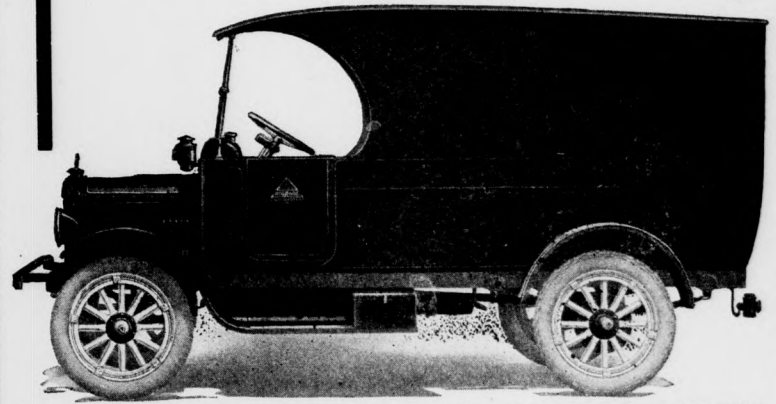


DO YOU

recall a former purchase of a high grade article and the source of satisfaction you received from that purchase. Motor Trucks of the Highest Quality always pay the largest returns on the investment.

Knowing these facts from experience led the managing directors of the Higrade Motor Co. to produce the first "higrade" Medium weight delivery truck for the American Market.

Make another purchase of a "Higrade" article and you will not be disappointed.



HIGRADE MOTORS COMPANY

SALES OFFICES
BUFFALO, N. Y.EXECUTIVE OFFICES
GRAND RAPIDS, MICH.PLANT
HARBOR SPRINGS

The Gem

Begins Deliveries This Week

Letters and telegrams for cars are being received, which warrants us in the belief that the demand for a light delivery car is far in excess of the supply.

Stock still available at \$10 per share.

DEUEL & SAWALL, INC.

Murray Building, Financial Agents

Citz. 7645

Grand Rapids, Mich.

Bell M. 2849



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.

Systematic Plans Will Produce the Best Results.

Written for the Tradesman.

In the hardware business, as in every other line, system has made great strides in recent years. The merchant realizes that, to keep up with his competitors, he must have his business at his finger-ends.

Nevertheless, there is in most businesses a perfectly human tendency toward haphazard methods; and it takes an effort on the part of most merchants to plan their work definitely, and then to work their plan faithfully. I know whereof I speak, for I have seen the inside workings of a good many businesses.

As a rule, it is easier to plan than to work the plan; but the difficulty in carrying out plans once made is in many instances due to the fact that the plans were not sufficiently thought out in the first place. The human factor, of course, enters into every business, and accounts for numerous variations. Some merchants can plan their work in every detail, but fall down badly when it comes to execution. Others find it difficult to decide what to do, but once a decision is made they are adamant in seeing that it is carried out.

The ideal combination is the ability to map out prospective work in detail, together with the capacity to carry out the plans made in their entirety.

One merchant in my experience convinced himself of the desirability of rendering accounts to credit customers promptly every month. The experience of other merchants showed him that bad debts were frequently piled up merely through the careless habit of letting customers get months behind. The merchant sent out his bunch of accounts on time the first month. The next month he was a day late. The third month something unforeseen cropped up. He let the accounts go for three or four days. Then he made another postponement for a trivial excuse. Finally he said, "Oh, it's the tenth of the month. I'll let them go over until next month." By the time next month arrived the merchant decided to render a few accounts where he was sure of getting the money he needed; the rest could wait.

Merely through failure to work the plan, the whole benefit of the plan was negated.

I have in mind another store where the partners planned an extensive cir-

cular-advertising campaign. They bought a stencil duplicator, and a typewriter—cost \$115. Also, they decided on a blue color scheme and bought 10,000 letter-heads on blue paper and a similar supply of envelopes. They decided to send out circular letters every month to a large prospect list. They ran the scheme one, two, maybe three months. It produced business—lots of it.

But the letters did not show up well, the blue of the paper being a bit too dark to contrast well with the rather faint black of the stencil. The difficulty could have been remedied by substituting a contrasty red ink for the black, a very simple device. Instead of that the circulars missed for one month, then, two, then three. Then the plan was dropped entirely. The firm has to-day one typewriter, cost \$100, one duplicator, cost \$15, 9,000 letter heads, cost about \$20—\$135 of capital tied up in stuff that is producing no returns whatever. Yet a slightly more careful planning would have covered that vital detail of color contrast; and a little more executive capacity would have carried on a plan which, in spite of the handicap mentioned, had produced good initial results.

Because plans require a little effort to carry out is, however, no reason why the merchant should not plan his work ahead. It is, on the other hand, good reason for him to say to himself: "Whatever I plan, I am going to put across if it kills me." There are many directions in which the hardware merchant could save time and labor by planning his work. Here are some of them.

Newspaper advertising. Sit down at the beginning of every month and decide what lines it will be seasonable to feature. Then jot down on paper the order in which you will feature them; the dates on which you will change your advertising copy and the subjects for each change. If catch-lines or ideas for copy occur at the time, jot them down too. Some merchants write out their advertising copy a month ahead.

Window display. The same idea applies to this form of publicity. Usually it is good policy to co-ordinate your display and your advertising. Put on display in the window the goods you are advertising in the newspaper. Where this policy is adopted, newspaper advertising and window display can be mapped out together, with a great saving of labor.

When putting together a display, sketch the details on paper. This gives you an idea of the arrangement you want, and saves you time in putting the display together.

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.

Grand Rapids Store Fixture Co., Inc.

The Place, 7 Ionia Ave., N. W.

BUY AND SELL
 Used Store and Office Fixtures

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.

Use Half as Much

Champion Motor Oil
 as of other Oil

GRAND RAPIDS OIL CO.

Foster, Stevens & Co.

Wholesale Hardware

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

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

Circular advertising. If you plan to circularize your customers, outline a plan covering six months anyway. Any less time is no fair test of mail advertising. Jot down on paper ahead of time the lines you will feature for each of the six months. You won't think of them all, but the list you do think of will give you something to start with. As additional ideas occur to you, jot them down. Then, when the first of the month comes, you won't sit down with a blank sheet and a blank mind to compile "that infernal circular."

Credits. Watch them closely. See that accounts are rendered regularly to credit customers. If they are not paid promptly, follow them up. Don't be harsh, but be businesslike.

Salespeople. Do you try to train them, or are you just letting them develop themselves? Do you try to interest them in the business, or are you leaving them to their own resources? Is your sales staff a disciplined army, or a mob? Salespeople are merely human; the good will do well without help, the poor will do badly no matter how much you help—but all will be better for definite direction, and the average fellows won't do much without it. Encourage them individually, get their ideas and impart your own, talk over the goods with them. Try to make them an effective fighting unit for better business.

These are just a few hints that will help you to better results.

Victor Lauriston.

Live Notes From a Live Town.

Owosso, July 23.—The United Dairy Co. has purchased the large cement building of Frank Weidman, on R. R. avenue, and the business will be conducted from that location, with milk to the patrons at 5 cents a quart or more if necessary.

Niles Wiggins has traded the Miller Company grocery to Samuel Beckerman, of Detroit, for a large rooming apartment in that metropolis.

James A. Locke, of Vernon, has closed out his stock of general merchandise and has discontinued business. Back to the farm for Jim. Brick store and fixtures for sale.

E. D. Horne has purchased the stock and fixtures of Palmer & Simmonds, the Reliable Grocers, and will continue the business at the same location under the supervision of Mrs. Horne. If Ed. had one more link, he would own a chain of grocery stores.

S. C. Carmel, the Middleton tavern keeper, who was obliged to close the dining room of the Hotel Middleton last March on account of inability to obtain help, has re-opened that part of his hotel and will put up three squares per day.

The city officials and Welfare Association of our fair hamlet have offered several cash prizes for the best amateur garden in the city limits and we are after their kale. So far it looks to us as though all the others are in a hopeless minority and we have begun to plan what we would do with the money. One thing we feel pretty sure about: we have the tallest potato vines that ever happened. Their average height now is about four feet and every time it rains they grow some more and we are having quite a few showers nights and some rainy days. As we are anxious to accelerate their growth, we have driven stakes at each end of the row and stretched binder twine at intervals of a foot or so to keep them in a sort of a perpendicular position.

We did this so we can run the lawn mower along each side of the row, as mother said she thought they would do better if there wasn't so much grass among the vegetables, so we are going to give it special attention and mow it right down every two or three weeks. We read a short time ago where an expert vegetable producer planted potatoes in a box like a layer cake, put some straw in the bottom, then some dirt and laid seed potatoes around at the proper distance apart and covered this with straw and earth and then more seed potatoes until the box was filled and covered with straw. Each layer was supposed to grow a bushel of spuds producing about ten bushels in a box four feet square. This plan looked good to us, so we borrowed Fred Hanlin's piano box that he once used as a chicken farm and fixed it up as per instructions, having first placed it on a couple of saw horses. We have patiently awaited developments and it begins to look like a howling success. One thing we overlooked: the bottom of the box was made of slats which we possibly should have securely boarded up, because as the potatoes mature they begin to drop through as they get too heavy for the vines. Potatoes from the size of a hen's egg up to a cobble stone. Mother sets the clothes basket under it now and when we get home Saturday night we carry it in (full of potatoes) and empty it in the cellar. If this experiment proves a success we have drawn plans and specifications for erecting a silo about 30 feet high by the side of the house with the bottom at a slant so the potatoes will roll into the cellar and do away with the present extra exertion. If the Chronic Kicker or any other readers have any improvements to offer we are just a new beginner and are open for pointers. If any one doubts the veracity of this item write S. E. Almack, of Sheridan, as we have been in his employ at intervals for several years and he knows what we can accomplish in the capacity of scientific gardening.

Honest Groceryman.

So He Does.

"Why don't you open the door? That may be Opportunity knocking."

"It's more apt to be a bill collector."

"Well, if you only knew it, a bill collector offers a good opportunity to get out of debt."

Cassius L. Glasgow, hardware and implement dealer at Nashville, writes as follows in renewing his subscription to the Michigan Tradesman: "Here it is—\$2 for a paper worth \$5."



Don't Despise the Drinking Man—Help Him

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

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



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

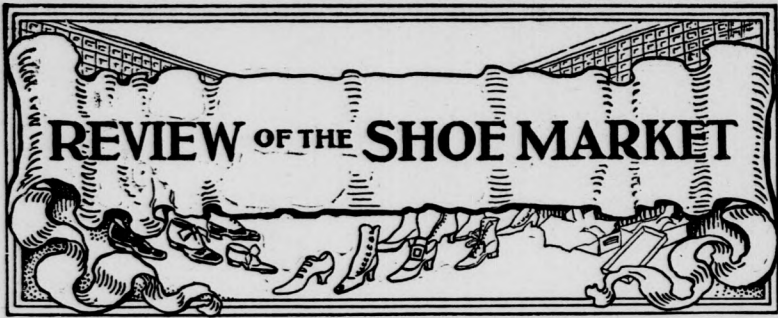
We mark our goods in plain figures. We have increased our sample tables ONE THIRD to accommodate goods NEVER SEEN BEFORE in preparation for the greatest Fall and Holiday business you have ever had.

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



Make Your Findings Move More Briskly.

Written for the Tradesman.

It's a cinch they won't move briskly unless somebody makes them. If you are selling them, that somebody ought to be you.

This ought to be a good summer for findings—and is already proving to be in many communities. Laces and polish and rubber heels and many other items of findings too numerous to catalogue, are going fine, so many dealers report. How is it with you?

By analyzing the items that go to make up one's findings department stock, one will observe that they are designed for one of three specific purposes; to make shoes look better, impart more actual foot comfort, or to last longer. Sometimes, as in shoe laces, the same item serves a two-fold purpose—improves the looks and adds to the actual foot-comfort.

