

GRAND RAPIDS  
MICHIGAN  
AUG 3 1917

# MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 1, 1917

Number 767

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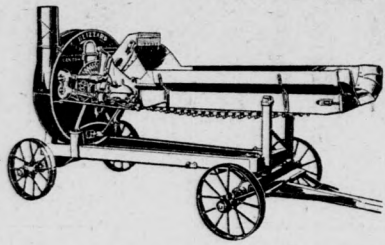
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These "ready-to-sell" packages save you the labor and time required to put sugar in bags, save you the cost of the bags and twine and loss by overweight.

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



## High Food Value Low Cost

Our advertising is making it still easier for you to sell Shredded Wheat, because we are telling people about its low price and high food value, and urging them to eat it more frequently instead of depending so much on eggs and meat.

Food prices in general are so high that this advertising is bound to increase your sales of

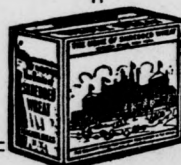
## Shredded Wheat

especially if you co-operate with us by talking to your customers about it.

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



The Shredded Wheat Company  
Niagara Falls, N. Y.



# 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, AUGUST 1, 1917

Number 1767

## SPECIAL FEATURES.

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## TOO MANY BRANDS.

The Federal Economy Board has found that one of the costliest of the non-essential services is the offering of an excessive variety of styles. This idea can well be applied to the grocery trade. It has been a just criticism in normal times that many retail grocers carry too many similar lines. The same commodity is often packed in many different kinds of packages of many different sizes. The standardization of packages and the elimination of all unusual packages would not only be the means of avoiding unnecessary costs in manufacture and packing, but would also save much in the cost of handling, and reduce the capital unnecessarily invested in goods in small demand, thereby increasing the turnover.

Business men will understand the enormous savings which will be brought about by this work. Furthermore, they will appreciate the wisdom of this deliberate preparation for the future in contrast with hasty action which might leave unsold many styles already made up. The readjustments suggested have been made in the other countries at war, and sometimes they have been made suddenly and drastically without opportunity to avoid loss. In this work the board wants the co-operation of every business man.

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

## SPRING HOSIERY OPENING.

In the judgment of hosiery mill agents the opening of staple lines for spring, 1918, will, in all probability, take place between August 15 and September 1. Offerings have already been withheld beyond the usual opening dates and buyers who visited this market early in July, met with the suggestion from sellers

that they return in the latter part of August.

Most mills have all the business they can care for well into the late months, and there is, therefore, no pressure upon them to fill blank pages in their order books. None wish to sell so far ahead as in normal seasons.

Except for several lines of full fashioned goods and scattered instances of lower priced staples, there has been no mention of spring. Buyers have been seeking deliveries in November and December which, it is understood, they will apply to their spring distribution, but mills refuse to go beyond those months.

Manufacturers believe that the highest prices yet seen will be named for deliveries in 1918. The raw material itself has become only one of many factors. Equal in importance with it in cost calculation are advancing wages, increasing overhead, the likelihood of heavy taxation, the expense of boxing and shipping, etc.

There is said to be a scarcity of fiber silk hosiery in the market at a price to permit retailing for 50c. There are, however, several lines of thread silk goods within that range. One mill is showing a line of silk goods at \$5, which brings favorable comment from buyers. It is interesting to note that this mill's leading numbers did not exceed 50c retailers in normal times.

Fall hosiery is almost unobtainable from mills. Coarse gauge wool goods are sold up and, according to a representative agent, virtually no more cashmere goods are offering. Jobbers who have hosiery in stock are in position to realize profitably before the season closes, agents say.

## MILK CANS ADVANCE.

Cans have become one of the big items of a milk dealer's expense account, the price of the ordinary 10 gallon can having increased about 85 per cent. since the beginning of the war. An idea of dealer's investment in cans may be gained from Government figures obtained from records of dealers in different parts of the country who handled from 100 gallons to 12,000 daily. Average investment in cans per 100 gallons handled was \$153, the accounts for the year showing that the average cost per gallon of milk handled was .065c. The figures were obtained when ten gallon cans could be bought for about \$3 each.

Better the Indian and his muddling ways of doing things than the German and his kultur, which is only another name for barbarism and butchery,

## DICKENS AND REVENTLOW.

Not long ago the overthrow of Great Britain by the submarine was staged, according to German prophecy, to take place in the month of June of this year. There appears, however, to have been that hitch in the proceedings which usually does occur when England is to be overthrown, and we are now told that in Germany "the idea of a submarine triumph in the present year has been abandoned, and estimates of the requirements for submarine success vary from Tripitz's vague request for 'time' to the forty-five months of one reflective newspaper editor."

This extension of time thus granted by Tirpitz suggests that he and his crew may possibly be descended from the Reverend Melchisedech Howler, who (as all readers of "Dombey and Son" will remember), "had consented, on very urgent solicitation, to give the world another two years of existence, but had informed his followers that, then, it must positively go."

To complete the parallel, it may be observed, for the benefit of those persons who do not read Dickens, that "Dombey and Son" was published much longer than two years ago—and the world, although vexed with warfare, is undoubtedly still here!

## LIBERTY BREAD.

"Liberty Bread" is the term to be encouraged by the food administration as applied to substitutes for wheat flour, rather than the phrase "War Bread," used in other warring countries.

"The name 'War Bread' gives the impression that there is something inferior about the breads made of substitutes for wheat," says an announcement. "The fact is that breads made from wheat substitutes are healthful and just as tasty as these made from wheat." Use of substitutes will be encouraged at the food training camps to be held in connection with the fairs and expositions in the near future.

## ELIMINATE GERMAN NAMES.

The movement to eliminate every German word from our vocabulary and every German name from communities and business houses is gaining in momentum all over the country. Storekeepers who are so unfortunate as to bear names of Teutonic origin complain that they are already being discriminated against by customers who are patriotic American citizens. The handwriting on the wall shows very clearly that the only way they can forestall bankruptcy is to eliminate every suggestion of despotism and autocracy by the sup-

pression of German names and the adoption of names in keeping with democracy and civilization. This determination of the American people to destroy every thing suggestive of barbarism in the nomenclature of the Nation will cause many heart-aches on the part of Germans who have formerly gloried in their Teutonic ancestry, but most of them will be wise enough to see the coming storm and bend their heads in submission in order to withstand its fury. Unless they do this—and do it promptly—they will have only themselves to blame if they find themselves headed toward the bankruptcy court and realize that they are objects of universal contempt in the eyes of civilized people in every part of the world.

The great reliance of the automobile trade is on orders for aeroplane motors. The motor is the most vital and the most expensive part of the aeroplane. The immense sum of \$600,000,000 has already been appropriated for aeroplanes. The insignificant aeroplane companies at present in this country can supply only the barest fraction of our needs. The Government will have to turn to the automobile companies, where the experience and the skill and the capacity exist. As at present organized, the automobile companies are already largely motor-making companies. Most of the other parts of the automobile are purchased from part manufacturers; all that the automobile company does is to assemble them. The aeroplane motor, of course, is a vastly more delicate and a vastly more expensive piece of mechanism than the automobile engine. The aeroplane motor weighs only two to four pounds to the horsepower where the automobile motor weighs ten to twenty pounds to a horsepower. The aeroplane motor is short-lived; it is said that the actual working life of an aeroplane motor in war service is only sixty hours. The consumption is tremendous. Aeroplane motors may have to be turned out like shells and munitions. John N. Willys is reported recently to have said to friends that he expects to make more money in one year on aeroplane motors than he has made in any similar period on automobiles. Whether the price basis at which Government orders will be placed will justify this, remains to be seen.

It is asserted that the American army is the best fed army in the world. Its rations are figured on the basis of each soldier's requirements. It is a liberal ration, usually more than enough to satisfy the hunger of even a "heavy" eater.



**Captain Burgess and His Horse.**

This cut shows Captain Walter N. Burgess on his thoroughbred chestnut horse Rex, presented to him by the members of Grand Rapids Council, United Commercial Travelers of America.

The presentation was made at the Council chambers on Saturday evening, July 21.

The officers and members of his command, the 32nd Infantry, Supply Company, M. N. G., and such members of Grand Rapids Council as could be collected together for the occasion, were present.

Alvah W. Brown was master of ceremonies and, after a few preliminary talks, presented the mount to Captain Burgess, citing that Grand Rapids Council was signally honored by having one of its officers commissioned in so important a capacity to

serve his country in these trying times.

Captain Burgess' speech of acceptance was that of a soldier, brief and expressive of a strong feeling of appreciation for the gift from his fellow members.

A strong patriotic address was made by Editor A. P. Johnson, of the Grand Rapids News, setting forth the duties of United States citizens during this world war and dwelling upon the many benefits to be derived from democracy through the ultimate victory over autocracy.

The members of Grand Rapids Council present bade Godspeed to Captain Burgess and the members of his company and wished them a safe return to their homes in a world of perpetual peace.

#### **Beware of These Two Short Change Sharks.**

Jackson, July 31—C. E. Robbins, who makes Indiana and Michigan territory as a coffee salesman, was in Jackson yesterday. He noticed on the street two men of whom he had heard in different towns visited recently, where they had been plying the vocation of short changing small business places, and he advised the police to look out for them. Before they had been located reports came to headquarters that two men had short changed the Pinegar grocery and that an attempt had been made to work the game on the Dutton grocery, near by, but Mrs. Dutton needed all her change and thus escaped being victimized. They have not been apprehended.

Mr. Robbins reports that he first heard of the pair at Angola, Ind., then at Steubenville, Ind., where a man about 5 feet, 7 or 8 inches in height, purchased three gallons of gasoline for 66 cents, presenting a \$20 bill in payment. The woman in charge secured the change, where-

upon the shark stated that he had a penny and that if she would give him a nickel she could keep the five pennies for change. Then he discovered that he had a dollar and asked the woman to give him the \$10 bill she held as part of the change (he had not given her the \$20) she could make the change easier for the \$1. He put the \$10 bill in his pocket and departed before the flustered woman came to a realization that she had been short-changed. Next he was heard from at Metz, Ind., where he purchased a cigar and got away with \$6 in a somewhat similar manner. At Summit, Ind., he tried the same trick but failed. Mr. Robbins next heard of the pair at Allen, Mich., where the trick did not work; and when he arrived in Jackson he recognized the pair from the description given at the other places.

The pair travel in a five-passenger car. Invariably they have grips piled in the back seat. The fat man works the little store keepers, preferring small dealers, and especially women or children, while the other man remains in the car.

#### **Michigan Municipal Officials in Session.**

Written for the Tradesman.

The nineteenth annual convention of the League of Michigan Municipalities was held in Grand Rapids July 26 and 27. Flint sent seventeen delegates and was rewarded by being selected for next year's meeting, also by the election of Ex-Mayor E. F. Johnson, of that city, as President.

The programme throughout the two days was excellent and the pity was that the attendance was not larger. Sessions were held in the fine ball-room at the Pantlind, with its bad acoustic properties, and some of the talks were wasted on "the desert air." Thirty-two cities were sustaining members during the past year and the financial report showed a balance for the coming year.

The roll call of cities was interesting. Adrian is pleased with the use of oil, having forty miles of oiled streets. Albion presented each of its National guardsmen with a silk flag. Ann Arbor is planning to bring pure spring water from the marsh, three miles away, where three and a half million gallons of water are going to waste daily. Battle Creek is pleased with her cantonment and is prepared to meet every demand in this connection. Bay City sent fourteen representatives to the convention. These men were also on hand a month ago, owing to a mixup in dates, and so showed double-barreled loyalty. Cadillac is having trouble with its water supply from Lakes Mitchell and Cadillac and will install a filtration plant. Flint has jumped from 17,000 to 80,000 population in the past eight years and is taking up city planning. Holland was eulogized by its Mayor as a city of forty-four factories, thirty-three of them of a varied nature, and 75 per cent, of the laboring people owning their own homes. Jackson has been putting on an exhibit covering municipal activities during the past ten years and showing how the money has been spent. Lansing does most of its own work, except to build sewers. Owosso is a lively city of 12,000 people.

Mayor Fuller gave the address of welcome, with response by Mayor Reutter, of Lansing. President Marsh recommended in his annual message that a representative be kept at Lansing during legislative sessions to keep the League posted on the proceedings. He urged support of the President during the war and, in closing, paid an eloquent tribute to the Stars and Stripes.

The resolution adopted authorized a telegram to be sent to President Wilson supporting the war against German butchery. Legislative action was also urged in behalf of municipal fuel yards. Dr. DeKleine, of Flint, discussed public health; Mayor Balch, of Kalamazoo, urged municipal fuel yards; L. T. Wilmarth, of Grand Rapids, spoke on "Good Housing Conditions" and there were many other instructive features.

One of the most impressive and meaty talks of the convention was given by Prof. W. D. Henderson, director of extension service at the U. of M. It was a plea for education.

Germany has trained and educated her people to accept serfdom. The speaker was in London, Glasgow and Edinburgh before the war and the ignorance and the neglect of the throngs of people appalled him. The damnation of governments everywhere as of individuals, he said, is ignorance, the absence of science, of fact. Germany's success as human butchers is due largely to the interest taken in her common people, but Americans have the open mind, can learn and will win. Almond Griffen.

#### **Sidelight on Celery City and Environs.**

Kalamazoo, July 31—The Kalamazoo retail grocers and meat dealers this year are going to have a real outing trip. Leaving the interurban station at 7 o'clock on the morning of August 2, they will visit Grand Rapids, Zeeland, Holland, Jenison park, Macatawa park and Ottawa Beach. They will be accompanied on this trip by their brother merchants in Plainwell, Battle Creek, Augusta, Galesburg, Otsego, Allegan and Grand Rapids. A part of the trip, which will take about two hours will be made on Lake Michigan. When Ottawa Beach is reached a picnic will be held. The day's program includes baseball, track events and scores of freakish stunts. The program has been arranged by a joint committee from the Grand Rapids and Kalamazoo associations. Prizes will be awarded the winners in each event.

F. S. Cuthbert, formerly with the U. S. L. Service Station in Detroit, has purchased the business and the equipment of the Hoekstra battery shop, at 215 North Rose street. He is planning on carrying a complete stock of new batteries, accessories and repair parts. Mr. Cuthbert has also taken over the Hoekstra tire-retreading department and is installing an up-to-date vulcanizing equipment.

William Barnby, of Hastings, has sold his cigar and tobacco business to Lavern Irwin.

Chas. Stoker, of Lawton, was a visitor in our city last week.

Frank Greene, formerly of Kalamazoo, has taken up his residence in Detroit. Frank is now handling the Sultana cigar. W. S. Cook.

#### **Bottom Facts From Booming Boyne City.**

Boyne City, July 30—Will the human animal ever be satisfied with the blessings the good Lord sends him? Last week it was pessimistic remarks as to the probability of ever having any summer. This week it is just the opposite. Everybody is puffing and mopping sweat—beg pardon, perspiration. We have the finest kind of corn weather and the corn is showing an appreciation of it that is gratifying.

Tent shows of all kinds are having a hard time to find vacant space for their exhibitions. Every place that has been in previous years used for such purposes is busy producing something to eat. If adequate provision is made for preserving and conserving the crops, there should certainly be no shortage in the food supply next winter.

This city looks as though an earthquake had struck it. No less than four of our main thoroughfares are all torn up to make needed improvements. It is certainly a puzzle to find a good road which is in possible condition all the way through town. Just like house cleaning. The ultimate result is fine, but the process is far from comfortable.

Don't forget to drive around Pine Lake when in Charlevoix county. It takes less than two hours and will well repay the time and money spent.

Maxy.

## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 30—The hot weather for the past few days, with no rain, is just the thing for summer resorts and they are beginning to feel the effects of the hot spell and are rapidly filling up in consequence. The Grand Hotel, at Mackinac Island, is also rejoicing and putting on numerous attractions. It pulled off a cake walk last week through the colored help and the hotel orchestra for the benefit of the Red Cross, which resulted in a neat sum for the worthy cause.

Miss Gertrude Chapin, one of our popular school teachers, was one of the successful contestants for the premium recently offered by the Cloverland magazine published in Menominee which entitles her to a free trip to California, Niagara Falls, Mackinac Island, Detroit and Cleveland. It will take about nineteen days to make the trip. Miss Chapin is very popular here and her many friends responded nobly to the cause.

"When in doubt tell the truth." The latest high cost of living stunt was pulled off at the Soo last week, when the retail liquor association agreed to increase the price on all distilled liquors in order to meet the advanced wholesale cost on the goods. Prices are now from 5 to 10c per glass higher than heretofore. Those who find it necessary to stock up as usual have the sympathy of the friends of Pablo, which is still selling at the old price and doing a land office business.

The Sault Savings Bank, one of leading banking institutions, was the second of the Sault banks to apply for membership in the Federal Reserve.

Dr. E. A. Cornell, who for the past few years has made a reputation as

an eye, ear and throat specialist, and who is well known throughout Cloverland, has volunteered his services to the Government, which have been accepted in the Medical Corps of the U. S. Army. He has been notified to report for duty. While his many friends here regret his departure, they cannot help but have a kindly feeling for the doctor's patriotic inclination. "Better the end of a feast than the beginning of a fray."

There was considerable excitement here last Friday night during the band concert when the report of an explosion resembling that of a charge from one of the machine guns or the steel plant was heard. Some one started the report that some of the furnaces at the steel plant had exploded. No details would be ascertained, however, and when the paper did not confirm any disaster of this nature the following day, it was discovered that it was caused by the blowing out of a muffler in Nelson Hall's new Reo. It was not much of a handicap, however, as the Reo people carry a large stock of mufflers for this purpose. Nelson was on deck, Sunday, same as heretofore for another drive throughout the country.

J. R. Berry, well known merchant of Oak Ridge Park, was a Newberry visitor last week.

G. H. Heuptli, popular representative for the Wilson Co., of Chicago, was carrying around a worried look last week, which he claims was not due to the hot weather nor the H. C. L. He is more cheerful, however, at this writing with a clear conscience and doing the faithful performance of his duties, and is not losing any sleep in the matter. Some of the travelers have been kidding him with such remarks as, "Cheer up, it may not be true."

This hot weather has curtailed the news items to a large extent, as the official reporting committees of the Sault travelers are handing in very

few items. Chas. Hass, in making his report this week, states that he has been doing nothing but carry a fan in one hand and an order book in the other, while Chauffeur Allison is doing all the work, putting in a solid week, with no punctures or carburetor trouble. William G. Tapert.

## Open Letter to Kellogg Toasted Corn Flake Co.

Philadelphia, July 31—We notice that the American Stores Co., apparently with your consent, is now advertising Kellogg's Toasted Corn Flakes at 8 cents. As to this price, which, as you know, is below the ordinary retailer's cost, one of two things is true. If it pays an adequate profit to the American Stores Co., it is because it is buying at a price very far below the price charged the average retailer—too far below, in fact, to be accounted for on the score of quantity purchased. If the price of 8 cents does not pay a profit to the American Stores Co., it follows that it is wantonly slaughtering your product.

Of course, no retailer can compete with 8 cents for Kellogg's Toasted Corn Flakes. The average dealer pays \$3.40 per case, which is about 9½ cents per package, not counting the 17 per cent. which it costs him to do business. Quite obviously he cannot think of meeting an 8-cent price, although every one of his customers will expect him to.

No reasonable person would expect you to watch every grocer in the United States to see that he does not cut Kellogg's Toasted Corn Flakes. That would be impossible and beyond any manufacturer's responsibility. But watching the American Stores Co. is a different proposition. It has, if we remember correctly, about 1,400 stores. We are informed that the concern uses a cut price at all of its stores simultaneously, so that it is not unreasonable to say in probably

several hundred towns at one time the American Stores Co., with your consent, has destroyed either wholly or in part, the Kellogg's Toasted Corn Flakes trade of several thousand grocers. Frankly, do you think you have no responsibility in this matter? The Cream of Wheat-Great Atlantic and Pacific Tea Co. case decides that if you wish to cut off this concern, on the ground that it is interfering with your regular trade, you are at perfect liberty to do it.

As a matter of fact, the Great Atlantic and Pacific Tea Co. is doing the same thing with your product and also the Kroger Co., in Ohio, is doing it. This practically amounts to a price cut which extends over the entire country, and if not stopped by you will almost destroy, in many quarters, the regular retailer's business in Kellogg's Toasted Corn Flakes. Incidentally, it might easily be that it would also destroy your business or at least confine it to the chain stores.—Grocery World.

The plea of Noble Burnett, of Greenville, published on the 13th page of this week's issue of the Tradesman, is worthy of careful consideration. Briefly stated, the writer suggests that the rural mail carriers be enlisted for war service and the former method of distributing mail through the country towns and cross roads, villages and settlements be resumed. The inference drawn by the writer to the effect that the introduction of the rural carrier and the growth of the mail order houses are coincident is based on more substantial grounds than supposition. The Tradesman would be pleased to see this topic discussed at greater length by advocates of both theories.



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

**Barney says—**

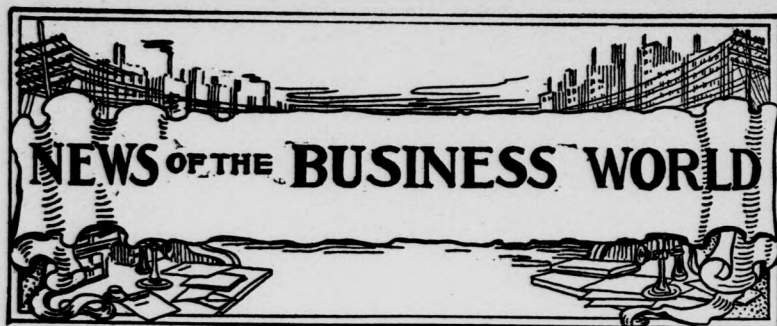
*I have been watching the Nedrow coffee lately, and I believe we are selling twice as much every day as we were last year.*

*By Golly, that shows that the people appreciate what a wonderful piece of goods this is for the price it sells for.*

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**



#### Movements of Merchants.

Walkerville—John H. Raby succeeds James Gleason in general trade.

