

GRAND RAPIDS  
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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 8, 1917

Number 1768

## The War Lord's Rest

I wonder if the kaiser's sleep is sound,  
 Or if in dreams that startle him awake  
 He hears dead voices issue from the ground -  
 And sees the ghosts of fallen hosts that shake  
 Their grisly fists before his staring eyes;  
 I wonder if about the imperial bed  
 He does not feel a force malignant rise  
 -The living curses of the murdered dead!

I wonder if the kaiser's sleep is sound,  
 Or if in eerie stretches of the night,  
 He faces God in terrible affright,  
 The God he has blasphemed, the God he crowned  
 With Prussian bays for Prussian deeds of hate!

I wonder if he finds true rest in sleep  
 While little children moan and women weep  
 Because his lust for empire waxed too great!

He drew the sword and drenched the world in blood;  
 He plunged mankind in agony profound;  
 I wonder if, amid this crimson flood,  
 The kaiser's sleep is sound!

*Berton Braley.*

## Pere Marquette Railway Co.

### FACTORY SITES AND Locations for Industrial Enterprises in Michigan

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

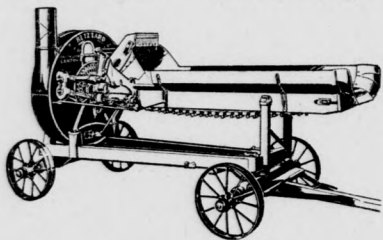
First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and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

Address

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

## Dick's "Blizzard" Ensilage Cutters

Made in  
Eight Sizes  
to Suit  
Every Need



SAFEST,  
LIGHTEST-  
RUNNING,  
MOST  
DURABLE.

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

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

CLEMENS & GINGRICH CO.

Wholesale Distributors

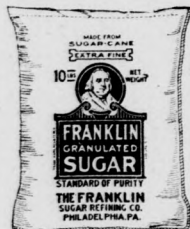
Grand Rapids, Michigan

## SAVE THE FRUIT CROP

Our newspaper advertising is teaching housewives the economy and nutritive value of preserved and canned fruits. This will tend to stop the great waste of fruit and to increase the consumption of jams, jellies and preserves. This advertising will also greatly increase the sale of Franklin Granulated Sugar.



Franklin Granulated  
Sugar is sold in 1, 2  
and 5 lb. cartons and  
in 2, 5, 10, 25 and  
50 lb. cotton bags.



The Franklin Sugar Refining Company

PHILADELPHIA

# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

## DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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



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# MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 8, 1917

Number 1768

### SPECIAL FEATURES.

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### GERMANY'S WEAK SISTERS.

The announcement that Germany intends henceforth to foot all bills incurred in the war by her allies, Bulgaria and Turkey, should occasion no particular surprise. To all intents and purposes she has been doing just that since the war's beginning. From the outset she has had to supply them with almost all the sinews of war in payment for which she has had to take their depreciated paper currency. Moreover, in the case of Turkey, this paper has actually been guaranteed by her, because without such guarantee Turkey could never have raised any money for the expenses of war. In the Ottoman empire over a billion and a half dollars' worth of this currency has been floated, an enormous sum for a state practically bankrupt even in peace times. The only advantage of a guarantee such as that described over an outright gift seemed to consist in the opportunities it would present for meddling with Turkey's internal arrangements. Now it appears that both Turkey and Bulgaria have insisted on the outright gift method of subsidy. They doubtless maintain that the war no longer involves their own existence. As far as they themselves are concerned, they could make peace on almost a moment's notice. Hence their extraordinary spirit of fidelity to a losing cause must be paid for by the ally who is losing.

The whole incident illustrates how their Balkan allies, and more especially Turkey, have become a source of weakness to the Germans. Not only financially are the Turks unable to support themselves, but also economically. In the war's earlier stages, the Ottoman empire furnished a certain amount of food, chiefly grain, meat, and olive oil, to her Teutonic allies. At that time she also had sufficient fuel in the forest of Asia Minor and Syria for her railroads and few industries. Now, however, the situation has completely changed. Turkey is no longer able to feed herself, far less export any supplies. Most of the little wheat taken in the Rumanian campaign had to be sent to replenish Constantinople's depleted stocks. Turkey's forests have been

all cut down to meet the coal shortage, and now Germany must send daily shipments of coal to the Dardanelles for use in the capital and on the Turkish railroads. Naturally, all war munitions, with the exception of the small quantities manufactured in a few Turkish factories, must be sent from beyond the Danube. And then there is the constant demand from the Turks that Germany take steps to regain Bagdad and Arabia and protect Syria. The Germans need every man and gun on their own frontiers, yet, in spite of that fact, it seems they have been forced to send Falkenhayn to conduct a campaign against the English. Indeed, were it not on account of the moral effect and the opening of the Dardanelles for the relief of Russia, the loss of Turkey as an ally would not be Germany's greatest misfortune.

### ELEMENTS OF UNCERTAINTY.

So far as enterprise and future commitments are dependent on National legislation, there still remain the same elements of doubt and uncertainty which have been impending for a long period. The food, feed, and fuel control measures have been whipped into shape in which they will probably be enacted into law. But the same cannot be said of the war revenue propositions. Yet these latter must needs have a very important influence on the future conduct of business. It has not even yet been determined what proportion of the war expenditures is to be secured from taxes and what from bond issues. Further away still is the decision as to the excess profits tax. Concerning the latter it would seem as though the business interests in general have ceased to oppose the measure in the abstract. They are conceding its justice and its value as a revenue producer in wartime. But they oppose certain features which are put forward. Objection is made, for instance, to the proposed 15 per cent. tax on net corporate incomes remaining undistributed sixty days after the end of each calendar or fiscal year and to the tax on stock dividends. The Directors of the National Association of Manufacturers favor an 8 per cent. net income as the basis of excess profits taxation and a graduated scale for such taxation instead of a flat rate. They, as well as others, object, too, to fixing the standard of average earnings on the basis of the three years immediately before the war. When all these matters have been thrashed out and a conclusion come to, business will adjust itself to meet it.

It is easier to talk a business higher by advertising than it is to hold it up by prestige.

The girl who takes the cake is the one who can bake good bread.

### LINEN MARKET BULLISH.

Information is beginning to spread in retail circles to the effect that linens may be even scarcer before the year closes than they are now. The retailer, however, has not had the large volume of business as a rule, which makes him willing to step boldly into the future at this time.

The price of linens to-day on the primary market is such as to discourage mere speculation in them. Until distributors see broader demand therefor they probably will not operate on the scale that the situation seems to warrant.

Importers believe that all stocks of linens on this side of the Atlantic are worth more than was paid for them. Many believe that there are still larger profits for any who will hold on to what they have.

If advices from Belfast are accurate, three things are going to make linens scarcer than ever before—first, the scant supply of flax; second, the great yardage called for by the Allied governments, and, third, the scarcity of labor. The shortness of the flax crop is a matter of prime importance and importers believe that all of the best grades will go into aircraft cloths.

Union and all cotton substitutes must eventually be taken if these conditions persist, not for any advantage in price or quality, but because of their greater availability. Belfast itself has been turning out all-cotton goods and much household goods of that material are made in this country. Despite the outlook here noted, mail advices from Belfast state that union and cotton goods are in a by no means well defined position.

### HELL'S FOURTH YEAR.

Few could have believed when the great war began that the close of the third year would find the world apparently as far from peace as ever. The sacrifice of blood and treasure has been beyond all precedent, yet we begin the fourth year with no definite recompense for it. Against the growing weakness of Austria must be set the momentary collapse of Russia. The menace of submarine warfare balances in a measure the evidences of Allied superiority on the Western front. As for the Balkans, the Central Powers still hold what they have gained. It might be logically argued, indeed, that the war is a stalemate and that a return to the status quo ante will be the inevitable condition of peace, save for one circumstance. The entrance of the United States into the conflict will bring victory to the Allies if its immense fighting power is effectively exerted. Late as it is, unready as it is, it can make this fourth year the decisive

year. None can say how long Germany may resist acknowledging defeat; but the fact that she has been defeated may be clear long before the acknowledgment is made. Except upon the incredible assumption that we shall not do our part unflinchingly, the sixth of last April marked the turning point. The cause of democracy was saved when the last great neutral pledged faith to it.—Philadelphia Public Ledger.

### IDEALS BECOMING FACTS.

Business men of vision have long cherished ideals of such an understanding and of such a basis of common effort for the Nation's welfare as are now developing into facts. Moreover the new relationship between Government and business is not being lost upon the Nation at large. It is being reflected in a new moulding of economic and political thought. This is a dividend of both moral and material importance for the entire country. The fullest measure of this dividend cannot come, of course, unless co-operation be general on the part of all departments of the Government and of the entire business structure. Such co-operation must be both sacrificing and intelligent. It must be given in a thorough perception of the facts that the world is face to face with its greatest crisis, and that America's role is of necessity a two-fold one. America must place an effective power on the side of its European Allies, and at the same time preserve a domestic prosperity which will be the keystone of world-wide economic adjustment after the war.

Cotton yarns of many staple descriptions are in light demand. The Government cotton report has not improved prices, and, in fact, there have been declines in prices in this market since the report was issued. The call from civilian sources has fallen steadily, and even where yarns for Government duck are wanted purchasers are proceeding cautiously. Spinners in many instances are asking much higher prices than are current here, yet it is also the case that some spinners will sell at low prices to more accumulations or to book orders ahead.

### An Unusual Way to Put It.

"The doors of opportunity are not always open. Ours close at 6 o'clock." In this way a New Jersey hardware store announced a new and earlier closing hour. From the favorable attention that the card attracted, this merchant believes a similar sign would be advantageous to a store whether or not there has been a change in its closing time.



### THE PERSONAL TOUCH.

#### It Built a \$60,000 Business in a Small Town.

What is a community? Certainly not a job lot of people carelessly thrown together, but a group of people with common purposes, with common aims, with common hopes and aspirations, who are living together, dwelling together, associating together, trying to solve the same problems with fate and destiny.

The center of the community is the town, which should be built up by constantly impressing people with its usefulness. Your small town newspapers all fail in this important respect. They do not tell their country readers about the town. You have to advertise your town just as you advertise your goods, for manifestly before you get people into your store you must get them to your town. This is a field in which the newspaper should do some work.

Chicago spends three or four million dollars a year advertising itself, Denver a quarter of a million. We should follow this example by telling the good points of our towns. If you have beautiful things, tell people about them; if yours is a clean town, impress it on them—do this not once or twice a year, but repeatedly.

There are five institutions of prime importance in the community—the home, the church, the school, the government and business. When one of these institutions fails short, the whole community suffers immeasurably.

There is but one of these five institutions that has amply fulfilled its mission. The church has fallen down in a good many instances. The home has not always been up to standard in all localities. The government has been criticised from one end of the country to the other. But the school stands out as an example of what can be done when every one pulls in the right direction.

It is within the power of the school to reflect the industries of the community, and yet in the Middle West there are hundreds of thousands of schools in which is taught not a single word about agriculture, and yet the whole community rests upon it. Merchants get their bread and butter from it, the churches are supported by it, and the schools themselves are supported by it. Scientific agriculture should be taught from the grades up, because it is the basic industry around which all the other institutions of the community must group.

But what is agriculture? It is more than farming, it is life. Agriculture teaches one not only to raise more corn and wheat, but how to live in the country, on the farm. It teaches how the home may be made more comfortable, more attractive, an instrument for good. It teaches household economics; teaches the housewife to throw off the yoke that she has borne for years and years, that has made her dissatisfied with country life and has caused her to teach the children to go to the city.

The church, for a number of causes,

is not fulfilling its mission, but it must be maintained for its uplifting qualities, if for nothing else. Here is one fact that big business men study. During great waves of prosperity accessions to the church materially diminish, but when things go the other way men turn back on bended knees and accessions to the church increase. The church must be built up; if there are too many churches, they must be combined; but it is absolutely essential to business that this institution flourish.

We all know the importance of having a good, sound government, and the wave for reform is so strong that I think perhaps this question will solve itself.

Now, regarding business. Agricultural men prosper with business, and business men prosper with agriculture. They are interdependent, and the leading farm papers of the country are doing all in their power to impress on farmers that their prosperity depends upon the prosperity of their communities.

As business men we are the servants of the community. In return for our profits we owe it to our communities to have the best possible stores that conditions justify, the most efficient systems practicable, to buy goods at the right prices and sell them at prices consistent with values.

I recently completed a trade survey of Northern Illinois, sending out 1,200 letters to farmers' wives asking them what goods they ordered first from mail order houses. After gathering this information, I looked over the

stores in the lines reported by these women. In every case these stores were wretchedly inefficient; while the other stores, which the women had not deserted for the mail order house, were progressive and up-to-the-minute.

The mail order houses are splendid advertisers, and a study of their late catalogues will disclose the introduction of many colored pages. An investigation has shown that the drawing power of colored advertisements is many times that of black and white, and the dealer should insist on a manufacturer putting out his literature in attractive colors.

Another thing I want to call attention to at this point. Last fall I made a little trip to call on farmers and in several homes I found the children playing with mail order catalogues and looking through them on account of the color work and pictures. Don't overlook the importance of having the children on your mailing list. Right in their own homes they are learning to look through the pages of the catalogues, and the only way to combat this influence which seizes them at a most impressionistic and important age, is through a mailing list.

Writing the children has a tremendous influence on the older folks. I had a case last fall—I kept track of my cash customers the same as my credit customers; every cash customer goes on a card, and I know what each one bought last July; when they quit buying of me, I write them a letter.

## 1917---Fall Millinery---1917

**O**UR big opening of the Fall Season started Monday, August 6 We present for the trade a showing embracing full lines of the latest styles in Fall Millinery including Pattern and Trimmed Hats.

These showings will be continuous throughout August and September and into October. We extend a cordial invitation to visit the Grand Rapids market both for profit and pleasure

*Michigan's Largest  
Millinery House*

**Corl, Knott & Co.**  
Grand Rapids



Now, in this particular case a family had not been in my store for sixty-four days. I wrote the father about a new specialty I had just received, asking him to come in and look it over, but he didn't come. I enquired around and found his wife was buying groceries from the mail order houses and I was neglected.

We had a coffee demonstration and I invited the mother to come in, but she didn't come. She was buying coffee from some other place, and wasn't interested in my brand.

Then we got in some sweaters, and I said now I would try Mary. Mary is 6 years old, the youngest in the family. I wrote to her describing the sweaters, saying they were for little girls 6 years old. That was her age—and she would immediately connect the sweaters with herself. I also cut a colored picture of a little girl wearing a sweater, out of a book I had, and pasted that on the letter.

I wrote the letter on Tuesday evening; on Friday evening I was back at the desk, checking up, hoping as merchants sometimes do that no one would come in to bother me, when in came Mary, her father, mother and her brother and sister. I got up and shook hands with them, and little Mary at once wanted to see the sweaters.

After I had sold sweaters to Mary, her brother and sister, and a pair of high top shoes to Mary, similar to the ones the little girl had on in the colored picture I had pasted on her letter, the father called me to one side and whispered, "Say, Ed, we have

a telephone; when you want us to come in again just call us up and tell us about it, but for Heaven's sake, don't write the kids any more letters."

But I got the good will of the whole family, and they are buying of me again. The father and mother appreciated the interest I took in their children, and if a merchant writes a little girl of 6 her first letter, she remembers him always.