All three of these objects are legitimate and important. Take polish, for example—most any dealer can sell more shoe polish than he is selling, if he would only think so, and then get busy along the right lines. Shoe dressing improves the look of shoes more than any other single item one can think of. Not only improves the looks of them, but keeps the leather moist and pliant, free from grit and dirt, and so preserves the fiber of the leather, making the shoes last longer. This is not theory, but fact. It has been proved.

There are days when the idea of economy is uppermost in peoples' minds. We are being reminded of the importance of cutting out waste in almost every publication one sees. The notion is in the air. Link up your shoe polish selling to this current notion, and so make it a dividend-payer. Have shoe polish trims and sales. Feature shoe dressings of various kinds strongly. And so with laces and everything else in the findings department.

And then play up the idea of appearances. Too many people are careless about the appearance of their shoes. Careless habits grow upon one. Unless one's attention is called to it, he may not be conscious of the increasing shoddiness of his footwear. If the average service of a pair of shoes going out from your store is five months' wear, and the appearance of that average paid during the last three months is dull, dingy or shoddy, through lack of proper attention—neglected heels, worn laces, and crying need of polish, and other items of neglect that impair their looks, you are not in any wise benefitted, as a dealer, so long as the average pair continues to give sub-

stantial service and a new pair is not bought; but, if you could sell, say 50 cents worth of findings of one sort or another, whereby the wearer could vastly improve the looks of his shoes during those last three months, both you and the customer would profit thereby: he'd have better looking shoes—shoes that would reflect more credit upon you as a dealer and upon him as a citizen—and, in addition you'd have the profit on a 50 cent sale of findings. Isn't that sun-clear? Therefore in selling findings you are not militating against your regular lines.

Shoes are notoriously abused and neglected. Of all the articles of human apparel, nothing else fares so arduously as shoes. The highly finished surface is filmed over with dust and grit. The moisture from the feet and the moisture from without, in the way of dew and rain, dissolves, but does not entirely remove, this foreign substance; and the excellent finish is temporarily blurred or dimmed. It ought to be removed. Dressing should be applied. The shoes should be kept neat by frequent polishing—and it doesn't take long to apply the polish and brighten them up. And so other accessories should be had as they are required. Worn heels put otherwise neat-looking shoes on the blink. Not only so, but they throw the shoe out of balance. Suggest either having the heels built up—or better still, a pair of rubber heels—in either event, something for your repair department, but closely linked up with findings, and all for the sake of better appearances.

In the realm of findings articles designed to promote foot comfort, there are many excellent commodities—heel cushions, rubber and fiber soles, insoles for tender, callous feet; powders for perspiring feet, corn- and bunyon plasters, arch props; and various and sundry orthopaedic appliances. It is surprising to know how many people have trouble of one kind or another with their feet. Some authorities have asserted that not more than one person of ten has absolutely sound and perfect feet, with no trouble of any kind. That may be an extreme statement—I don't know—but the fact is there is a tremendous demand for things of this sort. Things designed and made to make the feet feel more comfortable.

Now it is a well-known fact that all sorts of foot-ailments are aggravated by hot weather. Especially is this true of people who are on their feet much during the day, standing at a counter or walking about the shop or factory. Consequently the demand for such findings items is correspondingly greater during the hot months.

They All Agree

August Hot Dry

Ideal weather for Tennis.

Tennis Shoes the Ideal footwear for hot, dry weather, and we have them in bals and oxfords with or without heels, in white or black, for every member of the family.

Mail us your order, and be prepared.



Hirth-Krause Company

Tan the Leather and Make the Shoes

Grand Rapids, Michigan

No Value Equal to
this line is offered you to-day
at anywhere near the price



936—Men's Gun Metal Calf, G. W.
 NEOLIN Out Sole, Last 29,
 Tip Button \$3.10

935—Men's Blucher, same as 936,
 NEOLIN Out Sole 3.35

The same shoes except with leather out-sole are found in our numbers

950—Leather Sole and Heel,
 Button \$3.25

979—Leather Sole and Heel,
 Blucher 3.25

If you are not handling these numbers you should stock them at once.

They give splendid service and will win instant favor in your community.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

During the hot months, then, is the time to sell them.

Get it out of your head that findings is a little old unimportant side line. Give findings a real chance and see if they don't make good. The profit on such articles is surely worth going after—provided you can get the business in paying quantities; and you certainly ought to be able to do that if you have any really adequate constituency. In other words, the trade that is able to afford a shoe dealer a living, ought, if intensively worked in regard to findings, furnish attractive possibilities. Because you are not selling findings to any large extent in your community does not prove that findings could not be sold there if properly pushed. Get behind them and see if they won't move.

Cid McKay.

Activities in Michigan Cities.

Written for the Tradesman.

Bay City's summer taxes are \$23.51 per \$1,000, or 48 cents less than last year.

Ann Arbor has entered into contract with H. H. Wagoner, of Huntington, Ind., for building a garbage incinerator and making collections of all garbage under the supervision of the health office, for \$6,000 a year.

Escanaba will entertain the Upper Peninsula Medical Society Aug. 2 and 3.

Benton Harbor has secured a new industry, the Chicago Stove & Range Co., which will erect factory buildings there.

Maurice W. Odell is the newly chosen Secretary of the Fremont Board of Trade.

"Business as Usual" is the motto of the Gratiot county fair, to be held Aug. 28-31 at Ithaca.

Charlevoix's new Government fish hatchery will be located on the site of the city waterworks building, which is being razed for the purpose.

Hancock has adopted an ordinance requiring junk dealers to pay an annual license fee of \$100.

Three Rivers has adopted a garbage ordinance, which takes effect Aug. 8. The city pays the collector of garbage \$50 annually and the maximum fee for collections paid by each household is 35 cents a month. People may still feed their chickens garbage, or it may be burned. It must not be buried.

Three Rivers has granted the use of the North side of Third avenue for public market purposes Monday, Wednesday and Saturday mornings. The plan will be tried out for a few weeks.

Hart business men agree to contribute \$4,000 a year to promote the best interests of the town.

The village council of Hartford has appointed a committee to furnish plans and estimates of the cost of the proposed factory building for the Reliance Picture Frame Co.

Cadillac will paint all telephone and electric light poles an olive green.

An automobile bus line has opened between St. Louis, Breckenridge, Wheeler and Merrill, which makes two round trips daily.

Boyer City is putting on a civic festival, directed by outside professionals.

Flint begins to see the need of a building code to comply with the new State housing law. An ordinance prepared by the Builders and Traders' exchange is being considered.

Almond Griffen.

Boomlets From Bay City.

Bay City, July 23—Sams Bros. Grocery is the name of the new firm which recently opened up business at 1018 Third street.

The Archambeau grocery store has moved from 508 Sixth street to 915 McKinley avenue.

Clarence Evans, succeeds W. A. Senay in the retail grocery trade on Rossiter avenue, Flint.

John Quarters and his son, Harry, will engage in the retail grocery trade at East Tawas and will occupy the Conklin building. They expect to be ready for business about July 25. The National Grocer Co., Bay City branch, will furnish the stock.

Dilas & Cook have leased and are remodeling the store building at 207 Center avenue, formerly occupied by A. B. Griswold, and, when completed, will use it as a restaurant. It will be known as the Harmony Cafeteria.

The girls in the office of the Aladdin ready-made house factory have organized a band. They have been practising for nearly two months and are planning to give a public concert in Wenonah Park in the near future. The Aladdin girls band is being instructed by Emil Hutchenruth. Its manager and president is Miss Theo Heglund. As this makes seven band organizations in the city, we should have plenty of music this season.

The Robert Gage Coal Co., of this city, has purchased from George A. Marston, referee in bankruptcy, all the interests of the Caledonia Coal Co., of Saginaw, the consideration being \$12,000. The Saginaw mine will be operated under the new management and coal lands at Auburn, near this city, will be developed.

Bay City's postoffice receipts for the year ending June 30 were \$223,033.68, an increase of \$8,369.65 over the receipts of the previous fiscal year. The receipts for the Saginaw office for last year were \$185,878.13, an increase for the year of \$387.66.

Notwithstanding the high cost of living, the property owners of Bay City will pay 48 cents less on each \$1,000 than a year ago. We hope when we pay our taxes we will find that this information is true.

W. T. Ballamy.

That the high prices of cereals, and especially rice, have stimulated production is shown by the report from official sources in California that the largest planting of rice in the history of the Sacramento Valley has been made. Plantings of rice exceeded those of last year by probably more than 30,000 acres. The area devoted to this cereal is roughly estimated at 110,000 acres, but these figures remain to be confirmed. The greater part of the rice crop was planted in good season and the present condition is generally satisfactory.

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



Petoskey Portland Cement Company

Unlimited, first-class material—universal and growing demand—men of unquestioned ability and integrity—water transportation—now operating at a profit—every essential of safe and profitable investment.

Deuel & Sawall, Inc.

Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

OUR TRADE MARK ON YOUR SHOES

A SMALL THING TO LOOK FOR



BUT A BIG THING TO FIND

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

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

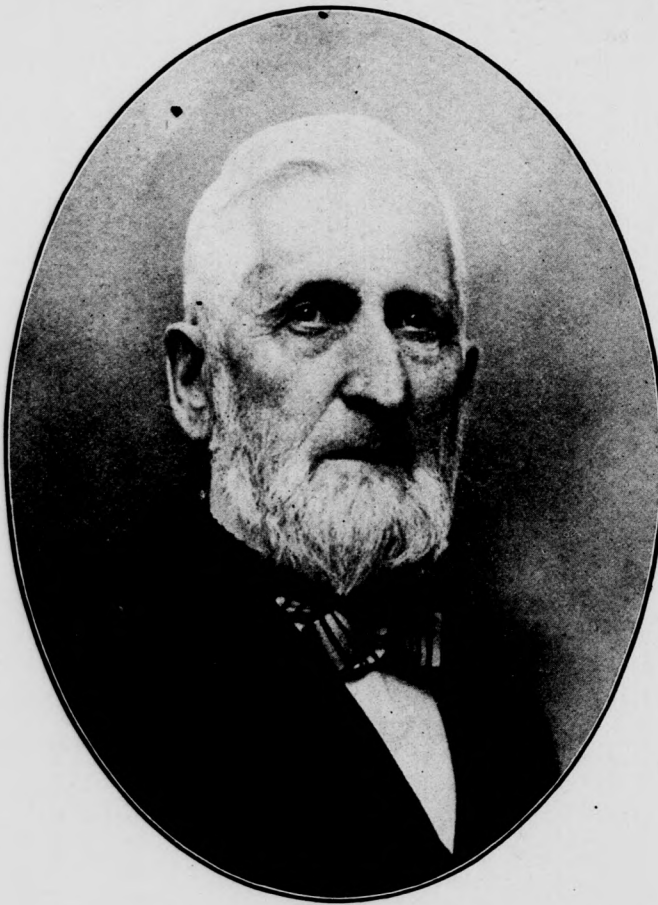
"THE GRAND RAPIDS SHOE"

THREE OF A KIND.

Commanding Positions Held by the
Sears Family.

It is not often that one family occupy dominant positions in the commercial life of a community for three generations in direct descent, but such is the case with the Sears family, as illustrated and typified in the careers of William, Stephen and Harold Sears.