Kalamazoo—The William E. Hill Co. has changed its name to the Hill-Curtis Co.

Alma—The Lansing Electrical Co. has opened a branch store in the Horr & Gibbs block.

Maniste—Knuth & Knuth are closing out their stock of boots and shoes and will retire from business.

Detroit—The German-American Book Co. has changed its name to the International Book & Art Co.

Freeport—George B. Perkins has sold his stock of confectionery to Harry Lane, formerly of Grand Rapids.

Petoskey—Thieves entered the D. C. Levinson department store recently and carried away stock to the amount of about \$1,400.

Battle Creek—The Battle Creek Provision Purchasing Ass'n. will engage in business at 60 East Main street, about August 15.

Lansing—William E. Seaman will open a women's ready-to-wear clothing store in the new Capitol National Bank building, about August 15.

Allegan—The Keel Auto Co. has sold its garage and stock of automobile accessories to Richard DeWright, who will continue the business.

Detroit—The Strasburg-Miller Co., distributors of Liberty Motor Cars at 972 Woodward avenue, has changed its name to the Miller-Judd Co.

Cedar Springs—The Cedar Springs Co-Operative Co. has increased its capital stock from \$4,500 to \$9,000. The company conducts a creamery.

Hart—W. R. Roach & Co. will remove part of its machinery to Crosswell and can all vegetables at that place, canning only fruit at this place.

Detroit—The William Burnstein Co., dealer in dry goods and men's furnishings goods, has increased its capital stock from \$1,000 to \$20,000.

Hillsdale—Rober Foote has sold the plant of the Hillsdale Bottling Works to Lloyd Globensky, who will continue the business under the same style.

West Branch—The Ogemaw Co-Operative Shippers Association has been incorporated with an authorized capital stock of \$250, all of which has been subscribed and \$125 paid in in cash.

Cornell—The Cornell Store Co. has been organized to do a wholesale and retail general mercantile business, with an authorized capital stock of \$40,000, all of which has been subscribed and \$2,121.26 paid in in cash and \$37,878.74 paid in property.

Custer—Fire damaged the store building and grocery stock of Conrad Weis, July 28, entailing a loss of about \$2,000 which is covered by insurance.

Traverse City—L. G. Ball, formerly of Bellaire, has purchased the meat stock and fixtures of W. J. Hobbs and will continue the business at the same location.

Kalamazoo—F. S. Cuthbert, of Detroit, has taken over the Hoekstra Battery Shop at 215 North Rose street and will continue the business under the same style.

Sparta—Bernard McCarthy, for the past three years manager of the Whalen Grain & Produce Co. elevator, has resigned. He is succeeded by Frank Watson.

Detroit—The American Elevator & Storage Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Ludington—The Roehrig Jewelry Co. has closed its branch store at 417 South James street and consolidated the stock with its stock located in the First National Bank building.

Marlette—H. G. Jeffers & Co. has been incorporated with an authorized capital stock of \$20,000 to do a general elevator business, \$12,000 having been subscribed and paid in in cash.

Detroit—The Fitzpatrick Bros. Poultry Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$600 paid in in cash.

Augusta—The Morean-Aldrich Co. has been organized to do a general store business, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Charlotte—Floyd H. Griffin has sold his interest in the dry goods stock of the Strecks-Griffin Co. to H. B. Strecks, who will continue the business under the style of H. B. Strecks & Co.

Detroit—The W. L. Ratz Shoe Co. has been organized with an authorized capital stock of \$25,000, of which amount \$18,220 has been subscribed, \$220 paid in in cash and \$18,000 paid in in property.

Detroit—The Bloom & Fisher Furniture Co. has been incorporated at 1365 Michigan avenue with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Piano Exchange, Inc., has been incorporated to buy and sell music and musical instruments, with an authorized capital stock of \$10,000, all of which has been subscribed and \$500 paid in in cash and \$9,500 in property.

Detroit—Leo Hirschfield, dealer in men's clothing and ladies' furnishings, 1091 Twenty-fourth street, starts a closing out sale Aug. 2 under the management of Joseph P. Lynch, of Grand Rapids. The stock inventories about \$20,000.

Kalkaska—The Kalkaska Produce Co., dealer in farm products and general mercantile business, has been incorporated with an authorized capital stock of \$8,000, of which amount \$4,180 has been subscribed and \$4,100 paid in in cash.

Chesaning—Birman, Perrot & Stuart, dealers in automobiles, gasoline engines and agricultural implements, have dissolved partnership and the business will be continued under the style of Perrot & Stuart, Perry Birman retiring.

Battle Creek—The Rathbun & Kraft Co. has been incorporated to do a retail business in lumber and builders' supplies, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$16,000 paid in in cash.

Bancroft—Joseph P. Lynch, of Grand Rapids, begins closing out sales here Aug. 2 for W. O. Watson, hardware dealer, and M. N. Watson, dry goods merchant. The two stores adjoin each other, but are conducted separately. The Watsons are both retiring from business on account of the uncertainty as to market conditions.

Saginaw—Grocers and butchers of Saginaw, Bay City and Midland forgot the war, food scarcity and high prices July 25, while they held a big joint outing at Wenona Beach. Dealers and their families to the number of many hundreds from the three cities made merry at the resort, taking advantage of the bathing and other attractions. The cars to and from the Beach were crowded throughout the day, starting in the morning and continuing until late in the evening. During the day a programme of athletic contests, baseball games and other sports was carried out and various entertainment features were introduced, such as the search for the missing man and woman.

Muskegon—The first wartime measure to be taken by Heights merchants, and perhaps by any of those in the city of Muskegon also, is that of W. J. Carl, proprietor of "The Big Store," at Muskegon Heights, who has eliminated the custom of calling for orders at the house doors, before delivering begins in the morning. Mr. Carl will continue delivering phoned orders, as has been the custom for the past twenty-six years that he has been in business at the Heights, but he feels this step in refusing to solicit them will bring about the offering of better merchandise at just as low prices to the people of the city. With no men absent in the morning taking orders, the employees who formerly did this work can aid in handling the larger number of customers who do their shopping in the morning and consequently make up for the discomfort felt for a short time after the measure goes into effect, by giving better service in the store.

#### Manufacturing Matters.

St. Johns—The Hayes Motor Truck Wheel Co. has increased its capital stock from \$100,000 to \$500,000.

Marquette—The Lake Shore Engine Works has increased its capital stock from \$200,000 to \$350,000.

Detroit—The Kerosene Burning Carburetor Co. has increased its capital stock from \$300,000 to \$350,000.

Detroit—The Detroit Applied Ready Roofing Co. has increased its capital stock from \$5,000 to \$10,000.

Hanover—The Fox River Creamery Company, of Detroit, will reopen the creamery here about August 5.

Kalamazoo—The capital stock of the Monarch Paper Company has been increased from \$600,000 to \$750,000.

Detroit—Carl E. Schmidt & Co., Inc., calfskin tanners, has increased its capital stock from \$600,000 to \$1,000,000.

Detroit—The Sommers & Sons Co., machinist, coppersmith, and sheet iron worker, has increased its capital stock from \$20,000 to \$50,000.

Ypsilanti—The Crossman Stamping Co. has been organized with an authorized capitalization of \$10,000, \$5,200 of which has been subscribed and paid in in cash.

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

Hillsdale—Glenn Haring, ice cream manufacturer, has purchased the ice cream and confectionery stock of George Chase and will continue the business as a branch store.

Detroit—The Underhood Motor Heater Corporation has been organized with an authorized capital stock of \$65,000, all of which has been subscribed and \$6,500 paid in in cash.

Detroit—The Scofield Stone Company has been incorporated at 422 Hammond building, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

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

Detroit—The Hydraulic Oil Systems Corporation has been incorporated to manufacture and sell oil machinery with an authorized capital stock of \$150,000 common and \$30,000 preferred, of which amounts \$150,000 has been subscribed and paid in in property.

Yale—Flax mills at Crosswell, Deckerville, Fahro and this place, have been taken over by a Chicago concern and will be operated under the name of the Amerline Company. The output will be shipped to Beloit, Wis., where the company maintains a linen factory.

Detroit—The All Power Truck Co., manufacturer and dealer in self propelled trucks, has been incorporated at 2011 Dime Bank building with an authorized capital stock of \$100,000, of which amount \$57,210 has been subscribed, \$6,210 paid in in cash and \$51,000 paid in in property.



### The Grocery Market.

**Sugar**—The refined sugar situation is strong and had it been possible to secure prompt shipment a large business would have been done, the country being willing to pay 8c and even 8¼c. for supplies in that category. But refiners are all badly sold up, some on export orders and cannot guarantee shipment for weeks to come, which fact naturally puts a damper on the distributor and manufacturer. The weather is favorable for a large consumption, the same being true of the fruit season which stimulates preserving, upon which Washington lays so much stress in these war times. It is generally assumed that the invisible stocks are very light, although some housewives have still ample stocks taken on during the scare last spring. High prices are, of course, a deterrent to speculation, even were refiners willing to encourage the same, and it cannot be gainsaid that the belief still persists that in some way Herbert Hoover will force them lower. Just how this can be accomplished when Cuba is at the end of its crop and beets weeks off, however, is a question that finds no ready answer. Some suggest, moreover, that the beet interests are powerful enough politically to prevent Government pressure when their large crop is moving. The Federal and Arbuckles are now at 8½c basis for granulated, Warner and Howells have withdrawn and the American is asking 8.15c, but taking business in a very restricted way.

**Tea**—The market is strong with a better demand from the country, which is now becoming aroused to the acuteness of the shipping situation and shows a willingness to pay the higher prices asked for all kinds. There is no large available warehouse stocks, however, which makes for less activity than would otherwise be the case. The prime stimulus is, of course, the lack of steamer space in the Far East, which is badly checking purchases there. Incidentally the talk of a higher tax, because of the increased war needs, is a factor in the situation. Formosas and India-Ceylons have been taken in a large way during the week at firm prices, there being ready buyers for the former at 25c, with 26c now the inside figure. Shipments of India-Ceylons to this country for the first six months show a decrease of 7,000,000 pounds, which may explain the renewed interest in these teas. The Colombo market will be closed this week owing to the bank holiday.

**Coffee**—The market is still very quiet and inclined to be easier, although nominally there is no change

for the week. The market in Brazil continues to be soft. Nobody is buying any coffee that he doesn't have to have. Milds are also quiet and unchanged.

**Canned Fruit**—There is no business being done of any importance. The formal opening prices on standards and below, announced during the week, are regarded as excessive.

**Canned Vegetables**—Spot tomatoes both No. 2 and 3 size are in very light supply, and while the demand is somewhat limited, it is rather difficult to execute orders on account of the scarcity of stock. No. 3s are quotable at \$2.05 to \$2.10 per dozen and No. 2s at \$1.50 per dozen. This condition is liable to be changed in the next few weeks, as some of the Baltimore packers are making preparations to start as early as possible and are soliciting business for shipments to be made prior to August 15, at prices considerably lower than the present ruling quotations. In futures some little business is being done, but the majority of packers have sold quite extensively and are not disposed to take any additional business pending proper developments. The weather conditions have not been as favorable as they might be for the growing crop and the fields are in such a condition that it is rather difficult to do any work in them. Spot corn is very closely cleaned up and is almost in the same position as tomatoes, as far as any actual business is concerned. Prices are practically the same as they were last week. There is no pressure being exerted by the packers to secure any business on the new pack, as the conditions of the growing crop is far from favorable. There are practically no quotations at the moment on futures. The usual demand prevails for small fruits and Eastern packings of vegetables, with everything ruling strong. Unfavorable reports are developing from day to day on the various lines and indicate a shortage in delivery on the part of packers. This applies to beets, string beans of all varieties and grades, and blackberries. There is no business being done in California fruits and the trade is marking time, awaiting the new pack. Very high prices were named on the new pack during the week, 30@35c above last year. In fact, the whole line of canned foods indicates considerable strength.

**Canned Fish**—Spot salmon is a little firmer and is offered sparingly, but so far there have been no important transactions on which to base quotations. Columbia River salmon is running light and reports of fishing are discouraging. Imported

sardines, particularly Norways, very scarce and very high. Some American importers are threatening not to bring any more over.

**Dried Fruits**—The new prices that have been opened this week on California dried peaches are very high, but it looks very much as if the packers on the coast have received a heavy volume of business. Practically all of the business was done at the opening price named by the Association which controls the situation on the Coast, and the general opinion of the trade is that the prices are too high. Who will be the loser in the event of this turning out to be a fact, remains to be seen. It looks very much as if the jobbers would have to carry the load for a while at least. There has been no recent trading in prunes except an occasional transfer of stock from one jobber to another. The future business has been all done as far as it is possible to do it, and the bulk of the sales on this line were made in practically the same manner as the peach crop is being sold at present.

**Rice**—The demand the past week has been better from abroad, but domestic buyers have not shown much interest, despite reports from the South of marked damage from the drouth in Texas which made the rivers salty and checked pumping for irrigation. It is felt that making due allowance for exaggeration there will be rice to go round, and the inclination is to wait for the active movement for new river rice before taking hold. At the same time spot supplies are light, a fact that brokers have developed when they endeavored to fill export orders.

**Cheese**—The market is weak, following a decline of about 1@1½c per pound on the various styles. This is due largely to heavy make at this time and an accumulation of goods in the country markets. There is a fair home consumptive demand, but very little enquiry at this moment for export. At the recent decline a better home consumptive demand is looked for. Average qualities show up very well so far. No material change is looked for.

**Flavoring Extracts**—Alcohol advances have caused some flavoring extract manufacturers to advance their prices 10 per cent. In addition, the extra cost of materials and the regular growing price of bottles has had effect.

**Tapioca**—There is a better demand for tapioca from the trade. Receipts are fairly large but find ready absorption. There has been a steady interest shown in future shipments.

**Spices**—High freights and scarcity of shipping are keeping cables firm for the most part. Peppers have been fairly active. Cloves are scarce on the spot, but there are nearby supplies that will relieve the situation. There is a moderate demand for nutmegs.

**Molasses**—There is no change, business being quiet and prices firm. The tendency is to wait for the developments in Washington, where the revenue bill remains to be settled, the same being true of food control, which is now in conference.

**Provisions**—The lard market is steady at unchanged quotations. There is a fair supply and a good consumptive demand. No change is looked for in the near future. Compound lard is steady, following a decline of 1 cent per pound. At this decline there has been more active trading, due to a better consumptive demand. There is no export for this commodity at the present writing and if there is any change, lower prices can be looked for. Smoked meats are steady at unchanged quotations, with a good consumptive demand on all styles. No material change is looked for in the near future, there being a good consumptive demand and a fair supply. Dried beef is firm at unchanged quotations, with a light supply and a fair consumptive demand. Barreled pork is steady at unchanged quotations, with a light supply and very light demand. Canned meats are firm at unchanged quotations.

**Salt Fish**—There is no change in the fish market during the week. Shore mackerel are exceedingly scarce and fresh fish are bringing a higher price than for many years. The price of salt shore mackerel is lower than one would expect under the circumstances. There is no Irish or Norway mackerel about.

While the proposed guaranteed minimum of \$2 a bushel for the best wheat is under conference in Washington, a test vote in the House of Commons reminds us that Britain is guaranteeing both the price of wheat and the wage of the farm laborer. But the British guarantee stands upon ground very different from ours. It is always difficult in England to get farmers to break up pasture land for wheat-raising, and British farmers remember the years in the eighties when the ploughing of too much pasture almost ruined them; while last winter Lloyd George determined that it was necessary to obtain a million fresh acres of wheat in a few months of feverish activity. In America the balance among crops has always been good. We have no such reason as Britain to offer a huge bonus for the doubling of the wheat acreage; for what increase is desirable there is already more than enough incentive. There is great danger, as Senator McCumber pointed out, that if this high guarantee is offered for wheat, the farmers will grow much less corn, rye, barley, oats, hay and potatoes than are needed. Then the food consumer, with the price of wheat and flour held at artificial levels, would demand that the whole Food Bill be repealed. If there is need for state interference in this matter, it should be left to the Food Controller.

O'Brien Bros., undertakers at 572 South Lafayette avenue, have merged their business into a stock company under the style of the O'Brien Bros. Co., with an authorized capital stock of \$8,000, of which \$6,000 is common and \$2,000 preferred, \$6,600 having been subscribed, \$1,800 being paid in cash and \$4,800 in property.

## MEN OF MARK.

**Ray Parker, Department Manager  
Grand Rapids Dry Goods Co.**

Ray Parker was born at Barnesville, Ohio, Nov. 27, 1882, being one of a family of four children. His father was a Quaker. His mother was of Irish descent. There is a tradition in the family to the effect that the senior Parker loved a good horse and on one occasion was prevailed upon to enter his steed in a country "hoss trot." His good friends of the Quaker church were so horrified over the circumstance that they dropped his name from the church roll. When 9 years of age the family removed to Columbus, where Ray attended the public schools of the city, including two years in the high school. His first employment was in the wholesale dry goods house of Green, Joyce & Co. as stock boy. He proved to be so apt in this department that he was promoted at the end of the first year to the position of house salesman. Eighteen months later—and before he was 18 years of age—he was placed in charge of sample trunks and started out on the road to represent the piece goods department in Northern Ohio territory. Green, Joyce & Co. were good people, but Mr. Parker aspired to represent the largest dry goods house in the country and, in pursuance of this ambition, a year later found him covering Southern Michigan for Marshall Field & Co. He continued this connection fifteen years. Four or five years ago he was placed in charge of the Grand Rapids office and made general line salesman. He maintained an office in the Ashton building, but spent most of his time on the road calling on the large trade of nearby cities. His long connection with the piece goods line has caused him to be regarded as one of the leading authorities on dry goods staples in the country. He has studied that branch of the business with singular fidelity, so that he thoroughly understands every in and out of the business. During this time he has resided in Grand Rapids thirteen years, the other two years having been spent in Kalamazoo.

Having won all the honors which can come to a road salesman, Mr. Parker has long felt that he would like to ally himself with a wholesale dry goods house in the capacity of manager of the department he understands so well. The retirement of William B. Holden from the Grand Rapids Dry Goods Co. afforded him the opportunity he craved and last week he was duly installed in that establishment as buyer and manager of the piece goods department, which friends of the house expect to see grow rapidly in importance and usefulness under his administration. He has already laid plans which will enable him to amplify and diversify the stock to such an extent that it will take rank with any establishment of the kind in the country.

Mr. Parker was married about five and a half years ago to Miss Hazel Pettibone, of Cincinnati. No children as yet grace the family circle. They reside at 1045 Franklin street.

Mr. Parker is a member of Grand

Rapids Council, U. C. T., and the Illinois Commercial Men's Association. He has no other fraternal affiliations, finding his chiefest pleasure in the home hearthstone.

Mr. Parker is an adept in the piscatorial art, but seldom indulges himself in that dissipation. His hobby is dry goods and he is never happier than when booking an order or explaining to his friends the trend of the market in his favorite line.

If there is one personal characteristic, more than another, which distinguishes Mr. Parker, it is his aim to keep busy every moment. In the store he never idles away a moment's time. He is never without some work on his desk, but the moment a customer puts in an appearance he immediately undertakes to see that his wants are supplied. If the customer

in life and he has never permitted it to lapse.

Mr. Parker is a gentleman of commanding appearance and good address. He inspires confidence by his frankness, both in action and utterance. He makes friends easily and retains them permanently. In his new connection he will be able to carve out a career for himself which will accurately reflect the measure of his ability and the height of his ambition.

**Live Notes From a Live Town.**

Owosso, July 30—It looks to us on our arrival home this week as though there was considerable more than usual going on. Down here at the settlement Harry Tooley has sustained a fractured rib in an automobile ride. W. S. Lamb fell from a cherry tree and broke his arm. Both of the brother have our sympathy.



Ray Parker

desires piece goods, he receives the close personal attention of the manager of that department. When he is ready to be shown goods in other lines, Mr. Parker sees to it personally that the customer is quickly and quietly delivered into the custody of the other department managers. This is in striking contrast to the former custom prevailing in the house, which was to turn all customers over to youthful clerks, who did the best they knew, but seldom satisfied a customer as the head of a department can do. The faculty of keeping busy which Mr. Parker has carefully cultivated for many years is apparent the moment he reaches home at night. The lawn mower or sprinkling apparatus is brought into action as soon as the evening meal is completed, to the end that every hour of daylight may be properly utilized. Mr. Parker acquired this habit early

Also we have had three hot dry days, which is something unusual with us. Besides, we have a seven-day Chautauqua running on schedule and apparently giving the best of satisfaction. The inspectors of amateur agriculture are in town looking over the approaching garden sass. Last, but not least, somebody has stolen our ladder.

We were somewhat disappointed in our own garden as different defects were pointed out by the inspectors to my wife and myself. We had supposed we had the finest lot of radishes in the city limits, and when the inspector told us we had the nicest crop of ensilage he had seen and the only way we had fallen down was in not having more acreage and didn't have a radish on the job much larger than a darning needle and was made wise to the fact that we had sown them in the wrong time of the moon, we don't feel so much put out about that, for it has been so cloudy since we started that garden that we haven't seen the moon that we could remember. One of the committee remarked that we had something new in a hedge and asked about it. It was only two rows of potato vines tied up to a chicken wire fence, so we could mow close up to it. One lady remarked that we had a beautiful oleander out near the center of the garden, but my wife corrected her mistake by telling her it was a large milk weed that she had been trying for several weeks to have me cut down. After asking us where the line was between our lawn and our garden, the committee departed, without leaving any instructions for further procedure on our part. We think they went from our place to that of Steve Pitts, where they made similar discoveries, as Ma Pitts called up later in the day to know if we knew if radish tops would be all right for greens.

We notice in Gabby Gleanings that Bill Sawyer's father bears a striking resemblance to his talented good natured son and we hope if Bill has any more fathers that they will all look like him. We like the looks of Bill pretty well ourselves.

C. V. Page met with quite a serious accident this week by falling from a ladder while in a cherry tree. He landed on a chicken coop, so he was in no ways injured; in fact, it didn't hurt him at all, but frightened a setting hen so that she has left her nest.