Just another thing—I write all these letters over my own name; I don't use a rubber stamp; every one is enclosed in an envelope and there is not one but that goes out under a 2-cent stamp.

In some states of this Union universities have been advocating the building of community houses out in the country, away from any town. Do you get the force of that? It means separating the country from the town, fostering the one great problem that this country has to contend with to-day—the building up of a sort of barrier which prevents the intermingling of farmers and townspeople. Something should be done to put a stop to this movement before it begins to gain impetus.

E. B. Moon.

#### Leisure Hour Jottings From Jackson.

Jackson, Aug. 7—R. G. Johnson, of New Orleans, is covering the trade in and around Jackson, selling Penick & Ford's line of molasses.

E. A. Welch, of Kalamazoo, was in Jackson Tuesday on business. There are no more dull vacation seasons in Ann Arbor. Summer

schools and industrial activities have done away with all of that.

Geo. B. Dunlap, of Ypsilanti, says he thinks he will walk to California this winter.

L. P. Vogel, druggist and grocer, Chelsea, is spending his vacation with his family at the lake, where he has a summer home.

Arthur McPherson (McPherson House, Ypsilanti) is on a fishing trip, taking in some of the lakes in Southern Michigan. Of course, Mrs. McPherson is also with him.

Louis Davis, of Davis & Company, Ypsilanti, is taking his vacation this week. Whether it is Atlantic City or Mackinac Island, the writer does not know.

Charles Kyer, of Ann Arbor, wrote himself a check Monday evening and told Mr. Whilker he would not be in the store Tuesday.

C. W. Gulick, cash grocer, is planning a trip to the country where he will get the new creamed potatoes, etc.

Mr. Hall, representing the Western Milling Company, of Kansas City, was in the city a few days ago and placed a car of flour through Frank S. Ganiard, who is the mill distributor for this territory.

Braun Brothers, bakers and grocers, have sold their stock to J. B. Linder. Mr. Linder is an experienced baker and will take good care of the business that Braun Brothers had so carefully built up.

We understand the prison is holding their pack of peas at a considerable higher figure than that at which they were marketed last year, but the quality is good.

William Butterfield, manager of the Jackson branch of the National Grocer Company, is spending these summer nights and mornings at his home by the lake. His family remain there for the days also and Will goes back and forth each night and morning.

Spurgeon.

#### Activities in Michigan Cities.

Written for the Tradesman.

The farm labor bureau of the Battle Creek Chamber of Commerce has placed 203 men on farms in territory surrounding that city during the past three months.

Rev. J. E. Jones, pastor of a church at Jackson, makes a protest to the city commission that restaurant owners of that town are refusing to serve colored people. He says that housing conditions among the black people there are bad and asks permission to conduct a free employment bureau for his people. Jackson's colored population has grown to 1,400.

Pontiac will pay its private collector of garbage 75c, instead of 50c per month during the coming year. There is talk of the city eventually taking over the garbage collection.

Hillsdale is installing a chlorine sterilizing plant at the waterworks at a cost of \$500.

Battle Creek will build a new pavilion at Willard park of stucco construction, 110 x 140 feet, two stories.

Mulliken will hold its nineteenth annual ox roast and home coming on Thursday, Aug. 16.

Friday, Aug. 10, is the date of the annual picnic of the business men and farmers of Grand Ledge and vicinity, with dinner at noon on the camp grounds.

Owosso has voted a bond issue to buy a motor driven fire truck.

Otsego is sinking new wells, which are expected to largely increase the water supply at the pumping station.

Almond Griffen.



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

### Barney says—

*It appears to me that business conditions are different to-day from any time during the forty-eight years I have been connected with the Company.*

*By Golly, if I was in the retail grocery business now, I'd carry a small stock and make my customers pay, and then be ready for whatever comes.*

## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



### Movements of Merchants.

Fremont—W. D. Sargent succeeds the Fremont Grocer Co. in business.

Marlette—The H. D. Jeffords Co. has engaged in the general elevator business.

Dollar Bay—Leo Cullman has opened a feed and produce store in the LaMott building.

Saginaw—The Simons Sale Co. has increased its capital stock from \$30,000 to \$100,000.

Flint—The Advance Electric Co. has increased its capital stock from \$5,000 to \$20,000.

Mt. Pleasant—The Harris Bros. Seed Co. has increased its capital stock from \$25,000 to \$250,000.

Alma—The Alma Land Contract Co. has increased its capital stock from \$15,000 to \$50,000.

Laingsburg—The Farmers Co-Operative Co. has purchased the Bailey & Co. elevators here and at Bennington.

Collins—The Grand Ledge Milk Co. is building a branch plant here. It will be two-story brick and steel building.

Laingsburg—The Farmers Co-Operative Co. has been organized with an authorized capitalization of \$40,000.

Lapeer—Henry Kruth, of Henry Kruth & Sons, bakery and grocers, died at his home, July 31, following a short illness.

North Adams—Dietz & Son are closing out their general stock. John L. Lynch, of Grand Rapids is in charge.

Sunfield—Thieves entered the J. D. Norris grocery store August 2 and carried away the contents of the safe and some stock.

Quincy—Edward K. Pearce, dealer in dry goods, is remodeling his store building and installing a plate glass front.

Benton Harbor—Hugh B. Strecks has purchased the interest of his partner, Floyd H. Griffin, in the Strecks-Griffin dry goods store.

Allegan—B. B. Sutphin, has sold his bean, seed and produce warehouse and stock to Henry Stanley, who will continue the business.

Mount Morris—The Mount Morris Co-Operative Elevator Co. has been incorporated with an authorized capitalization of \$30,000.

Montague—A. Ainger has sold his stock of meats and store fixtures to Jacob Jager, who will continue the business at the same location.

Bancroft—Joseph P. Lynch, of Grand Rapids, begins a closing out sale here Aug. 9 for B. D. Rathburn, who has been engaged in the grocery business here for about a quarter of a century. He is still conducting sales for W. O. Watson, hardware dealer, and M. N. Watson, dry goods merchant.

Napoleon—Lyle M. Godfrey has purchased the R. W. Smith & Co. stock of general merchandise and will continue the business at the same location.

Ypsilanti—James Clark has sold a half interest in his bakery to Arthur Ament and the business will be continued under the style of the C. & A. Bakery Co.

Morenci—The South Medina Stock Co., Ltd. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Bay City—S. P. Skaff & Co. have engaged in business at 711 Washington avenue, dealing exclusively in all kinds of floor coverings, draperies, curtains and curtain fixtures.

Alma—Nassar Bros., formerly engaged in the wholesale fruit and vegetable business at Toledo, Ohio, have leased the Pollasky building and will conduct a similar business here.

Petoskey—Floyd B. Gates has closed his confectionery and bazaar store and removed the stock to his former place of business at Mesick, where he will continue the business.

Allegan—Flora Odell and Belle Haight have formed a copartnership and taken over the Benjamin Oppenheim stock of general merchandise and will continue the business.

Battle Creek—The Parker-Jones Drug Co. has been organized with an authorized capital stock of \$18,000, all of which has been subscribed and paid in, \$9,650 being in cash and \$8,350 in property.

Ainger—Quick Bros., dealers in general merchandise, have dissolved partnership and the business will be continued by Dale Quick, who has taken over the interest of his brother.

Detroit—The Bowers-Maloney Sales Co. has been incorporated to do a mercantile business in castings and electrical supplies at 237 Belmont avenue. Capital stock, \$5,000, \$3,200 of which has been subscribed and \$1,000 paid in in cash.

Jackson—John L. Lynch, of Grand Rapids, has contracted to conduct a sale for T. Bergey, who has a \$22,000 dry goods stock, beginning Aug. 16. He is still conducting the sale in the clothing store of McQuillan & Harrison.

Detroit—The Ogus-Oper Co., Inc., has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash. The company will deal in talking machines, records and furniture at 313 Hastings street.

Kalamazoo—William C. Wheelock, who has conducted a drug store here for the past seventeen years, died at his home August 5, following an illness of but a few days. Mr. Wheelock retired from business July 7 of this year, owing to ill health.

### Manufacturing Matters.

Sturgis—The Royal Chair Co. has changed its name to the Royal Easy Chair Co.

Escanaba—The Beaver Timber Co. has decreased its capital stock from \$25,000 to \$5,000.

Greenville—The Tower Motor Truck Co. has increased its capital stock from \$50,000 to \$100,000.

Muskegon—The Enameled Magnet Wire Co. has increased its capital stock from \$150,000 to \$250,000.

Lapeer—The Lapeer Tractor-Truck Co. is erecting a concrete factory building, 60 x 150 feet which it will add to as necessity demands.

Muskegon—The Universal Faucet Co. has been organized with an authorized capitalization of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

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

Greenville—The Southerland Tool Co. has been incorporated with an authorized capital \$30,000, all of which has been subscribed, \$2,500 being paid in in cash and \$20,000 in property.

Lansing—Charles Kippert, who with William Barrie has been conducting the Capitol Creamery, has purchased the interest of Mr. Barrie and will continue the business under the same name.

St. Louis—The Gratiot Foundry Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$13,000 paid in in cash and \$20,228.08 in property.

Detroit—The Super-Heated Carburetor Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,250 has been subscribed and \$5,000 paid in in cash.

Traverse City—The Traverse City Motor Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$75,000 has been subscribed and \$37,500 paid in in cash.

Manistique—The Manistique Pulp & Paper Co. has been incorporated with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed and \$50,000 has been paid in in cash.

Detroit—The Michigan Chandelier Co. has been organized to manufacture electric supplies and fixtures, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Weather Proof Body Sales Co. has been organized to buy and sell automobile tops, with an authorized capital stock of \$100,000, of which amount \$69,000 has been subscribed and paid in in cash.

Wilson—A fine new creamery and cheese factory building has been built by John Boerschmize. A new boiler, engine and cheese vat has been purchased. Nearly 8,000 pounds of milk are received daily and manufactured

into cheese, and thirty tubs of butter are now made weekly. A number of dairymen have purchased silos and more cows will be kept in the future.

Muskegon Heights—The Sectional Tire & Rubber Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$29,000 has been subscribed, \$15,000 being paid in in cash and \$14,000 paid in in property.

Ingalls—The Green Bay Cheese Co. has purchased the creamery here from Ira Carley. The plant will be fitted with modern machinery, for the manufacture of cheese, as considerable milk is produced in this locality. Butter will also be manufactured from those who prefer to produce cream.

A fair approximation of what the textile mills of the country can turn out may be shown by the figures of what they have actually been doing. In the year 1914 the cotton mills of the country turned out products to the value of \$701,300,933. That year business was especially poor and the prices of cottons were very low. Since that time about one million more spindles have been put in operation and the output has been very much increased. The capacity of mills has also been much added to by improved equipment. As to woolens, it was estimated before the war that the mills of this country could, working two-thirds time, produce all the material which the people would require, even though not a yard were imported. In 1909 the output of the woolen mills had a value of \$507,166,710. Five years later, following the slump, the output had been curtailed to \$464,249,813. At present prices the value would be about double that. It is safe to say that a billion dollars' worth of woolens a year under present conditions is a conservative estimate and that the same is true of cottons. Then, too, the imports of both are by no means negligible. For the eleven months ended with May the imports of cotton manufactures were \$50,389,439 and those of woolens were \$16,166,996. These facts should be borne in mind when statements are current as to the impossibility of providing for war needs and civilian ones as well.

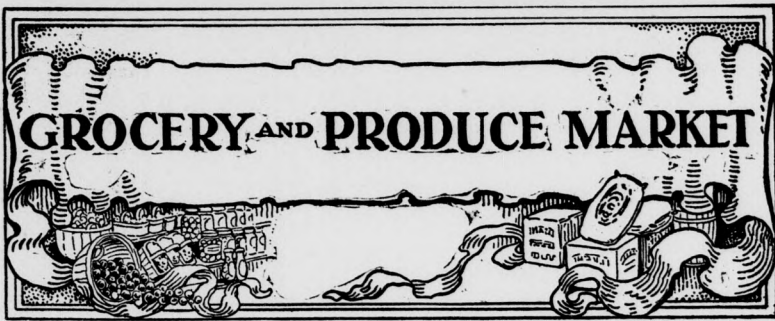
Harold Sears, manager of the Grand Rapids Dry Goods Co., and Ray Parker, manager of the piece goods department of the same house, spent last week in New York, making purchases for the fall and winter trade. They found the markets on staple goods greatly excited and experienced no little difficulty in securing goods to meet their requirements.

Molasses—Prices rule firm, reflecting the strength in the South and the advance in sugar. The blackstrap situation is unchanged, there being an active demand for requirements of the distillers who are working on war orders.

The Creston Fuel & Building Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$7,000 paid in in cash.

The Bishop Furniture Co. has decreased its capital stock from \$75,000 to \$50,000.





**The Grocery Market.**

**Sugar**—The New York refiners have advanced their prices on granulated to the following basis: American, 8.30c; Howells, 8½c; Arbuckle and Federal, 8¾c. It is practically impossible to secure any sugar under 8¾c. It is significant of the gravity of the situation that weekly receipts of raws are only 50 per cent. of meltings, the latter being now 66,000 tons for the Atlantic ports, so that the supply of raws is barely sufficient for three weeks' operations. The combined stocks in this country and Cuba are 100,000 tons smaller than in 1916, and, in addition, the British Commission, it is said, has contracts for some 200,000 tons yet to be shipped from the latter republic. Under the circumstances it can be readily seen that every pound of sugar will be needed to tide the refiners over the coming two active months of active consumption, especially since Washington is encouraging preserving of the fruit crop on an unprecedented scale in its food conservation campaign. There is a world-wide appetite for sugar, one of the prime necessities, which is not surprising considering that war has eliminated the European production from serious consideration and the burden of supplying the same falls chiefly on the Western Hemisphere. American refiners are sold up on export business until late in September and at present cannot consider business at any figure, turning down 7.75c, in fact, for large quantities. The Argentines has added to the difficulties of the situation with its demand for 50,000 tons to eke out crop deficiencies and other neutrals are crying for sugar where the embargo will permit shipment. Canada is getting more British business, which, in a measure, relieves this market; but, on the other hand, our Northern neighbor is thereby forced into competition for Cuban raws so that in the final analysis no real gain results. Were Java not so far off, a different story might be told, for the Dutch have made a record crop of 1,800,000 tons and are willing to sell at bargain prices—3c f. o. b. for 99 degrees test. Tonnage, however, is scarce and commandeering of available vessels by the British and American authorities for more urgent needs, incidental to the war, has not tended to help matters. Moreover, the limited offerings of cargoes have been at such high freight rates that it would cost more to lay down Javas here than Cubas. Sooner or later the British Commission will probably divert shipping and scoop up this cheap sugar, but even were the United States to pursue the same policy Javas could not arrive much before our situation would be remedied by the active distribution of domestic beet sugar and Louisianas.

**Tea**—Prices rule firm and the trade is inclined to expect further improvement because of the acute shipping situation that checks the movement of new crop to the United States. The country is more anxious to cover future requirements and pays the price for black and green teas, the spot supply of which is moderate. Washington is less of an influence, the proposed floor taxes not hitting the trade because of the moderate stocks. An exemption of 50 pounds permits the retailers to escape, as a rule, only the larger ones being hit.