William Sears was a native of Ashfield, Franklin county, Massachusetts, where he was born June 20, 1818. His early educational advantages were those of the schools of that vicinity. In the earlier part of his business life he passed some five years in the dry goods trade at West Troy, N. Y. At Albany, N. Y., October 16, 1845, he married Judith Adams. She died at Grand Rapids in 1875. They had three children, of whom one, a son, died in 1852; another son, Stephen A., is still living, and a daughter is now Mrs. C. D. Lyon. After leaving West Troy, Mr. Sears went South and lived in Virginia about seven years. From that State he came to Grand Rapids in 1857, and took an interest with Jefferson Carson in the "Headquarters" bakery and victualing-house, adjoining Irving Hall on Monroe street. In 1860 he purchased Mr. Carson's interest and continued the business by himself. It was not the nature of Mr. Sears to drift slowly, but to "push things," hence in 1862 he purchased a building that had been erected for a flouring mill on Waterloo, between Ferry and Louis streets, where he put in steam machinery for cracker making exclusively, and was soon in the full tide of success in that branch of manufacture; the store in Irving Hall block being continued, with rapidly increasing trade in crackers and sweet goods and other table supplies. In 1867 he was joined by his brother, Samuel Sears, and Joel Merchant, the partnership name being Sears & Merchant. In 1868-1869 they built a new factory, the three-story-and-basement brick block now occupied by the National Biscuit Co. at 35 to 41 Bond avenue, and fitted it with the best of revolving ovens, machinery and other appliances for the manufacture of crackers and cakes for the wholesale trade. When in 1873 Mr. Merchant withdrew, the firm name became William Sears & Company; the other copartners having been his brother, Samuel and his son, Stephen A. Sears. The factory and sales office were models of convenience and good taste in finish and adaptation to their uses. There Mr. Sears enjoyed the satisfaction of building up an industry not excelled in the quality of its products; with a volume of business the largest of its kind done by any establishment in the State. The business was later acquired by the New York Biscuit Co., which was subsequently absorbed by the National Biscuit Co. Mr. Sears was financially interested in several other industrial and business enterprises; was a stockholder in the Alabastine Company, and also in the National City Bank and the Fourth National Bank. Politically, he was a supporter of the Democratic party.



William Sears



Stephen A. Sears.

Although not a member, he was an attendant at the Park Congregational church. He was one who attended to his business in all its details with methodical care, energy, honor and tact, and conducted it successfully. As a citizen and neighbor he was public-spirited, frank and genial, enjoying general respect and good will wherever he was known.

Stephen A. Sears.

Stephen A. Sears was born Oct. 3, 1853. We was educated in the public schools of Grand Rapids. He entered the employ of William Sears & Co. when quite a young man and learned every branch of the business, including the manufacturing, selling and managerial departments. For many years he traveled on the road, where he was so popular and successful that he came to be known everywhere as a prince of good nature and good fellowship. On the sale of the Sears bakery to the New York Biscuit Co., Mr. Sears was made manager of the local branch and placed in charge of all the other plants in Michigan. On the merger of the New York Biscuit Co. into the National Biscuit Co., he was made a director of the latter corporation and given charge of the manufacturing department. This took him away from Grand Rapids, remaining long periods at Chicago, Boston, Kansas City, Milwaukee, Indianapolis and Cincinnati, during which time he re-organized the plants in those cities, changing everything from the ground up. He was hampered several times by strikes—mostly on the part of union teamsters—but handled them so expeditiously and effectively that he came to be looked upon as the diplomat of the system. He was at one time manager of the Western department, with headquarters at Chicago, and for some years was "close to the throne" at the executive offices of the company in New York. Mr. Sears voluntarily retired from active connection with the corporation three or four years ago, since which time he has devoted his entire attention to recreation and restoring

SPLENDID OPPORTUNITY FOR YOUNG MEN

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

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

A 4 Years' Course of 6½ Months Each
School opens in September, ends in April. Nearly six months each year to earn money to pay expenses. Grand Rapids offers remarkable opportunity to make money while at college.

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

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

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

his health, which was shattered by too close application to business.

Mr. Sears was married Nov. 10, 1880, to Miss May Godfrey. Two children blessed the union—Stephen and Harold. Mrs. Sears died Oct. 16, 1892, and two years later he married Miss Marion Davis, who died about four years later. William Sears, who is now in the U. S. Navy, was a son of this marriage. Mr. Sears subsequently married Mrs. Austin K. Wheeler.

Mr. Sears is a Mason up to and including the Shrine and K. T. degrees. He is a member of St. Mark's (Episcopal) church and has always done his share in the prosecution of work of a charitable or philanthropic character. He is genial in disposition, loyal in his friendships and true to himself in all the relations of life.

Harold W. Sears.

Harold William Sears was born in Grand Rapids Nov. 28, 1885. He attended the public schools until he completed the eighth grade, when he spent five years at the Montclair Academy, Montclair, N. J., from which institution he graduated on the literary course in 1905. He then entered the employ of the local branch of the National Biscuit Co., where he spent about three years in the mechanical department, learning every detail connected with the manufacture of baked goods. In 1908 he went on the road for the house. On the retirement of Walter K. Plumb as manager, in 1911, he succeeded to that position, retaining it until Nov. 15, 1916, when he resigned to take the position of Treasurer and Manager of the Grand Rapids Dry Goods Co., tendered him by the directors of that corporation. He has made several changes during the time he has been in his new position, including the following:

In the piece goods department William B. Holden has been succeeded by Ray Parker, who has covered Central Michigan territory several years for Marshall Field & Company.

In the notion department Charles Fasoldt has been succeeded by George Sargent, who has had many years' experience.

Charles W. Sargent, who has had charge of the hosiery, underwear and knit goods department for several years, has also taken charge of the overall and men's furnishing goods department.

In the book-keeping department Frederick W. Greulich has been succeeded by Frank J. Neuman.

The result of these radical changes and others of a hardly less important character is already manifest in the increased volume of business which is coming to the house, due to the enlargement and diversification of the lines of goods carried, the addition of many new customers and the increase of the average bills now sold old customers, which may be attributed, to some extent, to the fact that every traveling salesman now shows his full line to every customer he calls on every time he calls. In other words, the day of "order takers" has passed, so far as the Grand Rapids Dry Goods Co. is concerned. Every man on the road for the house is a salesman and lines up to the definition

of the word with singular exactness. Leaving the trunks at the depot and calling on the trade with a few samples over the arm is a thing of the past. The books have been closed on half way method and shipshod practices.

From now on the trade—every member of the dry goods trade in this territory—will be called on regularly and ample time accorded each customer, present or prospective, to make his selections under the most approved methods.

In the meantime the stock has been re-arranged and reclassified, new fixtures have been added and the institution started on a new career along more modern and up-to-date lines.

Mr. Sears was married Oct. 5, 1912, to Miss Katherine Barnard Goodman. Two boys have blessed the union, one

er did. Both of Mr. Sears' immediate ancestors began life under less favorable auspices than the subject of this sketch and both were slower in attaining the goal of their ambition than Mr. Sears has been. Arguing from this hypothesis, Mr. Sears has clearly demonstrated that he was "worth raising."

Mr. Sears is a man of pleasant address, charming personality and courteous demeanor. He is a careful student of the theory of business as applied to the manufacture and distribution of merchandise in the most economical and effective manner and he has well defined ideas along these lines which time, experience and observation have converted into fundamental principles. He has espoused the wholesale dry goods business as a life work, believing it to be an un-



Harold W. Sears.

about 3 years old and the other about 1 year old. The family reside at 333 Washington street and worship at St. Mark's church. Mr. Sears belongs to the B. P. O. E., but does not do much at it. He has no other fraternal affiliations, his home possessing more attractions for him than all the lodges and clubs in the world.

Mr. Sears combines in his mental make-up two important family traits—the steadfastness and conservatism of his grandfather and the progressiveness and driving qualities of his father. Some one once remarked that if a son is not a better man than his father he is not worth raising—meaning, of course, that the son, being heir to better educational advantages than his father and having his father's example before him, ought to be able to find himself and "arrive," so to speak, at an earlier age than his father

dertaking worthy of the best thought and most painstaking effort which a man can give a business he likes and in which he expects to achieve a high degree of success. That his efforts will be richly rewarded and that he will gradually assume a commanding position in the trade, none of his friends doubt for a moment.

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

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

President Suspenders
for comfort

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

Headquarters for Slip-pon Veils



Here is a Real Creation Slip-pon Veils

JUST what the name implies—a veil you slip on that requires no pins, no tying—just slip it on.

For motoring, golfing, riding or walking and general out-door wear. Can be worn over a small hat, under a large hat, or without a hat.

We carry in
stock for
prompt delivery
black, brown
white and grey

75c a dozen

\$7.50 a gross

Grand Rapids Dry Goods Co.

EXCLUSIVELY
WHOLESALE

Grand Rapids, Mich.

AUGUST AUGURIES.

Seasonable Goods the Retail Grocer Should Feature.

Written for the Tradesman.

August is pre-eminently the month of the electric fan and the fly-swatter. There is a moral in this for the grocery department. As in July, the grocery department should be kept clean and kept cool—only more so. The grocery which looks cool and is cool will attract customers. Hence, a few electric fans—even a single fan—will probably be good business. Anything white is suggestive of coolness. The sprinkling of the floor with water occasionally will help a great deal.

There should be a steady trade in soft drinks, where these are handled. The merchant who keeps soft drinks, aerated waters of all kinds, mineral waters and similar beverages on ice, and advertises the fact, will do a pretty steady trade in these lines. It is a trade which grows. People get into the habit of buying cool stuff. The line pays best for pushing. A grocer who, for instance, pushes lime juice will sell five or ten times as much as the grocer who just stocks it, and leaves it to sell itself.

A catchy summer lunch window display can be made up with a showing of biscuits on plates, cooked meats and similar ready-to-eat commodities, preferably covered with large-mesh cheese cloth or netting; and as a center piece, a pail containing a good-sized chunk of ice and several bottles of ginger ale, lemon sour or the like. Of course every now and then the water will have to be emptied and the ice removed. The display is one suggestive of coolness and easily prepared meals. Hence, it is timely.

The preserving season will continue through August, and the merchant who handles home grow and imported fruits will find them in steady demand. Melons are an attractive line. Of the native fruits, the late berries are in season early in August, the first apples are coming in, while later plums, pears and other fruits come into season.

The grocer who features fruits can sell other lines in conjunction with them. For instance, there are preserving accessories—sugar, sealers, rubbers, etc. These lines ought to be given their share of advertising. Then, too, certain spices are used in conjunction with fruits, as preserved ginger with pears. The merchant who knows a few good recipes for special preserves and pickles will find the knowledge helpful in extending his trade. A good many merchants nowadays run a series of new but carefully tested recipes in connection with their advertising.

Another line that can be pushed in connection with fruits is cereals—that is, the ready-to-eat cereals. The grocer who studies his goods will notice that most of these cereals have suggestions as to ways in which they can be served with fresh fruit. The merchant can add to his sales by advertising such suggestions—just a few words giving a hint of the daintiness of these dishes for breakfast or luncheon and the ease with which they are prepared.

“Saving labor” is a summer watchword. It gives the merchant a good excuse for pushing ready-to-eat cereals, soft drinks, fresh fruits and fancy biscuits. Also, it is a good advertisement for the provision counter. Instead of cooking a roast on a hot summer day, the housewife can get meat ready cooked and far more tasty at the grocer’s provision counter. Hence, the provision counter should be made a prominent feature. Cooked meats of various kinds, displayed in a cleanly and tasteful manner, will make many sales. These suggestions of easily prepared luncheons can be carried into the newspaper and other advertising. Now, too, when people are looking for meals that can be prepared with the minimum of effort, is a good time for the wideawake salesman to make personal suggestions. The housewife who now forms the habit of patronizing the grocer’s provision counter will, in future emergencies, repeat her patronage.

The pickling season comes naturally as an aftermath or late accompaniment to the preserving season. In early August the merchant should make his final preparations. It is perhaps good policy, when selling fruits and preserving accessories, to call attention to the fact that you will have a complete stock of the best quality of pickling spices. Thus one sale can be made to lead on to another. Purity and quality should be the keynote of all advertising, personal talks and show cards dealing with spices and vinegar. An important point is to provide for the proper storing of spices in air-tight receptacles, in order that quality may be maintained.

There is still in August a steady demand for camping goods and picnic supplies; and the “ready to eat” foods—cooked meats, fancy biscuits, soft drinks, fresh fruits and similar lines—can in this connection be successfully pushed. Olives, pickles, sauces and condiments of one sort and another are also popular for picnic and camping purposes. Aggressive pushfulness is needed here. Good window displays and strong advertising copy are essential to attract the trade.