**Honest Groceryman.**

The man who deals in sunshine  
Is the one who gets the crowds;  
He does a lot more business  
Than the one who peddles clouds.  
And the salesman who's a frowner  
Will be beaten by a mile  
If the man at the next counter  
Meets his patrons with a smile.

For  
Good Lumber  
Call  
this Number



**JARDINE**  
**GUARANTEED**  
**GOOD LUMBER**  
GRAND RAPIDS  
PROMPT ATTENTION GIVEN TO MAIL ORDERS





Bacon and Eggs  
Cost 5 Times as Much  
as Quaker Oats



Bread and Milk  
Costs Twice as Much



Steak and Potatoes  
Cost 5 Times as Much

# "Save 75%"

## Is the New Quaker Oats Campaign

### 80 Million Ads

We are undertaking on Quaker Oats a record campaign of advertising. It starts in September women's magazines, coming out in August. And in August weeklies and newspapers.

We shall send out this fall 80 million ads—enough to reach over and over every home in America.

These ads will all picture Quaker Oats economy.

They will show that Quaker Oats—at 12 cents per package—cost one-fourth as much as the average mixed diet.

They will prove that each dollar spent for Quaker Oats saves an average of \$3.

They will urge wheat conservation, in accordance with the government program. They will give recipes for

Quaker Oats bread, for muffins and pancakes, cookies and sweetbits.

They will show ways of making Quaker Oats a part of every meal.

They will point out how little Quaker Oats has advanced as compared with other foods.

They will tell that oats, in units of food value, excel all other cereals.

They will show that one big dish of Quaker Oats supplies the energy for a half-day's tasks.

The demand for Quaker Oats, as every grocer knows, is enormously increasing. With this advertising, every grocer should figure on at least twice the demand of last year. And, because that demand will much overtax our capacity, wise grocers will prepare at once.

*Retail prices 12c and 30c per package in United States and Canada, except in Far West and South where high freights may prohibit*

**The Quaker Oats Company**  
Chicago

(1669)

# MICHIGAN TRADESMAN

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E. A. STOWE, Editor.

August 1, 1917.

### CANNED GOODS MARKET.

Whatever hopes may have been entertained as to a reduction in canned goods for the coming season below prices that have already been established have been rather dissipated by the developments of the past week. In the first place, there has been a little more disposition to trade induced by the passage of the Food Control bill through the Senate, giving at least an approximate idea of what the Government may be expected to adopt in the way of a policy.

One matter of great importance is being held in abeyance, however, and that is the actual purchases of the quantities of canned goods that have been reserved for Government use. At present the authority to purchase resides only in the Army and Navy departments, as heretofore, as no new purchasing department has as yet been created. This, it is expected, will be done when the Food Control bill finally becomes a law. In the meantime, the Committee of the Council of National Defense is taking care of all the preliminary work that can be done. Samples of peas have been asked for to conform to the standards set forth by the Government, the inspection of which will be undertaken by the National Wholesale Grocers' Association as an independent body having no interest in the transaction but being able to furnish the expert knowledge necessary to make such inspections—knowledge, by the way, that is very necessary in this particular case owing to the thousand and one varieties and grades of peas that are likely to be offered.

With the possible exception of tomatoes and corn practically everything else in the vegetable line that goes into cans will be short—perhaps not of normal requirements, but of the abnormal needs developed by the war. While there is no definite knowledge on the subject as yet there is hope that salmon will be plentiful this year, as it is the year for the heavy sockeye run. To be quite in fashion, however, something should happen to it to change the customs of the centuries, for there is no doubt that sockeye salmon have been

doing the same sort of thing every four years ever since there were sockeye salmon. The supplementary opening prices on fruits by the merger are regarded as excessive. Most of the jobbers, however, did their fruit buying early so that there is not the significance attached to these figures that might have been suggested under other circumstances.

A corner in flags has just been exposed by the Federal Trade Commission in a report to the Senate which had demanded an investigation of the bunting situation. Speculators in patriotism appear to have reaped as much as 100, and sometimes 400 per cent. profits recently on sales of our National emblem. Naturally, while not justifying traders upon the country's generous impulses, one wonders how crying a wrong has been met with this six-page pamphlet of a commission busied with war's complex problems. Man lives not by bread and meat alone. Patriotism must be allowed to express itself in color and sound. Until the present there has been no complaint about the rise in the price of speeches in or out of the Senate. As for flags, practically every family had its own beloved family flag at the war's outbreak, ready to be mobilized on the second for a more solemn occasion than the Fourth or Decoration Day. These are the emblems that count—the slightly faded, sometimes spotted and patched buntings, not of acreage size, which hang from thousands of small houses and flats throughout the country, emblems that represent the steady-burning patriotism of millions. These the flag-corner never affected, but chiefly reception committees of foreign commissions, and great corporations wishing to make a suitable display. The Federal Trade Commission will now, no doubt, be allowed by the Senate to resume serious business.

The feeling is growing daily that President Wilson should accept the resignation of the weak members of his cabinet and make up a new cabinet composed of the strongest men in the country, irrespective of politics. This, of course, would necessarily put a man of the type of Roosevelt at the head of the War Department in place of the third-rate lawyer who now rattles around in that position. Mr. Wilson is doing well for a schoolmaster who has never had any business experience and who has no executive capacity. The prosecution of the war is being greatly hampered by lack of force and foresight on the part of the President and his executive officers. Unless the cabinet is immediately reconstructed along business lines millions of lives and billions of money will be needlessly sacrificed. It is a matter of everlasting regret that this re-organization was not undertaken at the beginning of the war. To delay longer is to invite disaster and prolong the war for years longer than it would last if we placed competent men in all the executive offices of the Government.

### HOW FAR CAN THEY GO?

The question that will probably be decided this year is whether co-operative associations of growers, such as have been developed and fostered by the State of California, are superior in their authority and influence to the law of supply and demand, which, at this writing, remains unrepealed. The Peach Growers, for instance, have established prices higher than those of last year, notwithstanding the fact that they will be called upon to market one of the largest crops ever raised, and estimated at 40,000 tons. They succeeded last year in disposing of a reduced crop at full prices, and distributed to the growers greater profits than, individually, they had ever been able to gather before. Hitherto advances in prices by reason of scarcity or otherwise have usually happened between the time the grower sold the peaches to the packer and the packer distributed them to the jobber, so that the packer, as a rule, got the full benefit of the advance. The effect of all these associations, however, has been to advance the price to the consumer, so that the man on the street cannot be expected to regard them with the same unqualified enthusiasm as the growers themselves. Following upon the naming of the opening prices by the Peach Growers came an advance of  $\frac{1}{8}$ @ $\frac{3}{8}$ c a pound, that could hardly be accounted for on any ground than that they wanted to advance them. In the meantime outside packers think they see an opportunity to recapture some of the business that the growers took away from them last year, and there are well defined rumors of price-cutting. With a 40,000 ton crop, outsiders should be in possession of a plentiful supply.

Other interesting developments of the week include the recognition by the Prune Association that "a contract stands on its terms," and that modifications of the guarantee or of any other provisions cannot be made without the consent of both parties. Incidentally, buyers who tried to cancel their contracts because of this attempt to alter them without their consent have found also that "a contract stands on its terms," and unless it contains a clause permitting its cancellation on the attempt of the other party to modify it, it is likely to have to stand as it reads until there is a distinct and specific violation of its terms.

### HOW THE WAR WILL BE WON.

It has been a common thing for a nation in an alliance during time of war to provide funds to those in the combination lacking them, although the most common method of co-operation has been the natural one of lending soldiers, but history would be searched in vain to find anything on so great a scale in the line of lending or giving as the loan of \$3,000,000,000 by the United States to the entente powers within so short a period. Thus far more than half the aggregate amount has been handed over by our Government. The liberality toward Russia is highly commendable. The amount thus far

furnished is \$175,000,000, the first installment being \$100,000,000. This evidences the confidence of the executive in the new regime in Russia. The bulk of the loan to Russia will be used in the purchase of railroad supplies. Last week France was given a credit of \$60,000,000 and Belgium has received half of its \$45,000,000. The total of these loans thus far is \$1,323,000,000. It will probably prove true this time as in the past that the war will be won by the longest purse, the submarine to the contrary notwithstanding.

### NO MORAL PERCEPTION.

The action of the German people in defying every law of God and man and indulging in orgies of crime which would not be tolerated or countenanced by savages in the wilderness appears to be due to lack of moral perception, judged by any standard the world has been able to establish. The brutality and indecency of the German people appear to be racial traits, judging by the way many Germans in this country undertake to palliate heretofore unheard of crimes on the ground of military necessity. It is unfortunate for all concerned that the Government does not act with more promptness in imprisoning people of German birth or descent who still continue to think and talk as though this country was still neutral, instead of engaged in war with the most brutal people the sun has ever permitted to shine upon. The fact that the German people in this country, as a class, do not appear to realize that their position as partisans of the Kaiser has been changed by our declaration of war against the cohorts of autocracy shows very plainly that they, too, lack the moral perceptions which distinguishes a civilized from an uncivilized people.

Oklahoma's oil and gas industry passes next month under the strictest sort of control by the State Corporation Commission, which, under powers recently granted by the Legislature, has framed a comprehensive set of rules for the conservation of these natural products. The most striking rule seems to be that by which the production of any gas well is limited to 25 per cent. of its potential capacity for each twenty-four-hour day. Reports are required monthly from the pipe-line companies, and in times of heavy production even daily returns will have to be made. No oil or gas may be produced under conditions making for waste, and the intentional drowning with water of any gas stratum, the tolerance of underground waste of oil or gas, the unnecessary utilization of either, or the burning wastefully of either, are rigorously punishable. All necessary equipment for conservation of gas must be on the ground before drilling begins. In case oil and gas are struck together, special apparatus must be installed for separating them. The method of plugging an unutilizable flow of gas from the ground is regulated by the Commission.

# The Plymouth Motor Castings Company

**Will Sell 2500 Shares of Common Stock, at \$10.00 Per Share,  
Which is Par Value. (Full Paid and Non-assessable.)**

No stock has been sold at less than par and there has been no promotion stock issued.

The Company commenced business 1½ years ago, making the high quality castings, Grey Iron and Semi-Steel, which are in so great demand and their business has grown rapidly. Plant No. 1 was doubled in capacity. This being inadequate, ground was purchased and Plant No. 2, an up-to-date daylight foundry, 50 x 210 ft. was built, a 10 ton per hour cupola installed, core room and ovens constructed, cleaning room and pattern shop erected—and Plant No. 2 is in operation.

The fame of our castings is firmly established, business offerings have been received from California; Brooklyn agents representing English Manufacturers in England; from Canada; and many times our capacity from Detroit; other cities in the state and other states.

We are now making castings for automobile concerns, trucks, tractors, marine engines, motors, Heater Co.'s., plumbing supplies, grain and cream separators, highest class machine shops, etc.

Contracts have been made for supplies and deliveries assured—pig iron from Zug Island, Detroit, and foundry coke from the Solvay Co., Detroit.

Plant No. 1 is nearly free of debt, and Plant No. 2 is all free and clear with perfect title.

To enable us to increase our output requires more working capital and equipment. Hence this offer of stock.

Our capitalization is \$250,000.

\$200,000 Common Stock and \$50,000 Preferred. (no preferred sold, nor for sale)

A little over \$50,000.00 Common stock sold, with the balance in the treasury.

When this issue of stock is sold our dividend period will soon commence.

We have a profit of over \$30,000 in our pig iron contract, alone, computed on present market price.

Our Board of Directors comprise:

Prof. Herbert J. Goulding, Ann Arbor, Mich.

Prof. Herbert S. Mallory, Ann Arbor, Mich.

John F. Rinsey, Real Estate and Insurance, Ann Arbor, Mich.

James B. Hickey, Foundry Manager, Plymouth, Mich.

N. E. Sherwood, Business Manager, Detroit, Mich.

President, N. E. Sherwood.

Vice President and Treasurer, J. B. Hickey.

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Business and Sales Offices, 703-4 Empire Bldg., Detroit, Mich.

Foundries on trackage at Plymouth, Mich.

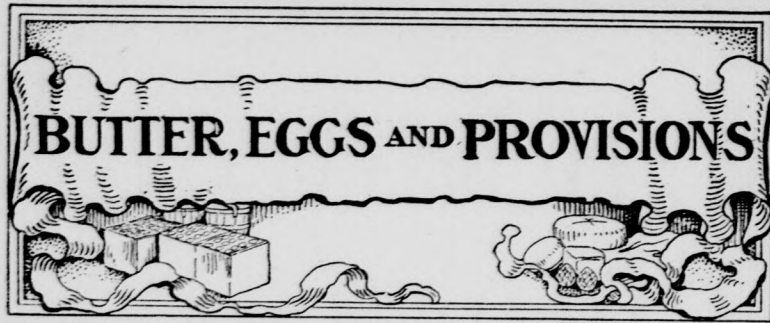
Buy all of this issue of stock that you can while you can get it at par and DON'T DELAY sending in your order.

You will be having a gang of men working and making money for you every working day.

We own our properties. Practically unlimited business offered us, (a foundry that can turn out the **QUALITY CASTINGS,—ALWAYS HAS MORE THAN IT CAN DO**). Good profits assured. In fact, an ideal stock to buy.

Mail your order immediately to N. E. Sherwood, 703-4 Empire Bldg. (formerly called the Gas Office Bldg.) Detroit, Mich. (Write **PLAINLY** your full name and address.)

Should any order get here too late, it will be immediately returned to you.



**BUTTER, EGGS AND PROVISIONS**

**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.

**Shift in Selling Values of Butter and Cheese.**

There has been a very marked shift in the relative selling values of cheese and butter in both Eastern and Middle Western markets during the past ten days. Butter values under the influence of stronger speculative buying have moved upward from 1@1½c. while cheese prices have declined fully 2c per pound, the break in some markets being even greater than this. It is, of course, very uncertain how long the support which has forced New York extra butter above 39c will be continued. The price, measured by past records, looks high for this season of the year. The advance was caused in part by several good-sized Government orders and in part by the publication of the Government report of butter holdings July 15, which indicated a lighter movement of butter to the warehouses than last year and a decrease of 22.2 per cent. in the reserve as compared to a year ago. This statement has had a bullish influence on a good many traders, but there are a number of conservative operators who view the advances with alarm. They take the position that high prices this year are bound to curtail consumption, that an unusually large consumption of butter substitutes must be expected the coming winter, that public agitation against the prices which must be charged this winter to show a profit on the stock now held is bound to come and that there is no certainty that the present shortage in the reserve may not disappear before late fall.

It is, of course, impossible to forecast the extent of the make of butter during the remainder of the season. We are past the flush and the make is now shrinking. However, if the present relation of cheese and butter values continues it is certain that a relatively larger proportion of our total milk production will go into butter and a relatively smaller proportion into cheese. The influence of relative butter and cheese values upon the relative production of each has been clearly shown by this season's record. All during May and June cheese sold at unusually high prices in relation to butter and by July 1 we had accumulated a reserve of cheese 38 per cent. larger than last year, while our reserve of butter on July 15, as noted above, is prob-

ably in the neighborhood of 22 per cent. less than last year. We believe that our July 15 holdings of cheese were even more than 38 per cent. heavier than a year ago. The sharp break in cheese is sure to curtail production and to throw more of the milk into other channels. Some of this milk will go to butter, some for market use, some to ice cream making and some to condensers who are the only dairy product manufacturers now doing a large export business. This heavy demand for condensed milk may serve materially to lessen the amount of milk which would normally be diverted to buttermaking following the break in cheese.

The sharp decline in cheese prices is largely attributable to the heavy reserve and the hazy export outlook. The British government is in control of the cheese trade in Great Britain and in Canada. We have now settled to a level of cheese prices close to the British government price for Canadian cheese, but there is no certainty that an export demand would promptly develop were our markets to fall below the Canadian ruling. Such a situation might be met by a reduction in the Canadian price by the British government. And conditions in the Canadian market at present make such a step possible. Reports

**Why Not 3 Flavors?**



Why continue to sell but two flavorings—lemon and vanilla? Crescent Mapleine, the rich "Golden Flavour," is just as staple as either. Has more uses. Blends with all flavorings—and nearly all foods. Makes a wonderful syrup. Sell lemon, vanilla and Crescent Mapleine. Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hilfer Co., 1503 Peoples Life Building, Chicago.

**CRESCENT MAPLEINE**

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

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**New Perfection Flour**

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



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

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

**EAT SKINNER'S THE BEST MACARONI**

MY SIGNATURE  
*Paul Skinner*  
 ON EVERY PACKAGE

**WILSON & CO.**  
 We are the Largest Buyers  
**Poultry, Eggs, Packing Stock  
 Butter and Veal**  
 IN THIS CITY  
 If not receiving our quotations write us.  
 Get in touch with us before selling.  
 20-22 Ottawa Ave., N. W.  
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**Rea & Witzig**  
**PRODUCE COMMISSION MERCHANTS**  
 104-106 West Market St.  
 Buffalo, N. Y.  
 Established 1873

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

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

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

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

**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.

**EGGS WE BUY WE STORE WE SELL EGGS**  
 Make us your shipments when you have fresh quality Eggs, Dairy Butter or Packing Stock—always in the market, quick returns. We sell Egg Cases and Egg Case material. If not receiving our weekly quotations write us.  
**KENT STORAGE CO.**  
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**Dandelion Vegetable Butter Color**  
 A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.  
 Manufactured by Wells & Richardson Co. Burlington, Vt.

**Mr. Flour Merchant:**  
 You can own and control your flour trade. Make each clerk a salesman instead of an order taker.  
 Write us today for exclusive sale proposition covering your market for  
**Purity Patent Flour**  
 We mill strictly choice Michigan Wheat properly blended to produce a satisfactory all-purpose family flour.  
**GRAND RAPIDS GRAIN & MILLING COMPANY.**  
 GRAND RAPIDS, MICH.  
 The Sack that keeps the flour IN and the dirt OUT.

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**Specials for This Week**

**Red Star Brand Virginia Irish Cobbler White Potatoes**  
 Stock the Best  
 Prices Always in Line

**Georgie Pink Meat Lopes**  
 12-15 in Crates

**Georgia Elberta Peaches**  
 6 Basket Crates

Also All Kinds Fruits and Vegetables

**Vinkemulder Company**  
 Grand Rapids, Michigan

from Montreal speak of a weak market, an accumulation of at least 250,000 boxes, and it is stated that the cheese commission has refused to grade and accept any more cheese for the time being owing to the scarcity of freight. With the British government in control of the bulk of the shipping it seems hardly likely that they would afford facilities for forwarding American cheese when they cannot find accommodation for all the Canadian make at hand.

The movement to cut down the number of deliveries by retail dealers, which was started a few weeks ago by a department of the United States Government, is having the attention of some butchers, as is evidenced by several communications that have reached us on the subject. However, there is no concerted action by butchers—those who are cutting down on deliveries or discontinuing them entirely are doing so on their own hook, and not in accordance with resolutions passed by their associations. For some reason—perhaps simply because of carelessness or lack of ambition—the butcher associations have not even discussed the matter in their meetings. Yet it is of the utmost importance, because it means money to the butchers, who have for years complained of the cost of deliveries. Here is the chance of a lifetime to correct the evil, and the mass of butchers close their eyes and ears to the opportunity.

Why not raise rabbits to increase the meat supply? Rabbits breed rap-

idly, mature quickly and produce a palatable and highly nutritious meat. The cost of production is less than that of any other meat, not excepting poultry. Practical experience has demonstrated that rabbit meat can be produced in unlimited quantities at a cost of about 6 cents a pound. A number of butchers have gone into hog raising as a side line. Good. Go to it. But all can't raise hogs. Those who haven't enough room, or time, or money to go into the hog business can tackle the rabbit proposition. The more thought given to it the better it looks.



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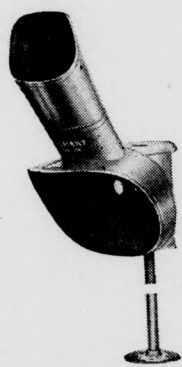
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Brothers, Inc.**

Bay City,  
Michigan



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

**You Cannot Candle Eggs Unless You  
"TWIRL" the Egg with a Backward and Forward Movement**

A farmer might just as well plow a field, making the furrows three times as far apart and cover up the unplowed ground, making the field have the appearance of being plowed, as to candle eggs without twirling the egg. When the farmer would begin to reap his crop, he would find it was an expensive proposition, although he did it in much less time.

You have the same proposition in candling eggs. If you do not candle eggs right, you might just as well not candle them at all, and you positively cannot detect blood rings, red rot or spots without twirling the egg, and two-thirds of all rotten eggs belong in "blood rings." This is estimated by the Agricultural Department at Washington, D. C. Ask any produce shipper, pure food inspector or anyone who understands the egg business to enlighten you on this subject. Do not buy a worthless "so-called" egg candler, as it will necessitate your buying again later on.

**GRANT  
DALITE  
Egg Candler**

Is absolutely the *only egg candler* on the market which has been adopted by the produce trade in general. It is now being used by most all the large produce dealers in the United States, who have changed their entire system to use the Grant Da-Lite Egg Candler. This is evidence enough of its merits.

We can refer you to a large number of dealers in your territory who are using the Grant Da-Lite Egg Candler. It is the

**only egg candler on the market which does not require you to build a dark room to candle eggs in, and the cost of building a dark room alone is more than the original cost of the Grant Da-Lite Egg Candler. Get in touch with the nearest produce dealer and get his advice before you purchase.**

*Write for descriptive literature and full particulars. The Grant Chart price \$1.00, enables anyone to candle eggs with absolute accuracy.*

**Grant Manufacturing Co.**

**:-:**

**Kokomo, Indiana**



### People's Money Wrongly Diverted by Government.

Written for the Tradesman.

So many matters of great importance are in process of Congressional adjustment that it is difficult if not impossible to make any prediction as to future business. Two questions which have a somewhat disturbing influence on business are the proposed excess profit tax and the proposed 15 per cent. surtax on surplus earnings of any corporation remaining undisturbed for sixty days after the close of the year. The latter, especially, is now receiving the attention of business interests many of whom declare such a tax will be a severe blow to industrial development and will cause a decrease instead of increase in Government revenue. It is maintained, and justly so, that, as a rule, individual undivided surplus earnings are put back into the business or held as reserve working capital to provide for contingencies, such as might arise from the end of the war creating stagnation in business, etc.