**Coffee**—The market is very dull and weak. There is no change in price for the week, but the feeling is a little easier. Nobody is selling any coffee, because nobody has confidence enough to buy anything more than actual wants. There is an enormous crop coming on and plenty of spot coffee beside. If peace does not soon come, opening the markets of Europe, the chance is that the market may drop from 1@2c a pound, as we cannot possibly consume all of the available coffee ourselves. Milds are dull and weak in sympathy with Brazils. Java and Mocha are the only grades that are at all steady.

**Canned Fruits**—Apples are very scarce and high, the average price for New York State gallons being \$3.75. California canned goods show no change for the week. The future selling season has been very fragmentary and uncertain prices being named in installments and often withdrawn. It appears to be certain that the coming season's prices are going to be very high. As an example, extra standard lemon cling peaches are quoted at \$2 a dozen in a large way, as against a normal price of \$1.35. Small Eastern staple canned goods are very high and, in many cases, very scarce.

**Canned Vegetables**—Brokers here say that the Government award of \$1.15 for canned peas is too high and that canners are apt to obtain inflated ideas as to the value of canned goods. It has also been intimated that corn will be taken at \$1.25. These prices, it is asserted, are far above the necessities of the situation and give the canner too big a profit. The chances are therefore that there will be some criticism in the trade. New pack tomatoes are now available and are offered at \$1.60@1.70 in a large way. There are still a very few 1916 tomatoes about and they would command probably \$1.80, but the old pack is very nearly cleaned up. It is very hard to tell what the new pack will be, as the prevailing hot weather has undoubtedly done some damage. String beans are ruling at about twice the usual price and are almost out of the market.

**Canned Fish**—Columbia River condi-

tions are still rather discouraging. Spot red and pink, however, are easier.

**Dried Fruits**—As soon as the Government can fully organize under the new Food Control law it is expected that business will be resumed on a more extensive scale. Just what effect army orders for dry fruits will have on the situation remains to be seen. A good deal of stress has been laid from time to time on the increased amounts of business to be looked for from this source, but except for the allowance that must be made for waste in feeding an army this will not add materially to the sum total of consumption. The number of mouths to feed will not be increased—merely removed from city life to army life. Thus the problem of marketing the immense crop of prunes available this year will be one that the Prune Growers will find a difficult one to solve. As yet they have not re-entered the market and may possibly be awaiting the settlement of the food policy of the Government. No statement has as yet been forthcoming as to the total booked by the association, and it may be that domestic requirements have already been provided for. This leaves the export situation very much unsettled, and upon it will depend the good or ill fortune which the new association will experience in marketing its first crop. Locally the outlook is somewhat precarious. While there are said to be export orders in the market there are efforts on the part of some exporters to resell at concessions. There is not much interest being shown in peaches or apricots at the moment.

**Cheese**—The market is steady and unchanged, with a light consumptive demand. No change seems in sight in cheese, unless the hot weather shortens the milk supply and causes an advance.

**Provisions**—All smoked meats are steady and unchanged, with a fair consumptive demand. Both pure and compound lard are steady at ½c decline and at the decline the market is healthier and the demand seems better. Barreled pork, dried beef and canned meats are all fair and unchanged.

**Salt Fish**—No change has occurred in the market during the week. Shore mackerel are very scarce and are commanding a high price. Some domestic mackerel have come forward from Halifax, but not enough to amount to much. The future of the mackerel market seems firm and high.

**Review of the Grand Rapids Produce Market.**

**Apples**—Home grown Red Astrachans fetch \$1.50 per bu.

**Bananas**—\$4 per 100 lbs.

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

**Blackberries**—\$2@2.25 per 16 qt. crate.

**Butter**—The market is active at an advance of ½c per pound for the week for all grades. The make is reported lighter than last year and the consumptive demand is very good considering the high prices. The market is healthy on the present basis and if hot weather continues prices will probably go higher. Local dealers hold fancy creamery at 38½c in tubs and 39c in prints. Local deal-

ers pay 33c for No. 1 in jars and 29c for packing stock.

**Cabbage**—Home grown 75c per bu.

**Cantaloupes**—Ponys from Arkansas command \$3 for 54s and \$3.50 for 45s and 36s; \$1.50 per flats of 12 to 15; Indiana Gems, 90c per basket.

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

**Cauliflower**—\$1.75 per doz.

**Celery**—Home grown, 30c per bunch.

**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 at an advance of 1c per dozen. The bulk of the receipts are showing effects of the heat and are selling at shaded prices. The market is fair on the present basis with a normal demand. No important change is in sight. Local dealers pay 30@34c for fresh, including cases, loss off.

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

**Green Corn**—40c per doz. for home grown.

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

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

**Lemons**—California selling at \$9 for choice and \$10 for fancy.

**Lettuce**—75c 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**—California, \$3 per 100 lb. sack; Illinois, \$2.75 per 100 lb. sack; Spanish, \$1.50 per crate.

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

**Peas**—\$1.50 per bu. for home grown.

**Peaches**—Elbertas from the Ozark region in Arkansas 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**—\$5.50 per bbl. for Virginia and \$5 for home grown.

**Poultry**—Local dealers pay as follows, live weight: heavy hens, 20@21c; light hens, 17@19c; cox and stags, 14@15c; broilers, 29@30c; geese, 15@20c; ducks, 21@22c. 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**—\$1.50 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.

**Whortleberries**—\$1.50@2.25 per 16 qt. crate.

It is said that some evils are necessary. Can you name one that is?



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

Detroit, Aug. 7.—Declaration of a 75 per cent. stock dividend by Peninsular State Bank last week served to call to attention the growth of that Bank in recent years. At the same time the stockholders approved an increase in the Bank's capital from \$1,000,000 to \$2,500,000. The Bank was chartered Aug. 26, 1887, as the Peninsular Savings Bank to do both a savings and commercial business with a capital of \$250,000. Of the original officers and directors only four are now living, and only one, Frank Howard, is still a director. John H. Johnson, now President, entered the Bank six months after its incorporation as a Teller, becoming Assistant Cashier a few years later. The deposits are now in excess of \$22,000,000. Dividend earnings in the early period averaged 6 per cent., later 10 per cent., and now 12 per cent. and taxes. The Bank has not consolidated or merged with any other institution. Among its other distinctions is that of having paid the largest check ever passed through the local clearing house, \$3,450,000, paid by W. C. Durant and his associates as the final payment for the purchase of the Cadillac Motor Car Co.

Grover Gale, manager of the Newark shoe store, at 170 Griswold street, has resigned to accept a position in the women's shoe department of the Crowley, Milner Co.

The Payette-Walsh Co. has removed from its old location at 134 Grand River avenue to 233 Cass avenue just off Grand River avenue, in a much more commodious and convenient building.

George G. Hall, at one time at the Emerson shoe store in Detroit, and now Manager of a Newark shoe store in Cleveland, spent two weeks in Detroit, accompanied by Mrs. Hall. They were the guests of Mr. and Mrs. J. E. Ertell, parents of Mrs. Hall. Mr. Ertell is a member of the firm of Ertell & Butler.

Frank Caulkins, for a number of years with the Andrew R. Cunningham Co., has decided to embark in the drug business for himself and will open a fine new store at Twelfth and Virginia avenue about August 15.

C. H. Schroeder will give up his store at Macomb and Randolph street, operating as the Macomb Shoe Store. The stock is now being closed out.

The Liggett Company is adding a new number to its chain of three stores. The new one is located at 303 Woodward avenue, formerly occupied by the Park Theater. The entire room has been remodeled and is being fitted up with all the latest ideas in keeping with the Liggett's idea of convenience.

The Detroit Retail Shoe Dealers' Association will render every assistance and co-operation to the executive committee of the State Association in arranging for the annual convention of the Michigan Association which will be held in Detroit in September. The retailers always look forward to the Detroit meetings. They not only learn considerable by visiting the leading shoe stores but they also have a good time owing to the numerous amusement places in and about the city. The committee on arrangements hopes to work out a programme of papers and discussions that will be far in advance of those of any previous convention.

On Friday evening, August 3, the shoe industry of Detroit, representing employers, department managers, proprietors and salesmen, gathered at the Hotel Statler to hear an address on "How Best to Serve the Public," delivered by Norval A. Hawkins, general sales manager of the Ford Motor Co., and President of the World's Salesmanship Congress. J. E. Wilson, of the Walk-Over Shoe Co., also spoke on the work of the National Association of Retail Shoe Dealers.

Edward J. Walkuszewski, until re-

cently with Dwight Purdy, in Hamtramck, has purchased the drug stock of Will Sulewski at Chene and Forest avenue.

J. E. Wilson, proprietor of the Walk-Over Shoe store and who has a branch in Highland Park, is going to have one more store. The new one will be just about three blocks from his present main shop right on Woodward avenue, south of Grand Circus park. The John V. Sheehan Co. expects to remodel its first floor, and will divide the space by a partition leasing a part to Mr. Wilson who will install modern fixtures. He will carry a large stock of shoes, putting in a complete line such as he carries at his main store. It is planned to have the new shop ready early in September in time for the fall trade. Mr. Wilson will personally supervise both the Woodward avenue stores as well as the Highland Park store.

The State Dairy and Food Department appears to be quite active and in consequence, quite a number of druggists of the city are being prosecuted for having Sweet Spirits of Nitre which does not conform to U. S. P. standard in Ethyl Nitrite, Tincture Benzoin, low in Benzoin, Tincture Gelsemium, low in Gelsemium, Tincture Myrrh, low in Myrrh and Tincture Iodine low in both Iodine and Potassium Iodide. Now, we do not believe any of the druggists being prosecuted deliberately make any of these preparations below standard; but it goes to show how careful we should be to get standard drugs, of U. S. P. strength, and be careful in weighing and measuring them in making our tinctures. In the case of Sweet Spirits of Nitre there is some excuse if this be found deficient because the majority buy a concentrated solution and dilute according to directions and let it go at that; but afterwards evaporation takes place even if it is taken care of as specified by the department and therefore more than ordinary care should be taken with this product.

### Lead Us Aright!

Written for the Tradesman.

Many a father and mother can now realize how Abraham felt when required to sacrifice his only son—the thing he loved above all else. But the call is not so clear as was Abraham's. If the son does not insist on enlisting, if he is not drafted, or if drafted, if he can justify a claim for exemption, then the sacrifice is not required.

The mother cannot give her son to be killed, crippled or suffer the hardships of a soldier's life. The father cannot say, "Go, my son; it is your duty." Neither can he say, "You cannot go, because you are our only support." He knows the family will not starve in America; that other plans may be made, even if the home-stand is sacrificed, the plans of years halted or entirely broken up, and aged and infirm parents take again burdens which had been shifted to stronger shoulders.

If only the idle, the vicious, the unprofitable, the useless in the world's real work could be used to stop German bullets, instead of the choicest manhood of America, it would not be so hard to see them go. And why exempt married men and not unmarried? Could not the Government provide for the wife and one or two children? And why should family names be cut off from the earth and in the future farms and homes be occupied by foreigners, instead of widows and children of American soldiers? E. E. Whitney.

### Sidelights on Celery City and Environs.

Kalamazoo, Aug. 7.—The Victor Wire Wheel Co. is the latest industry to be added to Kalamazoo's list of manufacturing institutions. The company has filed its articles of incorporation, the capital being placed at \$500,000. The new concern will be brought to this city from Detroit. All equipment and machinery has been packed and is ready for immediate shipment. It is understood that arrangements for a factory here will be complete in a few days. Among the assets of the company are valuable real estate holdings in Detroit, which will be disposed of. The plant will manufacture high grade wire wheels that embody many improvements over those commonly in use. The matter of locating in Kalamazoo has been under consideration for several months. Those most actively interested in securing the plant visited Detroit at various times and were satisfied that the proposition was a good one and would develop into a great industry for the city. While the number of hands to be employed at the outset is not stated, it will be a considerable number and it will be increased rapidly during the next twelve months. High grade mechanics are used almost exclusively and the payroll will be of the kind that benefits all branches of trade.

Collins & Lamb have purchased the grocery stock of Frank S. Schlicht on East avenue.

Death claimed one of Kalamazoo's pioneer grocery merchants this week. Mr. Ruster having passed away on Sunday, July 29. Mr. Ruster has not been actively engaged in the business of recent years, having turned the management over to his three sons.

Thursday was a gala day for the Kalamazoo and Grand Rapids grocers and butchers when they held a joint picnic and excursion at Jenison Park. When the Kalamazoo division reached Moline, one of the motors burned out, causing about an hour's delay. The day passed with many pleasing features, including numerous sports and contests and a two hour ride on Lake Michigan on the steamer City of Grand Rapids. Kalamazoo merchants extended their thanks to those of Grand Rapids for their kind hospitality shown them.

Frank Elliott, the genial grocer on Portage street, took advantage of Thursday closing on account of the grocers' picnic and hid himself to Saugatuck on a fishing trip. Frank didn't bring any fish back with him and it has been told by reliable parties that he spent most of the day on top of Mount Bald Head, casting into Kalamazoo River and Lake Michigan. Frank is now so expert at the game he won't need any boat to fish on the small lakes near home.

Miles Dawson has taken the management of the Bee Hive Cash Grocery, on Portage street. The former manager, Joseph Lamb, has engaged in business for himself.

W. S. Cook.

### Boonlets From Bay City.

Bay City, Aug. 7.—The seventeenth annual convention of the Michigan Abstractors Association was held in this city Thursday. The business session was held in the office of the Colonial Club. The following officers were elected for the coming year: President, Arthur Brown, of Ann Arbor; Vice-President, H. L. McNeil, Paw Paw; Secretary, W. E. Hodgman, Coldwater; Treasurer, George E. Wedhoff, Bay City. Detroit was selected for the convention for next year.

That Peter Smith & Son, of Detroit, who recently purchased the Raumbgarten grocery store at 402 Center avenue, have confidence in the business future of Bay City, is shown by their action in opening a store at 920 Johnson street. Also in their purchase this week of the double

store block at 1006 and 1008 Water street, which they will remodel. When completed, it will be one of the largest cash grocery stores in the State.

One hundred men employed at the Davidson dry dock struck Friday for an increase of 50c per day. The Davidson Company is paying \$2.50 for common labor and \$3.00 for ship carpenters and other skilled laborers. The company has a large amount of work on hand.

The first annual outing of Ambulance Co. No. 2, was held at Wenona beach Friday and was a grand success. Baseball and other games were played. Dinner, which was donated by Bay City merchants, was served at 12:30.

Bay Council held a basket picnic at Wenona beach Saturday, Aug. 4. Saginaw Council could not make connections, so Bay Council choose two nines of their own and had a fine game. The writer had the misfortune to lose a valuable gold watch in trying to steal home, which was afterward recovered. The usual running and jumping races were indulged in, much to the amusement of the older members of the order. Suitable prizes were given the winning contestants. The real sport of the picnic was the swimming and later the dancing.

William T. Ballamy.

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# Michigan Drop Forge Company

## 7% Cumulative Preferred Stock

Tax Exempt in Michigan

Preferred as to Assets and Dividends. Par Value \$100

Redeemable as a whole or in part at 103 plus accrued dividends, on or before January 1, 1918; at 106 thereafter at any dividend date.

	CAPITALIZATION	Authorized	Issued
7% Cumulative Preferred Stock .....		\$300,000	\$250,000
Common Stock—no par value .....		15,000 shares	12,500 shares

The following statements are summarized from a letter signed by the President of the Company and from reports and audit by Messrs. Price, Waterhouse & Co., and also Mr. R. T. Herdegen, Vice-President and General Manager of the Dominion Forge and Stamping Company.