Most merchants experience in August a let up of energy. The tendency is strong to say, “There isn’t any business worth mentioning, anyway; what’s the use of working too hard?”

This tendency is not all bad. If it encourages early closing, shorter hours, and, perhaps, a weekly half holiday, the results may be counted good. If it leads the merchant to take his two weeks off and to that extent to break away entirely from the daily grind, that, also, is good.

But while you are doing business, whether in mid-summer or mid-winter, you should attend to business with all your heart and soul. Whatever is worth doing at all, is worth doing to the very best of your ability. If trade is, normally, slack in summer, the rent goes on just the same. While you are in the store you should put forth your very best efforts to make the store a paying proposition, and encourage your salespeople to do the same.

Because trade doesn’t come as read-

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

Crescent Mapleine

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

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

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



Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

FOR FALL

Our line of Fall Merchandise will be ready for inspection about the first week in August. Our salesman will call on you within the next two weeks with a full line of Fall Merchandise. See our line before making selections elsewhere.

PAUL STEKETEE & SONS

Wholesale Dry Goods

GRAND RAPIDS,

::

MICHIGAN

RAMONA

THE RENDESVOUS OF REFINED AMUSEMENT SEEKERS

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

ily as at some other seasons is all the more reason why the merchant should go after business energetically.

It is for just this season that one very successful grocer advertises strenuously in August—the month when some grocers cut off their advertising entirely. The natural slackening in trade, he says, needs to be counteracted, and to this end there is nothing more effective than energetic advertising and attractive window display. If he has not so many customers to deal with, he devotes more time personally to each customer. That is why his trade, at least, holds its own in the "slack" month.

There are one or two special stunts which can be pulled off successfully at this season. Farmers are busy and don't come to town very often. There is, however, the rural telephone at hand. One grocer makes a practice of calling up the farmers' wives of his acquaintance, and soliciting orders. He has the orders ready for them the minute they arrive, and thereby saves them a lot of time—and on the farm at midsummer time is a valuable commodity. Naturally, the grocer can suggest time saving foodstuffs as well, and this also helps business.

A good advertising scheme was tried by a merchant in a small town last year. On Saturday nights he bulletined the results of sporting events of local interest—local contests, as well as the big league games, the latter by arrangement with the local telegraph agencies. He was the only retailer in town who did this, and a good number of people who came around to watch the bulletins remained to make purchases. Important war bulletins would probably be a feature this year. Arrangements for the use of telegraphic material of this sort can be made, either with local newspapers or direct with the telegraph companies. Often an enterprising newspaper is glad of the opportunity to post its bulletins in store windows and thereby advertise its news services.

August is, pre-eminently, the fly month. Fly papers and fly swatters are in ready demand. Not merely should the merchant keep his store as free of flies as possible, but he will find a ready sale for various fly killing devices. A fly swatting window, comprising all the various devices for exterminating the obnoxious musca domestica will, in August, attract the maximum of attention. Unfortunately (from the sanitary point of view) it is difficult to interest most people in fly swatting until the fly nuisance becomes pronounced. When the fly nuisance becomes pronounced, however, there is no difficulty in selling fly killing materials and appliances.

August, rightly looked at, is a month of opportunities for the grocery department—opportunities whose price is continued pushfulness and aggressiveness. William Edward Park.

A Substitute For Cotton.

A writer in Le Matin, Paris, discusses the question of a substitute for cotton, and in connection therewith he refers to the plant known as typha, which grows almost in any place where there is water, such as

ponds, marshes or water courses. The general cultivation of this plant would give a good utilization of large areas of unproductive ground. It is easy to cultivate the plant, for it is grown from seed and also by dividing up the root, and this latter is in fact the easiest method of planting. The root is always planted in watery grounds. The plant bears a pod which opens when ripe and scatters its contents to the winds, and this substance in fact has some resemblance to cotton; upon analysis it is seen to be composed of almost pure cellulose. This plant is not unknown in other countries, and it is said that

efforts are being made in different places to make use of this valuable material in order to replace cotton, wool and jute. Countries like those of Europe which do not produce cotton would have an enormous advantage in using the proposed substitute, provided, of course, it is really able to replace cotton as a fabric, which however, is not yet proved. But as to its use as a source of cellulose there would seem to be no doubt as to its value for such purposes. Another use would, of course, be for the paper industry.

Only a man with a little head brags about his small feet.

**Signs of the Times
Are
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261



Your Grocer will deliver



You've enjoyed it at restaurants and other places—now you want your family and your guests to join you in the same pleasure. That's one of the joys of serving Bevo—to hear your guests say how good it is—then to listen to their arguments as to just what it is. If they haven't seen the bottle they'll all agree that it is something else—if they have seen the bottle each will have a different explanation for its goodness. Bevo is nutritive—pure through pasteurization and sterilization—non-intoxicating, wholesome and thoroughly refreshing. Note—Bevo should be served cold.

Get Bevo at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars, steamships, and other places where refreshing beverages are sold. Guard against substitutes—have the bottle opened in front of you.

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

ANHEUSER-BUSCH—ST. LOUIS

Anheuser-Busch Branch

Dealers

GRAND RAPIDS, MICH.



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

Pickings Picked Up in the Windy City.

Chicago, July 23—The Chicago people the past week have been thrilled with excitement, owing to the draft lottery, and up to Friday night all one could hear was, "Do you think they'll get my boy?" When the drawing started Friday morning it was most impossible to walk on the streets on account of the crowds gathering in front of the store buildings where the list of numbers being drawn were posted. It is now being reported in some of the newspapers that some of the addresses given by the young men the day they registered was that of vacant property. So from the way it looks the Federal courts will, no doubt, be kept busy for the next few months taking care of such men that are caught making falsifications.

One hears at this time lots of excuses from those who registered as to why they should not be drafted, and it is comical to hear what stands they are going to take to get out of going to the front, but it is very gratifying to note that the majority think differently and from the general line of talk one hears throughout the day, there will be no trouble in the Government getting the required number in the first call.

R. Stone, one of Chicago's representatives of the American Tobacco Co., cigarette department, was all smiles Saturday, when he notified his friends that he had been one of the first called in the draft, claiming that good things come all in a bunch. A few minutes after giving the information pertaining to his number, he also was notified his home had just been blessed with a 9 pound boy. He says he has already started to train him to be a soldier.

In the last few days it has been brought forcibly to the city's attention that they need more bathing beaches, that all of the public beaches and municipal beaches are still short of bathing spaces. This is caused by some of the street ends being blocked with railroads, old buildings and private property owners.

Chicago is now working over time in equipping the entire boulevard system with very much up-to-date boulevard lights. When this is completed, Chicago, will have one of the best lighted boulevard systems in the world no doubt.

Real estate transfers in Chicago the past week have been a little bit off, other than one or two new subdivisions which have been opened up.

The moving picture convention closed Saturday night with a grand ball held in the new Morrison ballroom. As many of the stars in the

movie world as could possibly get to Chicago attended this affair, it being the first ever held in this ball room. A beautiful loving cup was presented to the star of the movie world by Harry Moir, President of the Moir Hotel Co., who suggested the most appropriate name for the new ballroom.

One of the best organizations formed in Chicago of late is that known as the Garage Owners Association. This organization was formed for the purpose of giving satisfactory service to care owners and setting a standard price for work done and guaranteeing quality of service. If the members live up to the principles of their organization, it will do a wonderful lot of good, both to themselves and the general public.

It will be a good thing for automobile drivers who intend visiting Chicago to bear in mind the latest ordinance passed by the City Council to always come to a full stop when about to cross a boulevard or turn into a boulevard while riding on a street that is not a boulevard. The police department is enforcing this rule and the judges are imposing some pretty stiff fines. Most of those fined up to date have been outsiders not familiar with the ordinance.

The Chicago Motor Bus Co., operating a chain of houses on the North Side, from the loop to Devon avenue, are doing business to capacity. People are taking to those busses like fish to water.

Some of the eye sore buildings which have stood for a great many years at the corner of twelfth and Michigan avenue are now being razed, which will improve that part of the lake front and not give the people coming into the city the idea that Chicago is out of date, but will impress them as to how beautiful Michigan avenue is.

The advertising campaign designed to increase the consumption of poultry is already bringing good results, according to local dealers in that article. The campaign has been in operation only a few weeks. The lower prices in poultry, together with the advertising of the fact that poultry in comparison is a cheap food, has done much to increase consumption. The danger in the situation lies in the fact that the strong movement of poultry is likely to cause operators to seek to force prices upward. This would at once check the demand, it is feared, and undo all the good work which has been done. The advertising campaign would also be nullified, since the people would find, on seeking to buy, that the price of poultry was not "as advertised." The heavy stock of dressed poultry had been considered something of a menace, and now that the public is buying liberally it is believed that the situation will soon reach what can be termed an even keel.

Charles A. Reattoir.

E. R. Webber, who recently purchased the I. M. Smith Co. department store at public auction, is closing out the grocery stock and fixtures with a view to discontinuing that part of the business altogether. He will also replace most of the fixtures

in the other departments with new fixtures and, as soon as the junk in the present stock is closed out, he will add new stock and continue the business on a larger scale than it has been conducted in the past.

Sharlie M. Berman, buyer for the Berman Department Store, at Kingston, was in the city most of last week placing orders for furniture and furnishing goods. This is his fifth season in the Grand Rapids furniture market. He placed his order for holiday goods with H. Leonard & Sons for the first time in the history of the store, finding the line ahead of his expectations.

NEW MERTENS FIRE PROOF
 One half block East of the Union Station
GRAND RAPIDS MICH

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

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

Five Stories Completed April, 1917

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

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

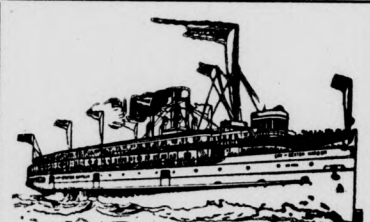
Neal 3 DAY WAY
 Is the best, surest, safest remedy known to medical science for
DRINK HABIT

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

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



THE SHORT LINE BETWEEN GRAND RAPIDS AND CHICAGO

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

MICHIGAN RAILWAY CO.
 (Steel Cars—Double Track)

Graham & Morton Line
 (Steel Steamers)

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

EVERY NIGHT AT 9:00 P.M.

Always at Your Service



THE CITIZENS TELEPHONE COMPANY'S LONG DISTANCE LINES.

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

117,000 TELEPHONES IN DETROIT

Citizens Service Satisfies

FINANCIAL STATEMENT

June 30, 1917

Merchants Life Insurance Company

BURLINGTON, IOWA

Executive Offices: Grand Rapids, Mich.