No matter how true these arguments may be, there is no prospect that this provision of the revenue bill will be eliminated. Congressmen and Senators have no hesitation in saying this clause was incorporated in the measure for the express purpose of forcing payment to stockholders of the greater portion of the profits made in 1917 in the form of dividends, so the Government can receive the tax on these dividends. The provision mentioned provides that all corporations must pay this tax on their undistributed surplus, less 20 per cent. allowance on the undistributed surplus required for use in the operation of the company. It is noticeable this surtax will be applicable to a large number of corporations that will not come under the provisions of the excess profit tax and includes the undistributed surplus of fire and life insurance companies. This means that many corporations which make a habit of distributing but a small proportion of surplus earnings to stockholders each year will find themselves facing the question as to whether they will pay the Government a heavy tax or give their stockholders the full benefit of the earnings. This question is now being seriously considered and the consensus of opinion is that the undistributed profits will go to the stockholders rather than to pay the Government a large tax. It can, therefore, be expected that a number of juicy melons will be cut just previous to the close of the year. While stockholders will participate with pleasure in the melon cutting, they may not

be so happy when later they are called upon to furnish the capital that would have been saved had it not been for the 15 per cent. surtax.

By reason of the Liberty Loan and certificates of indebtedness, United States Treasury receipts have been largely in excess of disbursements. These excess collections should go back into ordinary banking channels. To allow the money to accumulate in the Treasury would strip the money market of needed supplies of money to exactly the amount of the accumulations. On the other hand, to let this money pass into the hands of the Federal Reserve Bank as Government deposits is to practically lock it up fully as much as if it lay in the Treasury vaults, as Federal Reserve banks do not come in with mercantile borrowers as the ordinary commercial banks do. Of course, the arguments can be advanced that this surplus Government money can be gotten out of the Federal Reserve banks by member banks upon their asking accommodation. This further penalizes the use of the money and member banks are naturally reluctant to adopt that course.

There is no question that when United States Treasury receipts exceed the disbursements, the excess should go back into the channels from which it is derived—the ordinary commercial banks. Therefore, Government deposits should go to the Commercial and not the Federal Reserve banks. Secretary of the Treasury McAdoo has pursued the policy of transferring all accumulations of Governmental funds to Federal Reserve banks, these accumulations recently running as high as \$200,000,000. This \$200,000,000 taken out of reserve money of member banks naturally tightens the money market, and high loaning rates are the result.



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Audits made of books of municipalities, corporations,  
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OF GRAND RAPIDS

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
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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   |
| Combined Total Resources .....    | 13,157,100.00   |

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

This would not have happened if Government deposits had been made directly with commercial banks. Government accumulations are held by bankers to represent money taken from commerce. Such money belongs, therefore, to commerce and it should not be deprived of its proper function of serving commerce by being either locked up in Treasury vaults or being transferred to Federal Reserve banks, which cannot use the facilities of loan and discount of the commercial banks. That the Federal Reserve banks themselves realized this Government accumulation should go back into commercial channels is evident from the fact that, in the absence of borrowing from member banks, the New York Federal Reserve banks went into the open market to purchase acceptances—a course of procedure highly unsatisfactory to banking interests.

It will be a relief to National bankers to ascertain that the Comptroller of the Currency announces that in future calls for reports of conditions of the banks, they will not be compelled to make detailed statements of the various classes of money in their vaults, according to the schedules heretofore used. Except when needed for statistical purposes probably once or twice a year, National banks will only be required to report in their periodical statements of condition to the Comptroller the money in their vaults under the following heads: Gold coin, silver and minor coins, clearing house certificates based on specie and currency and paper currency. Under the head of "paper currency" the National banks will include all gold and silver certificates, National banks notes, Treasury notes, United States notes, Federal Reserve notes and Federal Reserve bank notes.

Ever progressive and in line with the best banking thought, the Old National Bank of Grand Rapids has employed an expert agriculturist to go about Kent county and preach the gospel of better agriculture along the lines adopted at the meeting of the Michigan Bankers' Association. There is no question but that the work of the banks of Michigan in this line of endeavor will be productive of good results and be of lasting benefit to the State at large. Paul Leake.

#### Restore the Country Town Again.

July 31—I was interested in reading the articles in last week's Tradesman on the conservation of waste now used in deliveries to cater to the indulgence of people who have legs and arms to carry their purchases home, thereby relieving an army of able bodied men suitable for army officers and soldiers. I heartily approve of this plan and believe these facts should at once be impressed upon every man, woman and child. I also believe we could go further and utilize the vast army of mail carriers, both city and rural, most of whom are young and middle aged men in good physical condition who could help to swell the ranks to meet the present crisis and to hasten the day of world-wide democracy.

I have been a general retail merchant in a small town and witnessed the establishment of the rural free delivery, also the decrease in business in the once thrifty small town, which

has been reduced to a mere hamlet in many cases, and the building up of the large city mail order houses as the result. Give a small town dealer his chance again by relieving all rural carriers for army service. Our country needs at once the fittest of the men for the call to colors and I believe that many thousands of our best men for army service are now making their daily rounds to indulge their patrons and who would cheerfully change their occupation for the same wage to do their patriotic duty at this time. I fully believe there is as much justice and logic in this connection as in any and all other waste conservations now being agitated. It is economic as well as patriotic. If you know of any reason why this should not be done, all right, but if not try to make some kind of an article out of this omelet. I have read your Tradesman for the past twenty years in St. Johns and Ann Arbor. Noble Burnett.

**Grand Rapids  
Store Fixture Co., Inc.**  
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**Q**UITE 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?

**T**HE 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.

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

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

**GRAND RAPIDS TRUST COMPANY**

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OTTAWA AT FOUNTAIN. BOTH PHONES 4391

## Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

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

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

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

Wm. N. Senf, Secretary.

## BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

**HOWE SNOW CORRIGAN & BERTLES**

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

**END IS NOWHERE IN SIGHT.****World's Progress Halted By Orgy of Slaughter.**

The three most awful years in the world's history have drawn to a close.

Three years ago to-day Germany declared war on Russia, precipitating a conflict which has killed five million soldiers and certainly over a million civilians — perhaps many more; cost directly between seventy-five and a hundred billion dollars, and piled up a sum of human woe entirely incalculable.

Not a corner of the earth has been too remote to feel the effect of the forty million or more men who have gone forth to war. Not an intelligent being but has been stirred to his depths by the dreadful, wasteful fire that has scourged the globe.

From a petty Balkan quarrel, resulting in the seizure of Bosnia and Herzegovina by Austria and in the Assassination of the heir to the throne of the dual monarchy and his consort by resentful Jugo-Slavs, the conflagration has spread to every continent and every land. Most of the world is directly involved in war, and in the non-belligerent countries questions stirred up by the conflict are the subject of intense and constant domestic differences.

What changes "on the map" the war will make still await the great peace conference to be told; but already human society has been altered with such swiftness as can scarcely be paralleled even in the era of the French Revolution.

Russia has changed from the greatest example of an absolute and burdensome autocracy to the world's most liberal democracy, and in many other nations the bonds forged by birth and privilege are giving away.

Germany has its first imperial chancellor, without a "von" to his name — a small, uncertain step toward democracy. The Junkers and the militarists are still in the saddle, but their faithful, carefully-nourished slaves have them worried.

The British government has taken over thousands of great industrial plants to run on war work, while similar changes of revolutionary character have taken place in France, Italy and Germany. Even the United States has commandeered all the shipyards for the purpose of speeding them up.

Woman's place in the community everywhere has increased in importance. The wives and sweethearts must labor while their men are on the field of battle. And this prominence of the sex has resulted in the promise of equal suffrage to women in Britain and will undoubtedly give greater political rights to women in many other lands.

Germany has forced by law perhaps a million persons into industry; France would have put a similar measure into effect had the entrance of the United States into the war not made this unnecessary. The state of West Virginia has passed a statute making it a crime to be idle in war time.

For their working millions the governments are caring as never before.

Their health and their lives are the objects of solicitude. The value of a human being, simply from the standpoint of productivity, is realized.

Men's brains have been busy these three years of war. But, if we take Thomas A. Edison's word for it, the results in new inventions have been surprisingly small. And still smaller have these results been from the point of view of human benefit.

In two directions, however, the world has progressed. The conquest of the air has gone forward rapidly; aeroplanes fly vast distances at enormous speeds in comparative safety. Second, in the enormous, melancholy war hospitals, the surgeons have developed new marvels in saving the badly wounded, molding new faces on disfigured unfortunates, preventing the suppuration of injured tissues, curing severe burns and doing many other marvels.

The world's possessions have been destroyed at a most alarming rate. Scores of great cities, hundreds of towns and thousands of villages lay in crumbling brick and mortar, Millions of homes have been devastated.

New enterprises, new railroads, bridges, schools, colleges and a myriad other works of peace have failed to be built as they would have been in the normal development of nations. Instead, the old equipment has been wearing out. Railroads in the warring nations have steadily deteriorated for lack of men to repair and replace them. Everything that does not serve the immediate purpose of war has been neglected.

Somewhere between seven and ten millions tons of ocean shipping lies at the bottom of the ocean, the prey of the submarine, the mine and the raiding cruiser. It will take many years of peace for mankind to catch up in material things.

In the things of the mind the world has halted, too. Schools and colleges are nearly empty. The usual quota of doctors, lawyers and trained technicians is not being turned out. Even elementary education is undoubtedly suffering.

Against this is to be set the inspiration to the human brain of extensive travel. The war has stirred up many sluggish brains. Probably fifteen million Russian peasants, who otherwise would never have strayed fifty miles from their native villages, have gone thousands of miles away from home to fight and seen strange lands and peoples and imbibed new ideas. They have been learning many things.

The war has now gone the three years allotted by the late General Kitchener. His famous prediction was considered pessimistic at the time it was made. Few believed the war could last so long. Still it rages, each day more fearful, and the end is not yet.

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

**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

**OLD NATIONAL BANK****GRAND RAPIDS, MICH.**

177 MONROE AVE.

**Complete Banking Service**Travelers' Cheques Letters of Credit Foreign Drafts  
Safety Deposit Vaults Savings Department Commercial Department**Our 3½ Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT****Fourth National Bank**

United States Depository

**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 YearCapital Stock and Surplus  
**\$580,000**WM. H. ANDERSON, President  
J. CLINTON BISHOP, CashierLAVANT Z. CAUKIN, Vice President  
ALVA T. EDISON, Ass't Cashier**FOR SALE**  
**Cartier General Store**

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

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

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

Address all communications to

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



**Late News Notes From the State's Metropolis.**

Detroit, July 31—Three thousand 3-ton chainless trucks have been ordered by the United State War Department from the Packard Motor Car Co. This is the second order placed by the Government with the Packard within ten days and brings the total of the two orders up to 4,800, representing a money value of more than \$16,000,000.

Kay & Co., investment bankers, have purchased the business of Besner, Cramer & Muehl including the firm's membership in the Detroit Stock exchange. Samuel J. Besner has become associated with Kay & Co., and will manage the company's stock trading department, which has been fully equipped to render clients quick and efficient service in buying and selling local listed and unlisted securities.

The Sanders-Burridge Co. has opened an office equipment show and salesroom in the Topping-Sanders building, 133 West Fort street. Everything in office outfitting will be on display in the new store, which is reported to be fitted out according to latest business efficiency methods.

William F. Wilson, organizer and proprietor of the six Yale hat stores in Detroit, Cleveland, Rochester and Buffalo, died Saturday in his home, 59 Dexter boulevard, after an illness of several months. He was 70 years old. Mr. Wilson was born in Glasgow, Scotland, December 3, 1846, and came to this country thirty-three years ago. On his arrival he made his home in Detroit and engaged in the hat business. Following eleven years of service as manager of the men's hat department of the J. L. Hudson Company, he established the first Yale hat store and this is the eighteenth year of the existence of his chain of stores.

Newcomb, Endicott & Co., who conduct one of Detroit's biggest department stores, has increased its capital stock from \$1,000,000 to \$2,500,000, the increased capital being for the purpose of financing the new addition which will be built at the southeast corner of Woodward and Grand River avenue.

It has been previously announced that Newcomb, Endicott & Co., and the E. J. Hickey Co., will have larger shoe departments when the new buildings are completed, and now comes the news that the shoe department at the S. L. Bird store, on Woodward avenue, will also be considerably enlarged with the completion of the adjoining Kreske building of which S. L. Bird will occupy several floors. It will probably result in giving the entire second floor over to men's shoes.

There is one sale yearly at the J. L. Hudson Co. store which is anxiously watched by the public as well as department store officials in other cities. It is the anniversary sale. The first was in 1915 when the concern celebrated its thirty-fourth anniversary. It proved such a tremendous success—Sometimes like a million dollars' worth of merchandise being sold in five days, that it was repeated in 1916, and the company will repeat it again this year. While the exact dates are not ready for publication, it will be during September. Most of the merchandise has been purchased for the sale, and is already in the warehouse. Every department plans ahead for this event. In the shoe department it is said that there will be some sensational bargains. During the thirty-sixth anniversary sale, the entire Hudson store will be decorated inside and out. Special catalogues, containing a list of the more important bargains, will be issued, and a special advertising campaign will be instituted.

T. J. Jackson, manager of Ye Bootery, 295 Woodward avenue, one of the most popular and exclusive retail shoe shops in the city, is offering

one-half off on pumps for both women and men. The sale started July 20, and is creating a record for business. In the past Ye Bootery has had sales, offering discounts of one kind or another, but never anything like the present sale.

Go into any retail shoe store, and you'll find offerings anywhere from one-quarter to one-half off original sales price. While it is customary for retailers to cut prices in July, the reductions seem to have been started a trifle earlier this year. As one dealer puts it: "The cost of living is so high that you have got to make it an inducement for people to buy when the season is half over. Ordinarily all you have to do is to announce price reductions and you go business, but this year people are figuring the value of a dollar more closely than formerly, and unless you can offer a real bargain, you are not likely to find many takers."

Our pride in having harnessed Niagara receives a severe shock in the news that Italy is utilizing volcanic heat to warm her houses and light her cities. Almost a hundred years ago a Frenchman discovered that the steam issuing from cracks in the earth in Tuscany was heavily charged with boracic acid, and proceeded to establish a plant for its extraction, the beginning, according to our Consul at Florence, of a most successful industry. But it has remained for our unimaginative generation, first to set the surplus steam to operating engines, and then to bore down to a point where a pressure of two or three atmospheres and a temperature of 350 degrees Fahrenheit released power sufficient to send a current of 16,000 volts to various towns and one of twice that strength to the two chief customers of the enterprise. Our Consul fails to state whether or not there has been opposition to reckless use of this steam for fear that it might interfere with the activities of the volcano.

It is better to fall down on a job than to "lay" down on it.

**We Specialize In  
Automobile Industrial  
Public Utility  
SECURITIES**

**THURMAN-GEISTERT & CO.**  
formerly ALLEN G. THURMAN & CO.  
Michigan Trust Bldg. & G. R. Savings Bank Bldg.  
Grand Rapids, Michigan  
Citz. 4480 Bell M. 4900-01

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.

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

Resources  
**9 Million Dollars**

**3 1/2 Per Cent.**

**Paid on Certificates**

**Largest State and Savings Bank  
in Western Michigan**

**Growth**

No great institution leaps into being in the twinkling of an eye. Most notable movements or achievements find their being under stress.

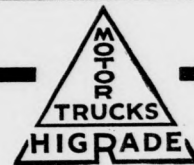
The Gem Motor Car Corporation has had its period of probation to experience. There were obstacles to overcome. There were discouragements to surmount. But, also, there were triumphs.

The Gem construction was new—radically different. Critics were busy. But Gem construction proved itself. Gem confidence, persistence and determination, as usual, have won a victory.

We should be pleased to have you share in the prosperity which we believe is in store for this meritorious company through the purchase of treasury stock at par—\$10 per share.

**DEUEL & SAWALL, INC.**

Murray Building, Financial Agents  
Citz. 7645 Grand Rapids, Mich. Bell M. 2849



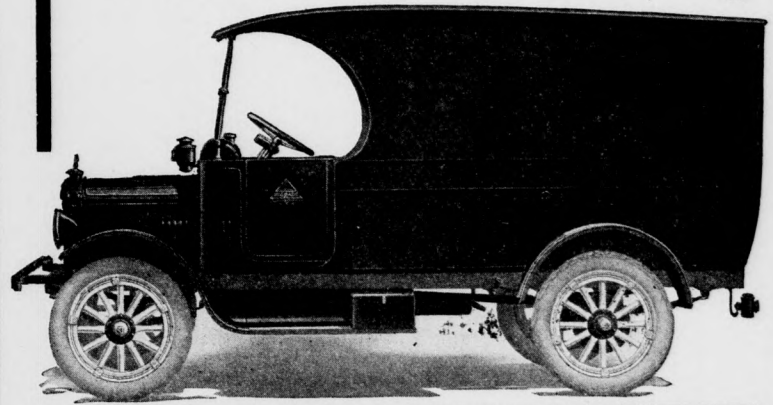
The best things are hard to get, but give most satisfaction when you get them. This applies particularly to

**The Higrade Truck**

No pains has been spared to make this pneumatic tired, worm driven, electric lighted and started light power wagon the best that can be produced.

It was built against quality and not to a price. It's the car you ought to have at the price you ought to pay.

Our sales department would like to hear from you.



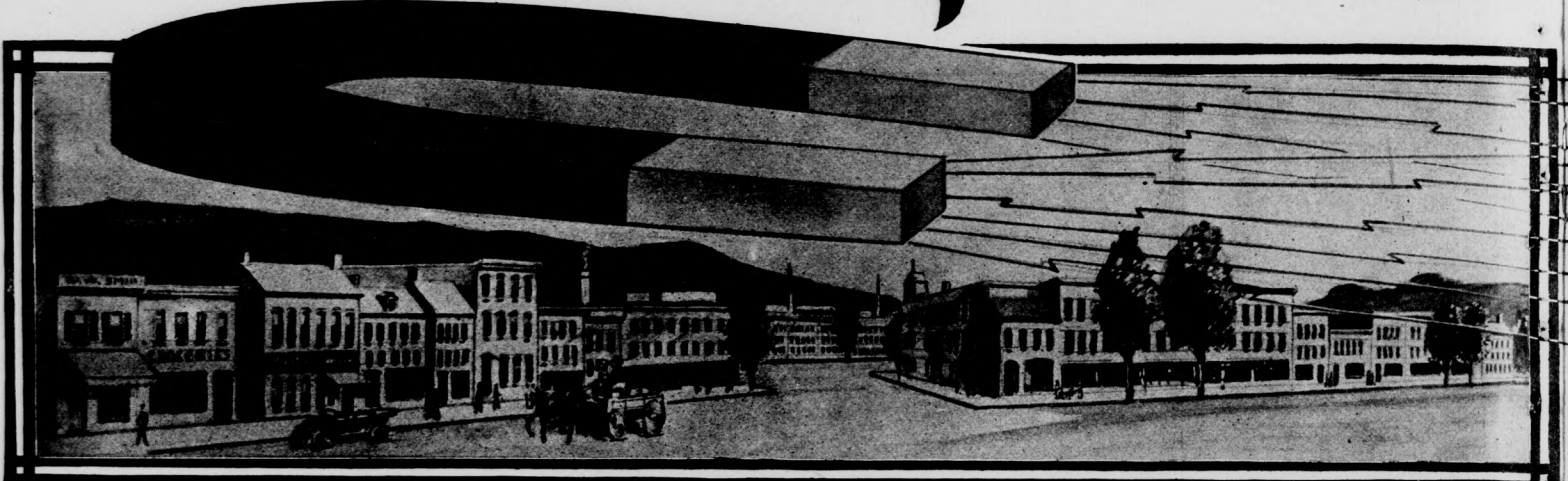
**HIGRADE MOTORS COMPANY**

SALES OFFICES  
43 VOORHEES AVE.  
BUFFALO, N. Y.

EXECUTIVE OFFICES  
GRAND RAPIDS, MICH.

PLANT  
HARBOR SPRINGS

# The Pulling Power



## What is the Pulling Power of Your Town?

Every town and city in the State of Michigan is virgin business territory. The people are prosperous. They have money and are willing to spend it.

The town or city with the greatest pulling power will naturally get the greatest share of this trade. For that reason it is all important that merchants exert every effort to increase the pulling power of their town, to draw trade from a greater radius, from a greater number of miles.

It has been proven again and again that the prestige of a town can be so increased that people will want to shop there, that they will come from comparatively great distances to patronize its stores and its industries.

How is it possible to increase the pulling power of your town?

In many stores the biggest item left in bulk is "service." Everything else is in packages. Buying and selling prices are so thoroughly established, that service is the one thing that determines more than anything else the growth of a store or a city.

What does service mean?

It means, first, a selection of goods for which there is already a demand.

It means those goods attractively displayed.

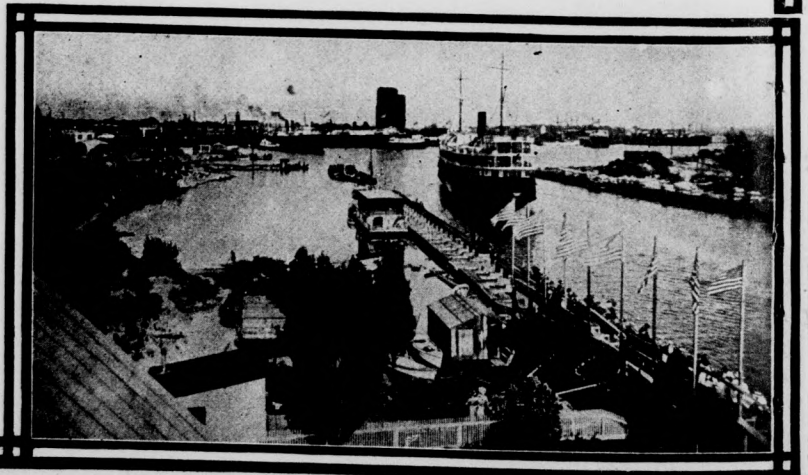
It means adjustment of differences without disputes.