### EARNINGS.

Earnings for 12 months, ending Jan. 31st, 1917, as reported by Messrs. Price, Waterhouse & Co., are equivalent to over 3½ times Preferred Stock dividend requirements, leaving balance equivalent to over \$3.50 a share on the Common Stock.

It is estimated that net earnings for the current year, as a result of the introduction of the new capital, will approximate over 4½ times Preferred Stock dividend requirements and leave a balance equal to approximately \$5.00 a share on the Common Stock.

### ASSETS.

Total Net Tangible Assets, over all liabilities, as reported by Messrs. Price, Waterhouse & Company, and by the Manufacturers' Appraisal Company, after giving effect to introduction of new capital is placed at approximately 140% of the total par value of outstanding Preferred Stock, leaving a balance of over \$7.50 a share for the Common Stock. The Company has no indebtedness of any kind except current accounts payable. Net Assets must be maintained at not less than 125% of the par value of outstanding Preferred Stock.

### SINKING FUND.

A Sinking Fund of not less than 20% of net earnings after Preferred Stock dividends must be set apart annually for the purpose of either retiring Preferred Stock or for investment in additions and betterments against which the outstanding Preferred Stocks will become a preferred lien.

No bonds or prior liens, except purchase money obligations, having a maturity of not more than one year, shall be created ahead of the present Preferred Stock.

### DIVIDENDS.

The Directors of the Company have declared a policy of establishing a dividend rate on the Common shares which will consume an amount of cash equivalent to not more than 50% of the net earnings of the Company after payment of Preferred Stock dividends.

In accordance with this policy the dividend rate on the Common Stock of the Company should be approximately \$2.00 a share for the ensuing year.

Preferred Stock dividends are payable quarterly on the first day of January, April, July and October.

### BUSINESS.

The Company manufactures complete lines of steel forgings used in the manufacture of steel products for a few large and firmly established customers whose business consumes the Company's entire capacity and who furnish large contracts for the steady use of the Company's equipment. With the introduction of the present new capital the Company will be enabled to enlarge its capacity and diversify its products, which will materially increase efficiency and earnings.

### MANAGEMENT

The management of the Company is in the hands of energetic men experienced in the forging business who have proved their ability by the results accomplished and their past record.

### Officers and Directors:

B. F. ESGAR, Pontiac, President.

HUGH O'CONNOR, Detroit, Vice-President (President Michigan Wire Cloth Company).

PAUL A. LEIDY, Pontiac, Secretary-Treasurer.

JOHN H. FRENCH, Detroit (President Michigan Stamping Company).

J. B. BREYMAN, Toledo, Capitalist.

O. W. MOTT, Jackson (Vice-Pres. Jackson Rim Company).

JOSEPH G. HAMBLEN, Jr., Detroit (Warren, Cady, Ladd & Hill).

WILLIAM SPARKS, Jackson (Vice-Pres. Sparks-Withington Company).

CHARLES H. LUCE, Detroit (Phoenix Insurance Company).

JOHN O'CONNOR, Detroit (Attorney).

J. V. ROEMER, Detroit, Manufacturer.

R. T. HERDEGEN, Walkerville (Vice-Pres. and Gen. Manager Dominion Forge and Stamping Co.)

All legal matters with reference to the Company have been passed upon by Messrs. Warren, Cady, Ladd & Hill, Attorneys, of Detroit, while favorable reports and audit have been made as to the financial condition, equipment, character of business and efficiency of management by Messrs. Price, Waterhouse & Co., Accountants, the Manufacturers' Appraisal Company, of Cleveland, and Mr. R. T. Herdegen, Vice-President and General Manager of the Dominion Forge and Stamping Company, of Walkerville, Ontario.

Copies of the above reports are on file for inspection at our office.

Over 75% of this issue having been purchased by interests identified with the Company, the undersigned own and offer the balance of 500 shares of this stock at

Par and accrued dividend—each share of preferred stock carrying one share of common stock as a bonus.

DESCRIPTIVE CIRCULAR ON REQUEST

**Kay & Company**  
1118 Penobscot Bldg., Detroit

**Geo M. West & Company**  
Union Trust Bldg. Detroit

The above statements, while not guaranteed, have been obtained from sources regarded as reliable and have been accepted by us in our purchase of these securities.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 8, 1917.

## REAPING WHAT SHE SOWED.

There is renewed talk about German finances being at the point of collapse. That Germany's food supply is failing, everybody knows: that many of her industries are ruined, is not denied; that her shipping and commerce have suffered blows from which it will take a generation to recover, is admitted by German business men. It is not strange that they are reported to be urging peace as an imperative necessity if anything is to be saved out of the wreck. But Germany has to mourn to-day a greater loss than any of those mentioned. She has lost her reputation. She has squandered her moral assets. At a time when she needs to call up all her reserves of good faith and confidence, she finds that they have been wasted. Nobody believes her. Nobody trusts her. Upon the German government the disagreeable evidence that it is morally bankrupt is being pressed from every quarter.

This is the indisputable truth which stands out in the reception throughout the world of the latest peace proposals by Germany. They meet with universal skepticism and suspicion. This would not be the case if Germany stood at present in the position which she occupied in the world's estimation at the beginning of 1914. If at that time we had had a specific resolution adopted by the German Reichstag, and a declaration by the German Chancellor, emphatic, renewed, explained, we should all have said that here was something seriously to be reckoned with. It would have been the Germany which we thought we knew saying what it would be reasonable to believe true. But three years have sufficed to destroy that presumption. It is Germany herself that has taught the world to distrust her. A long course of lawlessness heaped upon duplicity, of brutality intermingled with deceit, has made every utterance of the German government suspected. Hence the amazing, unanimity with which public men and the press in all belligerent and neutral countries have looked upon the repeated peace proffers of the German authorities as merely a snare for the unwary. Whom are they trying to trick now? What new betrayal are they preparing? For what fresh burst of ferocity is all this a mask? Such are the questions everywhere provoked by the German official advances in behalf of peace. Germany ostensibly

holds out an olive-branch; but prudent statesmen insist upon examining it to see if it does not conceal a dagger.

Thus is the fated and terrible punishment of Germany already beginning. She is reaping what she has sowed. Her rulers have brought the good name of their country into disrepute. Their promises no longer pass anywhere at their face value. Every governmental move by Germany is closely scrutinized to see what detestible treachery is wrapped up in it. The word "German" has always been the international trademark for double-dealing in diplomatic matters, but now it is beyond comparison the most detestible word in the vocabulary of the world. To-day Germans look around the horizon and see nowhere a friend, nowhere a nation that will accept the pledge of the German government or the word of a German citizen. Everywhere they perceive dislike and distrust. This is the moral punishment of Germany for her crimes, and it is not to be wondered at that the punishment is greater than they can bear.

In their long-studied plans to win the Kaiser's war—plans which they have been perfecting for more than twenty years—the German military rulers depended mainly upon two things—terrorism and trickery. Both have not only failed them, but have recoiled upon them with tremendous and disastrous effect. Against German brutality, the exhaustless heroisms of the soul of man rose in a mighty flood. Like the man in Browning's "Instans Tyrannus," Belgium "stood erect, caught at God's skirts and prayed," so that to-day it is Germany that is "afraid." Even more overwhelming for Germany than the reaction against her barbarous methods in war is the inevitable result, as we see it now, of her treaty-breaking, her underground plotting, her treacherous dealing with nations at peace with her. The time has come when the German government desires to have its acts and words credited, but finds that it has itself cut away the moral props under it. Its fair language to-day is read in the light of Bethmann-Hollweg's talk of peace in December, 1916, although he afterwards admitted that he was merely seeking to gain time to build submarines and make the war more ferocious than ever. The intercepted Zimmerman note is not forgotten. The German foreign office has made itself the synonym for untrustworthiness. The German government has discredited in advance its own documents. It has turned every man's hand against it.

This, of course, cannot go on forever. The rest of the world has got to live with Germany—the same as we have to live with rattle snakes and scorpions—and, in the end, an ironbound agreement will have to be made with her. But meanwhile, at the present juncture, Germany presents the melancholy spectacle of a great nation that has morally committed suicide.

Chip hats are made, not of straw, but of splints of the Lombardy poplar. For this purpose the wood is buried three years in the ground to dry. If it is allowed to dry in the air it turns dark red in color, instead of remaining white.

## HOSIERY MARKET QUIET.

There seem no indications at the present time that any additional lines of hosiery for the coming spring season of 1918 will be opened prior to the fifteenth of this month. In the meantime the market is quiet and more or less featureless, excepting for the steadily increasing price tendency of merchandise already opened and on sale.

One of the largest factors in New York, who about five weeks ago opened a limited amount of children's, infants' and women's goods at decided price advances noted at the time, has sold up this quota and is offering nothing further at present. The agent for the mills referred to expects to offer no more merchandise until September 1, and perhaps not until later than that, believing that the longer he can hold off the better it will be for all concerned. The three items of hosiery mentioned above as having been sold ahead for next season have been limited in delivery up to October 1. When any more goods are offered two or three months' selling ahead will be the limit of the amounts.

By October 1 the mills will probably have the goods sold last year and held up in production delivered, excepting possibly for women's 220-needle goods as a class, and will be better in a position to figure on future production in September than possibly could be the case now. From one standpoint it is nothing if not unfortunate that these goods sold a year ago are still hanging fire, for they were sold and are being delivered very cheaply compared with the range of values that is effective throughout the market to-day.

The question of labor and the independence shown by the workers has been a constant thorn all through the year. A manufacturer will announce to his workers that the goods must be made "right," and that this must be even if production is smaller, in order to attain the standard. The workers agree that all the manufacturer's contentions are perfectly true; that they will be willing to use the necessary care in producing goods as they should. And they next come along with the statement that as long as production will be smaller, in that the goods must be made more carefully, they will be back with their committee in a few days and let the mill man know what pay they must have for turning out the goods as they ought to be made, incidentally admitting at the same time that the goods they are producing are not right nor up to standard.

From present indications, hosiery buyers are due to receive some more price jolts before the season is over. It rather looks as though high raw material prices can be counted on as long as the war lasts, and there is scant hope of other manufacturing costs remaining where they are, at the very high levels reached to-day, to say nothing of their going any lower. What effect the price situation is to have on consumption is an interesting subject, and one that is getting much attention from the different agents.

## AFTER THE WAR.

If there is anything whatever that we can do, think or talk about that will benefit ourselves or our fellows,

let us drop the useless talk about what will be done after the war.

When we get on the ground and discover the conditions and learn what materials are available we may go ahead with building. For the present when we think "after the war," let us think of these things:

After the war there will be returning soldiers; there will be happy reunions and rejoicing. Let us hope that our loved ones will come back well and strong. There will be sorrow for some, but there will be consolation and compensation because of what has been given and what has been done for humanity. There will be honor and reward for the remainder of life for both soldiers and their relatives.

There will also be shame, regret, dishonor, scorn or contempt for those who might have but did not serve their country in its hour of need. Open interrogation or implication will call for explanations and excuses. Some fathers and mothers who plead to have the son exempted from service because he was their only support will realize their mistake. He had never helped support them; he had, instead, lived off his parents or spent all his earnings on himself. And he did no better during the war. Military discipline would have been a good thing for him, and if he had died in the service his parents would have had a pension for old age.

After the war how much satisfaction will any one get from the remembrance that he withheld from his country all he had to give?

Fathers, mothers, wives and sisters of men eligible for the army should now think what they will think of themselves after the war.

Various college presidents, professors, pacifists, Socialists, and anarchists have been publishing from time to time articles on variations of the theme. "The Basis of a Durable Peace," and every once in a while we have Bryanite and other cries for a "Peace Without Victory." The answer to all this sort of talk is that there can be no "durable peace" in Europe until the Prussian nature and point of view is altered; and the only way to accomplish this alteration is by force. No "durable peace" can be had with a people which strikes medals and gives school holidays to commemorate the slaughter of women and children by U-boats and Zepelins; which thinks it "civilized warfare" to poison wells, give poison germs, castrate male prisoners and children, ravish women and girls, kill non-combatants, and generally out-devil the devil in "frightfulness." The professors and college presidents might as well be writing theses on the basis of a "durable peace" with rattle-snakes as with Prussians. The Bavarians, the Saxons and Wurtembergers, and the decent Germans—if there are any—will wake up to this in time and cast off the Prussians; then we can begin to talk about a "durable peace."

A stubborn fountain pen has interrupted many a man's flow of idle thoughts.



**REPLACE PYGMIES WITH MEN**

In every crisis of our country's history a leader has arisen to meet the emergencies of the hour.

From the days of Washington down to the present hour America, the hope of all freedom loving peoples the world over, has met the dangers of new stress with infinite courage born of the fact that great men have sprung to notice as if by magic.

Washington, Lincoln, Grant, Dewey and others. The present conflict in which we find ourselves engaged seems up to date to form an exception to the history of our splendid past made glorious by the forensic and battlefield heroes coming into action born of the occasion.

Four months of inaction; four months of idle prattle as to what we intend to do when we get good and ready; four months of absolutely no progress toward the ending—toward the beginning rather—of America's part in the great world war precipitated by the Kaiser. What does it mean? Are we a mess of children unable to distinguish real, earnest work from the fantasies of the day?

The one great thing lacking is a leader.

Where is this man to spring from? That we cannot tell. Precious time is being wasted amid a babble of tongues, all arguing at the same time with no definite conclusion anywhere.

There is much truth in the saying, "strike while the iron is hot." America has not done this. The deliberation with which we have gone into the greatest conflict the world ever saw is perhaps creditable to our poise of character, but hardly comports with the serious nature of the situation. Four months have passed since the declaration of war and we have not even a single regiment of the drafted army of a million enrolled.

The men responsible for the selective draft, placing it high above the volunteer method of raising an army, have given the country little assurance of immediate participation in the world conflict. In Civil War days, when the old system prevailed, an army was not only enrolled but met the enemy in the first big battle of the Great Rebellion in three months and eight days after the first call for troops was issued.

Are the men of America less patriotic to-day than in 1861? We do not believe that for a moment, but the reason for the ponderous slowness of the present military organization is wholly due to the inadequacy of the man or men at the head of affairs.

America accepted the President's plan for a selective draft. That it has been a disappointment to the public it would be useless to deny. The need of a leader—capable, able, patriotic, non-partisan, wholly American—in this great crisis was never so patent as now. This everlasting talk about what we are going to do, but never making a move to do is becoming nauseating.

Great men are not to be had every morning of the day perhaps, yet it does seem reasonable to expect the President to give the country some show for its patriotism and its money.

A cabinet of mediocre men organized

in times of peace, under the spoils system, wholly on partisan grounds, utterly fails to fill the bill at this time. The demand that every American cast aside prejudice and stand by the President has been met by the people with surprising unanimity. Now let the President reciprocate by giving the country the strongest cabinet in his power to select.

With the war four months old, with silly and contemptible bickerings continually occurring among the small minded and narrow visioned men of the President's official household, it is high time that a halt was called and a chance given the country to draw on its strong men, regardless of party to take responsible places among the counselors of the Nation while that Nation is entering upon the most gigantic war of its history.

Give us a strong Secretary of War, Mr. President. We could be wholly satisfied with Theodore Roosevelt in that position. Other names of strong men occur that make such pygmies as Baker, McAdoo and Daniels look sick!

edly has a keen desire to do his duty as he sees it, and we, the people, trust that he will soon realize the necessity of putting forth his hand to draw from the best brains of the Nation for a war cabinet that will not be, as has been the present one, a disappointment and a shame to even the sensible members of his own political household.