ADMITTED ASSETS

Mortgage Loans on Real Estate.....	\$2,003,468.09
Policy Loans and Premium Notes	52,269.91
(Within Reserve)	
Bonds	32,965.00
Cash in Banks.....	249,070 71
Interest Due and Accrued.....	49,451.04
Net Uncollected and Deferred Premiums.	84,026.90
Total Admitted Assets	\$2,471,351 65

LIABILITIES

Reserve.....	\$1,956,758.41
Claims in Process of Adjustment	32,502 00
Premiums Paid in Advance.....	33,771 18
Set Aside for Taxes	9,211 52
All Other Liabilities.....	3,928.97
Capital Stock	\$400,000.00
Surplus	35,179 57
Surplus to Policyholders	435,179 57
Total	2,471,351.65

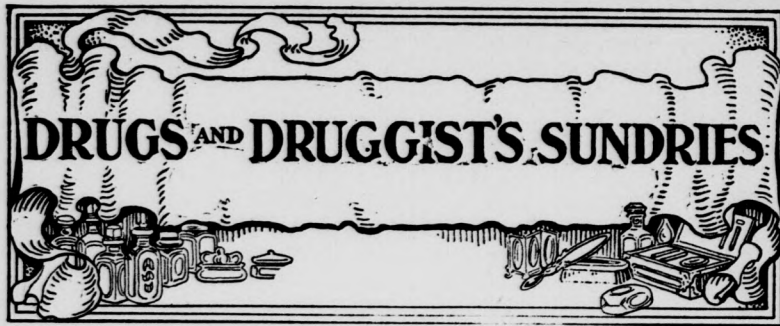
Total Insurance in Force \$58,403,744.00

OFFICERS

WILLIAM A. WATTS, President CLAUDE HAMILTON, Vice President
 JOHN A. McKELLAR, Vice President CLAY H. HOLLISTER, Treasurer RELL S. WILSON, Secretary

DIRECTORS

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CLAY H. HOLLISTER, Pres. Old National Bank, Grand Rapids, Mich.	WILLIAM A. WATTS, Pres. Merchants Life Insurance Co., Grand Rapids, Mich.
CHAS. H. BENDER, Vice Pres. Grand Rapids National City Bank; Pres. City Trust & Savings Bank, Grand Rapids, Mich.	JOHN A. McKELLAR, Vice Pres. Merchants Life Insurance Co., Grand Rapids, Mich.
HENRY IDEMA, Pres. Kent State Bank, Grand Rapids, Mich.	RELL S. WILSON, Secretary Merchants Life Insurance Co., Grand Rapids, Mich.
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WM. H. GAY, Pres. Peoples Savings Bank; Pres. Berkey & Gay Furniture Co., Grand Rapids, Mich.	J. L. EDWARDS, Pres. Merchants National Bank, Burlington, Iowa.
	FRED J. KUHLEMEIER, Burlington, Iowa.



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.

Board of Pharmacy Makes Important Ruling.

Muskegon, July 23—I am sending herewith what is probably my last official correspondence in matters of the Pharmacy Board. I have taken pains to present the matter of the twenty-five year law resolution so that it will be understood. If you have not room for the whole article, you may abridge it as you see fit, only bringing out the point we wish to emphasize. We went before the Legislature with a bill to accomplish the same thing, but failed to get it through. Seltzer thought out this way of accomplishing it. Give him credit for being "some thinker."

The Twenty-five Year Law.
Act 403, of the Public Acts of 1913, was intended to permit the Board of Pharmacy to register any person as a Registered Pharmacist who had been registered for twenty-five years as an Assistant Pharmacist, or, as now called, Registered Druggist. The wording of the law was so ambiguous through the use of the term "assistant druggist" that it was interpreted by many as meaning that any apprentice or clerk who had worked in a drug store for twenty-five years might register as a Registered Pharmacist. The Board of Pharmacy, accepting this interpretation, has registered many persons whose qualifications as pharmacists have not been sufficient to warrant their registration as Registered Druggists even. The present Board of Pharmacy, having obtained information from the legislator who originally introduced the bill that it was never designed to apply to any one except registered persons, adopted the following preamble and resolution at its meeting in June. An opinion has been obtained from the Attorney General that the point is well taken and that the action of the Board is entirely in accordance with the law:

Whereas—In the original pharmacy law of 1885, being Act 134, Public Acts of 1885, there were recognized two classes of pharmacists, Registered Pharmacists and Registered Assistant Pharmacists; and

Whereas—In 1905 this Act was amended and the term Assistant Pharmacist was changed to Registered Druggist; and

Whereas—The terms Druggist and Pharmacist are used interchangeably and are commonly considered synonymous; and

Whereas—The term Assistant Druggist has never been legally defined; and

Whereas—The term Assistant Pharmacist has been legally defined; and

Whereas—As a result of being undefined, the term Assistant Druggist, as used in Act. 403, Public Acts of 1913, may be interpreted in such a manner as to entirely nullify the pharmacy law; therefore be it

Resolved—That the Michigan State Board of Pharmacy, by authority given it in Sec. 4, of Act. 134, Public Acts of 1885, as amended, accept the legal definition of Assistant Pharmacist of the original Act and the legal definition of Registered Druggist in the same Act, as amended, as the legal definition of Assistant Druggist mentioned in Act 403, Public Acts of 1913.
Charles S. Koon, Sec'y.

The Board of Pharmacy has had many secretaries—capable, incapable and otherwise—but none has been more painstaking in his work than Mr. Koon, who has always held himself in readiness to respond to every call in the line of his duty to the Board, no matter how trivial or exacting the demand might be. Mr. Koon has been especially courteous to the Tradesman during the years he has served on the Board and acted as Secretary, for which the Tradesman desires at this time and in this connection to express its appreciation and extend its hearty thanks.

New Registered Pharmacists and Registered Druggists.

Muskegon, July 26—The following candidates were successful at the examination held June 20-22, 1917:

Registered Pharmacist.
Barr, Blanche, Battle Creek.
Butland, Frank J., Detroit.
Buttykay, E., Detroit.
Cross, Don V., Minerva, O.
Gaudy, Harold A., Ypsilanti.
Gruver, Harry W., Detroit.
Heustis, L. C., Colorado Springs Colorado.
Hinds, Wm. E. R., Saginaw.
Larke, R. A., Rogers.
Luke, C. E., Sturgis.
Lawrence, Henry, Marine City.
Lillotte, L. L., Pinconning.
Mayo, Edw. D., South Haven.
Millman, H. F., St. Johns.
Milkolasek, C. F., Detroit.
Osborne, H. A., Genoa.
Saurman, Earl, Grand Rapids.
Stage, Walter, Sturgis.
Shilson, Leon J., Traverse City.
Wilson, Wm. R., Ann Arbor.
Bruce, Calvin, Detroit.
Crippo, Jas. J. G., St. Charles.
DeLaney, Leo B., Detroit.
Lelyaniles, Alex., Detroit.
Drugociu, Nicholas, Detroit.
Evans, Orlie C., Detroit.
Force, Wm. G., Columbiaville.
Harroun, Geo. A., Kalamazoo.
Huntley, C. G., Springport.
Johnson, Paul S., Ironwood.
Moreau, Wm. T., Detroit.
Nichols, Amy Lucy, Detroit.
Reed, Howard B., Mt. Pleasant.
Torrey, Alvah E., Armada.
Whiting, O. J., Port Huron.
Wolohan, L. J., Detroit.
Registered Druggist
Barbarin, Rhea E., Freeland.

Bennett, Neil E., New Haven.
Beattie, Marie O., Kalamazoo.
Carr, Earl R., Ruyard.
Campbell, J. C., Belleville.
Crysler, E. W., Ft. Collins, Col.
Crandell, H. C., Manistee.
Dorland, Lloyd, Marlette.
Friedrich, R. L., Detroit.
Ferguson, M. K., Adrian.
Green, Wilfred R., Detroit.
Holmgren, F. W., Ishpeming.
Haase, Frank C., Owosso.
Henderson, B., Newberry.
Johnson, Andw. V., Muskegon.
Knoob, Wm., Detroit.
Maulbetsch, John, Ann Arbor.
Milner, Jos. L., Detroit.
Romeyn, Dick, Holland.
Rehor, Fred L., Hastings.
Reveno, Wm. S., Detroit.
Schwerdtfeger, A. H., Harbor Springs.
Snyder, Claude H., Detroit.
Smiley, Granger M., Ann Arbor.
Train, Alger J., Flint.
VanLoo, Abram, Zeeland.
Woodward, Merle M., Ann Arbor.
Walker, Graham R., Cheyenne, Wyo.
Wangberg, Ingwald, Ishpeming.
Wistrand, W. H., Menominee.
Buelow, Raymond P., Detroit.
Charles S. Koon, Sec'y.

Why "Concurrent" Should Be Ta-booed.

Detroit, July 23—In looking through the Tradesman of July 18, in an article under the heading "Use your own form" we note that you advised a manufacturer in Kalamazoo that his policies were invalid because of the presence of the word "concurrent." Your article does not state in what connection the word concurrent was used in the policies referred to, but as the clause "Other concurrent insurance permitted" has been incorporated in insurance forms since time immemorial we are curious to know if it is this use of the word that invalidated the policies referred to, and if so upon what court decision is your opinion based?

Edson, Moore & Co.
Replying to the above enquiry the Tradesman begs leave to state that its determination to abolish the word "concurrent" in fire insurance riders is not based on any court decision, but on the claim of every insurance adjuster who is called upon to settle a loss where the insured is not over bright or financially strong. In such cases the first thing the adjuster says is, "Your policies are void, because they are not concurrent."

If he is able to make any impression on the insured by this talk, he next intimates that perhaps he can persuade the companies to pay 25 or 50 per cent. of the loss, purely as a gratuity. Most adjustments of small mercantile losses nowadays are done by adjustment bureaus. You probably are familiar with the kind of men these adjustment bureaus employ to do this work. If you don't know, any retail merchant who has ever had a fire can quickly inform you. If the adjustment bureaus were not owned by the fire insurance officials, the situation would not be so bad; but it is almost absolutely impossible to secure independent action along honorable lines from the insurance companies when the settlements are once placed with the bureaus, because of the graft there is through the vicious ownership of the bureaus, which are a ring within a ring, thus representing the epitome of a craft, selfishness and criminality. Insurance officials admit that the word "concurrent" means nothing and that it is incorporated and retained in the riders solely as a catch phrase to entrap

the unwary. It does not add anything to the security of the policy holder. It is used solely to further an evil purpose and no policy holder should permit such a vicious trap to be laid for him to accomplish his undoing in the event of a loss by fire.

Fire Insurance That Does Not Insure.

Bay City, July 26—The stock fire insurance companies are, apparently, paying few losses nowadays unless compelled to do so by the courts. It is pretty tough on a merchant to pay the present exorbitant rates for fire protection and then have to hire a lawyer and face heavy court costs in order to enforce his rights, but that seems to be the only course open to many men who patronize stock companies.

Goldberg & Berner, grocery and meat dealers, who conduct a store on Columbus avenue and who had a branch store in Salzburg until last January, when it was burned, have commenced suits against five insurance companies to collect the insurance on the burned stock. The defendants are the Continental Fire Insurance Co., the Commercial Union Fire Insurance Co., the Atlas Assurance Co., the Minneapolis Fire & Marine Insurance Co. and the German Fire Insurance Co., and \$1,600 is claimed to be due from each of these concerns.

The plaintiff's store in Salzburg was burned on January 24 and they claim a loss of \$12,000 and allege that none of the companies carrying insurance on the stock have complied with the terms of their policies and adjusted the loss. James Donnelly is the attorney for the plaintiffs.

Wifey—Henry if you didn't smoke I could have a new spring hat.

Hubby—And if you would live on stewed prunes I could have a steam yacht.—Pittsburg Press.

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



It's Pure, That's Sure

Piper Ice Cream Co.
Kalamazoo, Mich.

Paris Green Labels

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

00 labels, 25 cen's
200 labels, 40 cents
500 labels, 75 cents
1000 labels, \$1.00

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

Tradesman
Company

Grand Rapids, Mich.

Wholesale Only

Drugs

Sundries

Holiday Goods

Books

Stationery

Sporting Goods

Soda Fountains and Fixtures

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

10,000,000 Talking Points

Bell Telephone Service is the model telephone service for the entire world. The Bell System furnishes service to meet all requirements at all times.

Locally, it serves cities, towns, villages and rural districts throughout the American continent. Taken together the

10,000,000 Telephones

comprising the Bell System and connected to each other by Bell long-distance lines, keep widely-separated communities in constant telephone communication.

Up-to-date, aggressive and enterprising business men everywhere find Bell Service an absolute necessity.