It means an absolute willingness to refund money or exchange unsatisfactory goods without hesitation.

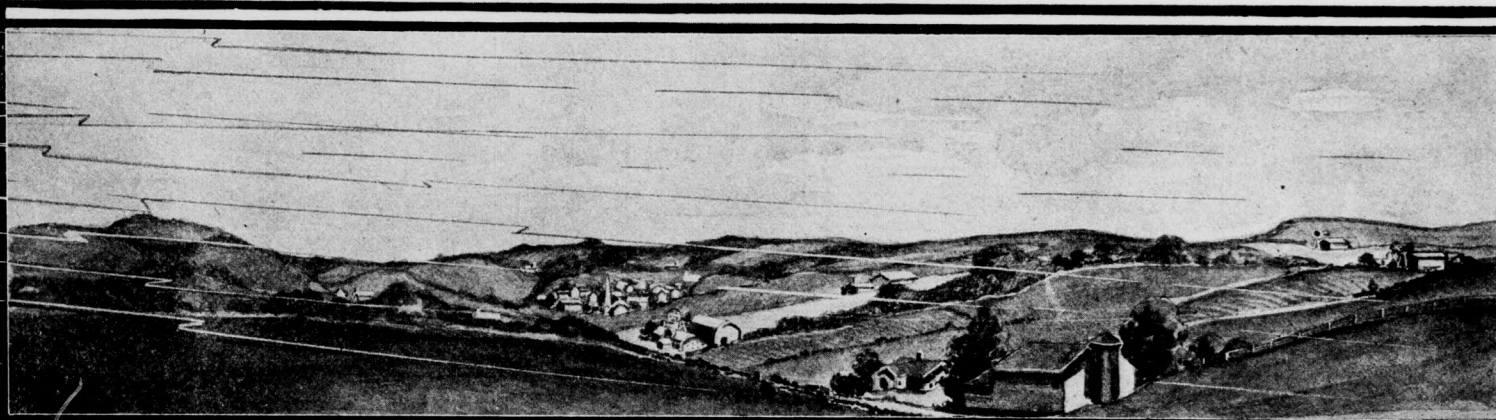
It means to anticipate the wants of the community. The merchant should not be backward in introducing new goods for which there already exists a demand elsewhere. This in itself will prove that the merchant and his store are wide-awake and in the front rank with other progressive merchants throughout the United States.

### Ludington, Michigan

Ludington is a thriving city of 10,000 people with many busy industries, surrounded on all sides by summer resorts, with 50 miles of cement sidewalks and 20 miles of paved streets. It has 20 churches, 6 modern public school buildings, besides parochial schools. It is in the direct path of Chicago steamboat lines north, and is the western terminal of the Pere Marquette Railway in Michigan. It has electric light and power, municipal water system, domestic lighting and fuel, gas and a million dollar harbor.



# r of Your Town



Service means affable clerks and courteous treatment of customers at all times. If your town does not already have a rest room for the wives of farmers who come to town, it means the providing of a place where your farmer customers can spend their idle time in comfort.

Finally, service means a closer relation between yourself and your trade, an acquaintance that has a firmer foundation than a desire to sell goods.

These are some of the fundamental things that will help to attract trade to your town—and any merchant who honestly strives to carry out the real principles of “service” as it is here described, will be able to build for himself a business of such volume that would be impossible to build in any other way.

If the merchants in any town or city get together and individually carry out the ideas of service as we explained it, there is nothing short of a miracle that can keep such a town from progressing.

“Service,” real service in every meaning of the word, will increase the pulling power of any town. It will put your town into the front ranks of the progressive towns in the State or in the United States.

The Grand Rapids Wholesalers’ Association is vitally interested in the success of the retail merchants of Michigan, because upon the success of the retailer depends our own success.

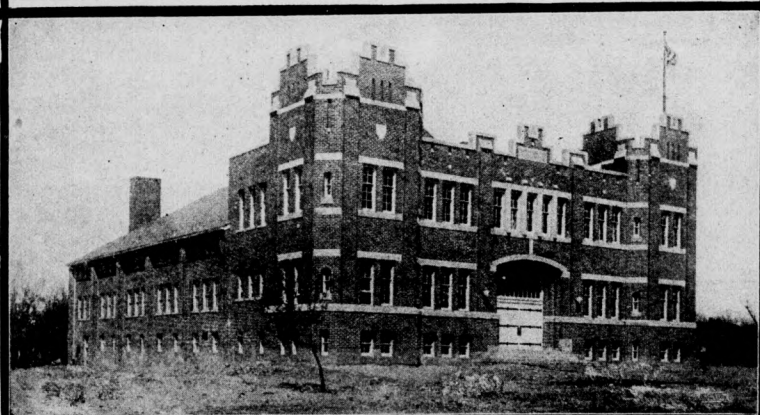
Every time we help a merchant to increase his business, we are, to a certain extent, helping ourselves, because it will mean increased business for us as well as for the retailer.

Grand Rapids is a great wholesale market. Quality for quality and price for price, no other market can offer better buying inducements than Grand Rapids.

Make Grand Rapids your buying market. Let the Grand Rapids Wholesale Dealers’ Association help you to make a bigger and better success of your business, because it is only by co-operation of wholesaler and retailer that the maximum success can be accomplished.

This ad. is No. 4 of a series. Accompanying each advertisement are interesting views and facts regarding cities in Michigan and territory contributing to Michigan's great wholesale market.

**Grand Rapids Wholesale Dealers Association.**



## Owosso, Michigan

The city's name was derived from that of “Wassa,” the principal chief of the Shiawassee band of Chippewas, who prior to the first occupation of the county by the whites, lived near Shiwasseetown. Owosso has about 12,000 inhabitants. With its factories, railroads, river spanned by five bridges, streets paved with block and lined with imposing blocks of brick and stone, residence streets adorned with elegant and tasteful structures and shaded by native trees, fine modern school buildings and churches and the large armory shown in the illustration, it is the busy, beautiful and prosperous home of citizens of thrift and culture.

W. A. Seegmiller, Secretary  
Owosso Improvement Association.



### Accessory Stocks for the Small Shoe Dealer.

Written for the Tradesman.

More than once the writer has suggested through his contributions to the Tradesman the importance and value of subsidiary lines of merchandise to shoe dealers of the villages and smaller towns. The inevitable falling-off of business in such stores owing to the number of young men who have already volunteered for military service together with those who will presently be drafted, gives this suggestion further point.

When these young men leave for the several cantonments, their faces will be missed on the streets and in the social life of the small towns and villages in which they have lived. And they will be missed in the stores where they have hitherto traded. And the local shoe dealer will miss them and their trade. And the serious thing about it insofar as the local shoe dealer is concerned, is the thought that there will be no others to take their places. Consequently the number of pairs of shoes bought for young men's wear will be appreciably less. In other words there will be a shrinkage of business, due to no fault of the dealer; due, in fact, to no circumstance over which he has any control whatsoever.

And a little business lost to the small dealer means much to him, for as a rule he has had hardly enough hitherto. In many instances he has had no little difficulty in making even a good living out of the business, to say nothing of building it up into a larger business. The seriousness of this problem is now being faced by thousands of small shoe dealers all over the country.

These retailers must do something to maintain the volume of their business. What shall they do? Whither shall they turn? My suggestion is, turn at once to subsidiary stock. Introduce sufficient side-lines to more than make up for the loss of shoe trade in consequence of the removal of the young men upon whose business you have hitherto been depending. And I see no reason why this cannot be done without in any way jeopardizing your main line.

The subsidiary stock idea is not new. People have become accustomed to it—especially in the larger towns and cities, and the larger towns and cities set the pace for the smaller communities. The dry goods store, in its evolution from a dry goods store to a department store, gives a vivid and illuminating illustration of the subsidiary stock idea carried out to its logical and legitimate conclusion. The old fashioned drug store or apothecary shop everywhere has developed into a up-to-date drug store with miscellaneous lines too numerous

to catalog in this connection. And both the department store and the modern drug store are popular.

Not only so, but pretty much all other stores that used to handle certain limited lines that were popularly supposed to delimit the retailing activities of a store of that sort—such as the grocery, the hardware store, the jewelry shop, etc.—have added numerous other lines; and in so doing have both increased the volume of their business and added new pep and interest to their displays and their selling activities. Don't think it is written in the code that you must stick to certain customary and conventionalized ways and methods. It isn't. This is a free country. And business belongs to him who can get it, and care for it efficiently. And, for another thing, don't make the mistake of supposing that, because an idea or selling plan is new and untried in your community, it is doomed to failure. It may be, of course, but that you'll never know decisively until you have tried it out and found that such is the case.

The people of your town require a great many things besides shoes. And they can always be persuaded to consume even more than they require. In other words the actual call is below their buying and consuming capacity. Which means that there is always a good opportunity for some aggressive dealer to get busy and convert this latent capacity into actual calls for merchandise.

Leather novelties make acceptable side-lines for the shoe store. And staple commodities in leather—bags, suitcases, handbags, belts, cardcases, pocketbooks, leather covered memorandum books and the like. Being what they are—namely leather goods—you have the point of relatedness in the material. Hence they can be sold judiciously, if I may so put it, in a shoe store.

And hosiery: tiny little socks and stockings for the feet of very little folks, stockings for school and special wear for the boys and girls, stockings for the women folks, and socks for men—these surely may be said to belong in the store which sells footwear. They are, indeed, a very essential part of one's footwear.

But one doesn't need to stop there—with footwear ornaments, leather-goods novelties and staples, and socks and stockings—one can also add handkerchiefs (to be sold singly or in boxes of three, half a dozen or more), neckwear for women folks, etc.

Or one can add a pretty full line of sporting goods and sporting goods accessories—baseballs, footballs, golf balls, tennis balls, gloves and the several types of footwear designed especially for the

## The STYLE and QUALITY Combination to be Found in The "Bertsch" Goodyear Welt Shoe for Men

will bring you the repeat orders.

The insistent demand of your best trade for a moderate priced shoe, having both STYLE and QUALITY, can best be suited by selling them the BERTSCH shoe line.

The BERTSCH shoe stands alone—is in a class by itself. We have aimed to make a line to appeal to the average man—the man who wants style, good conservative style, and quality so that he will get service from the shoes he buys.

In the BERTSCH shoe you will find both style and quality—quality of workmanship and quality of material—far superior to any similar line offered you today.

They are so carefully worked together into the shoe that the combination forms a trade builder you cannot overlook.

Your customers will find in the BERTSCH shoes comfort and service-giving qualities they want.

For the future success of your business YOU should RECOMMEND and SELL the BERTSCH shoe line to your trade.

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

This shoe is being advertised to your customers. Are you prepared to meet the demand?



This particular style will be in big demand. As all Playmate shoes it is made to fit growing feet on an attractive last, and is constructed so as to give service.

#### Gun Metal English Black Cloth Top

|      |       |                    |
|------|-------|--------------------|
| 2343 | 8½-12 | \$2.10             |
| 2443 | 12½-2 | 2.25               |
| 7522 | 2½-7  | 3.60 Growing Girls |

#### Gun Metal English Matt Top

|      |       |                    |
|------|-------|--------------------|
| 2336 | 8½-12 | \$2.30             |
| 2436 | 12½-2 | 2.50               |
| 757  | 2½-7  | 3.00 Growing Girls |

#### Pat. Plain Toe English White Cloth Top

|      |       |        |
|------|-------|--------|
| 2358 | 8½-12 | \$2.15 |
| 2457 | 12½-2 | 2.25   |

### Hirth-Krause Company

Tan the Leather and Make the Shoes  
Grand Rapids, Michigan

several different classes of outdoor sports.

And as fall comes on, certain lines that may be counted on to move readily—gloves for men and boys, both for work purposes and occasional wear, caps with flaps coming down over the ears—a good line bought right so they can be sold at an attractive price, and so on ad extendum.

The nature and extent of such lines cannot, of course, be definitely and explicitly outlined, for conditions in no two towns or villages are identical. One fellow's limit will not necessarily be the limit of the other fellow. I have merely contented myself by making certain broad, and rather sketchy suggestions.

The list of possible, acceptable and profitable side-lines that are now, or might be, distributed through the retail shoe dealer of the small town or city is ever so much more lengthy than these few articles that I have here enumerated would seem to indicate.

Think the matter over, if you are deploring the removal of a bunch of fine young fellows from your clientele—think it over and see if it isn't possible to make up for the loss of their trade by increasing the volume of sales to the folks who remain behind. If that can't be done, the inevitable must happen: the profits of your business for next year will be appreciably smaller than they were this. And can you afford it? Cid McKay.

**Bankruptcy Proceedings in Southwestern Michigan.**

St. Joseph, July 21—Lewis E. Payne, formerly doing business as the Kalamazoo Pattern Works, filed a voluntary petition and was adjudicated bankrupt. The following are listed as creditors: Union Trim & Lumber Co., Kalamazoo \$ 52.50  
A. A. Guerne, Kalamazoo 25.20  
Celery City Lumber Co., Kalamazoo 17.00  
Arthur Berry, Kalamazoo 30.00  
Dairyman Milk Co., Kalamazoo 7.00  
Commonwealth Power Co., Kalamazoo 45.00  
Michigan Telephone Co., Kalamazoo 40.00  
Central Mfg. Co., Kalamazoo 20.00  
Onward Brass Works, Kalamazoo 40.00  
Henry Hadgam, Los Angeles 8.00  
Comstock Mfg. Co., Comstock 40.00  
Peter Molhoek, Kalamazoo 30.00  
Peoples Ice & Fuel Co., Kalamazoo 45.00  
Gill Lumber Co., Kalamazoo 45.00  
P. Arvidson, Kalamazoo 30.00  
James Wall, Kalamazoo 111.00  
M. Bestervelt, Kalamazoo 30.00  
Model Baking Co., Kalamazoo 20.00  
Kalamazoo Creamery Co., Kalamazoo 20.00  
Vanderberg & Hoekstra, Kalamazoo 60.00  
Estate of John Fletcher, Kalamazoo 250.00  
Mrs. A. H. Bloom, Kalamazoo 400.00  
Peter Van Peenan, Kalamazoo 8.00  
Hinckley Electric Co., Kalamazoo 13.00  
H. C. Pitz, Kalamazoo 6.00  
Myers Meat Market, Kalamazoo 12.00  
Estate of C. A. Baker, Kalamazoo 60.00  
Tolhuizen & Mersen, Kalamazoo 33.00

Assets.  
Accounts receivable at face value \$1,307.53

July 23—In the matter of John M. Brown, bankrupt of Baroda, the following are scheduled as creditors:

Secured Creditors.  
Frank Bihlmire, Baroda \$1,000.00  
Frank Bihlmire, Baroda 500.00  
Agnes Bairs, Baroda 500.00  
Unsecured Claims.  
O. P. Miller, Baroda \$200.00  
Yates Lumber Co., Pan Yan, N. Y. 350.00  
John Feather, Baroda 300.00  
William Walworth, Benton Harbor 1,200.00  
J. H. Harrison Basket Co., Shelby 1,120.00  
National Manufacturing Co., Detroit 300.00  
Fred Shafer, Baroda 850.00  
Minnie Slutt, Baroda 250.00  
Maria Burkholtz, Baroda 300.00  
W. E. Hogue, Baroda 600.00  
Henry Bays, Baroda 50.00  
Henry Mayer, Berrien Springs 200.00  
Adam Harr, Baroda 200.00  
Case Dearmond, Baroda 500.00  
Bridgman Supply Co., Baroda 150.00  
A. F. Rich, Baroda 500.00

Assets.  
Real estate \$3,800.00  
Bills and promissory notes 598.00

Stock in trade 600.00  
Machinery, tools, etc. 100.00  
Debts due on open accounts 816.30  
\$5,914.00

Property claimed exempt, \$1,430.  
In the matter of Fred A. Lancaster, of Schoolcraft, the first meeting of creditors was held and, as no claims were proved or allowed, and it appearing there were no assets above the bankrupt's exemptions, an order was made that no trustee be appointed and the bankrupt allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, after which the first meeting of creditors was adjourned without day.

July 24—In the matter of Alfred Bentall, Charles Day and Bentall & Day, a copartnership, the first meeting of creditors was held at Allegan. No creditors were present or represented and no claims were proved or allowed, whereupon an order was entered that no trustee be appointed and the bankrupt granted their exemptions as claimed. The bankrupts were sworn and examined by the referee without a reporter, after which the meeting was adjourned without day.

July 25—In the matter of Lewis E. Payne, formerly doing business as the Kalamazoo Pattern Works, bankrupt, an order was entered calling the first meeting of creditors at Kalamazoo on August 3 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

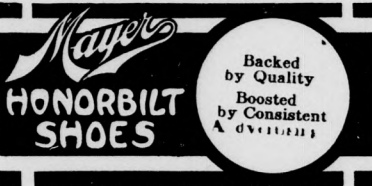
July 26—In the matter of Bart Foley, bankrupt, of Dowagiac, an order was entered by the referee confirming the trustee's report of exempted property. Orders also were entered by the referee authorizing the trustee to bring proceedings for the recovery of certain alleged preferences and for a hearing upon the trustee's objections and exceptions to the allowance of the claim of Kidd Dater & Price Co. for \$1,568.

July 27—In the matter of Sidney D. Pigeon, bankrupt, of Constantine, the first meeting of creditors was held at Centerville. No claims being proved and allowed and there being no assets above the bankrupt's statutory exemptions, an order was entered that no trustee be appointed and the bankrupt allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter, whereupon the first meeting of creditors was adjourned without day.

July 28—In the matter of Henry Kephart, Phillip Kephart and Kephart & Son, a copartnership, bankrupt, the referee directed the trustee to file his final report and account preparatory to closing the estate and declaring a final dividend. A first dividend of 5 per cent. has been declared and a final dividend of about 10 per cent. will be declared and ordered paid.

**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



**Liquor, Drug Addicts**

**TAKE SAFETY FIRST**

The NEAL Remedies given at NEAL Institute will destroy the appetite at the end of treatment. A guarantee Bond, for every patient, with (3) day Liquor Treatments, upon request. Don't doubt nor hesitate, COME; make us prove it, at our expense if we fail; strictest privacy is maintained to patients, their friends, at our Home.

534 Wealthy St. S. E., City  
PERRY MILLER, Manager

**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.

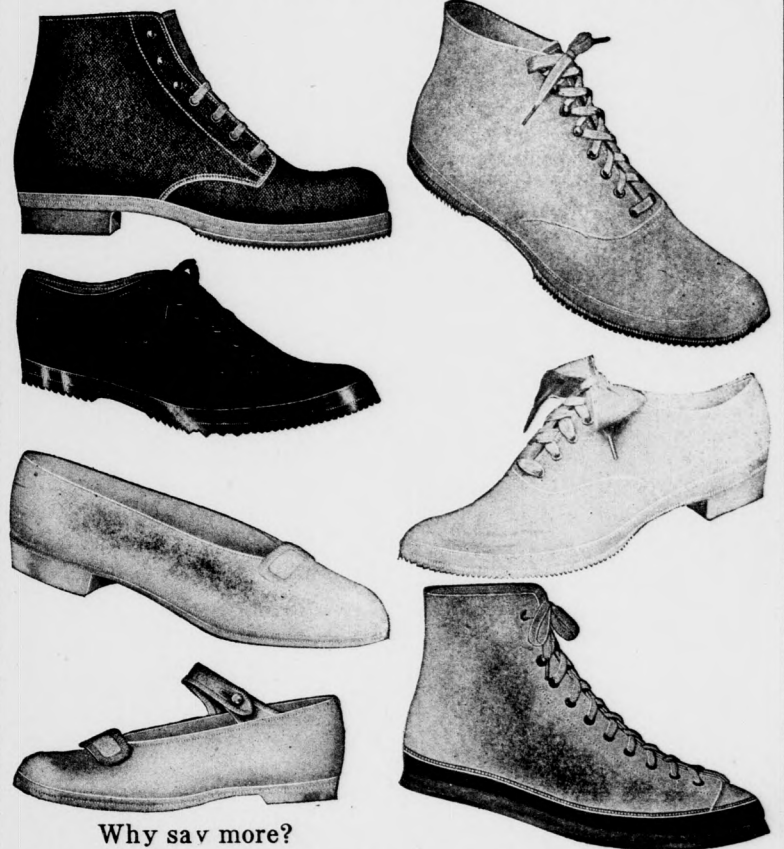
**Rindge, Kalmbach, Logie Company**

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"

**Hood's Great Tennis in Stock in All Styles**

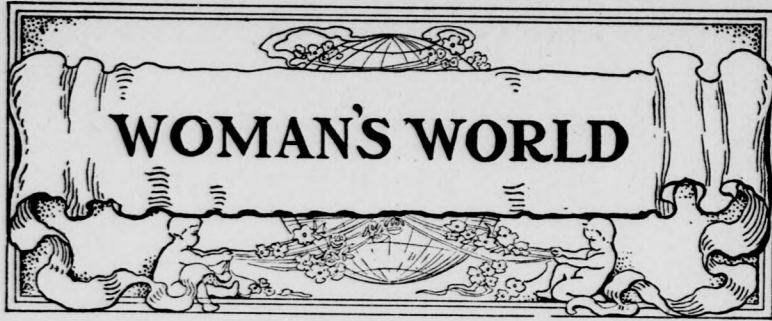


Why say more?

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



### The Handicap of the Disagreeable Member.

Written for the Tradesman.

"I am anxious to hear Dr. Mitchell, and I hope I shall meet him socially while I am here," said Mrs. Bell, who was visiting in Highland City, to her hostess. "Although he is not the pastor of your own church I know you regard him highly, and I hear so many speaking enthusiastically in his praise. It is evident from all accounts that he has the courage of his convictions and is not of the weak, toadying sort, but he must be sweet as well as strong, and also genuinely sympathetic, else he would not be so warmly loved.