**FEATURE THE EVAPORATOR.**

Cans of all sorts and the various accessories are of an interest to the housewife which will continue throughout the season. Likewise, the evaporator may be quite as acceptable. Dried fruits of the home sort have fallen into disfavor because they require too much time in preparation, and the very fact that the old process was slow interfered with the quality of the finished product. We have the commercial fruit which is almost as good as fresh fruit for many purposes, and with the cheap evaporator which you can offer the housewife can duplicate it in fruit which would otherwise go to waste.

Evaporated fruit has some advantages

**CANADIAN TRIBUTE TO COLUMBIA.**

Columbia! To-day in pride you stand,  
The admiration of a wondrous throng.  
Who know you war not for a common wrong,  
'Tis peace and honor that you would command,  
And cut away the roots of selfish power,  
The innocent to vindicate. This hour  
Is yours, Columbia! O, hour of pride!  
When to a noble cause you stand allied.  
Your garb of battle is by freedom made,  
And victory's hand has touched your sword's keen blade.  
Fling far the brightness of your stars, O, Flag!  
The firm, quick step of justice will not lag.  
Columbia, hail! We stand as soldiers twain  
To close the door of death across the main.

Aileen Ward.

We must have the brainiest of our brainy men to take hold of the reins of government else the present administration is going to be a failure and the war upon which we have entered prove disastrous and disappointing.

We shall win in the end of course, but we cannot be too careful about husbanding our resources of men and money, that our people may see it through without being bled white, as has been the misfortune of our sister republic across the water.

Stand by the President—yes, but in the meantime shall not the President stand by the people, giving his best efforts, unbiased by partisan leanings, toward safeguarding their interests in this mighty struggle of democracy against autocracy throughout the world? We are in the war. We must win or lose. We dare not contemplate the latter alternative, and it is the duty of all to do the best that is in them for the holy cause of a world's emancipation from the tyranny of the autocrat.

The universal demand of America to-day is for an immediate re-organization of the President's cabinet. We have a right to demand this and the President should heed the call. Perhaps no one will make the mistake of confounding Woodrow Wilson with being another Washington or Lincoln, yet he undoubt-

over the canned goods. It requires no sugar in the process and at this season the sugar bill is quite an item. Then you can assure customers that the fruit thus prepared will keep. Almost anything can be handled in the modern evaporator, be it fruit or vegetables. And after they are done, a paper sack is a good enough container. The process is a quick one and the enterprising housewife can not only preserve food for her own family, but can easily prepare a surplus which will ensure her pay for her time and investment.

The construction is so simple that no particular demonstration is necessary, but a special invitation to all interested to call and examine the evaporator will prove sufficient. Offer to mail your booklet showing just what it will do to any who do not find it convenient to call. Explain all details of the work to those who do call. Call attention not only to the standard products which it will turn out but to the unusual ones. Egg plant, celery leaves, parsley, peppers, horseradish, and mushrooms are a few of the sidelines which will be found profitable, to say nothing of the convenience in having green peas, pumpkin, squash, and all sorts of fruit ready in any quantity desired. It will sell, and it will help save the fruit which may come to you to sell. Try the plan.

**FOR THE SOLDIER BOYS.**

A window showing a collection of comforts and luxuries appropriate will prove a popular place during the coming weeks. We are just beginning to realize that our Nation is really at war, and the conscription lists have been decimating a friend or more for almost every one. This window thus comes as a personal appeal—and if you can help some one to choose the most acceptable parting gift, good. The subject is almost vital, and so just a collection of articles of light weight which will serve for every day enjoyment or use is sure to interest every one.

There are the comb and brush which appeal to the personal necessities. A fountain pen is a good selection, implying, as it does, that frequent letters from the front are desirable. Some of the local companies are supplied with bibles by the Sunday schools of the community. Where this is omitted among the masses, it gives the individual chance to supply the volume. A French dictionary may be a convenience to those with linguistic tastes. In choosing books, consider the personal inclinations of the donor. If fiction is preferred, get him a good, helpful book on fiction, for the chances are that more solid matter would remain unread. Some cheering words for every day by Nixon Waterman or Walt Mason will work wonders in fighting off homesickness. A scrapbook into which you transfer all of the local happenings of interest will be a welcome camp visitor at the end of the first month.

These are but suggestions. In looking over your goods you will be able to add to them materially. Feature the "Khaki Kit" in your local paper. Drape the window with the Stars and Stripes and place in it a sample of goods which prove favorite for the comfort bags which are being given out from Red Cross headquarters. Have one of these bags with contents in view, showing pins, needles, buttons, tape, safety pins, etc. In short, get together the little conveniences and necessities.

**COME ACROSS.**

Come across! for God's sake come!  
Save that land! Safeguard that home!  
Loud they cry—those fighting there!  
Dying men—in France somewhere—  
Cry come across.

Come across! Raise high your hand:  
Swear it now—that you will stand  
Side by side with those who fight!  
Die!—for Liberty and Right  
To save mankind.

Come across! The Hun is mad  
Envy, hate—all that's bad,  
Gathered from the centuries  
Culminate in miseries  
On innocents.

Come across where mothers mourn  
Suckling babes from bosom torn;  
Slayed by bombs adown the air,  
Childlike faith thought God was there  
Instead grim Death.

Come across! and "do your bit"  
Sammies, Tommies, Poilus knit  
In a lasting brotherhood;  
Belgian, Slav, Italian blood  
All fight as one.

Come across for Uncle Sam!  
Puritan, or sons of Ham,  
Foreign born and naturalized  
Kill that thing, accursed, despised—  
The Kaiser bug.

Everybody—young and old,  
Heart and hand—with gun, with gold  
Sacrifice as ne'er before  
Duty knows no rich—no poor  
So come across.

Charles A. Heath.

Big business are often lost  
through small leaks.





**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.

**Heavy Tax on the Egg Trade.**

Any observing person who makes a daily tour of the New York egg market can not but be impressed with the enormous waste in this valuable product caused by breakage in transit. Since the railroads, through combination and unanimity of action have succeeded in evading payment for the greater part of this loss, for which they are nevertheless legally liable, the damage seems to have increased until it is now become a serious tax upon the industry and a loss in food material that certainly deserves the attention of governmental departments concerned with conservation.

In the stores of many of our leading egg receivers it is a daily occurrence to find men engaged in repacking eggs that have been smashed up or partially broken in transit, both by freight and express.

We know of no compilation of these losses which will permit any reasonably accurate statement of their extent, but their magnitude may be guessed at from a few facts. In one store the Review learned that of one recent week's egg receipts of about 2,700 cases some 40 per cent. were more or less broken whereas, under the unjust and arbitrary rules of the carries only 117 cases could be signed for as damaged. Of more than 1,000 cases more or less broken this house had to repack about 700 cases and the loss, while not accurately figured from the many records involved, was estimated as approximating \$500.

In another house the following examples of loss were obtained, including labor, materials, and loss in broken and stained eggs but not the reduced value of the repacked eggs in comparison with their undamaged value.  
 54 cases damaged, loss.....\$27.88  
 17 cases damaged, loss..... 12.15  
 29 cases damaged, loss..... 21.25  
 57 cases repacked, loss ..... 32.81  
 Of 496 cases shipped for storage, all had to be opened for examination and 251 cases repacked, total loss \$203.34.

Some idea may be obtained from these instances of the magnitude of the tax which railroad indifference and lack of precaution is placing upon the egg industry and incidentally upon egg consumers. We venture the guess that it will amount to more than \$500,000 a year in New York City's receipts alone.

In our opinion the greater part of

this enormous loss is preventable. That devices for stowing eggs in the cars for the absorption of shock are practical and effective has been repeatedly demonstrated. That these, in principal, can be adapted to the safe shipment of small lots as well as solid cars is doubtless only a matter of adequate study and attention.—New York Produce Review.

**Cheese You Can Find in the Dark.**

Of course, there are different kinds of cheese; some are more distinct than others. Now, the cheese I have reference to is the kind you can find in the dark. There are lots of people who would like to know how this cheese is made. Now, I will tell you: In the first place you want to hunt up a milkman that has been arrested four or five times for adulterating his milk; you want to catch him in the evening after he has been out all day in the sun and his milk is good and sour and he is about to throw it away; Then you buy it cheap. You take it out in the country and bury it (that is, if the board of health don't object); then you take it out and beat it good. (Now, the lightning has been known to strike this cheese but the lightning got the worst of it.) Then take it and put it out all night, let the dew fall on it, leave it there until the surface becomes good and mouldy; then you have Limburger cheese.

**Raise More Rabbits.**

The U. S. Department of Agriculture is encouraging the raising of rabbits to increase the supply of meat. The business, it is pointed out, can be carried on by youths, and in back yards in cities and towns as well as on farms.

The Belgian hare breeds rapidly, matures quickly and produces a palatable and nutritious meat, at less cost than any other. For food lawn cuttings can be utilized and other vegetation that would otherwise be wasted. A bulletin has been issued on the subject by the Department.

It is often the case that a merchant pays a high rent for a store of superior location, but fails to take full advantage of his opportunity to catch the attention of the hundreds—and in some cases thousands—who pass by his store daily, by means of attractive window displays.

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.

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  
*Frank 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.  
 Grand Rapids                      Michigan

**Rea & Witzig**  
**PRODUCE COMMISSION MERCHANTS**  
 104-106 West Market St.  
 Buffalo, N. Y.  
 Established 1873

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

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

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

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

**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.**                      **GRAND RAPIDS, MICHIGAN**

**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.

**Vinkemulder Company**  
**Specials for This Week**

---

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

---

Georgia Pink Meat  
 Lopes  
 12-15 in Crates

---

Georgia Elberta  
 Peaches  
 6 Basket Crates

---

Also All Kinds Fruits  
 and Vegetables

---

**Vinkemulder Company**  
 Grand Rapids, Michigan



### Opening Up a New Store.

If the young man who desires to become a merchant will form the habits of business, when preparing himself for his chosen work, he will meet with a greater measure of success and have fewer heartaches and less difficulties to overcome during the first few years of this mercantile life. These habits may be summed up in the following: Punctuality, perseverance, prudence, industry, system, study, frugality and temperance.

The young man who has cultivated these habits will find them of far greater value than mere dollars as assets of his business. But it is not the possession of any one of these, more than another, nor the occasional exercise of them that will lead a man to success. The difference in men and their success may be attributed in a measure to a difference in their business habits. The practice of these habits at all times will give a man a reputation for that business ability which he must attain through the application of these habits to his thoughts and actions throughout his whole business career.

Capital is a necessary possession these days if a man would enter the mercantile field with any hope of success. It need not be great, but the amount of success at the start depends largely upon its amount. Many men succeed in business who start with but small capital, but it will be found that those who do are able through a good business training obtained in early life to make the most of it. These men will not try to do a million dollar business on a thousand dollar capital. Nor will they expect a great success in a short period of time, but rather with care and forethought build upon a solid foundation for the future success that is sure to follow such a plan.

One of the first things a young man should do is to open a bank account and begin saving his money in a systematic manner. There is nothing that helps to form character in a young man so much as frugality. If he sets out to save so as to provide that capital he will require when he is ready to go into business, he will find it a hard thing to at all times exercise that attribute of temptations to be a good fellow with the boys, to stand in well with the girls and to indulge his own whims and fancies and his desire for popularity with all.

It takes some men a number of years to acquire a saving habit, to train themselves to have money and keep it without wanting to spend it.

The embryo merchant must acquire this habit and while doing so he secures a training of character as he accumulates a capital for use in his future business. The first \$100 and the first \$1,000 are the hardest to accumulate. After the young man has saved his first hundred dollars he will have little difficulty in saving the second, finding that each additional hundred is easier to save than the previous hundred.

A bank account, no matter how small it is, is of greater value than the mere dollars represented to the man of business. It not only helps him to form habits of frugality, but pro-

motes habits of regular and systematic savings. This the banker considers when the time comes for him to assist the young man in getting into business. If he has kept an "active" account at the bank the banker knows him to be a man of regularity, perseverance and determination. These qualifications recommend a man as being fit for a mercantile life and it is not hard to secure the necessary aid from the banker to get into business for himself.

Some of the greatest merchants have started with less capital than most men will deem necessary today. It is safe to say that few men are equipped for business unless they can show a sufficient capital to fit out the store to be occupied, in a proper manner, and have enough money left to pay for half of the stock required to start with. In exceptional cases it may be safe to make the venture with less, in all cases it will be better to wait a short time longer and save more capital, or to start on a much more modest scale.

When the man is ready to go into business, he must put all prejudice and partiality out of his mind and look at the proposition with a clear brain. He must be able to judge the whole undertaking with an unbiased mind. He must be free from preferences that will lead him astray. He must consider the whole proposition with an open mind and be able to see its disadvantages as well as its advantages, be able to weigh the one against the other and produce an absolutely impartial finding. Having done this and finding it to his advantage to go into business at that time the next thing will be to find a suitable location.

A great many failures have had their beginning in a poor location. A man must be where business is to secure business. If he is away from the business district and from other stores, he will find it impossible to secure enough business to pay his rent. He must, therefore, secure a location in a business district. His capital and his particular line of business will dictate the best locations in this district. It may be in the midst of the largest stores, and should be if capital will warrant, for that is where the most of the business is to be found, or it may be on the outskirts of the district. In either case, the best location it is possible to secure will be the cheapest in the end. The man who, to save a small amount on rent, selects a poor location commits business suicide.

Some merchants have tried to overcome a poor location by spending a large amount in advertising, and while some have secured satisfactory results, it has been found that the extra cost of advertising has equaled the amount that has been saved in rent.

In the moderate sized city there are many localities that are waiting to be developed by some enterprising merchant. There are many corners where there is a large amount of traffic, where an unusual number of people pass and repass every day. Such localities are good for the young merchant who has only moderate capital.

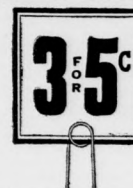
Often a few merchants with limited capital open these cross-street localities and form a new trading center of it.

A small store is suitable for some business ventures, but it is a foolish thing for a merchant to open a business requiring large space to make it profitable, in a small store. He had better go elsewhere or bide his time for a better opening.

The class of people who trade in any locality should be considered by the merchant before he opens his business there. If it is a high class district and he opens a popular-priced store, he will not secure the trade necessary to make the venture a success. On the other hand, if it is a popular-priced district, he will find it hard to get the high-class trade to come to the district, no matter how fine his wares are.

A poor location can bring disaster quicker than any other circumstance to the beginner. He should therefore be most careful in its selection.

A. E. Edgar.



Put "pep" in your prices by Using cMc

**PRICE CARDS**

40 cts. per 100 and up

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CARNELL MFG. CO.

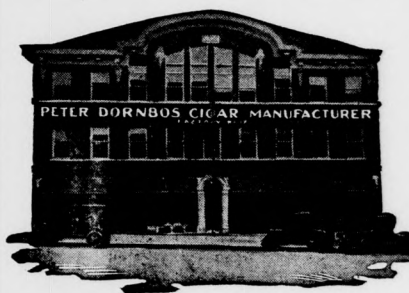
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## Liquor, Drug Addicts

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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.

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PERRY MILLER, Manager



Cigar

Cigar

## DORNBOS Single Binder

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

## Housewives Demand Jersey Brand Peanut Butter

Because it is Delicious in  
Choice Peanut Flavor

Try it and You'll  
Understand

Order From Your Jobber  
To-day



Perkins Brothers, Inc.  
Bay City, Michigan



### Changed Attitude of Congress on War Taxation.

Written for the Tradesman.