Use the Bell Telephone



Michigan State Telephone Company

Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebbs		Capsicum	
Boric (Powd.)	17@ 25	7 25@7 50	@1 55
Boric (Xtal)	17@ 25	Eigeron 1 75@2 00	Cardamon	@1 75
Carbolic	61@ 65	Eucalyptus 1 25@1 35	Cardamon, Comp.	@1 25
Citric	86@ 90	Hemlock, pure	1 50@1 75	Catechu	@ 95
Muriatic	3@ 5	Juniper Berries	20 00@20 20	Cinchona	@1 95
Nitric	9@ 15	Juniper Wood	2 75@3 00	Colchicum	@1 90
Oxalic	60@ 70	Lard, extra	1 90@2 00	Cubebbs	@1 80
Sulphuric	3@ 5	Lard, No. 1	1 85@1 95	Digitalis	@1 10
Tartaric	1 05@1 60	Lavender Flow.	7 00@7 25	Gentian	@1 15
Ammonia		Lavender, Gar'n	1 25@1 40	Ginger	@1 55
Water, 26 deg.	8 1/2@ 15	Lemon	2 00@2 25	Guaiaac	@1 40
Water, 18 deg.	6 @ 9	Linseed, boiled bbl.	@1 16	Guaiaac, Ammon.	@1 25
Water, 14 deg.	5 @ 8	Linseed, bld less	1 31@1 36	Iodine	@2 10
Carbonate	14 @ 16	Linseed, raw, bbl.	@1 15	Iodine, Colorless	@2 10
Chloride	25 @ 35	Linseed, rw, less	1 30@1 34	Iron, clo.	@1 20
Balsams		Mustard, true, oz.	@2 00	Kino	@1 25
Copaiba	1 40@1 65	Mustard, artifl oz.	@2 25	Myrrh	@1 45
Fir (Canada)	1 25@1 50	Neatsfoot	1 80@1 95	Nux Vomica	@1 25
Fir (Oregon)	40@ 50	Olive, pure	3 00@4 50	Opium	@7 50
Peru	5 50@5 75	Olive, Malaga,	Opium, Camph.	@1 25
Tolu	75@1 00	yellow	2 15@2 25	Opium, Deodor'd	@9 00
Barks		Olive, Malaga,	Rhubarb	@1 05
Cassia (ordinary)	25@ 30	green	2 15@2 25	Paints	
Cassia (Saigon)	90@1 00	Orange, Sweet	4 25@4 50	Lead, red dry	..13 1/4@13 3/4
Elm (powd. 35c)	30@ 35	Origanum, pure	@2 50	Lead, white dry	13 @13 1/2
Sassafras (powd. 35c)	@ 30	Origanum, com'l	@ 75	Lead, yellow oil	13 @13 1/2
Soap Cut (powd.)	23@ 25	Pennyroyal	2 25@2 50	Ochre, yellow bbl.	@ 1 1/2
35c	Peppermint	4 00@4 25	Ochre, yellow less	2 @ 5
Berries		Rose, pure	26 00@28 00	Putty
Cubeb	1 10@1 20	Rosemary Flows	1 50@1 75	Red Venet'n bbl.	1 1/4 @ 1
Fish	15 @ 40	Sandalwood, E.	Red Venet'n less	1 1/4 @ 1
Juniper	8 1/2 @ 15	Sassafras, true	1 50@1 75	Red Venet'n less	1 1/4 @ 1
Prickley Ash	@ 30	Sassafras, artifl	1 50@ 60	Vermillion, Amer.	25 @ 30
Extracts		Spearment	3 00@3 25	Whiting, bbl.	@ 3
Licorice	55@ 60	Sperm	1 15@1 25	Whiting	3 1/4 @ 6
Licorice powdered	85@ 90	Tansy	3 50@3 75	L. H. P. Prepd.	2 15@2 25
Flowers		Tar, USP	30 @ 40	Miscellaneous	
Arnica	@3 00	Turpentine, bbls.	@ 48	Acetanalid	65@ 72
Chamomile (Ger.)	75@1 00	Turpentine, less	55@ 60	Alum	10@ 12
Chamomile Rom.	2 00@2 20	Wintergreen, tr.	5 50@5 75	Alum, powdered and
Gums		Wintergreen, sweet	ground	12@ 15
Acacia, 1st	@ 60	birch	4 00@4 25	Bismuth, Subnitrate	3 60@3 70
Acacia, 2nd	@ 55	Wintergreen art.	1 25@1 50	Borax xtal or
Acacia, Sorts	30@ 35	Wormseed	6 00@6 25	powdered	10@ 15
Acacia, powdered	40@ 50	Wormwood	4 75@5 00	Cantharades po	2 00@6 00
Aloes (Barb. Pow)	30@ 40	Potassium		Calomel	2 56@2 60
Aloes (Cape Pow)	20@ 25	Bicarbonate	1 90@2 00	Capsicum	35@ 40
Aloes (Soc. Pow. 60)	@ 55	Bichromate	55@ 60	Carmine	6 50@7 00
Asafoetida,	@2 25	Bromide	1 70@1 80	Cassia Buds	@ 40
Asafoetida, Powd.	@2 50	Carbonate	1 60@1 75	Cloves	35@ 40
Pure	@2 50	powdered	60@ 65	Chalk Prepared	6 @ 8 1/2
Camphor	99@1 02	Chlorate, gran'r	95@1 00	Chalk Precipitated	7 @ 10
Guaiaac	45@ 50	Chlorate, xtal or	Chloroform	85@ 93
Guaiaac, powdered	@ 60	powd.	70@ 75	Chloral Hydrate	1 92@2 12
Kino	70@ 75	Cyanide	@1 25	Cocaine	9 15@9 35
Kino, powdered	75@ 80	Iodide	3 50@3 60	Cocoa Butter	60@ 70
Myrrh	@ 40	Permanaganate	@5 25	Corks, list, less	55%
Myrrh, powdered	@ 50	Prussiate, yellow	@1 50	Copperas, bbls.	@ 7
Opium	35 00@35 20	Prussiate, red	@3 50	Copperas, less	2 1/2 @ 1
Opium, powd.	35 00@35 20	Sulphate	@ 90	Copperas, powd.	4 @ 16
Opium, gran.	35 00@35 20	Roots		Corrosive Sublm.	3 00@2 40
Shellac	75@ 80	Alkanet	2 00@2 10	Cream Tartar	60@ 65
Shellac, Bleached	90@ 95	Blood, powdered	20 @ 25	Cuttibone	55@ 60
Tragacanth	2 50@3 00	Calamus	50@3 50	Dextrine	10 @ 15
Tragacanth powder	2 50	Elecampane, pwd.	15 @ 20	Loyer's Powder	3 75@4 00
Turpentine	10@ 15	Gentian, powd.	30 @ 35	Emery, all Nos.	5 @ 1
Insecticides		Ginger, African,	Emery, powdered	5 @ 8
Arsenic	23@ 30	powdered	20 @ 25	Epsom Salts, bbls.	@ 5 1/2
Blue Vitriol, bbl.	@11 1/2	Ginger, Jamaica,	30 @ 35	Epsom Salts, less	6 @ 10
Blue Vitriol, less	12 @ 20	powdered	22 @ 30	Ergot	1 25@1 50
Bordeaux Mix Dry	15 @ 20	Ginger, Jamaica,	Ergot, powdered	2 75@3 00
Hellebore, White	powdered	22 @ 30	Flake White	15 @ 20
powdered	38 @ 45	Goldenseal pow.	8 00@8 20	Formaldehyde lb.	19 @ 27
Insect Powder	40 @ 60	Ipecac, powd.	3 25@3 50	Gelatine	1 75@1 85
Lead, Arsenate	20 @ 40	Licorice	35 @ 40	Glassware, full es.	65%
Lime and Sulphur	Licorice, powd.	30 @ 40	Glassware, less	54%
Solution, gal.	15 @ 25	Orris, powdered	30 @ 35	Glauber Salts, bbl.	@ 1 1/2
Paris Green	55 @ 60	Poke, powdered	20 @ 25	Glauber Salts less	2 @ 5
Ice Cream		Rhubarb	75 @ 1 25	Glue, Brown	25 @ 35
Piper Ice Cream Co.,	Rhubarb, powd.	75 @ 1 25	Glue, Brown Grd.	25 @ 35
Kalamazoo	Rosinweed, powd.	25 @ 30	Glue, White	30 @ 35
Bulk Vanilla 80	Sarsaparilla, Hond.	Glue, White Grd.	30 @ 35
Bulk Special Flavored	90	ground	75 @ 80	Glycerine	73 @ 85
Brick, Plain 25	Sarsaparilla Mexican,	Hops	45 @ 60
Brick, Fancy 30	ground	35 @ 40	Indigo	@ 7
Leaves		Squills	35 @ 40	Iodine	4 50@4 60
Buchu	1 75@1 85	Squills, powdered	45 @ 65	Iodoform	5 68@5 70
Buchu, powdered	1 85@2 00	Tumeric, powd.	13 @ 20	Lead, Acetate	21 @ 25
Sage, bulk	67 @ 70	Valerian, powd.	@1 00	Lycopodium	@2 00
Sage, 1/2s loose	72 @ 78	Seeds		Mace	85 @ 90
Sage, powdered	55 @ 60	Anise	35 @ 40	Mace, powdered	95 @1 00
Senna, Alex	70 @ 75	Anise, powdered	40 @ 45	Menthol	4 25@4 50
Senna, Tinn.	40 @ 45	Bird, ls	@ 10	Morphine	13 00@13 65
Senna, Tinn. pow.	50 @ 55	Canary	10 @ 15	Nux Vomica	22 1/2 @ 30
Uva Ursi	18 @ 20	Caraway	85 @ 90	Nux Vomica, pow.	@ 20
Oils		Cardamon	1 80@2 00	Pepper, black pow.	35 @ 40
Almonds, Bitter,	Celery (Powd. 50)	38 @ 45	Pepper, white	@ 45
true	15 00@16 00	Coriander	36 @ 45	Pitch, Burgundy	@ 15
Almonds, Bitter,	Dill	25 @ 30	Quassia	12 @ 15
artificial	7 00@7 20	Fennel	90 @1 00	Quinine	90 @1 00
Almonds, Sweet,	Flax	7 1/2 @ 12	Rochelle Salts	48 @ 55
true	1 35@1 60	Flax, ground	7 1/2 @ 12	Saccharine, oz.	@3 00
Almonds, Sweet,	Foenugreek pow.	19 @ 25	Salt Peter	39 @ 50
imitation	65 @ 75	Hemp	8 1/2 @ 12	Seidlitz Mixture	41 @ 45
Amber, crude	1 75@2 00	Lobelia	40 @ 50	Soap, green	20 @ 25
Amber, rectified	2 50@2 75	Mustard, yellow	19 @ 25	Soap mott castile	22 1/2 @ 25
Anise	2 00@2 25	Mustard, black	19 @ 25	Soap, white castile
Bergamont	8 00@8 25	Mustard, powd.	22 @ 30	case	@12 50
Cajeput	1 35@1 60	Poppy	@1 00	Soap, white castile
Cassia	2 75@3 00	Quince	@1 25	less, per bar	@1 30
Castor	2 70@2 80	Rape	15 @ 20	Soda Ash	4 1/2 @ 10
Cedar Leaf	1 50@1 75	Sabadilla	@ 35	Soda Bicarbonate	2 @ 6
Citronella	1 00@1 25	Sabadilla, powd.	35 @ 45	Soda, Sal	2 @ 5
Cloves	3 00@3 25	Sunflower	7 @ 10	Spirits Camphor	@ 75
Cocunut	40 @ 50	Worm American	@ 25	Sulphur, roll	4 9-10 @ 10
Cod Liver	4 75@5 00	Worm Levant	1 00@1 10	Sulphur Subl.	4 1/2 @ 10
Cotton Seed	1 65@1 75	Tinctures		Tamarinds	15 @ 20
Croton	1 75@2 00	Aconite	@1 25	Tartar Emetic	@ 85
		Aloes	@ 95	Turpentine, Ven.	50 @4 75
		Arnica	@2 30	Vanilla Ex. pure	1 00@1 50
		Asafoetida	@1 65	Witch Hazel	90 @1 25
		Belladonna	@1 85	Zinc Sulphate	10 @ 15
		Benzoin	@1 40		
		Benzoin Compod	@2 70		
		Buchu	@1 80		
		Cantharadies	@3 35		

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

- Baskets
Canned Apples
Hominy
Salt
Starch

DECLINED

Pettijohns Bear Food

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

Table listing various grocery items and their prices, organized by column (1 through 13).