"I am sure he is a remarkable man, the more so because he is succeeding in the difficult field of spiritual uplift, in spite of the handicap of a tactless wife. I remember hearing you speak a little apologetically of Mrs. Mitchell as 'a woman who means well but who is sometimes a trifle too outspoken,' but I was not prepared to find her as she is. Your friend Mrs. Donohue introduced me to her at the club yesterday. Rarely have I met a woman so thoughtless and rude in conversation. Speaking her mind in season and out, with no regard for the feelings and opinions of others, seems to be her main object in life. With her repeeling manner she never can bring anyone to her way of thinking, and it is easy to see that she is one who stirs up antagonism wherever she goes. And her husband must counteract this—often not an easy thing to do—before he can, as you may say, begin his work. What couldn't such a man do if only he had the right sort of wife?"

This Dr. Mitchell is not the only man who is handicapped by a tactless and too plain-spoken wife. You can hardly fail to know some doctor, lawyer, storekeeper, college professor, or school superintendent, a man whose patronage and success depend on the good will of the public—married to a woman who gets at odds with everyone she meets. Very likely you can count up several such among your acquaintances. And it is only the exceptional ones who, like this well-loved Dr. Mitchell, have the ability to succeed in spite of the handicap. Many a man who might have risen higher is held down to mediocrity, simply by the bad manners of his wife. In other cases this deplorable fault on the part of her who should be his helper, may be one chief cause of the husband's down-right failure.

But it is not always the wife who is the disagreeable and disliked member of the family. The Allens are rather

"property poor" and considerably in debt. Years ago Mr. Allen made one or two successful speculations, but his recent ventures have not turned out well. At present his income is quite small. The home place, which they are anxious to sell because it is so expensive to keep up, consists of a large house with ample grounds and three or four lots planted to fruit and garden. In former seasons much of the product of their little "farm," as they call it, has gone to waste—Mr. Allen would not be bothered with trying to dispose of it. This year Mrs. Allen arranged with a near-by grocer to handle as much as he could of their surplus. The plan would work nicely if she or the daughter Lizzie could pick and carry to the store every basket of string beans or apples, and every crate of berries. But whenever Mr. Allen takes over fruit or vegetables, there is friction with the grocer.

Mr. Allen haggles over prices, and often wants to stick for a certain amount, regardless of market condi-

### The Book of Plain Prices

All the prices in "OUR DRUMMER" catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from "OUR DRUMMER" buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## Apple Webb Dress Gingham

Fancies, 12½

Plains, 13½

It's a good gingham, and now is a good time to buy it.

Our stock on hand is complete.

Send us an order.



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

You Can Buy Flour —  
IN

# SAXOLIN

## Paper-Lined Cotton Sanitary Sacks

DUST PROOF  
DIRT PROOF  
MOISTURE PROOF  
BREAKAGE PROOF

The Sack that keeps the  
Flour IN and the Dirt OUT

Ask Your Miller in Your Town

— he can give you his flour in this sack

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

For samples and particulars write

THE CLEVELAND-AKRON BAG CO., CLEVELAND

tions. And he is unwilling to follow the grocer's suggestions as to the way things should be picked and prepared for sale. Several times the arrangement has come very near to the breaking point because of Mr. Allen's arbitrary ideas and insolent ways.

Mrs. Allen is fair-minded enough to see that the grocer is doing the right thing by them. He certainly is making no large profit, and it is far better for them to take what he is willing to give, than to let the stuff go to waste as it has done in former years. Yet she is all the time worried lest the dealer become so exasperated with Mr. Allen that he will call the whole thing off and buy elsewhere.

All through business personality cuts a large figure. One disagreeable member in a firm or corporation may annul the efforts of all the others in an important transaction. One discourteous salesman or one snippy salesgirl may lastingly prejudice against a store a hundred persons who would be valuable customers.

But it is not in matters where dollars and cents are concerned that the handicap of the disagreeable member presents its most serious and distressing aspects. Indeed, in some cases there is no loss of money. That his wife is thoughtless in speech does not affect a man's pay as a mechanic. A milliner may succeed in business despite her husband's boorishness. But there is no instance where a disagreeable one in the family does not cause the other members humiliation and curtailment of social opportunities and enjoyment, besides occasioning great unhappiness in the home.

"I should like ever so much to take Miss Wesley, my dressmaker, with us on the long motor trip we plan to make next Monday," said Mrs. Albert. "She is confined so closely sewing that I know getting out for a day would be a real treat to her. But we can't decently ask her without asking her mother too, and her mother is a perfect bore. She has a high-pitched, disagreeable voice and talks incessantly. It just isn't in human nature to endure her in the machine five or six hours at a stretch. We'll ask Adeline and Bertha Hill. They always are pleasant motor guests."

So it goes. In some households a child who has been pampered and spoiled by doting parents may be the disagreeable member. Friends learn to avoid going to the home where there is a saucy, ill-natured youngster, and never willingly extend an invitation that includes the cantankerous little Johnny or Dorothy.

The disagreeable member is worst at his or her own fireside. How can mother make home the dearest place on earth to her boys and girls if "Dad" is in a chronic state of grouch and irritability? On the other hand, the best husband and children in the world can not be happy with a nagging wife and mother. In some families, sad to say, a grown son or a grown daughter is the disturbing element.

No family should be afflicted with the handicap of the disagreeable member. Dear reader, if you or I are among those who are making all this needless unhappiness, let us mend

our ways speedily. If we know we are not guilty in this respect, to us may be appointed the extremely difficult and delicate task of aiding in the cure of one who is. The spoiled child should feel the firm hand of correction. But in the training of children, reliance should not be placed on discipline alone. Much depends on the home atmosphere and the instilling of noble principles, the placing before the mind of high ideals.

What if the disagreeable member is grown, or middle-aged, or past? Even then, reform is not impossible, and he or she should not be allowed to persist in the mistaken course without hearing words of loving and tactful appeal to the better nature. If these can not be made effectual, earnest protest and rebuke should be resorted to. Desire for betterment must be aroused. Then the wrong ways will be dropped off. We are learning nowadays that mental and moral growth and development may take place after the hair is gray and the figure bowed. The shrewish tongue may become gentler, the high temper may be controlled, the unpleasant manner can be toned down, and some degree of the kindness and consideration that should have become habitual in youth may be acquired even in the fifties and sixties. Quillo.

**Are You a Mason?**

Are you a mason? If so, may I ask how much did you know about masonry before you became a member? Did you not have to become a member first and then find out the benefits afterwards?

The same thing is true in this matter of efficiency. When a man is entirely outside of the efficiency movement—when he has never studied or proved the principles of efficiency, how can anyone explain to him what it means?

To a large extent efficiency must be taken on faith. You can never fully appreciate it; you can never even understand it in a practical way, until you study it and apply it to your own affairs.

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.

**The Friendship of a Child**



is a valuable business asset. Make the children of your neighborhood your friends by giving them FREE a

**TOY BALLOON**

—OR—  
with every purchase of 50 cents or more.

Children go wild over them.

Sample free to requests on business stationery.

Dept. k, **CARNELL MFG. CO.**  
338 Broadway, New York

**Slidewell Collars**

The SLIDEWELL COLLAR has a scarf protector which frees the tie from all interference by the back button.

Custom laundering does not destroy it.

The broad claims covered by the SLIDEWELL patents make impossible the duplication of the comforts without infringements.

Our stock of SLIDEWELL COLLARS covers all the season's latest styles.

Window and Counter display materials furnished upon request.

We have a very complete stock of Soft Collars to select from.

**PAUL STEKETEE & SONS**

Wholesale Dry Goods

**GRAND RAPIDS,**

::

**MICHIGAN**

**American Sugar Refining Company**

**SAVE THE FRUIT CROP**

Our advertising is telling millions of people that if they use more canned and preserved fruits they will not only help to stop the great waste of fruit, but will also have delicious, healthful and economical foods to vary winter's menus.

This advertising will create a greater demand for Domino Granulated, the best sugar for canning and preserving.

**American Sugar Refining Company**

*The Most Complete Line of Sugar in the World*

**Government Requirements**

It has suddenly devolved upon Uncle Sam to serve the Nation and practically the whole world at large in the capacity of buyer and distributor.

Our Government is in immediate need of goods of every description to an extent unparalleled in the history of the Nation. Manufacturing, transportation and labor in the development of the country's resources—all are co-operating and are being co-ordinated to produce quality and service in this unprecedented need, that the situation may be met efficiently and with credit to ourselves and to the principles of democracy which are involved.

With pardonable pride the Petoskey Portland Cement Co. points to the fact that, through strict adherence to clearly defined business policies and high manufacturing standards, it will soon be in a position to intelligently serve the Government with Portland cement of the highest quality to meet the exacting needs of the War Department and the people.

If you, as an investor, wish to assist us to contribute to this result, we suggest that you subscribe for stock in our company now while it can be obtained on a par basis—\$10 per share.

**Deuel & Sawall, Inc.**

Financial Agents

**Petoskey Portland Cement Company**

**Murray Building**

**Grand Rapids, Michigan**



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

#### Clearing Out What Is Left of Summer Stock.

Written for the Tradesman.

Many hardware dealers credit the success of their business to the fact that they have always made a practice of keeping the stock clean. Not merely bright and attractive, but free from dead stuff, hold-overs, unseasonable goods.

"If a line isn't selling well, I get busy and hustle it along," expressed the idea of one merchant. "I hold a special sale, offer a discount, or do something else to get rid of the goods, no matter if I have to trim my margin a little in order to put the stuff across. It is better to do that than to let the goods become shop-worn. If I can't sell them that way, then I drop that line as soon as possible."

Hold-over goods—summer goods carried over from one summer to another—are not invariably a dead loss. In fact, under war conditions, they may become a source of profit, owing to increased scarcity and enhanced prices. But they are always a gamble; and the same cause that in one case boosted the price to the dealer's advantage may next time knock the bottom entirely out of prevailing prices. The hardware dealer is not a gambler. He is a straightforward business man. As such, he will work for a fair profit and a sure one rather than play for a big gain and at the same time run the risk of a dead loss. The business man usually wins in the long run; the gambler usually loses.

Hence, a clean up of seasonable goods should be made some time in August.

The necessity of such a clean up

may in some cases be practically eliminated by good salesmanship earlier in the season. Pushfulness in July will render unnecessary the shading of prices in August and September. Pushfulness in the early weeks of August may still enable the retailer to clear out goods that must otherwise be sold at reduced prices. But, as between holding goods over and shading the price a little, it is still better business to shade the price and clear the goods out.

Refrigerators, ice cream freezers, screen doors and windows, hammocks, lawn mowers, garden hose, and other items are purely summer goods; and if not sold now will have to be carried over. They represent capital which is more useful to the dealer if invested in fall and winter goods. They represent space which ought to be given to more seasonable lines. Mid-August, or even early September is, however, not too late to convert them into very useful cash.

At the same time, it is better not to hold off the mid-summer sale until late in the season. The prospect of getting a few weeks' use out of an article that is rapidly becoming unseasonable will help to sell it; whereas if you put the sale over until fall is here, your customer will say to himself: "Well, by next summer the bottom will have tumbled out of prices, and they'll be just giving it away. Better wait." Sell the goods while the customer can still get a little use out of them; and then it will take only a small price concession to make them move.

The goods must be moved out anyway to make room for the stove stock, which demands a large amount of floor space, and which should be displayed at least a little while before the stove selling season actually commences.

It is good business to make the mid-

#### 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.



## Elevators

Electric and  
 Hand Power

Also Dumbwaiters

Sidney Elevator Mfg. Company  
 Sidney, Ohio

Mention this paper.

## Try Us on Rush Orders

We believe we are filling imperative orders more completely and more promptly than any other wholesale hardware house in the country. If you have any doubts on this score, send us a trial order by

### Mail, Telegraph or Telephone

and note how satisfactorily we can meet your requirements.

We are receiving many voluntary testimonials from our customers on our ability to serve them acceptably in the case of rush orders.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Michigan

## Special Machinery And Repair Work

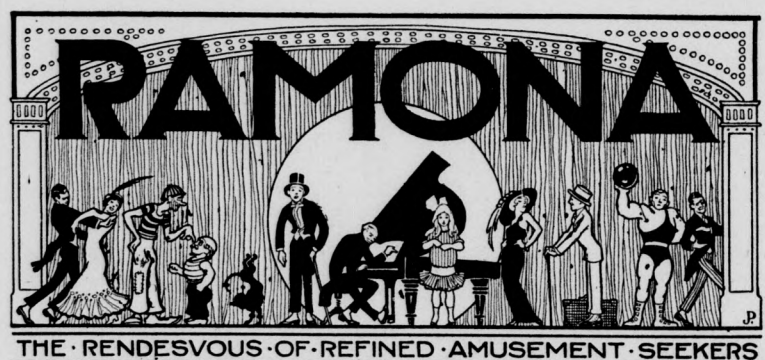
### Leitelt Machine Shops

Are equipped to do any kind of special work in a first class manner. Your own designs or special designs worked out to fit your requirements. Call or write us what you need.

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan



THE RENDEZVOUS 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.

## Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.



summer clearing sale a peg on which to hang the beginning of the fall campaign. Stoves, paints and other fall lines can be made to follow logically. Thus, in one store, every customer who makes a purchase during the mid-summer sale receives stove and paint literature. In another names are secured for the mailing list. In another the proprietor makes it a point to meet newcomers—new customers attracted by the special prices advertised—to get a line on them individually, to feel them out regarding stoves, painting and other fall lines. Of course this "feeling out" process comes after, not before, the sale of the summer goods is clinched.

Some dealers do not get all the returns they should from their mid-summer and mid-winter special sales. They regard the sales purely as a means of clearing out surplus stock. The sales do serve that purpose. But they also bring to the store quite a few new customers—folks who regularly deal with other merchants, or newcomers to the community. The dealer who just sells a new customer what he asks for and lets him go without any further thought, is missing an opportunity.

Get a line on the new customers who are attracted to your store by your mid-summer sale. Find out who they are, where they live, what they do, what goods in your line they are likely to need.

You say: "People hate to be pestered with impertinent questions." That's true. Nothing truer in the world. But questioning is all a matter of fact. I know one man who can't ask the simplest question without embarrassing himself and offending the person questioned. And I know another man—he's a hardwareman too—who can walk up to a perfect stranger, scrape an acquaintance, find out all about him, and leave the impression that he—Mr. Hardware Dealer—is the friendliest, most interesting, most likeable chap in the world. The difference merely is, that the one man has never developed or tried to develop the knack of being agreeable; while the other has spent twenty years in the hardware business learning to meet people and get on a friendly footing with them.

So, the hardware salesman who knows how to meet people and make friends will find in his special mid-summer sale an excellent opportunity to make friends with new customers. If he hasn't developed the knack of friendliness to the fullest degree, it's an opportunity for practice, anyway. It's better to try and learn how than to play safe and remain ignorant.

When you get a new customer's name and address, jot it down for your mailing list. Try out a little follow-up campaign for a few months. If the same chap comes in again, greet him as an old friend. It's just as easy to do business that way as to be stiff and distant and formal; and it's a lot more profitable. It will make up many times over for the slight shading in price that first attracted the new customer to your store. Victor Lauriston.

**A New Angle on an Old Idea.**

An advertising firm wished to impress prospective customers with the idea that advertising is profitable. One form letter opened with this statement: "There are 25 mountains in Colorado higher than Pike's Peak. Does it pay to advertise?"

Money is the greatest friendship polish in the world.

**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.

*Fiegler's*

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design



**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



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.

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

**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.

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

**Pickings Picked Up in the Windy City.**

Chicago, July 30—One of the greatest undertakings the city of Chicago has attempted in years is going to be that of the South Side bathing beach pavilion. This pavilion will be four blocks and a half long, extending from 75th street to 79th place, on the Lake Front. There will be a woman's department, a men's department and a children's department. Pavilion will be equipped with a refreshment room, dancing pavilion, ice rink and a swimming pool. The swimming pool will be used during the winter months. The beach at this point is one of the best on the South Side, a natural gravel bottom, giving the bathers a change to go out 300 feet before reaching deep water. This will be completed for the summer of 1918.

One of the city improvements started a little over a year ago in Chicago—the widening of 12th street from the Illinois Central depot west to 40th street—is about completed. Some of the buildings razed on account of this street widening were of the latest model and design, but that seemed to cut no figure. These were torn down or moved back in some places as much as 30 feet. Without a doubt it was a wonderful undertaking, and goes to show that they let nothing stand in their way to improve the looks of the city.

It is reported that the Municipal bathing beaches and municipal pier for the month of June and part of July paid the city a bigger revenue than the same period a year ago.

One thing a person notices around Chicago is the small number of fire trap moving picture theaters. The few left are gradually losing out on patronage. This is caused by a few business men who organized and put up some wonderful moving picture theaters with a seating capacity of from 15,000 to 3,000 people. Whenever these theaters are being built they improve the location and attract a large number of people to that neighborhood from business standpoint.

The real estate business in Chicago for the past week has improved a little over the preceding week. There have been a large number of apartment houses changed ownership, the amount of cash running up into the thousands.

The Morrison Hotel has opened up what is known as a Sweet Shop at 71 West Madison street, under the management of E. F. Hendrick. This store was formerly the Morrison Hotel drug store. Since moving to the corner the little store has taken its place from a popularity standpoint in the candy and soda line as one of the best in the city. Everything served or sold is the very best.

The coal men of Chicago are not having their inning with the Government, some claiming that the price of coal cannot be lower, and unless the people supply their coal bins they will find in the fall that the prices will be from 10 to 20 per cent. higher. This seems unreasonable for the reason that soft coal in the city of Chicago to-day is \$10 and \$12 per ton.

The Bismarck Hotel was dynamit-

ed last Tuesday night. Some think it was because of the German name and others on account of the strike conducted by the infamous waiter's union for the past three months. Any business with a German name in Chicago to-day is apt to get a black eye, because the people of the country have evidently decreed that no man who retains a German name shall continue to enjoy the patronage of people who believe in democracy and civilization.

Joseph E. Davies of the Federal trade commission, has arrived in Chicago for an investigation of the packers. The interest of the trade in this connection, of course, lies in the facts which are brought to light as to the packers' influence on the poultry, butter and eggs market. It is considered highly possible, by those in a position to know, that facts will be brought out which will show just how little South Water Street, or the Chicago Butter and Egg Board, has had to do with shaping prices. Such information, if it points to the packers as the big factors in the market, when it comes to determining prices, will have a decided bearing on the sixteen men and nine firms of the Chicago Butter and Egg Board recently indicted.

George Randall, the popular produce man of this city, had a diamond stud worth a thousand dollars, which he formerly wore with great pride on his shirt front. He hasn't got it any more. He was set upon by two highway men near his home one night last week, knocked unconscious and relieved of the pin. Mr. Randall had been to a banquet downtown earlier in the evening. He lay on the sidewalk for almost half an hour before he was discovered. His hurts are painful, but not serious.

Dan Coyne, Sr., of Coyne Bros., recently celebrated the 36th anniversary of his marriage. Dan Coyne, Jr., has gone to Ludington, Mich., with Mrs. Coyne, to spend a few weeks. Charles W. Reattoir.

Doubtless the original board of education was the blackboard.



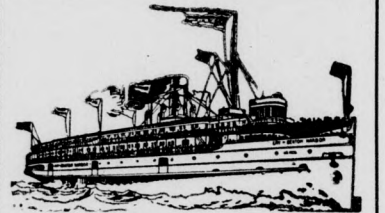
Five Stories Completed April, 1917  
**HOTEL BROWNING**  
 GRAND RAPIDS NEWEST  
 Fire Proof. At Sheldon and Oakes.  
 Every Room with Bath.  
 Our Best Rooms \$2.00; others at \$1.50.  
 Cafeteria - Cafe - Garage

**Chicago Boats**

DAILY  
 9:00 P. M.

VIA  
**Muskegon Interurban**  
 (Train with Electric Star)  
 and  
**Goodrich Line**  
 The All Year Route  
**FARE \$3.00**

**Grand Rapids Station**  
 162 N. Ottawa Ave.  
**City Ticket Office**  
 127 Pearl St., N. W.



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.**

**New Hotel Mertens**  
 GRAND RAPIDS

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



**CODY HOTEL**



IN THE HEART OF THE CITY  
 Division and Fulton

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

**CODY CAFETERIA IN CONNECTION**

**Activities in Michigan Cities.**

Written for the Tradesman.

Hartford will vote Aug. 1 on an appropriation not to exceed \$4,000 to buy a chemical fire truck.

The Detroit Board of Health has voted to build a tuberculosis sanatorium with 650 beds at an estimated cost of \$1,500 a bed, at some point outside the city.

Ann Arbor's municipal bathing beach is now in commission, being open from 8 a. m. until 9 p. m. Four hundred loads of sand have been spread on the shore of the river and the equipment of rafts, swings, etc., is complete.

Starting Aug. 6 the Duluth, South Shore & Atlantic Railroad will operate a food conservation special train for two weeks, stopping at the smaller stations through the Upper Peninsula for speaking and demonstrations assisted by the Michigan Agricultural College.

Ann Arbor has bought 72,000 brick of an Ohio concern for street paving at \$27.50 per thousand.

The Belding-Hall Co., of Belding, will start the manufacture of automobile bodies at factory B about Sept. 1.

St. Louis needs 100 to 200 new houses suitable for working men's families.

Pontiac has an ordinance relative to selling goods there without a license and secured convictions in both municipal and circuit courts in the case brought against a peddler, but has just lost out in the Supreme Court. W. N. White represented a Pennsylvania corporation and contended that he was under the protection of interstate commerce laws and was free from the necessity of taking out a local license, even though he had no place of business in Pontiac. The decision may have a bearing on many other similar cases.

Holland is showing its appreciation of the farmers' trade by building four cement watering troughs for horses, located on the Grand Haven, Holland, Zeeland and the park roads.

St. Johns will purchase a motor driven fire truck.

The Battle Creek fire department is now fully motorized, the last horse-drawn rig having been taken to Camp Custer, the Michigan-Wisconsin cantonment grounds. Almond Griffen.