There is a growing feeling among banking interests that, while a large amount of taxation is necessary to carry on the war, the great bulk of war revenues should be raised by borrowings. Sell the bonds is the sentiment and let future generations share the costs of the war, as they will its benefits. It is said—and it is hoped that it is true—that Congress is beginning to turn to this view of the matter and will not place a ruthless and destructive tax on excess profits. As the time approaches for the annual convention of the American Bankers' Association, the bankers of Michigan individually should give close attention to the various phases of war financing with a view of using their influence in the framing of National legislation. A local banker may think he has little or no influence. This is a mistake. In his locality he is usually looked to for counsel in business matters. His representative in Congress knows this. In addition to his individual influence with our Senators and Representatives, he has or should have back of him the Michigan Bankers' Association, a concentrated force of no small importance. This Association should aid in pressing upon the American Bankers' Association the importance of conveying to the National convention the sentiment of the bankers of the State.

An old saying is, "It's an ill wind that blows no one good." The truth of the adage is being illustrated in this war's effects on this country. Big business men and captains of industry are giving money and experience to aid the Government and are spending nearly as much time in Washington as they do at their homes and business places. The result is co-operation and the result of co-operation is a better understanding, and no doubt the foundation of a governmental policy which will quicken and encourage business of all kinds, instead of throttling and destroying it. Upon all in Congress—except a blatant few of the LaFollette stripe who do not deserve to be called men—this co-operation and close contact with business men is having its effect. There is now greater hopes of sane taxation measures than at any time since the war began.

While there is a lull in certain lines of business and pronounced hesitation upon the part of investors, the outlook is far from gloomy. There is, however, a necessity for correction of the somewhat prevalent idea that the call for such huge amounts of money by the Government will make money hard to get next year. An illustration of this was recently given a Grand Rapids financial institution. A client wrote in

saying that after careful consideration he did not think he would invest until after the next war loan was called, as, if the Government was to spend the sums of money mentioned, money might grow scarce. The financial institution referred to said that if the United States was spending this money outside of the country this would be true, but that as the Government and even the Allies to whom loans were made, are spending this money in the United States for munitions and supplies it rapidly returns to general circulation and should increase business activity, with consequent prosperity, making money really more plentiful than it was before. Much of the cash thus spent has been from hidden hoards, brought out through the sale of Liberty Bonds.

Congressional delay and legislative uncertainty as to fixing of prices and taxation and governmental control of industry are having a restraining influence on business and a depressing effect on enterprise. Business men are growing more and more cautious as to their commitments. In many cases this feeling has led to the reduction of stocks and the cancellation of orders. This situation, added to the pressing need of prompt action, should spur Congress to an immediate settlement of these questions. Industrially the situation is one of great activity and, aside from spasmodic labor troubles, manufacturers are striving for new records in production.

As an example of Government price fixing the Interstate Commerce Commission is not very encouraging. Business men feel that, once the Government assumes this power during the war, it may not be an easy matter to get it to relinquish it after hostilities cease. It is this situation which has replaced the recent confident buying by the hand-to-mouth method now beginning to become prevalent.

It is often asked why it is, with cash reserves in the banks, high interests rates should prevail? John Moody recently answered this question very clearly when he said: "Interest is the rate paid for the use of capital rather than cash; and capital consists of accumulated savings, whereas it is possible for banks to have billions of dollars of cash, every dollar of which has been spent by the owners of capitalists and not one dollar of which is therefore accumulated savings or capital. Cash is a medium of exchange or an instrument of transferring capital from one person to another—just the same as bushel baskets are mediums or instruments for exchanging or handling potatoes. One can no more satisfy the hunger of the money market and ease interest rates by the use of mere dollars which do not

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



CAMPAU SQUARE

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

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

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

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

**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

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391



represent savings or loanable funds than he can satisfy human hunger by passing around empty baskets."

Realizing the soundness of this argument there is no good reason to look for lower rates of interest this fall.

Reserve banks are in good working order and non-member banks are in good condition, so the large war budget need cause no serious apprehension. It can and will be taken care of. The Nation is more fully awake than ever before to the serious character of our share in the war, and our people are not going to shrink from new tasks. Compared with the semi-exhausted state of the European participants in the conflict, we are comparatively fresh and have almost countless resources with which to meet the demands of these trying times. The huge sums absorbed by the Government will, as before stated, quickly work out among the public masses and the business life of the Nation and, unless too narrow a spirit of restriction is placed on large industries, the Nation will go along in a fairly even manner.

An important provision of the proposed new income tax law that had escaped public attention has been brought out by the Investment Bankers' Association of the United States. It relates to the contemplated chance of collecting the income tax from owners of the bonds instead of at the source from the corporations issuing them. The bill of the Senate Finance Committee undertakes to alter the present method so that, instead of collecting the tax at the source, there will be substituted the requirement of furnishing to the Government information at the source. This in many cases would be to shift the payment of the income tax from the corporation to the purchaser of the bonds and thus deprive investors, who have bought bonds containing a tax fee covenant for the express purpose of securing immunity from the income tax, of the benefits which the tax fee covenant was intended to confer. As the law now stands it is expressly provided that the amount of the normal tax "shall be deducted and withheld from income derived from interest on bonds and mortgages or deed of trust or other similar obligations or corporations, no matter what the amount of the interest, large or small. The bill of the Finance Committee would change this, and collect, not from the corporation, but from the owner. The contention of the Investment Bankers' Association is that the action contemplated, if persisted in, will discredit corporate securities in the eyes of investors who have purchased them, relying on the covenants they contained and the recognition of such covenants by existing United States laws, and will have a serious effect on the credit position of all corporations without regard to whether they intend to maintain good faith toward the holders of their securities. Bankers who have been and are large buyers of seasoned corporate securities, such as railroad and industrial bonds, eligible for purchase by savings banks, are vitally interested in this matter, for the reason it will affect the yield of income to the extent of the tax that would have to be paid by the purchaser—a tax assumed by the corporation

when the bonds were bought. It can readily be seen that it would be well to allow that phase of the present income tax law to remain undisturbed, and it would also be well for the banks and their depositors to use to this end their influence with their Representatives and Senators. Paul Leake.

#### MICHIGAN BLUES.

Over in the Wolverine—  
Michigan is where I mean—  
Lives a man who's got the blues:  
"Taint no good—'taint no use,"  
Farmer Zee would always say,  
When was asked if it would pay  
Seed to save from his blue grass,  
Rank it grew, was just first-class.  
"In Kentucky," added I,  
"That is why their land's so high,  
If it grows a blue grass sod  
There they think a gracious God  
Just has given the very best  
And that they are specially blest."  
"Taint no good," said Farmer Zee,  
"More'n that pesky hemlock tree  
Stood there back the old red barn,  
Wish I'd never seen the darn  
Thing; I hired a man t' chop 'er down—  
Dead at th' top—twelve foot aroun—  
Charged me dolla and a half,  
Then it killed my jersey calf—  
Heifer—when it fell, 'nd I got  
A holler log; I'll let it rot  
Where it lies—for 'taint no good,  
Shingles—not fer kindling wood  
Either. Cut worms took my corn  
What the crows didn't eat; this morn  
Not a kernel; 'twant so late  
Might sow buckwheat; 't any rate  
'Taint no use, each year—well nigh—  
Frost will get it in July.  
Sorry yer milk's so late, but one  
Th' calves died—colic—Jes begun  
Show some flesh" Heifer? "No-o,  
Bull—six bulls all came since snow;  
'Taint no use. Since cows were high  
We put up that creamery—  
All us farmers at the Springs,  
And bulls is all that my luck brings."  
"I suppose," I calmly said  
"Poultry pays you well instead."  
"Taint no good—'t my hens 'd lay  
Two eggs a piece an ev'ry day  
In the year, I couldn't afford  
'T keep 'em—eggs wouldn't pay their  
board  
Grain's so high; why, 'taint no use,  
And they raise the very deuce  
In the wife's wild posey patch;  
Eggs she set didn't even hatch—  
Weather so cold." "And then" said I  
"Don't you think you better try  
'N incubator?" "Taint no good.  
First we thought we surely could  
Raise some chicks for early trade  
But thermometers ain't made  
F'r our cold. Mercury will go  
Where 'tis marked so far below  
I cut a hole right through the floor  
And it dropped just three foot more  
Th' coldest day. It ain't no good;  
Real hens should the chickens brood—  
Grow 'em right." "Your cherry trees  
Are full o' bloom; one never sees  
Promise more of fruit this year."  
"Ain't so good as they appear,  
Rabbits chewed all off the bark,  
Every tree you'll see their mark—  
They'll all die." But 'taint no use  
Farmer Zee has got the blues.  
Charles A. Heath.

#### Concise as Caesar.

All teachers know that children possessing a very limited vocabulary find much difficulty in writing freely, even on subjects of which they have a fair amount of knowledge; also, and consequently, how one word, by repetition, is frequently made to do duty for many. One of the best examples of the many that have come under our notice (says a correspondent) was recently provided by a child who was told to relate, in writing, the story of Elisha and the bears. The young essayist wrote: "The boys called Elisha 'bald-head,' and he said if they did it again he would call a bear out of a wood and it would eat them up. So they did, and he did, and it did."

#### Should Have Known Better.

"Willie," said his mother, "I wish you would run across the street and see how old Mrs. Brown is this morning."

A few minutes later Willie returned and reported:

"Mrs. Brown says it's none of your business how old she is."

## 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.

## Strength and Durability

the two predominating factors which confront architects and contractors in choosing material to meet present day building requirements, have been liberally provided by Nature in vast deposits of material which can be turned into cement by the PETOSKEY PORTLAND CEMENT CO. through the employment of approved machinery and up-to-date processes. It goes without saying that the manufacture of cement is a profitable business. If you want to participate in this undertaking on the basis of \$10 per share, communicate with

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Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

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

Chicago, Aug. 7—Chicago did itself proud Saturday, August 4, in turning out by the thousands to view and encourage the young men who have been called to the colors. Two hours were taken to pass the reviewing stand. Along the entire route the boys were given a wonderful sendoff. This was one of the most wonderful parades every held in the city.

One of Chicago's old land marks, the old Leland homestead on the South Side, is about to give way to a first-class family hotel. Hotel and grounds are on the lake front and, no doubt, will be well patronized.

Good things are coming to those who work and show results. Jerry Cravens, who has filled one of the clerical positions in the New Morrison Hotel, Chicago, for some time back, has been appointed Assistant Manager of same by Harry C. Moir, President. Mr. Cravens steps from one position to the other as though he had always filled the manager's place. He is well thought of by the boys who stop at the Morrison.

Some of the city's 400 along the Lake Shore Drive take exceptions to the people using the lake at this point for bathing. In endeavoring to stop them, they called the police, which caused a riot. In a court test case the people won the first round.

One of the big conventions now being held in Chicago at the LaSalle Hotel is that of the Knights of Columbus. It is reported the attendance is large.

It is reported that the Blackstone Hotel owners have contracted for a twenty-two story building as an addition to the Blackstone Hotel. When completed this will make the Blackstone one of the largest hotels in Chicago.

The new Lake Shore Drive, from Lincoln Park to the Municipal Pier, is now open to the public and a very pretty drive it is.

Business conditions in Chicago, considering the vacation period, are very prosperous. The number of people who are summering at the different summer resorts are off-set by the number of people who visit Chicago on account of having some one of their relatives in one of the training camps, such as Grant Park, Cicero, Highwood, Fort Sheridan and the Naval Training Station.

C. A. Coulter, of Grand Rapids, is now located in Chicago with the National Clock Company. He is also working what is known as the banker and merchant saving certificate number. His office is at 20 W. Lake street.

Chicago's mayor did not view the parade Saturday. It is reported he failed to get an invitation.

The White City Amusement Park, under the management of the Sherman Hotel Co., reports business not as good as last summer, owing to the backward season.

All Chicago boats are now doing a rushing business. The warm weather has forced the people to take to the lake. Charles W. Reattoir.

**Sparks From the Electric City.**

Muskegon, Aug. 6—Your request for a contribution to help make the Tradesman infamous received, but how can you expect anything from a poor fellow when his wife has left him and gone up North, looking for that famous bear she has read so much about in your paper? You do not need to apologize, as your paper comes regularly.

As you know, it has been warm. Besides, I have been very busy reading the highly educational articles in Public Pulse regarding the cat situation in Grand Rapids, which is far more important than food or any war need of the present time. By all means conserve the alley cat.

Jay Lyon had a real burglar a few nights ago and now Jay is a few dol-

lars poorer than before said visit.

When in Grand Rapids Saturday we were informed that Grand Rapids would show Muskies how to play ball on Sunday. Judging by the score, I guess they did.

Herman Anderson is again driving a ford. We supposed from what Herman told us when he sold his car that a ford was a short cut to the poor house.

Harold Foote and family are resorting at Bear Lake these days.

The high cost of material and labor has caused a slump in residence building here this summer.

We are sorry to say that we have seen more drunks and brazen women on the streets of Muskegon than for sometime. Surely someone is lax in their duties.\*

Newago has a new garage, making four in the town.

What about our U. C. T. picnic?

E. P. Monroe.

\*Evidently Mrs. Monroe had better come home.—Ed. Tradesman.

**Late News From the Cereal City.**

Battle Creek, Aug. 7—A quiet week end was spent at Crooked Lake by ten of the U. C. T. boys and their wives last week. I say quiet. It was quiet until 11:30 p. m. and then a voice was heard, "All out for a plunge in the lake."

Ask Mr. Van Tyle how large the bass was that caused him to make the drive by auto to the doctor to hire the hook cut from his leg. No one saw the fish, but George and Jim said it weighed 5 pounds or more. Time, 4:30 a. m.

The city is preparing for the entertainment of Camp Custer men. The first meeting of the Community War Recreation Board will be held to-day. Churches are organizing.

Railroad siding is now ahead of the building and material is spread out over a vast stretch of ground.

Detroit hotel men will loan 240 expert cooks to the Battle Creek cantonment for instructing classes in cooking for seven weeks.

While the Government aims to leave as many farm buildings as possible on the cantonment site until it is definitely known whether the cantonment is to be made permanent, a number of farm buildings will have to be torn down, either to make more room for the camp or to avoid fire risk.

Two thousand, eight hundred men are now working at the cantonment. Major Morden says that outlook for much faster work is good.

A million bushels of potatoes must be purchased to feed the soldiers the first month. The Government will spend at that time \$2,500,000.

Two more companies from Calumet are expected soon.

Ten great warehouses, 60 feet wide and 604 feet long, will be built alongside the railroad track for the storing of supplies. Jack.

**Are You a Worth-While Man?**

The worth-while man is vigorous and manly physically, and careful of the details of his appearance.

He has a sense of humor.

He is courteous to every one.

He is thoughtful of other people.

He is tactful.

His education is sufficiently broad to enable him to appreciate the finer things of culture.

He enjoys sports.

He can appreciate the fireside.

He is ambitious for worth-while things.

He has an aim in life.

He has religious faith.

He has courage, strength of purpose and self-control.

Lack of appreciation has robbed many a man of further favors.



THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT TRY US!

**Kent State Bank**

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$500,000

Resources

9 Million Dollars

**3 1/2 Per Cent.**

Paid on Certificates

Largest State and Savings Bank in Western Michigan

THE



GRAND RAPIDS, MICH.