Table listing various grocery items and their prices, organized by column (2 through 13).

Table listing various grocery items and their prices, organized by column (3 through 13).

Table listing various grocery items and their prices, organized by column (4 through 13).

Table listing various grocery items and their prices, organized by column (5 through 13).

6

Table with 2 columns: Item Name and Price. Includes sections for FLOUR AND FEED, Winter Wheat, Valley City Milling Co., Watson-Higgins Milling Co., Worden Grocer Co., Spring Wheat, Molasses, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Tallow, Wool, Honey, Horse Radish, and Jelly.

7

Table with 2 columns: Item Name and Price. Includes sections for Jell-O, Jell-O Ice Cream Powder, Jiffy-Jell, Jelly Glasses, Mapleine, Mince Meat, Molasses, Mustard, Olives, Pickles, PIPES, Playing Cards, SALT FISH, and Provisions.

8

Table with 2 columns: Item Name and Price. Includes sections for Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, and Trout.

9

Table with 2 columns: Item Name and Price. Includes sections for Mackerel, SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, Whole Spices, STARCH, Kingsford, Gloss, Muzzy, SYRUPS, Pure Cane, FOLGER'S GRAPE PUNCH, TABLE SAUCES, TEA, and Young Hyson.

10

Table with 2 columns: Item Name and Price. Includes sections for Oolong, English Breakfast, Ceylon, TOBACCO, Fine Cut, and Scrap.

11

Table with 2 columns: Item Name and Price. Includes sections for Smoking, All Leaf, and various tobacco and cigar products.

SPECIAL PRICE CURRENT

12	
Sweet Lotus, 5c ... 5 76	
Sweet Lotus, 10c ... 11 52	
Sweet Lotus, 16 oz. ... 5 50	
Sweet Rose, 2 1/4 oz. ... 30	
Sweet Tip Top, 5c ... 50	
Sweet Tip Top, 10c ... 1 00	
Sweet Tips, 1/2 gro. ... 11 52	
Sun Cured, 10c ... 98	
Summer Time, 5c ... 5 76	
Summer Time, 7 oz. ... 1 65	
Summer Time, 14 oz. ... 3 50	
Standard, 5c foil ... 5 76	
Standard, 10c paper ... 9 60	
Seal N. C. 1 1/2 cut plug ... 70	
Seal N. C. 1 1/2 Gran. ... 63	
Three Feathers, 1 oz. ... 48	
Three Feathers, 10c ... 11 52	
Three Feathers, and Pipe combination ... 2 25	
Tom & Jerry, 40c ... 4 00	
Tom & Jerry, 20c ... 2 00	
Tom & Jerry, 3 oz. ... 76	
Turkish, Patrol, 2-9 ... 5 76	
Tuxedo, 1 oz. bags ... 48	
Tuxedo, 2 oz. tins ... 96	
Tuxedo, 20c ... 2 04	
Tuxedo, 55c tins ... 8 15	
Union Leader, 5c coli ... 6 00	
Union Leader, 10c pouch ... 11 52	
Union Leader, ready cut ... 11 52	
Union Leader 50c box ... 5 10	
War Path, 5c ... 6 00	
War Path, 20c ... 1 60	
Wave Line, 3 oz. ... 40	
Wave Line, 16 oz. ... 40	
Way Up, 2 1/4 oz. ... 5 75	
Way Up, 16 oz. pails ... 36	
Wild Fruit, 5c ... 6 00	
Wild Fruit, 10c ... 12 00	
Yum Yum, 5c ... 5 76	
Yum Yum, 10c ... 11 52	
Yum Yum, 1 lb. doz. ... 5 40	
CIGARS	
Peter Dornbos Brands	
Dornbos Single ... 35 00	
Binder ... 35 00	
Dornbos, Perfectos ... 35 00	
Dornbos, Bismarck ... 70 00	
Allan D. Grant ... 65 00	
Allan D. ... 35 00	
Johnson Cigar Co.'s Brand	
Dutch Masters Club ... 70 00	
Dutch Masters Inv. ... 70 00	
Dutch Masters Pan. ... 70 00	
Dutch Master Grand ... 65 00	
El Portana ... 70 00	
Dutch Masters, 5c ... 70 00	
S. C. W. ... 70 00	
Gee Jay ... 70 00	
Johnson's Straight ... 70 00	
Above five brands are sold on following basis:	
Less than 300 ... 35 00	
300 assorted ... 35 00	
2500 assorted ... 33 00	
3% trade discount on 300 or more.	
2% cash discount on all purchases.	
Worden Grocer Co. Brands	
Worden's Hand Made	
Londres, 50s Wood ... 33 00	
TWINE	
Cotton, 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 ... 17	
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 pickling ... 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 ... 55	
Market, single handle ... 60	
Splint, large ... 4 00	
Splint, medium ... 3 50	
Splint, small ... 3 00	
Willow, Clothes, large ... 3 00	
Willow, Clothes, small ... 3 00	
Willow, Clothes, me'm ... 3 00	
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 ... 8 1/2	
No. 1 Manila ... 8 1/2	
Butchers' Manila ... 8	
Kraft ... 10 1/2	
Wax Butter, short c't 16	
Wax Butter, full c't 20	
Parchm't Butter, rolls 19	
YEAST CAKE	
Magic, 3 doz. ... 1 15	
Sunlight, 3 doz. ... 1 00	
Sunlight, 1 1/2 doz. ... 50	
Yeast Foam, 3 doz. ... 1 15	
Yeast Foam, 1 1/2 doz. ... 85	
Window Cleaners	
12 in. ... 1 65	
14 in. ... 1 85	
16 in. ... 2 30	

14	
BAKING POWDER	
K C	
Doz.	
10c, 4 doz. in case ... 95	
15c, 4 doz. in case ... 1 40	
25c, 4 doz. in case ... 2 35	
50c, 2 doz. plain top 4 50	
80c, 1 doz. plain top 7 00	
10 lb. 1/2 dz., plain top 14 00	
Special deals quoted up- on request.	
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.	
Royal	
10c size ... 1 00	
1/4 lb. cans 1 45	
6 oz. cans 2 00	
1/2 lb. cans 2 55	
3/4 lb. cans 3 95	
1 lb. cans ... 4 95	
5 lb. cans 23 70	
SALT	
MORTON'S	
SALT	
IT POURS	
MORTON SALT COMPANY	
Morton's Salt	
Per case, 24 2 lbs. ... 1 80	
Five case lots ... 1 70	
SOAP	
Proctor & Gamble Co.	
Lenox ... 4 75	
Ivory, 6 oz. ... 5 75	
Ivory, 10 oz. ... 9 60	
Star ... 4 60	
Swift & Company	
Swift's Pride ... 4 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	
24 large packages ... 5 75	
100 small packages ... 5 60	
AXLE GREASE	
MICA	
GREASE	
LUBRICATING OIL COMPANY	
MICHIGAN	
1 lb. boxes, per gross 8 70	
3 lb. boxes, per gross 23 10	

CHARCOAL
Car lots or local shipments,
bulk or sacked in paper or
jute. Poultry and stock
charcoal.
DEWEY - SMITH CO., Jackson, Mich.
Successor to M. O. DEWEY CO.

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

80 Can Cases \$3.20 Per Case

Handled by All Jobbers

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

FITZPATRICK BROTHERS' SOAP CHIPS		BBLs.	WRITE FOR PRICES
White City (Dish Washing)	210 lbs.....	
Tip Top (Caustic)	250 lbs.....	
No. 1 Laundry 88% Dry	225 lbs.....	
Palm Soap 88% Dry	300 lbs.....	

SEND FOR SAMPLES

Cigar Cigar

DORNBOS
Single Binder

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

Bread is the Best Food

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

Increase your sales of bread.

**FLEISCHMANN'S
YEAST**

secures perfect fermentation and,
therefore, makes the most whole-
some, lightest and tastiest bread.

Sell bread made with
FLEISCHMANN'S YEAST

Double Your Bread Sales

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

**Creamnut
BREAD**

The new "Airylight" 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 pro-
vide 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.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

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

MR. MERCHANT!

Do you want to increase your business?
Do you want to cut down your stock?
Do you want to turn your stock into cash at a profit?
We can accomplish all this for you in a ten day advertising and selling campaign.
Write today for information, no obligations.

UNITED SALES CO.
431 Houseman Bldg.
GRAND RAPIDS MICHIGAN

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

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

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

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

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

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

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

Welckgenants Dept. Store,
Battle Creek, Mich.

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

Bakery-Delicatessen—Cantonment here means splendid opportunity. Box 308, Battle Creek, Michigan. 222

For Sale—Stock of merchandise consisting of ladies' furnishings and millinery located in a busy little town surrounded by good farming country. Including fixtures will invoice about \$2,000. Address Darke & Waggoner, Scottville. 217

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

Stock of General Merchandise For Sale—Dry goods, clothing, shoes, ladies and men's furnishings and groceries. A business that has paid \$60,000 in profits in 15 years and can be increased. Good country town of 1,000. Brick store, 20 x 70 with 14 x 28 L. Steam heat and electricity. Stock of \$10,000 to \$12,000 mostly bought before prices advanced; will sell at cost price. Object in selling to get good tenant for building. Address S. W. M., care Tradesman. 218

For Sale—At 90 cents, clean \$3,500 shoe stock in one of the best towns in Central Michigan. See Rindge, Kalmbach, Logie Co., Grand Rapids. 219

For Sale—Store in Michigan which paid 35 per cent. on capital stock last year. We carry a stock of \$20,000 dry goods and ladies ready-to-wear. Population 10,000. A fine chance for the right party. Part cash required. Address No. 192, care Michigan Tradesman. 192

For Sale—Drug stock, doing business in Lincoln, residence district, low rent, small expense. Invoice, \$3,400 to \$3,700. Fixtures only one-tenth of invoice. Clean stock. Good reason for selling. Address 881 No. 27th St., Lincoln, Nebr. 220

For Sale—One of the best groceries in Southern Michigan city of 35,000, doing upwards of thirty and has the location, room and foundation for a \$45,000 business inside of six months. It will take between \$2,000 and \$2,500 to buy it. This is a bang up bargain and takes real money. No cats and dogs goes. My health makes me sell. Write or call C. C. James, 1428 Bemis St., Grand Rapids, Michigan. Citizens phone 35326. 221

For Sale—Fine oak shoe fixtures 190 feet long, 13 feet high, removable shelves, rolling ladders, Lamson carrier system, settees and stock cheap. Address J. L. Merz, Muncie, Indiana. 223

For Sale—General country store at Winn, Michigan, in the heart of an A 1 farming country and a lot of good farmers. Winn is located in the center of a circle of towns, like the hub of a wheel. It is 9, 10, 11, 12, 13 and 16 miles to the other towns. Nine miles to the nearest. Good territory to draw from. Best location in Isabella county for a country store. Brick store building 32 x 100, with L 18 x 50. Good farm house, barn, lots and teams. Everything to continue the business. Will sell the real estate or rent. Expenses cheap. Practically nothing when compared with city expenses. Stock and fixtures will invoice \$13,000. Doing good business. Come and see it if you are interested. Act quick for I am going to sell. B. M. Adams, Winn, Michigan. 224

For Sale—Old established grocery location and meat market on main thoroughfare in Grand Rapids. Stock and fixtures will inventory about \$6,000. Annual sales, \$70,000. Address No. 225, care Michigan Tradesman. 225

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

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—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

War Boosts Motor Trucks Thousands Are in Demand

J. ELMER PRATT, president HIGRADE MOTORS COMPANY, says 1917 production will outpoint all records. That the war will help the motor truck business is a foregone certainty. Europe with all her facilities and several years production to start with, found herself shy of motor transportation by about 9 to 1.