**Late News About Michigan Banks.**

Dearborn—The capital stock of the Dearborn State Bank has been increased from \$50,000 to \$100,000.

Eaton Rapids—The Farmers State Bank of Eaton Rapids, has been incorporated with a capital of \$25,000. It is understood that the organizer, B. N. Keidter, will be President.

Roscommon — The Roscommon State Bank is taking a prominent part in the preparedness campaign in that county. The Bank has already furnished forty-one grade Holstein cows to the farmers of the county at cost, taking the farmer's note for one year—each animal is insured for the same length of time. The notes bear 7 per cent. interest and the farmer turns one-half of his cream check in weekly to apply on his obligation. The Bank retains security on the cow and its

offspring. The first day the local creamery opened the plant it took in 1,100 pounds of cream. The Bank is going to repeat this plan in the very near future.

Olivet—Olin E. Walcott, Cashier of the Olivet State Bank, was united in marriage to Miss Lillian Krogen, of Ludington, the wedding taking place at the home of the bride's parents. The groom came to Olivet from Sparta in June, previous to which time he was connected with a bank at Sparta. It was while Miss Krogen was a teacher in the Sparta schools that the romance had its inception.

In spite of many protests, the figures given by Mr. Bedford in his call to motorists for economy in use of gasoline still stand unassailable. It seems useless to maintain that increased demand will stimulate production when the fact is that the ground no longer yields oil in the same quantities as formerly. Four thousand seven hundred new wells dug in the first three months of this year yielded less oil than seventeen hundred wells dug last year. In short, there has been no reluctance on the part of the oil men to produce. It is the ground which refuses to be stimulated by any considerations of price or supply and demand. The remedy, then, must be to use less oil, to cut down on consumption for pleasure purposes. The average automobilist will have to do less mere touring, to keep his speedometer from climbing weekly by hundreds. Oil is essential for modern warfare and industry. Of the four million autos in this country, the large majority, no doubt, are pleasure cars. A reasonable economy by every driver of such a car will result in more than enough to make up the annual deficit of thirty-five million barrels with which we are faced. If individuals do not take the initiative, it is plain that the Government, to protect itself, will have to—in a very drastic and thorough-going manner.

Battle Creek presents an anomaly which is decidedly unique, to say the least. Within six miles of the city the Government is creating a military camp to drill 40,000 American citizens to fight the Germans. Yet the public schools will resume teaching German at the fall term next month, notwithstanding the desperate determination of the American people to obliterate the German language and everything else German—including German names—from the daily life of every patriotic citizen in this country. It does not seem possible that any progressive city like Battle Creek would submit to such degradation.

The American disposition is to carry everything too far. In no other country in the world are there so many foolish fads foolishly followed. Anybody can get up an excitement on any street corner. The soap box orator is the man of the hour, everybody listening to him and too many believing what he says. We go too far and too fast.

**Women Want Discount For Carrying Purchases.**

A surprising "back-fire" to the idea put forward by dry goods stores throughout the country that purchasers should carry their parcels home instead of having them delivered took place in Washington, D. C., Monday. Under the leadership of Mrs. Newton D. Baker, wife of the Secretary of War, and with the backing of the National American Woman Suffrage Association, the women shoppers of that city presented a petition to a sub-committee of the Council of National Defense asking that discounts be given to those who carry home their bundles. The proposals are:

"That the consumer be granted, in some form of discount, a just proportion of the saving which accrues when the customer carries the purchases.

"That customers should carry all the smaller purchases.

"That there be no special or accommodation deliveries without extra charge to the consumer.

"That the return privilege be eliminated, so far as possible, the time limit to be restricted to 48 hours, and the customer to bear the expense of the return."

When the merchants of Washington learned the news they were quite prompt in asserting that the granting of such discounts was impossible.

**Lansing Grocers to Picnic in Lansing.**

Lansing, Aug. 1—Thursday, Aug. 9, has been set as the date for the annual picnic of the Lansing Grocers and Meat Dealers' Association. The committee has selected Potter park for the outing and the Michigan Railway Company has granted additional service.

Business among Association members will be generally suspended during the day throughout the city and the Association extends a general invitation for every patron to bring along a basket and "jine in" the fun. This is the first time that the annual picnic has been held inside the city.

The programme committee has also made another radical change this year. There will be no cash prizes for the sport events. Instead larger values will be given, but every prize will consist of some item of food stuff. For instance, two hams constitute the first prize for one event. Flour, coffee, canned goods, etc., take the place of the dollar mark on the prize list all the way down the line.

The programme will open with a baseball game at 10 o'clock between the grocers and meat dealers. The local Red Cross Society has been notified to get in readiness for this. The greased pole and greased pig stunts will follow the fun features. In addition there will be the usual nail driving contests, foot races, tug-of-war, etc., etc. That the youngsters may swim with safety in the Red Cedar guards will be provided.

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Aug. 1—J. J. Berg, the well-known crockery and glassware salesman, has returned from Walled Lake, where he spent a fortnight. He was accompanied by his wife and daughter.

Albert F. Winstrom has taken a lease of the Hotel King, at Reed City. Of late Mr. Winstrom has been located in Flint. Before that he was traveling for a theatrical house and this experience has given him a good conception of what the traveling pub-

lic appreciates at a hotel. He was in the hotel business in the East at one time.

The new Pewamo House, at Pewamo, has been opened for business. The new hostelry is a distinct credit to the village. Built of red brick, with a large cement and brick porch and facade in front, it presents a pleasing appearance. The inside is finished in Southern pine and is very neat and tasty. It will be steam heated in winter and has many modern conveniences. C. E. Vance is manager of the new hotel.

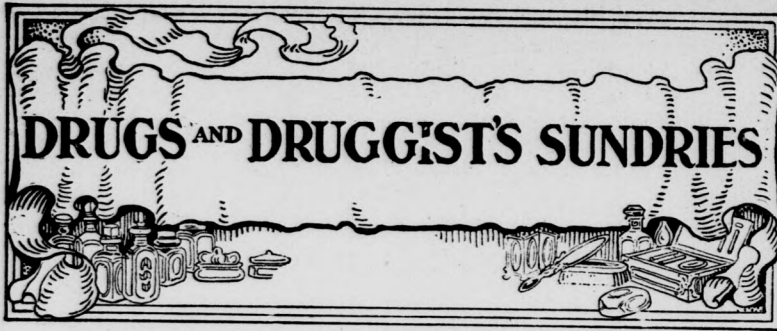
**Eggs To Be Scarce Next Winter.**

Chas. S. Calwell, President of the Corn Exchange National Bank of Philadelphia, in commenting on the large stock of eggs in cold storage, as reported last week by the Dairy and Food Bureau at Harrisburg, writes the Tradesman as follows:

"Everybody is talking conservation, canning and preserving and cold storage is just another method of holding over from a period of abundance to a time of scarcity, and it can well stand side by side with the Hoover Army of Housewives in preventing waste, shortage and reducing cost. The more eggs that go into storage, during the few weeks that they are cheap and plentiful, the more can be brought out during the long months when the production is almost nothing. I believe that eggs will be scarce and high next year because of the advanced price of meats and the cost of grain. Grain will be too high to feed to chickens and farmers will find that a dressed chicken is worth real money this winter. Food in storage will look very good to us these coming months, for the railroads will be hampered by troop movements eastward and the shipments of supplies and munitions will choke the freight lines along the coast."

Economy for the railroad and convenience for the shipper stamp the new plan of the Pennsylvania System for handling small lots of freight a happy innovation. The Pennsylvania, like other roads, has received freight amounting to less than a carload indiscriminately, at all stations, at all times of day, and for all destinations. The result has been the slow accumulation of these small lots at transfer points, costly and damaging re-handling of them, the transportation of half-empty cars, and the tying-up of rolling stock needed for through commercial carriage. Now definite shipping days will be named, on which cars will depart from various points of origin for specified destinations; freight will be accepted on these days only. This is simple enough at small stations. In large cities it is planned to lay out shipping zones, each embracing several stations, and shippers will be informed of the cars for small freight leaving each station. The railroad's preliminary study of the plan leads it to believe that at least 1,000 box cars a day can be "saved" east of Pittsburgh—a bit of economy not now so remarkable as it would have been a year ago.

Mud slinging at one's competitor is practically an admission that his work is superior to yours.



**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, Iapeer.  
 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.

#### To Color Electric Bulbs.

A number of formulas exist for coloring the bulbs of glow lamps. The following are quite satisfactory:

1. White Shellac .... 3 ozs.  
 Rosin, powdered .. 1 oz.  
 Benzoin ..... 1 dr.  
 Alcohol ..... 10 ozs.

Dissolve the solids in the alcohol and apply to the bulbs.

2. Dissolve an anilin dye of the desired color in anisyl acetate ("banana oil") or photographer's colloid. Clean the bulb thoroughly, dry, coat with white of egg, and dry again. Now apply the dye, which will adhere firmly for a long time.

3. Dip the bulb into a saturated solution of alum and let it dry. The alum solution may be colored with anilin dyes or with cochineal for red, tumeric for yellow, indigo for blue, etc. This solution will at the same time give the bulbs a frosted appearance.

#### Skin Whitener and Freckle Cream.

- Woolfat, Hydrous ..... 12 ozs.  
 White Wax ..... 4 ozs.  
 Spermaceti ..... 4 ozs.  
 Peach Kernel Oil ..... 28 ozs.  
 Perborate Soda ..... 156 grs.  
 Distilled Water ..... 19 ozs.  
 Oil Pimento ..... 5 mins.  
 Oil Rose ..... 20 mins.

Melt together the wax, spermaceti and almond oil on a water bath; incorporate with this mixture the wool fat in a warmed mortar and stir until cool. Gradually beat in the water in which the perborate of soda has been dissolved, with an egg beater, and add the perfume.

Note—Perborate of soda has a bleaching effect on the skin and is said to dissolve the pigment which causes the freckle, and different from the mercury preparations for this purpose it is perfectly harmless to any skin.

#### Varnish Remover.

- Sodium hydroxide .. 3 lbs.  
 Whiting ..... 4 lbs.  
 Flour ..... 1 lb.  
 Water ..... ½ gal.

Dissolve with the aid of heat and add oil soluble chlorophyll the whitening with more water to form a cream. Add the sodium hydroxide solution to the whitening cream, then mix in the flour made into a paste with the rest of the water.

For use, 1 pint of this solution is mixed with about 2 gallons of water.

#### Perfumed Bath Powder.

- Sodium bicarbonate .. 85.0 parts  
 Tartaric acid ..... 71.0 parts  
 Corn starch ..... 113.0 parts  
 Oil lemon ..... 0.9 part  
 Oil iris ..... 0.3 part  
 Oil cananga ..... 0.3 part  
 Sodium bicarbonate .. 0.5 gram

Mix intimately. When brought in contact with water this mixture evolves carbon dioxide.

#### If They Fail to Pay Promptly.

When customers disregard the usual monthly bills and it might be undiplomatic to write a collection letter, a druggist sends a statement on the bottom of which is penned the phrase: "Eventually—why not now? With apologies." It accomplishes the desired effect without offense.

#### "Red Mite" in Chickens.

- Pine Tar ..... 4 ozs.  
 Crude Carbolic Acid.. 8 ozs.  
 Bisulphide of Carbon 8 ozs.  
 Coal Oil ..... 2 gals

Paint perches once a month, also spray and paint coops once a week.

It is better to do some of to-morrow's work to-day than to leave some of to-day's work for to-morrow.

#### Criterion

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

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

Made only by  
**FOOTE & JENKS**  
 Jackson, Mich.

# It's Pure, That's Sure



## PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

**WHITE HOUSE**  
 BRAND

Tell 'em to put ICE in it---It's BULLY

**COFFEE**  
 DWINELL-WRIGHT CO.  
 BOSTON-CHICAGO

JUDSON GROCER CO. — Grand Rapids, Mich.  
 Wholesale Distributors of  
 DWINELL-WRIGHT COMPANY PRODUCTS

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

Long Distance Shots

Big guns are necessary for accurate firing at long range.

A Big Telephone System is necessary to make effective long distance shots.

Tell us the point you wish to reach; we will then make the necessary adjustments; furnish the force and leave you to make the shot over the big

BELL SYSTEM

The range is unlimited; the accuracy is perfect; there is no recoil and you hit the center every time.

10,000,000 Points

from which to shoot or to be shot at if you use the Bell Telephone.

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

Table listing various drugs and their prices. Categories include Acids, Ammonia, Balsams, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures. Prices are listed in multiple columns with units like @1.75, @2.00, etc.

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

- Cracked Wheat
Canned Apples
Hominy
Flour
Canary Seed
Zanzibar Cloves
Banner Smoking
Fashion Smoking

ADVANCED

- Hand Made Smoking Twine

Index to Markets

By Columns

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

1

Table listing various grocery items and their prices, organized by column 1.

2

Table listing various grocery items and their prices, organized by column 2.

CHEWING GUM
Adams Black Jack
Adams Sappota
Beeman's Pepsin
Beechnut
Chiclets
Doublemint
Flag Spruce
Hershey Gum
Juley Fruit
Sterling Gum
Sterling 7-Point
Spearmint, Wrigleys
Spearmint, 5 box jars
Spearmint, 6 box jars
Yucatan
Zeno
Smith Bros. Gum
Wrigleys 5 box lots
O. K. Gum

CHOCOLATE
Walter Baker & Co.
German's Sweet
Premium
Caracas
Walter M. Lowney Co.
Premium, 1/4s
Premium, 1/2s

CLOTHES LINE
Per doz.
No. 40 Twisted Cotton
No. 50 Twisted Cotton
No. 60 Twisted Cotton
No. 80 Twisted Cotton
No. 90 Twisted Cotton
No. 100 Twisted Cotton
No. 110 Twisted Cotton
No. 120 Twisted Cotton
No. 130 Twisted Cotton
No. 140 Twisted Cotton
No. 150 Twisted Cotton
No. 160 Twisted Cotton
No. 170 Twisted Cotton
No. 180 Twisted Cotton
No. 190 Twisted Cotton
No. 200 Twisted Cotton
No. 210 Twisted Cotton
No. 220 Twisted Cotton
No. 230 Twisted Cotton
No. 240 Twisted Cotton
No. 250 Twisted Cotton
No. 260 Twisted Cotton
No. 270 Twisted Cotton
No. 280 Twisted Cotton
No. 290 Twisted Cotton
No. 300 Twisted Cotton
No. 310 Twisted Cotton
No. 320 Twisted Cotton
No. 330 Twisted Cotton
No. 340 Twisted Cotton
No. 350 Twisted Cotton
No. 360 Twisted Cotton
No. 370 Twisted Cotton
No. 380 Twisted Cotton
No. 390 Twisted Cotton
No. 400 Twisted Cotton
No. 410 Twisted Cotton
No. 420 Twisted Cotton
No. 430 Twisted Cotton
No. 440 Twisted Cotton
No. 450 Twisted Cotton
No. 460 Twisted Cotton
No. 470 Twisted Cotton
No. 480 Twisted Cotton
No. 490 Twisted Cotton
No. 500 Twisted Cotton

COCOA
Baker's
Cleveland
Colonial, 1/4s
Colonial, 1/2s
Epps
Hershey's, 1/4s
Hershey's, 1/2s
Huyler
Lowney, 1/4s
Lowney, 1/2s
Lowney, 5 lb. cans
Van Houten, 1/4s
Van Houten, 1/2s
Van Houten, 1s
Wan-Eta
Webb
Wilber, 1/4s
Wilber, 1/2s

COCOANUT
Dunham's per lb.
1/4s, 5 lb. case
1/4s, 15 lb. case
1/4s, 15 lb. case
1/2s, 15 lb. case
1s, 15 lb. case
1s & 1/2s, 15 lb. case
5 and 10c pails
Bulk, pails
Bulk, barrels
Baker's Brazil Shredded
70 5c pkgs., per case
36 10c pkgs., per case
16 10c and 33 5c pkgs., per case
Bakers Canned, doz.

COFFEES ROASTED
Rio
Common
Fair
Choice
Fancy
Peaberry
Santos
Common
Fair
Choice
Fancy
Peaberry
Maracalbo
Mexican
Guatemala
Java
Private Growth
Mandling
Aukola
Mocha
Short Bean
Long Bean
H. L. O. G.
Bogota
Fancy
Exchange Market, Steady
Spot Market, Strong
Package
New York Basis
Arbuckle

McLaughlin's XXXX
McLaughlin's XXXXX
package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
Extracts
Holland, 1/2 gro. bxs.
Felix, 1/2 gross
Hummel's foil, 1/2 gro.
Hummel's tin, 1/2 gro.
CONDENSED MILK
Carnation, Tall
Carnation, Baby
Hebe, Tall
Hebe, Baby

CONFECTIONERY
Stick Candy
Horehound
Standard
Standard, Small
Twist, Small
Jumbo
Jumbo, Small
Big Stick
Boston Sugar Stick
Mixed Candy
Broken
Cut Loaf
French Cream
Grocers
Kindergarten
Leader
Monarch
Novelty
Paris Creams
Premio Creams
Royal
Special
Valley Creams
X L O
Specialties
Auto Kisses (baskets)
Bonnie Butter Bites
Butter Cream Corn
Caramel Bon Bons
Caramel Croquettes
Cocanut Waffles
Coffy Toffy
National Mints 7 lb tin
Fudge, Walnut
Fudge, Choco, Peanut
Fudge, White Center
Fudge, Cherry
Fudge, Cocanut
Honeysuckle Candy
Iced Maroons
Iced Gems
Iced Orange Jellies
Italian Bon Bons
Jelly Mello
AA Licorice Drops
Lozenges, Pep.
Lozenges, Pink
Manchus
Molasses Kisses, 10 lb. box
Nut Butter Puffs
Star Patties, Asst.

Peanuts
Fancy H P Suns
Raw
Roasted
H P Jumbo
Raw
Roasted
CREAM TARTAR
Barrels or Drums
Square Cans
Boxes
Fancy Caddies
DRIED FRUITS
Apples
Evap'd Choice blk.
Evap'd Fancy blk.
Apricots
California
Corsican
Citron
Currants
Imported, 1 lb. pkg.
Imported, bulk
Peaches
Muir-Choice, 25 lb.
Muir-Fancy, 25 lb.
Fancy, Peeled, 25 lb.
Peeled
Lemon, American
Orange, American
Raisins
Cluster, 20 cartons
Loose Muscatels, 4 Cr.
Loose Muscatels, 3 Cr.
L. M. Seeded, 1lb 10c
California Prunes
90-100 25 lb. boxes
80-90 25 lb. boxes
70-80 25 lb. boxes
60-70 25 lb. boxes
50-60 25 lb. boxes
40-50 25 lb. boxes
FARINACEOUS GOODS
Beans
California Limas
Med. Hand Picked
Brown Holland
Farina
25 1 lb. packages
Bulk, per 100 lb.
Original Holland Rusk
Packed 12 rolls to container
3 containers (40) rolls 3 80
Hominy
Pearl, 100 lb. sack
Maccaroni and Vermicelli
Domestic, 1 lb. box
Imported, 25 lb. box
Pearl Barley
Chester
Portage
Peas
Green, Wisconsin, bu.
Split, lb.
Sago
East India
German, sacks
German, broken pkg.
Tapioca
Flake, 100 lb. sacks
Pearl, 100 lb. sacks
Pearl, 36 pkgs.
Minute, 10c, 3 doz.

FISHING TACKLE
1/2 to 1 in.
1 1/2 to 2 in.
2 to 2 1/2 in.
2 1/2 to 3 in.
3 in.
Cotton Lines
No. 1, 10 feet
No. 2, 15 feet
No. 3, 15 feet
No. 4, 15 feet
No. 5, 15 feet
No. 6, 15 feet
No. 7, 15 feet
No. 8, 15 feet
No. 9, 15 feet
Linen Lines
Small
Medium
Large
Poles
Bamboo, 14 ft., per doz.
Bamboo, 16 ft., per doz.
Bamboo, 18 ft., per doz.
FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanilla
No. 1, 3/4 oz.
No. 2, 1 1/4 oz.
No. 3, 2 1/2 oz.
No. 4, 3 1/2 oz.
No. 5, 4 1/2 oz.
No. 6, 5 1/2 oz.
No. 7, 6 1/2 oz.
No. 8, 7 1/2 oz.
No. 9, 8 1/2 oz.
No. 10, 9 1/2 oz.
No. 11, 10 1/2 oz.
No. 12, 11 1/2 oz.
No. 13, 12 1/2 oz.
No. 14, 13 1/2 oz.
No. 15, 14 1/2 oz.
No. 16, 15 1/2 oz.
No. 17, 16 1/2 oz.
No. 18, 17 1/2 oz.
No. 19, 18 1/2 oz.
No. 20, 19 1/2 oz.
No. 21, 20 1/2 oz.
No. 22, 21 1/2 oz.
No. 23, 22 1/2 oz.
No. 24, 23 1/2 oz.
No. 25, 24 1/2 oz.
No. 26, 25 1/2 oz.
No. 27, 26 1/2 oz.
No. 28, 27 1/2 oz.
No. 29, 28 1/2 oz.
No. 30, 29 1/2 oz.
No. 31, 30 1/2 oz.
No. 32, 31 1/2 oz.
No. 33, 32 1/2 oz.
No. 34, 33 1/2 oz.
No. 35, 34 1/2 oz.
No. 36, 35 1/2 oz.
No. 37, 36 1/2 oz.
No. 38, 37 1/2 oz.
No. 39, 38 1/2 oz.
No. 40, 39 1/2 oz.
No. 41, 40 1/2 oz.
No. 42, 41 1/2 oz.
No. 43, 42 1/2 oz.
No. 44, 43 1/2 oz.
No. 45, 44 1/2 oz.
No. 46, 45 1/2 oz.
No. 47, 46 1/2 oz.
No. 48, 47 1/2 oz.
No. 49, 48 1/2 oz.
No. 50, 49 1/2 oz.