177 MONROE AVE.

**Complete Banking Service**

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

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

**Fourth National Bank**

United States Depository



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

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

Savings Deposits

Commercial Deposits

**3**

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

**3 1/2**

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus **\$580,000**

**THE PREFERRED LIFE INSURANCE CO.**

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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



**MOTOR TRUCK PROSPERITY.****Indications Point to More Business than Heretofore.**

Special conditions indicate a prosperity for the motor-truck business that has not heretofore been known. Two of the three transportation mediums ordinarily used by manufacturers and merchants are destined to be largely curtailed during the period of the war. Few horses will be available for commercial uses, and a congestion in railroad-freight facilities, now serious, is destined constantly to get worse. Observers in England report that virtually no horses are to be seen there in ordinary business use. The same condition is true of France and probably of Italy, Germany, and Austria.

As a result of this situation, despite the fact that the disturbed financial conditions, resulting from the warfare, have naturally imposed economy wherever possible, trucks are being very largely purchased for commercial use in France and England. The importance of this development is not to be overlooked. Most persons have the idea that the great shipments of American trucks to Europe are exclusively for military uses. As a matter of fact, a very fair proportion of these trucks is being used in the ordinary pursuit of business.

This kind of business alone is going to give American motor-truck manufacturers a new volume of business. Most men, foreign or American, have come to know the value of standardizing on one truck. Their permanent use is—to a large extent—influenced by a satisfaction rendered by an original purchase. Therefore, it seems highly probable that the European market will continue to absorb a large number of American motor trucks. But in a larger sense this is only a minor factor in connection with the disappearance of horses in European business uses. It must be considered in larger measure as foreshadowing the probable development in this country.

It is not to be forgotten that, in spite of the constantly increasing use of trucks in the United States, an overwhelming amount of city and suburban haulage is still being performed by horses. Many of the biggest firms, which have their investment in horse-flesh have declined to switch over to trucks, and the possible applicants for trucks are immensely beyond any calculations now to be figured out. Assuming that the war need will take a very large percentage of horses from business uses, there seems no possible course of procedure for the merchant and manufacturer but to install motor trucks. Moreover, the billions of money raised in loans and taxes are destined within a short time to be turned back into the channels of commerce for the making of munitions of war and military supplies of all kinds, not only for the United States, but for all its Allies.

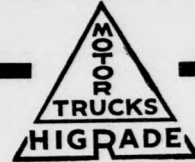
It is inevitable that the expenditure of these unprecedented sums of money should produce a volume of business such as the country has never before known, even at the high

tide of its most sensational boom. The margin of profit may be removed from its heyday figures of 1915 and 1916, but the volume will be so great that net profits must mount as high or higher. Removing all immense masses of material will raise an urgent delivery problem. The business man cannot buy horses—he must buy trucks. This phase of the discussion deals only with city or comparatively near-by suburban delivery.

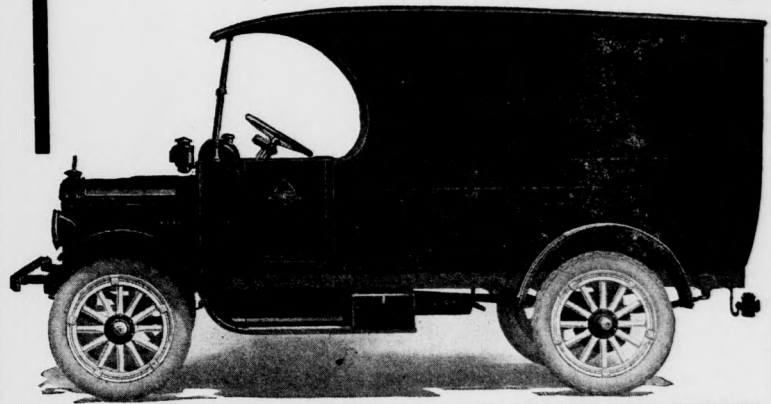
There is a still more difficult angle in connection with congestion of railway conditions. For the last two years the one great obstacle of rapid transaction of business has been the difficulty of getting freight cars. This congestion has steadily been getting worse. Now comes the war to increase the difficulty tenfold. The United States Government must now move troops, fuel, food, explosives, clothing, shoes, building materials, vehicles, and an infinitude of materials and production that play a part in military operations. Railroad methods and schedules are now being reorganized so as to fit them to take care of this extraordinary pressure.

It is probable that the merchant and manufacturer will find small chance to use freight cars for transportation of products. This will compel a new alignment—a radically ordered system of transportation. Motor trucks will have to cover distances previously thought beyond their economical range. There will be combinations of steamships and motor trucks. There will probably also be such developments as the establishment of central points of railway freight distribution, under which goods will be brought to a distributing point in freight cars and hauled thence to their destination by motor trucks.

An ominous view of the future of the dairying industry in Connecticut unless conditions change soon is taken by the dairy department of the Connecticut Agricultural College, which has recently conducted a "survey" of about 180 typical farms. The department found that the average cost yearly of keeping a cow on these farms was \$155, which exceeded the return from the animal in milk and butter. The cost of producing each quart was calculated at 5.53 cents, and the average price received by the farmers was only 4.87. This price seems unjustifiably low, and may have been improved recently. If it has not been improved, indeed, the farmer is in a tight hole, for the cost of production to him has been higher in recent months. In April, before new pasturage was ready, it was 6.24 cents per quart. A postcard poll of the State, answered by over 1,400 dairymen with about 20,000 cattle, showed that the number of cattle had decreased slightly between May, 1916, and May, 1917, and that the proportion of milk-cows had also decreased somewhat. The College points out that unless something happens to make it profitable again to keep a dairy on the ordinary farm, the amount of milk produced in Connecticut will fall rapidly.



A motor truck that will put new power dependability into your delivery system. Costs more to make, but less to use. Powerful and reliable in performance and is built in every detail for service. Our sales office has a proposition of interest to West Michigan Merchants.

**HIGRADE MOTORS COMPANY**

SALES OFFICES  
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EXECUTIVE OFFICES  
GRAND RAPIDS, MICH.

PLANT  
HARBOR SPRINGS

**Provide for the Future**

What your dependents will need most when you are gone is not the mere dollars you may leave behind. They will need far more the business experience which has made the accumulation of that money possible.

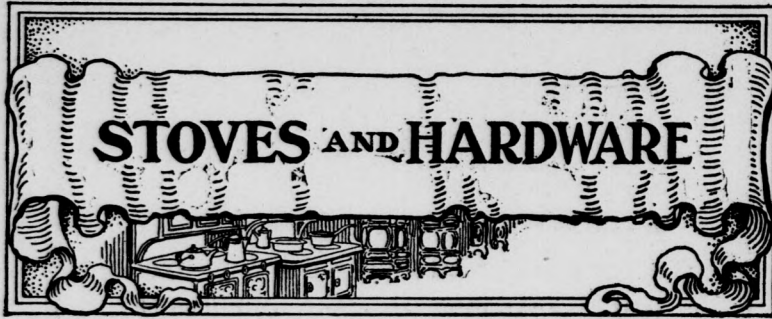
The making of a Trust is the one way of applying your wisdom to the handling of your estate even after it has passed to your heirs. It will enable you to guard against inexperience, unwise investment of unscrupulous promoters, and to protect it in every way you think it should be protected.

Our Trust Officer will suggest a form of Trusteeship suited to your needs.

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

**THE MICHIGAN TRUST CO.  
OF GRAND RAPIDS**

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



**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.

**Putting Punch Into the Midsummer Clearing Sale.**

Written for the Tradesman.  
 Jenkins & Hardy are holding a mid-summer clearing sale.

You wouldn't know it to go in their store, though. It looks just the same as it has looked all summer. The clerks act just the same as they did the first week in July. The only volunteer remark that comes floating your way is a comment on the hot weather.

True, there are one or two tokens of a sale. There is a show-card on or near the pile of hammocks which says: "20 per cent. off." In the daily papers the Jenkins & Hardy advertisement announces "Grand Clearing Sale of Summer Goods. 20 Per Cent Off Hammocks, Ice Cream Freezers, Lawn Mowers, all enameled ware. Reduced 10 per cent., table and kitchen cutlery. We challenge any store in Carisford to beat our values."

•Said Hardy to Jenkins a few days ago: "Don't you think we'd better clear out the summer stuff. Mark it down, you know?"

"Oh, I guess so."

"Will we try an advertising splurge?"

"N-no, I guess not. When we trim down the prices a little we're throwing away enough, without wasting a lot more in advertising."

Hence the "Grand Clearance Sale" is in full swing, and it creates not a ripple of interest in Carisford or the surrounding country. Business flows on just about as it did before.

Just a word as to the mental attitude disclosed. Jenkins has very reluctantly decided to make a price sacrifice. He feels that he is losing money, but he must sacrifice a little to clear out the goods; if he doesn't clear them out he'll lose more, by having to carry them over. In order to sell them he ought to advertise them, to push his sale to the limit. But that runs up into money. No, he'll let the sale fizzle out and the goods stay on his shelves and the larger loss be incurred rather than spend a few extra dollars making the sale a success.

It's just the same principle as though you found yourself critically ill, called in a specialist, and then refused to follow the necessary treatment he prescribed because the specialist's visit had cost enough as it was.

When you're putting on a special sale, midsummer or any other time, make it a sale that folks will notice and remember. There's no use in half measures in any business; in half decisions, or in

the sort of business policy whereby your left hand is used to defeat what your right hand is vaguely trying to do. If you are holding a clearing sale this month, dig right in and make that sale a success from the start. More than that, make it a big advertisement for the store. Use it, not merely for the primary purpose of clearing out a little surplus stock, but also to win new customers, introduce new lines, and build permanent business.

Right here you can profitably take a leaf out of the book of folks who make a regular feature of sales. Dry goods stores aren't satisfied to offer vague, elusive discounts; they almost invariably quote specific prices. A specific price hits the customer square between the eyes.

Thus, Jenkins & Hardy advertise "20 Per Cent. Off all Hammocks, etc."

But the man who writes dry goods advertising would whip that proposition into more appealing shape. He'd turn the trick somewhat like this:

**YOU NEED A HAMMOCK**

There's lots of warm weather yet, and you'll get a lot of benefit from purchasing now, and you'll save money too. Our hammocks are extra good value, strong, durable, comfortable.

Regular \$8.00 at .....\$6.59  
 Regular \$6.00 at .....\$4.79

And so forth. Here we get in a nutshell the principle of good special-sales "copy." Start with a positive suggestion, emphasize the wisdom of immediate action, describe the goods in concise, attractive terms, and, as a clincher, quote the previous value and the specific reduced price.

A "20 per cent. discount" blanket-sheet announcement will interest nobody. If you said "50 per cent. discount" only a few would sit up. But build up a column or a half page advertisement of specific items, with actual price reductions quoted in definite figures, and you interest a lot of folks. In a dozen or a score of items, there's pretty sure to be at least one that will interest every reader.

So much for newspaper advertising. Back it up simultaneously by featuring your leading specials in a striking window display. Here the same principle holds good. Quote prices, specifically, on every article. Even if you make it a rule for good and sufficient reasons of your own never to price-tag the goods in your window, on this one occasion that rule should be set aside. With a special sale, the whole crux of the matter is price. Not merely price, but prices—actual figures. In your display use the familiar "marked down" cards, showing the old price struck out and the special price in red ink. The device

**AGRICULTURAL LIME BUILDING LIME**

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

**HARNESS OUR OWN MAKE**  
 Hand or Machine Made

Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

**SHERWOOD HALL CO., LTD.**  
 Ionia Ave. and Louis St. Grand Rapids, Michigan



**Elevators**

Electric and Hand Power  
 Also Dumbwaiters

**Sidney Elevator Mfg. Company**  
 Sidney, Ohio

Mention this paper.

**TAKING INVENTORY**

Ask about our way  
**BARLOW BROS.** Grand Rapids, Mich.

**United Agency**

Reliable Credit Information  
 General Rating Books  
 Superior Special Reporting Service

**Current Edition Rating Book now ready**

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

**THE UP-TO-DATE SERVICE**

Gunther Building  
**CHICAGO :: ILLINOIS**  
 1018-24 South Wabash Avenue

**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.

**Foster, Stevens & Co.**  
**Wholesale Hardware**



157-159 Monroe Ave. :: 151 to 161 Louis N. W.  
**Grand Rapids, Mich.**

**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



is coeval with the Rocky Mountains, perhaps, but it is always good.

Make the inside of your store look as though something were happening there. Here, too, use price tags on all specials on which discounts are being given. Not vague "20 per cent. off" cards, but specific reduced prices. If you can get up show cards with a few words emphasizing the value of the goods, so much the better; but as a clincher always bring out the price.

Newspaper advertising will sell goods, and window display will sell goods, and interior display will sell goods—and it is to sell goods that you are holding this special sale. So do not stop at any half-way measures.

The special sale gives an opportunity to lead up to your new fall lines. Snatch this opportunity. Together with the "specials" you may advantageously show fall goods at regular prices. The specials can thus be used to attract attention to lines on which later, if not now, you will secure the full margin of profit.

Train your clerks to call attention to these regular lines. Have them get the names of new customers, and tactfully find out, if possible, in what fall goods—paint, stoves, builders' hardware, sporting goods, etc.—each individual may be interested. The names, with the information secured, can be jotted down for use in planning the fall campaign.

Used in this way, the special midsummer sale will bring you benefits quite beyond those which it is primarily planned to produce. Victor Lauriston.

#### "The First Article They Buy."

As director of Community Development and Trade Betterment, I recently sent out a hundred letters to mothers in rural communities asking what was the first article they purchased at the mail order house and received twenty-seven replies to the effect that it was infants' and children's wearing apparel.

I have been told by a very high authority on the matter that one of the large mail order houses opens more new accounts on infants' wear than any other department, excepting one, the grocery department.

You will note the big catalogues feature children's shoes very strongly. These children are growing up to have homes of their own; in other words, by not obtaining your share of the infants' and children's wear business you are allowing the catalogue houses to undermine your future.

There are three ways that the merchant can lose business.

1. A competitor wins them, but you figure on getting some of your competitor's customers.

2. Some people may move out, but many more are moving in.

3. The only customer you really lose is the one who dies and this customer's place must be taken by the new baby.

It is, therefore, the store which is building a foundation for his future business by making friends of the children, that is creating a solid good will which cannot be upset by outside competition.

I venture to guess that few merchants located in towns of less than

2,500 are paying special attention to this important branch of their business.

Where are the mothers of these children obtaining their necessities for the home? In the majority of cases you can trace their purchases to the mail order catalogue. Is it a wonder that they are making a wonderful progress? They realize that the first purchase for the home is for those loved babies and this first purchase is the magnet which draws purchases for the rest of the necessities after it, or with it.

Some of you merchants may be tempted to go home and start buying infants' and children's merchandise, but I would advise going slowly and letting the matter develop naturally.

Before starting to merchandise, I would become acquainted with the children in my community and endeavor by a little human interest to let the mothers know I have their welfare at heart. Baby Week was an opportunity for the merchant, as he then could distribute the proper literature, and if a store could provide an auditorium or an open space where the mothers could gather, the women's clubs and the doctors were glad to hold meetings and invited mothers to learn more about their children.

This is not only a good plan but an absolutely necessary procedure if you have at heart the future of your baby citizens. E. B. Moon.