Mr. Pratt, as a veteran in the sales of motorcars has proven his statement by asking for delivery of HIGRADE trucks August 1 to fill the call of agencies already established. The Production Department is making good its promise to Mr. Pratt on delivery.

Why don't you, as an investor, take the time to give this company a serious consideration as to its future possibilities.

Capital Stock \$250,000, all common at \$10 par value per share.

GLENN H. DOWNES

INDUSTRIAL STOCKS

320, 323 Grand Rapids

National City Bank Bldg.

Phones—Citizens 1511

Bell, M 3932

GRAND RAPIDS, MICHIGAN

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 \$1.10 per doz.

Bananas—\$4.50 per 100 lbs.

Beets—25c per doz. bunches for home grown.

Butter—The market is active at prices ranging the same as last week. The make is reported to be larger than usual at this season of the year. The quality arriving is very good. We are not likely to experience any change of any consequence in the immediate future. Local dealers hold fancy creamery at 38c in tubs and 38c in prints. Local dealers pay 33c for No. 1 in jars and 29c for packing stock.

Cabbage—Home grown 90c per bu.

Cantaloupes—Ponys from Arizona command \$3 for 54s and \$3.50 for 45s and 36s; pinkmeats from Arizona, \$1.50 per flats of 12 to 15; pinkmeats from Georgia, \$1 per flat.

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

Cauliflower—\$1.75 per doz.

Celery—Home grown, 35c per bunch. The quality is improving daily.

Cherries—Early Richmonds (sour) command \$1.60 per 16 qt. crate; sweet varieties, \$2.25 per crate.

Currants—\$1.50 per crate of 16 qts.

Eggs—The receipts are falling off to a considerable extent. The quality is also depreciating, on account of the hot weather. The market is steady on about the same basis as it was last week. The market is likely to remain unchanged for another week at least. Local dealers pay 33c for fresh, including cases, loss off.

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 home grown head.

Limes—\$1.25 per 100 for Italian.

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; Spanish, \$1.50 per crate.

Oranges—California Valencias, \$4.50 @ \$4.75.

Peas—\$1.50 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.

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

Potatoes—\$5 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—\$2 for red and \$1.50 for black.

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

String Beans—\$1.25 per bu.

Summer Squash—\$2 per bu.

Tomatoes—\$4 for 6 basket crate, Texas; hot house, \$1 for 8 lb. basket.

Water Melons—\$3 per bbl. of 12 to 14 for Florida.

Wax Beans—\$1.25 per bu.

Proceedings in the Western District of Michigan.

Grand Rapids, July 18—Charles J. Woffel, a cigar manufacturer of this city, has filed a voluntary petition in bankruptcy. Adjudication has been made and George S. Norcross appointed custodian for the receiver. Appraisers have been appointed, who have appraised the stock at \$248.95. The bankrupt's liabilities amount to \$1,264.17, while his assets are scheduled at \$235, of which \$200 is given as stock in trade assets. The first meeting of creditors has been called for August 1. Following is a list of the creditors:

Louis Peters & Co., Detroit	\$ 50.00
Reichert Leaf Tobacco Co., Milwaukee	275.00
Buehler Leaf Tobacco Co., Detroit	51.00
A. W. Kaecher & Co., Chicago	100.00
John H. Clark, City	200.00
G. R. Cigar Box Co., City	84.17
Charles F. Woffel, City	354.00
Commercial Savings Bank	150.00

July 19—In the matter of Arthur J. Thornbury, bankrupt, Ionia, a final meeting of creditors has been held. The trustee's final report and account was approved and allowed and a dividend of 50 per cent. declared and ordered paid.

July 23—In the matter of James Vandenberg, bankrupt, Big Rapids, a sale of all of the assets of this estate, except the bankrupt's exemptions, was had and the assets sold to Fred D. Vos for \$1,450. The sale was immediately confirmed.

July 24—Mendel Katz and Louis Katz, copartners as M. Katz & Son, operating as the Star Clothing Co., Grand Rapids, have filed voluntary petitions in bankruptcy, including a petition for consideration of an offer of composition to be made at a meeting of the creditors. The offer as proposed is 50 per cent. on all claims not entitled to priority, to be paid 20 per cent. in cash and 30 per cent. in notes, payable \$500 per month. The schedules show assets of approximately \$13,400 and the following are listed as creditors of the bankrupt:

Preferred Claims.	
July taxes, Monroe avenue store	\$ 52.32
July taxes, Bridge street store	45.78
Secured Liabilities	1,000.00
Unsecured Claims.	
S. Fein Bros. & Co., Milwaukee	\$880.13
Ackerman Bros., Milwaukee	225.00
International Raincoat Co., N. Y.	303.00
J. G. Leinbach & Co., Reading, Pa.	216.78
Rosenthal & Goldberg, New York	108.00
Rindge, Kalmbach & Logie, Grand Rapids	112.65
Dantzig Clothing Co., New York	48.50
Preston Shirt Company, N. Y.	386.06
H. & S. Cohen, New York	450.00
Carson, Pirie Scott Co., Chicago	710.00
Keith Bros. & Co., Chicago	105.00
Burnham, Stoepel & Co., Detroit	43.28
Knickerbocker Knitting Mills, Cleveland	65.00
Cluett Peabody & Co., Chicago	50.00
G. R. Shoe & Rubber Co., Grand Rapids	287.32
Cohen Himmel & Co., Buffalo	1,212.50
Schattman Rosenberg & Schattman, New York	90.00
Saul Byrnes & Co., New York	175.00
Buckskin Mfg. Co., Evansville	50.00
Marcus & Hochenberg, New York	150.00
Fine Hirsch Wolff & Co., N. Y.	200.00
Morris Moyer, Youngstown, Ohio	134.00
Samuel Phillipson & Co., Chicago	250.00
Victor Neckwear Co., Cleveland	51.00
John V. Farwell & Co., Chicago	350.00
Smith Wallace Shoe Co., Chicago	131.00
Hirshy Rice Mfg. Co., Columbus	126.00
Morganstein & Reiser, Baltimore	264.75
Motor Clothing Co., Baltimore	148.60
Crowley Bros., Detroit	659.28
Welch Mfg. Co., Grand Rapids	56.00
Martin Blumenfeld & Co., N. Y.	600.00
Lamson Co., Boston	90.00
Majestic Belt Co., Detroit	113.50
H. Polskin & Son, New York	66.00
A. Levy, Inc., New York	88.00
Caradine Harnest Hat Co., St. Louis	35.40
Rosen & Herman, New York	302.50
Racine Trunk Co., Racine	87.25
Regal Hat Company, Chicago	72.00
Peed Tandler Co., Grand Rapids	10.20
Simon & Jacoby, Cleveland	69.00
U. S. Woolen Label Co., N. Y.	39.10
Vanderween & Romyn, Grand Rpd.	16.10
Worlds Best Suspenders, New York	100.00
Young & Gardner Co., Chicago	51.23
John Thomas Batts, Grand Rapids	13.50
Bray Robinson Curry Woolen Mills, Louisville	123.00
The Celluloid Co., Chicago	35.30

J. Friedman & Co., Chicago	160.21
Parrotte McIntyre Co., Chicago	252.75
L. Heller & Co., Chicago	12.50
M. L. Stone & Co., New York	71.73
Michigan Garment Co., Greenville	18.00
Tombacher Banov & Co., New York	72.25
Am. Raincoat Co., Cleveland	66.00
Commercial Savings Bank, Grand Rapids	3,800.00
G. R. Herald, Grand Rapids	25.00
G. R. Press, Grand Rapids	13.60
G. R. News, Grand Rapids	75.00
De Standaard Pub. Co., Grand Rapids	53.50
De Grondevet, Grand Rapids	18.00
Calvinist Pub. Co., Grand Rapids	15.00
Dunn Electric Co., Grand Rapids	53.58
Zevalkink Transfer Co., Grand Rapids	32.40
Mich. St. Car Adv. Co., Grand Rapids	39.25
C. W. Mills Paper Co., Grand Rapids	4.00
White Printing Co., Grand Rapids	5.00
Chas. A. Coye, Grand Rapids	12.30
Observer, Grand Rapids	10.00
Mary Angrist Katz, Grand Rapids	425.00
G. A. Wolf, Grand Rapids	166.00
Total	\$15,343.09

Jottings From Jaunty Jackson.

Jackson, July 24—Jackson has the largest wheel works in the world.

Jackson has the largest rim factory in the world.

The Mott Wheel Works will be running in full force here in the next few weeks.

The prison has made arrangements to take all the surplus vegetables and fruits the growers may have and can them in unlimited quantities.

John D. Riley, the East Main street grocer, says that when competitors offer commodities for less than they can be replaced at, he lets the business go to them. His plan seems to be successful, for he always sells at a fair price, gives his customers the

best of treatment and service and has always been financially on the right side of the ledger.

Jackson is a low market for sugar at present. The National Grocer Co., we understand, is quoting granulated in bulk at \$8.10. Mail order houses in Chicago quoted under date of last Saturday at \$8.15, f. o. b. Chicago, and the market has gone up 10 cents since then. The National Grocer Co. is a large corporation and a policy of this kind for one of two things—keep down the high cost of living or step on the toes of smaller dealers. Jackson at these prices should do the sugar business of the State.

Brown, Davis & Warner have installed a new two-ton Federal truck. It is painted in black and gold and one of the best looking jobs on our streets.

W. R. Spencer, wholesale grocer, is building a new summer home at Brown's Lake.

Donald Finch, salesman for the Union Paper & Bag Co., of Detroit has been spending his vacation with his parents in this city.

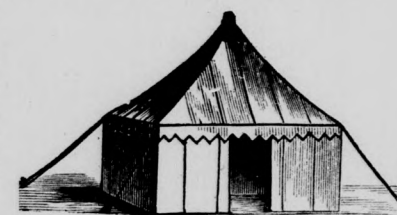
Many parents of our city are anxiously looking for the war to close, now that their sons have been drafted.

Spurgeon.

John L. Lynch opens two new sales Saturday—McQuillan's clothing store (\$40,000 stock) at Jackson and A. Dietz & Son, general dealer at North Adams.

Some men who believe in the division of labor let their wives do all the work and they do the rest.

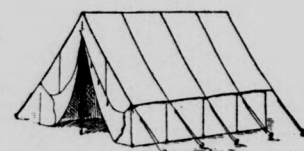
We Are Headquarters for Campers' Outfits



CHILDREN'S PLAY TENTS

- 5x5-foot size, 4-foot walls, stripe top; price \$ 7.00
- 6x6-foot size, 4-foot 6-inch walls, stripe top; price .. \$ 9.50
- 7x7-foot size, 6-foot walls, scupe top; price \$13.00

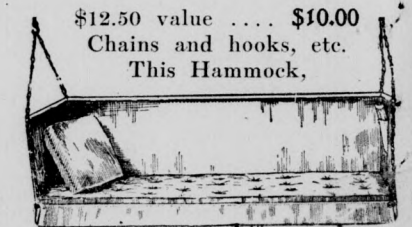
WALL TENTS



7x7 to 16x30

AUTOMOBILE TENTS

- No poles required. Made of tan water-proof duck.
- 7x7 size, price \$25.00



\$12.50 value \$10.00
Chains and hooks, etc.
This Hammock,

OTHER COUCH HAMMOCKS

- Steel frames with chains and hooks—\$6.00, \$7.00, \$12.00, \$12.75 \$13.50
- Hammock Stand \$3.75
- Hammock Canopy \$4.00

AUTOMOBILE COTS

- Without legs, steel frames, lay on top of seats, \$10.00 to \$12.00
- With legs, \$13.00 to \$15.00

ARMY STYLE COTS

- \$3.50 to \$5.00
- Double Cots \$7.00
- Other Cots, \$1.90 to \$2.50



Tent Cots

- Single Cot, 28 inches by 6 foot 6 inches \$11.00
- Double cots, 44 inches by 6 foot 6 inches \$13.50

CHAS. A. COYE, Inc.

Campau Ave. and Louis St. Grand Rapids, Michigan