Pop Corn Goods
Without prizes.
Cracker Jack with coupon
Cracker-Jack Prize
Checkers Prize
Cough Drops
Putnam Menthol
Smith Bros.
NUTS-Whole
Almonds, Tarragona
Almonds, California
soft shell Drake
Brazilis
Filberts
Cal. No. 1 S. S.
Walnuts, Naples
Walnuts, Grenoble
Table nuts, fancy 13@14
Pecans, Large
Pecans, Ex. Large
Shelled
No. 1 Spanish Shelled
Peanuts
Ex. Lg. Va. Shelled
Peanuts
Pecan Halves
Walnut Halves
Filbert Meats
Almonds
Jordan Almonds

Table listing various grocery items and their prices, organized by column 3.

6

FLOUR AND FEED

Table listing various flour and feed products such as Grand Rapids Grain, Winter Wheat, and various types of corn, wheat, and rye.

7

Table listing various food items including Jell-O, Assorted Case, Chocolate, Vanilla, and various types of meats and oils.

8

Table listing various food items including 20 lb. pails, Smoked Meats, Bologna, Sausages, Beef, Pig's Feet, and various types of oils and fats.

9

Table listing various food items including Mackerel, SEEDS, SNUFF, SODA, SPICES, and various types of oils and fats.

10

Table listing various food items including Oolong, English Breakfast, Ceylon, TOBACCO, and various types of oils and fats.

11

Table listing various food items including Smoking, Cigar, and various types of oils and fats.

**SPECIAL PRICE CURRENT**

| 12                              | 13                               | 14  |
|---------------------------------|----------------------------------|---|
| Sweet Lotus, 5c .... 5 76       | Wire End                         | <b>BAKING POWDER</b>  |
| Sweet Lotus, 10c ..... 11 52    | 1 lb., 250 in crate ..... 35     | <b>K C</b>  |
| Sweet Lotus, 16 oz. .... 5 50   | 2 lb., 250 in crate ..... 45     | Doz.  |
| Sweet Rose, 2 1/4 oz. .... 30   | 3 lb., 250 in crate ..... 55     | 10c, 4 doz. in case .... 95   |
| Sweet Tip Top, 5c ..... 50      | 5 lb., 20 in crate ..... 65      | 15c, 4 doz. in case .... 1 40   |
| Sweet Tip Top, 10c ..... 1 00   |                                  | 25c, 4 doz. in case .... 2 35   |
| Sweet Tips, 1/2 gro. .... 11 52 | <b>Churns</b>                    | 50c, 2 doz. plain top 4 50  |
| Sun Cured, 10c ..... 98         | Barrel, 5 gal., each .. 2 40     | 80c, 1 doz. plain top 7 00  |
| Summer Time, 5c ..... 5 76      | Barrel, 10 gal., each .. 2 55    | 10 lb. 1/2 dz., plain top 14 00   |
| Summer Time, 7 oz. 1 65         |                                  | Special deals quoted upon request.  |
| Summer Time, 14 oz. 3 50        | <b>Clothes Pins</b>              | K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National. |
| Standard, 5c foil .... 5 76     | <b>Round Head</b>                |   |
| Standard, 10c paper 9 60        | 4 1/2 inch, 5 gross ..... 65     |   |
| Seal N. C. 1 1/2 cut plug 70    | Cartons, No. 24, 24s, bxs. 70    |   |
| Seal N. C. 1 1/2 Gran. . . 63   |                                  |   |
| Three Feathers, 1 oz. . . 48    | <b>Egg Crates and Fillers</b>    |   |
| Three Feathers, 10c 11 52       | Humpty Dumpty, 12 dz. 20         |   |
| Three Feathers, and             | No. 1 complete ..... 42          |   |
| Pipe combination ... 2 25       | No. 2 complete ..... 35          |   |
| Tom & Jerry, 40c ..... 4 00     | Case, medium, 12 sets 1 30       |   |
| Tom & Jerry, 20c ..... 2 00     |                                  |   |
| Tom & Jerry, 3 oz. .... 76      | <b>Faucets</b>                   |   |
| Turkish, Patrol, 2-9 5 76       | Cork lined, 3 in. .... 70        |   |
| Tuxedo, 1 oz. bags ... 48       | Cork lined, 9 in. .... 80        |   |
| Tuxedo, 2 oz. tins .... 96      | Cork lined, 10 in. .... 90       |   |
| Tuxedo, 20c ..... 2 04          |                                  |   |
| Tuxedo, 55c tins ..... 8 15     | <b>Mop Sticks</b>                |   |
| Union Leader, 5c coli 6 00      | Trojan spring ..... 1 35         |   |
| Union Leader, 10c               | Eclipse patent spring 1 35       |   |
| pouch ..... 11 52               | No. 1 common ..... 1 35          |   |
| Union Leader, ready             | No. 2, pat. brush hold 1 35      |   |
| cut ..... 11 52                 | Ideal, No. 7 ..... 1 35          |   |
| Union Leader 50c box 5 10       | 12lb. cotton mop heads 1 75      |   |
| War Path, 5c ..... 6 00         |                                  |   |
| War Path, 20c ..... 1 60        | <b>Pails</b>                     |   |
| Wave Line, 3 oz. .... 40        | 10 qt. Galvanized .... 3 50      |   |
| Wave Line, 16 oz. .... 40       | 12 qt. Galvanized .... 4 00      |   |
| Way Up, 2 1/4 oz. .... 5 75     | 14 qt. Galvanized .... 4 50      |   |
| Way Up, 16 oz. pails 36         | Fibre ..... 4 00                 |   |
| Wild Fruit, 5c ..... 6 00       |                                  |   |
| Wild Fruit, 10c ..... 12 00     | <b>Toothpicks</b>                |   |
| Yum Yum, 5c ..... 5 76          | Birch, 100 packages .. 2 00      |   |
| Yum Yum, 10c ..... 11 52        | Ideal ..... 85                   |   |
| Yum Yum, 1 lb. doz. 5 40        |                                  |   |
|                                 | <b>Traps</b>                     |   |
| <b>CIGARS</b>                   | Mouse, wood, 2 hoels .. 22       |   |
| Peter Dornbos Brands            | Mouse, wood, 4 holes .. 45       |   |
| Dornbos Single                  | 10 qt. Galvanized .... 1 55      |   |
| Binder ..... 35 00              | 12 qt. Galvanized .... 1 70      |   |
| Dornbos, Perfectos .. 35 00     | 14 qt. Galvanized .... 1 90      |   |
| Dornbos, Bismarck 70 00         | Mouse, wood, 6 holes .. 70       |   |
| Allan D. Grant ..... 65 00      | Mouse, tin, 5 holes .... 65      |   |
| Allan D. .... 35 00             | Rat, wood ..... 80               |   |
| Johnson Cigar Co.'s Brand       | Rat, spring ..... 75             |   |
| Dutch Masters Club 70 00        |                                  |   |
| Dutch Masters Inv. 70 00        | <b>Tubs</b>                      |   |
| Dutch Masters Pan, 70 00        | No. 1 Fibre ..... 16 50          |   |
| Dutch Master Grande 65 00       | No. 2 Fibre ..... 15 00          |   |
| El Portana                      | No. 3 Fibre ..... 13 50          |   |
| Dutch Masters, 5c               | Large Galvanized ... 12 50       |   |
| S. C. W.                        | Medium Galvanized 10 75          |   |
| Gee Jay                         | Small Galvanized .... 9 50       |   |
| Johnson's Straight              |                                  |   |
| Above five brands are           | <b>Washboards</b>                |   |
| sold on following basis:        | Banner, Globe ..... 3 75         |   |
| Less than 300 ..... 35 00       | Brass, Single ..... 6 75         |   |
| 300 assorted ..... 35 00        | Glass, Single ..... 4 00         |   |
| 2500 assorted ..... 33 00       | Double Peerless ..... 6 25       |   |
| 3% trade discount on 300        | Single Peerless ..... 5 50       |   |
| or more.                        | Northern Queen ..... 4 75        |   |
| 2% cash discount on all         | Good Enough ..... 4 65           |   |
| purchases.                      | Universal ..... 5 00             |   |
| <b>Worden Grocer Co. Brands</b> |                                  |   |
| Worden's Hand Made              | <b>Wood Bowls</b>                |   |
| Londres, 50s Wood .. 33 00      | 13 in. Butter ..... 1 75         |   |
|                                 | 15 in. Butter ..... 3 75         |   |
| <b>TWINE</b>                    | 17 in. Butter ..... 6 15         |   |
| Cotton, 3 ply ..... 44          | 19 in. Butter ..... 10 50        |   |
| Cotton, 4 ply ..... 44          |                                  |   |
| Jute, 2 ply ..... 25            | <b>WRAPPING PAPER</b>            |   |
| Hemp, 6 ply ..... 30            | Fibre Manila, white .. 8 1/2     |   |
| Flax, medium ..... 35           | Fibre, Manila, colored           |   |
| Wool, 1 lb. bales ..... 17      | No. 1 Manila ..... 8 1/2         |   |
|                                 | Butchers' Manila ... 8           |   |
| <b>VINEGAR</b>                  | Kraft ..... 10 1/2               |   |
| White Wine, 40 grain 12         | Wax Butter, short c't 16         |   |
| White Wine, 80 grain 17         | Wax Butter, full c't 20          |   |
| White Wine, 100 grain 20        | Parchm't Butter, rolls 19        |   |
| Oakland Vinegar & Pickle        |                                  |   |
| Co.'s Brands                    | <b>YEAST CAKE</b>                |   |
| Highland apple cider 22         | Magic, 3 doz. .... 1 15          |   |
| Oakland apple cider .. 17       | Sunlight, 3 doz. .... 1 00       |   |
| State Seal sugar ..... 14       | Sunlight, 1 1/2 doz. .... 50     |   |
| Blue Ribbon, Corn ... 12 1/2    | Yeast Foam, 3 doz. .... 1 15     |   |
| Oakland white picklg 12         | Yeast Foam, 1 1/2 doz. 85        |   |
| Packages free.                  |                                  |   |
| <b>WICKING</b>                  | <b>WASHING POWDERS.</b>          |   |
| No. 0, per gross ..... 35       | <b>Gold Dust</b>                 |   |
| No. 1, per gross ..... 45       | 24 large packages .... 5 75      |   |
| No. 2, per gross ..... 60       | 100 small packages .. 5 60       |   |
| No. 3, per gross ..... 90       |                                  |   |
| <b>WOODENWARE</b>               | <b>AXLE GREASE</b>               |   |
| <b>Baskets</b>                  | 12 in. .... 1 65                 |   |
| Bushels ..... 1 20              | 14 in. .... 1 85                 |   |
| Bushels, wide band .. 1 25      | 16 in. .... 2 30                 |   |
| Market, drop handle .. 55       |                                  |   |
| Market, single handle 60        |                                  |   |
| Splint, large ..... 4 00        | <b>CHARCOAL</b>                  |   |
| Splint, medium ..... 3 50       | Car lots or local shipments,     |   |
| Splint, small ..... 3 00        | bulk or sacked in paper or       |   |
| Willow, Clothes, large          | jute. Poultry and stock          |   |
| Willow, Clothes, small          | charcoal.                        |   |
| Willow, Clothes, me'm           | DEWEY - SMITH CO. Jackson, Mich. |   |
|                                 | Successors: J. M. O. DEWEY CO.   |   |
| <b>Butter Plates</b>            |                                  |   |
| 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    |                                  |   |

**The Only Five Cent Cleanser**



Guaranteed to Equal the Best 10c Kinds

80 Can Cases ..... \$3.20 Per Case

Handled by All Jobbers

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

**FITZPATRICK BROTHERS' SOAP CHIPS**

|                                |              |                  |
|--------------------------------|--------------|------------------|
| White City (Dish Washing)..... | 210 lbs..... | WRITE FOR PRICES |
| 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 wholesome, 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.



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 provide them with this new and better bread.

**Write To-day for Selling Plan and Particulars**

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

Name .....

Town .....

Mail This Coupon Today

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



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—General store and house valued about \$4,500. For further particulars call or write to The Golden Rule, Kramer, North Dakota. 226

For Sale—First-class grocery store doing a profitable business. Bear strictest investigation. Located in Muskegon, Michigan. Eight year lease on building at low rental. Owner going in wholesale business. Address No. 228, care Michigan Tradesman. 228

For Sale—Grocery stock and fixtures. Invoice about \$2,000. Good trade, clean stock. Located St. Joe County. Address No. 229, care Michigan Tradesman. 229

Paper Bags and Wrapping Paper—Salesmen wanted to sell paper bags, wrapping paper and toilet paper direct from factory to merchants. Freight allowance. Samples carried in pocket. Quick sales, liberal commission. Address The Bag & Paper Company, Pittsburgh, Penn. 230

Notice—On account of my health will sell my general store, meat market, feed barn and building that could be used for garage as nearest one is six miles. \$3,000 will pay for stock and fixtures. Will sell property on monthly payments. Located six miles from Saginaw on stone road and electric car line. Been in business eighteen years. Full basement under store 30 x 48. Built six years. Living rooms over store, furnace, electric lights and water. About one acre of ground. Out buildings all under one roof 40 x 66. This place will have to be seen to be appreciated. I can prove it is one of the best locations in Michigan. Address F. G. Todish, Bridgeport, Saginaw County, Michigan. 231

For Sale—Fine paying grocery with store building and dwelling. \$7,500. Might take in small farm. Lock Box 225, Brookport, Illinois. 232

Will Exchange—40-acre improved farm Jefferson County, Illinois. Want any kind good merchandise for \$1,700 equity. Eugene Munson, Brookport, Ill. 233

For Sale—Drug stock and fixtures at your own price. The trustees will sell between now and August 20, at private sale for an extremely low figure, the drug stock of Cook & Borne at Allegan, Michigan, with fixtures, including soda fountain. These fixtures are of the best and suitable for any city store. Correspond with Charles Thew, Attorney for Trustees, Allegan, Michigan. 234

For Sale—California little farms near Los Angeles. Easy payments. Write E. R. Waite, Shawnee, Oklahoma. 235

For Sale—Stock of dry goods, clothing, ladies' furnishings and ready-to-wear. Doing good business, mostly cash. Goods bought before raise. Doing \$30,000 to \$35,000 business yearly. Stock will inventory \$15,000 to \$18,000. Am leaving on account of ill health. Store rent reasonable. I. Saulson, Munising, Michigan. 236

## 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

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

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

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

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.

Weickgenants Dept. Store,  
Battle Creek, Mich.

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 inventory about \$2,000. Address Darke & Waggoner, Scottville. 217

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

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

For Sale—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—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.

Wanted—Man experienced in groceries for responsible position. State experience as buyer, manager and salesman. Also state experience in dry goods, clothing and shoes and age and salary wanted. Give references. Address No. 227, care Michigan Tradesman. 227

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

## 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

## Your Citizens Phone

Places you in touch with 240,000 telephones in Michigan; also with points outside the state.

117,000 Telephones in Detroit  
16,127 Telephones in Grand Rapids

**DIRECT COPPER METALLIC  
LONG DISTANCE LINES**



## Citizens Telephone Company



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

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

Catalog—to merchants

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

**Made In Grand Rapids**

## Use Tradesman Coupons

### 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 per 100 lbs.

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

Butter—The market is steady and unchanged. Advices from the producing sections report shorter make in corresponding time this year, and we do not look for any material change in prices in the near 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 75c per bu.

Cantaloupes—Ponys from Arizona command \$3.50 for 54s and \$4 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, 30c per bunch. The quality is improving daily.

Cherries—Sour varieties command \$1.60 per 16 qt. crate; sweet varieties, \$2.25 per crate.

Currants—\$1.50 per crate of 16 qts. for red. No white or black in market yet.

Eggs—The market is firm, with unchanged quotations. Fresh receipts of good fancy marks of eggs are starting to show more or less heat defects, due to warmer weather in the producing sections. There is a very good demand for fancy eggs, but medium to fair qualities are in larger supply and harder to move. No change is looked for in the near future. 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 \$8 for choice and \$8.50 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 \$3.50 per bu.

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 or home grown.

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—Home grown hot house 80c for 8 lb. basket.

Water Melons—\$3.50 per bbl. of 12 to 14 for Florida.

Wax Beans—\$1.25 per bu.

### Manufacturing Matters.

Detroit—The Aluminum Welding Works has been organized with an authorized capital stock of \$5,000, of which amount \$3,480 has been subscribed, \$480 paid in in cash and \$1,500 paid in in property.

Greenville—The Atlas Electric Storage Battery Co. has been incorporated with an authorized capital stock of \$40,000, of which amount \$20,070 has been subscribed, \$1,000 paid in in cash and \$9,000 paid in in property.

Detroit—The Witzel Fence & Wire Works has been incorporated to engage in business at 632 Meldrum avenue, with an authorized capital stock of \$5,600, of which amount \$5,000 has been subscribed and \$1,120 paid in in cash.

Niles—The Original Cabinet Co. has engaged in the general wood working business with an authorized capital stock of \$40,000, of which amount \$30,000 has been subscribed, \$1,082.18 paid in in cash and \$28,917.82 paid in in property.

Detroit—The Chalkis Manufacturing Co., manufacturer and dealer in munitions and implements of war, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$15,000 paid in in cash.

St. Johns—The Triangle Motor Truck Co. has awarded the contract for the construction of its new plant. The first building will be 70 x 236 feet, and other units will be erected as business warrants. Fifty men will be employed at the start.

Cadillac—After experiencing difficulty in the way of deciding on an exact location satisfactory to all concerned, Eton Hamilton, recently of Flint, has decided to establish a potash factory in the Improvement Board addition, 300 feet north of Aldrich street and 300 feet east of Linden street. The factory is expected to have capacity sufficient to take the ashes from all the wood-burning industries of the city and contracts with most of them have been made.

George Luly, of Owosso, in renewing his subscription to the Michigan Tradesman, writes as follows: "Without your editorials, Honest Grocerman and Kronik Kicker, this would indeed be a tame life."

### Hints On Shrinking.

Now as never before, there is an open wish to make everything go as far as possible. Once this economy at every turn was concealed as a sort of disgrace; but the open sermons on every side from the White House down have made this principle of saving a positive grace. There is much that the salesman can do to aid in the matter without in any way becoming obtrusive.

One clerk took occasion to note when a woman was buying black and white gingham, "You can rest assured that this will wash well. Black and white cottons always do if right-ly handled." And then, in answer to an enquiring look, she continued, "My mother has her own way of washing black and white, be it calico, percale, gingham or voile, and it always works to a charm. She soaps the soiled spots and then pours boiling suds over the garments and allows them to stand in it until cool enough to handle easily. Then she washes in the usual manner and rinses in salt water. In this way her dresses show as clear a white and as intense a black as when they were new. It seems like heroic treatment, but the test proves the worth of the method."

And then when selling muslin or dress goods, it is so easy to give a hint on shrinking cloth before it is made up. Many do not understand how simple the process or the desirability of it. One girl finds the introduction to this easy by remarking that it pays better, as a rule, to make your own clothes on this account. There is no danger, when the goods are first shrunk of their being too small after they are washed.

If her hearer is interested, she can soon determine, and may then continue on the ease of the process. All that is necessary is to wet the goods in clear water. Of course warm water penetrates more easily than cold. Leave them folded as they came from the store and dip until every part is wet. Then hang on the line, pinning at the side. If well shaken out little pressing or ironing will be necessary, and the garment made from cloth thus treated will never grow smaller when washed. How much better this than the grouch because "Smith's goods shrink so when washed."

### What Is Your Turnover?

How many times during the year do you turn over your stock?

The answer to this question determines whether you are a merchant or only an imitation of the real thing.

Frederick C. Beard, a Grand Rapids grocer, turns his stock twenty-three times each year.

Walter Engard, a grocer friend of the Tradesman in Ohio, turns his grocery stock twenty-seven times each year.

A wholesale grocer of Grand Rapids formerly turned his stock from nine to thirteen time per year.

Clarence Alberts, general dealer at Ravenna, turns his general stock five times per year.

It is now accepted as axiomatic in the mercantile business that a meat dealer should turn his stock twenty-six times a year, a grocer ten times, a

general dealer and shoe dealer five times and a druggist and hardware dealer four times, in order to lay claim to the title "merchant" in all that the term implies.

If any mercantile friend of the Tradesman is not doing business according to this standard or better, he should sit down in the quiet of his office some evening and figure out how he can best square himself around so as to get in under the wire. This can usually be accomplished in two ways—by increasing his sales and reducing his stock. The first thing to do is to reduce stock. A merchant who is carrying \$12,000 stock and selling \$24,000 worth of goods—a preposterous proposition, by the way—can first reduce his stock to \$8,000 by a special sale and then deliberately plan to increase his sales to \$40,000, which can be done by proper effort, properly applied. The merchant who sits back and whines, "It can't be done" or "It can't be done in Brownville," will never get very far, but the merchant who grits his teeth and says, "What others have done, I can do," will live to see the fruition of his hopes and the accomplishment of his purpose. Such a man, in speaking of himself, will have a right to say I AM A MERCHANT, whereas a whiner who delays and demurs and protests will never be entitled to that proud distinction and honor.

### It Came Hard.

The sympathetic prison visitor went from cell to cell interviewing the inmates. To one penitent-looking individual she put the usual question: "What brought you here?"

"Borrowing money, lady," was the reply.

"But, good gracious!" she exclaimed, "they don't put people in prison for borrowing money?"

"Not ordinarily," said the man, "but I had to knock a man down three or four times before he would lend it to me."

### Advice to People Crossing Bridges.

When the young chap in khaki asks you in a more or less pleasant voice to stop and explain yourself, or to turn around and go back, or to do anything else—why, don't hurry or fall over yourself, but just do it. There will be a lot of pleasant weather this summer, and you might as well enjoy some more of it.

The Grand Rapids Wholesale Grocery Co. has been organized with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash. The company will sell goods to farmers in small quantities at alleged wholesale prices.

The McLeod Furniture Co. has increased its capital stock from \$25,000 to \$50,000.

### BUSINESS CHANCES.

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

Cafe For Sale—Good clean and first-class; in live Oklahoma town of 5,000; other business reason for selling. This proposition will bear closest inspection; full particulars on request. Address Box 424, Claremore, Oklahoma. 237