#### Showing Your Intentions.

Where a complaint and additional trouble over a retail sale threaten to lose a customer for a store, every second saved in getting the merchandise resold and delivered in perfect order, before the impatient customer demands his money back, is important. A Western department store uses a method that is usually effective in accomplishing the desired result. A small sticker is the means.

This slip is printed on red paper and every employe in the establishment knows that he must follow the instructions on that slip or be called to account. The adjustment desk never places this tag on goods in the case of a first complaint, but only when the situation has become serious. On the end of the tag the instructions read:

"This parcel must go without stopping. Pass it on to delivery department instantly. Floor managers, inspectors, and credit department must interest themselves."

The tag gets results, but what is more to the point, the instructions on the slip create such an impression on the customer when the goods are delivered that further resentment is almost precluded.

The East Fulton Hardware, Heating & Plumbing Co. has been organized to buy, sell, manufacture and install apparatus and hardware, with an authorized capital stock of \$20,000, all of which has been subscribed, \$250 paid in in cash and \$17,500 in property.

Far be it from us to belittle the value of a college education, but "hossense" still cuts a big figure when it comes to success.



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

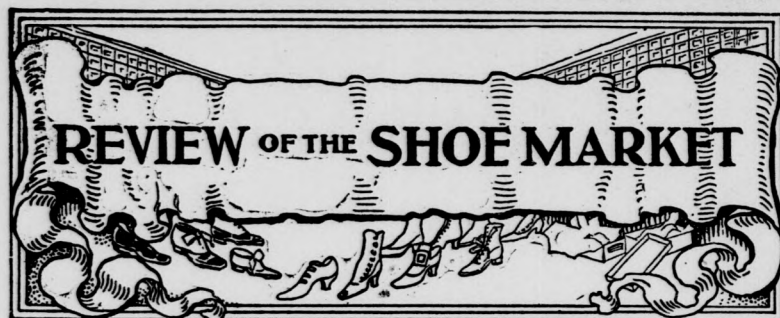
We mark our goods in plain figures. We have increased our sample tables ONE THIRD to accommodate goods NEVER SEEN BEFORE in preparation for the greatest Fall and Holiday business you have ever had.

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



### Manufacturers Report Good Demand For Fall Shoes.

Written for the Tradesman.

Viewing the situation from the manufacturers' standpoint, the outlook for the fall and winter of 1917 is decidedly encouraging. Contrary to the fears of quite a few shoemen who anticipated a general attitude of conservatism, if not indeed genuine retrenchment, amongst retail shoe dealers throughout the country, shoe buyers from various sections have, within the last week or two, added zest and confidence to the sale of footwear by producers in the big shoe markets. The bulk of the buying has been for delivery in the early fall months. A good many of the larger dealers are proving by their placements of orders for additional sizes and widths of fall and winter footwear that they did not overbuy for fall when they placed their initial orders with the traveling salesman last spring.

As a matter of fact the situation as it has now developed, seems to indicate that buyers who were just a bit overcautious some months ago—partly because of the unprecedented prices that were asked, and partly because of the Nation-wide campaign through the press for conservation and economy of every conceivable kind—have now had ample time to feel the public pulse, as it were, and give the matter a sober second thought, and, having done so, have arrived at the conclusion that their trade are going to buy shoes next fall and winter no matter what the world-war situation may be. Thus it comes about that shoe manufacturers are in an excellent frame of mind, for they see in prospect quite a large volume of additional fall and winter business.

The major volume of orders for fall and winter have, to be sure, already been made up. No radical changes in styles and patterns have occurred to mar the prospects of duplicate orders based upon the initial advance orders.

#### An Element of Uncertainty.

Anticipating and preparing to meet local footwear requirements always involves an element of risk, but the demand for men's footwear is particularly uncertain until dealers know definitely how many men will be called to the colors during the next six months. Many shoe dealers throughout the country are finding that their sales of men's shoes have fallen off because thousands of men enrolled for army service are holding off on shoe purchases until they know whether or not they will be drafted. If they are, then of course they will be provided in due time with regulation army shoes. Some retailers have expressed the belief that after the draft for the first million men

is over the sale of men's shoes will become normal so far as it is now affected by the element of hesitation in buying civilian shoes by the ten million young men who are of military age.

In this connection, it may be noted that the business of many retail shoe dealers in the small towns and villages will be affected, not temporarily, but for a long time to come by this matter of conscription. In the big centers of population, young and older, both men and women and children, are coming and going; and while the ratio of the selective draft is the same for both, the places of the young men in the smaller communities will not be filled by newcomers—and they will be missed far more keenly.

#### As to Shoe Prices.

Will shoes be cheaper, soon? By way of comment on this oft-repeated question, the writer can think of no better statement than that of F. W. Whitchee, prominent shoe findings wholesaler of Boston, in an address before the National Shoe and Leather Finders' Association in Milwaukee, recently. He said: "Basing my claims upon data compiled from the most authoritative sources, business in the shoe trade is sure to be of big volume. Big business is certain during the fall and winter and no large reduction of prices can be expected after the war ends, even if it ends soon. No lower prices on leather can be expected after the war, for a heavy world demand is expected for a year or two after the war ends, and it may take a considerable period to catch up with demand and then only will the price level be lowered. Peace being declared may cause a sentimental reduction of prices, but after a temporary reduction prices will be firm. The increase in population since 1910 is 10 per cent. whereas the increase in cattle is only 3 per cent. The ratio of increase in hides is therefore not the same as the increase in population or demand for hide products. Leather supplies from abroad are not adequate to meet domestic and export demands. The war is not expected to end for some months. At the close of the war reconstruction will call for all kinds of articles and in a very large way to meet world requirements for two or three years."

This is an excellent summary of the precise situation. Prices of shoes—especially the sort of shoes you can conscientiously recommend to your trade—are high, but there seems to be absolutely no prospect of their being cheaper in the near future. Therefore the dealer who is holding off, hoping that there will be a reduction, is going to be disappointed.

Cid McKay.

## This Shoe is Being Advertised to Your Customers

Are you prepared to meet the demand?



Playmate Shoe  
No. 2443

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 Black Cloth Top

2338	8½-12	\$2.15	
2438	12½-2	2.25	

## Hirth-Krause Company

Tan the Leather and Make the Shoes  
Grand Rapids, Michigan

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.



**No Encroachment on Accustomed Charities.**

As the war proceeds, and especially if it lasts a long time, it will become increasingly necessary to turn the productive activities of the Nation from things that can be dispensed with to things that are necessary for the conduct of the war and otherwise.

But if, owing to the needs of the war, certain lines of business may and probably will have to be extinguished for the time being and the activities of those who have handled them heretofore utilized in other directions, let the evolution come gradually and not with a sudden jerk which would give a needless jar to the delicate machinery of business.

In whatever respects and for as long as we can maintain the normal course of trade, without detriment to our supreme task, the successful ending of the war, we should I believe, do so.

But we can and unquestionably should at once proceed to take such steps, each one of us, as will produce, if I may use the term, primary savings.

This is, of course, a complex subject. I will only quote one homely instance to illustrate my meaning:

At the same time we must realize that if the conflict continues for a long time, it will doubtless become necessary to resort to more drastic and deep cutting measures of saving.

If we, every one of us in our individual households, pay careful attention to the avoidance of that waste of food and material for which America is proverbial, if we deny ourselves a few indulgencies in the way of eating and drinking and late entertaining, if we do those and a few similar simple things, the resulting National saving in the aggregate will be enormous, the stock of National assets will be increased and no one will be damaged by the process in his own business.

This is a crude and obvious example, but I think the same test can be applied to other methods of economizing—at least in the early stages of the war.

It is likewise obvious that we should at once start upon reducing our individual use of such materials and articles for which a special demand is created by Government requirements, and that by doing so we are not causing any detriment to industry.

May I add that the worst and least permissible way of saving during a war is to cut down on one's charitable and altruistic contributions along his habitual channels. War charities should not be supported at the expense of one's accustomed charities, but in addition thereto.

Otto H. Kahn.

Minnesota has been moved by the slowness of immigration into her areas of vacant land to undertake a new policy of encouragement to settlers. By a recent constitutional amendment the Legislature was allowed to appropriate \$250,000 for the purpose, and has actually set aside \$100,000. The State, which has about 2,000,000 acres open to settlement,

plans to sell them at local auction at a minimum price of \$5 an acre. The State's fund is to be used to clear the timber from a part of every farm, and—if the settler wishes—to erect a modest cabin upon it for which the settler must pay in five years. As the settler need pay only 15 per cent of the auction cost of the land immediately, and has forty years in which to complete payments, a man can enter Minnesota with little capital. The State does not intend to sell the land piecemeal and at random, but is trying to form colonies of twelve or fourteen farmers on adjoining land. The settlers may thus organize a township and their own schools. Three settlements have already been formed on the banks of lakes which furnish good fishing.

It appears that the Kaiser has acquired more than ten thousand books concerning the war, the Berlin Royal Library fifty thousand volumes, and the British government between thirty and forty thousand. These constitute but a small part of the souvenirs and relics of the great war, collected and stored away. The whole process shows how self-conscious has become our modern point of view. We do nothing without a certain amount of self-criticism. While we kill, we wonder how we shall look to posterity. Partly, at any rate, the war was brought about by too great self-consciousness. The Germans thought too much in theoretical terms about themselves and their mission. Perhaps they read too many of their own professors' books, and too easily gave in to their conclusion. At all events, the literature about the war will, in course of time, grow to enormous and stupefying proportions. The more extensive it becomes the less clarifying it may be.

**Kronic Kicker Wants Advice.**

Mears, Aug. 6—Kindly give me a little advice. I have marked my German coffee Irish coffee. I have quit selling Germantown yarn and quit "getting in dutch" with my wife. I happen to have some good German friends. Should I refuse to sell them goods? Then my good friend Leicht, the grocer of Hart, was born in Germany, I believe. Should he be divorced or ought I to ignore his acquaintance? You see, I try to follow the instructions in the Tradesman, but you are so darned radical, ultra American and anti-German that I don't know where I am at present. I have a German name, but my parents and all my grandparents were born in the United States. Am I to be held responsible because my great great grandparents were, unfortunately, born in Hell—beg pardon, I mean Germany? Kronic Kicker.



**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

# Hood's New Tennis Ideas

See them,  
without fail

They will not fail you

Nearly everybody knows the great  
superiority of

## Hood Tennis and the Hood Ideas

All prices on Hood Tennis changed August 1st and  
are now in effect

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## OUR TRADE MARK ON YOUR SHOES

A SMALL  
THING  
TO  
LOOK  
FOR



BUT  
A BIG  
THING  
TO  
FIND

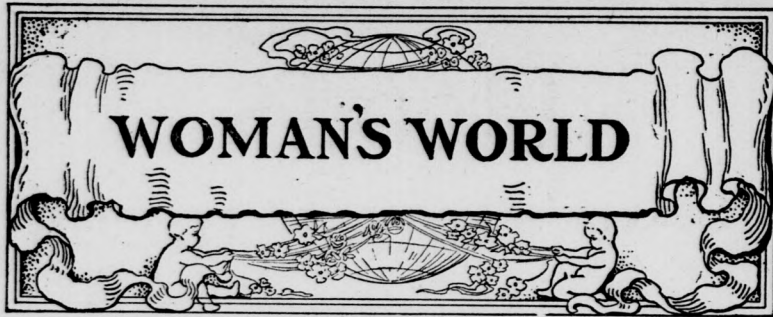
This trademark represents the ground floor  
plan of our factory. Look for it, ask for it;  
it stands for wear, comfort and service.

**Rindge, Kalmbach, Logie Company**

ESTABLISHED 1864

ORIGINAL MAKERS OF

**"THE GRAND RAPIDS SHOE"**



### Plainer Fare Not a Hardship But a Benefit.

Written for the Tradesman.

This dreadful war is teaching us many lessons. One fact that has come to stand out very plainly during the past few weeks is that as a people we care altogether too much about just what we have to eat. Every person possessed of foresight and common sense hopes and prays that we shall experience no such calamity as a real shortage of food, but any fair-minded observer must see that six months or a year of very plain living would do us no harm at all. Indeed, such a period of retrenchment—just enough food to satisfy our actual needs, fare wholesome and nutritious but not meeting all our whimsical preferences—would be about the best thing that could happen to us.

So far as my knowledge goes, the people at large and particularly those who are most intelligent and best understand the situation have risen commendably to the matter of the food pledges. The housewives who read and think are "getting behind Hoover." If some are still reluctant, it must be borne in mind that the educational campaign has only begun. The war and what it may mean is as yet only vaguely realized by many minds. There are women who now decline to modify the provisioning of their families, because they see no necessity for making the changes that are requested. These will be ready to do their duty when their duty becomes clear to them. But the fact remains that they and many of the rest of us are making considerable of a mountain out of what should be looked at as a very small molehill.

For any person of good strength it should not be considered a serious denial to go without meat one day in the week. Indoor workers would be better off to make it four or five meatless days instead of only one. Rightly regarded it is no great sacrifice to substitute corn bread or rice or an ear of sweet corn for wheat bread one meal each day; yet there are those who seem to think they are taking rank with heroes and martyrs by pledging to the wheatless meal. It ought not to be that mother need hesitate a moment about aiding in the great work of food conservation, for fear of complaints and "kicking" from the members of her household, but don't you know many good women who are hesitating just on this account?

Most of us, even those in very modest circumstances, live too highly. We eat too much and we make far too much of any little deprivation of our customary table luxuries. Without realizing it ourselves, many of us are really gourmets, so finical have we become about what goes into our stomachs.

Every grocer and every delicatessen proprietor can tell his stories. In many families, having to eat bread a day old is regarded as a calamity. Not being able to procure the preferred brand of some canned delicacy is almost a life and death matter, or so one might judge from the fuss that is made. A woman I know sent her little girl to a near-by store for a cake of honey. The grocer supplied of his best—beautifully light in color and of excellent flavor. What was his surprise a short time after to have the honey sent back. It had been removed from the frame, placed on a plate, and one corner cut off. The woman explained in a note that she could not possibly make use of it, because it was candied. Close examination showed a very small amount of hardening on one side, the rest of the block being entirely free from it. There are three children in this family, little epicures of 7 and 9 and 12, already educated up to the point where they think they can not eat perfectly good honey because of its being slightly candied.

There are plenty of people—good, well-meaning, and some of them fairly brainy people—whose main subject of thought and whose most absorbing topic of conversation is what they eat. All the changes are rung on the cooking, the flavoring, the serving of favorite dishes. Do you not often listen for half an hour or more to a garrulous acquaintance running on about some dinner to which he or she was invited, or about a meal taken at a hotel or a cafe, every item on the menu being described in detail?

The long and short of it is that with most of us, the "eats" have assumed an importance that is absurd. Tickling our palates cuts too big a figure. There are reasons for this state of things. There have been long years of prosperity, bountiful and seemingly inexhaustible supplies, great improvement in methods of preparing and preserving all kinds of food products, and rapidly advancing standards of living. And from all quarters it has been urged upon women that the way to a man's heart is through his stomach, and that fine cookery is the surest means of keeping a husband contented and making a happy home.

These tendencies combined have carried us too far. We have, unwittingly, become enslaved to our eating. Many a child has grown up firmly believing that certain dishes cooked in a certain way are necessary to his or her existence, and as inflexibly prejudiced against other articles of food that are thoroughly good and wholesome. And many a woman in catering to a husband and children daily becoming more and more exacting has herself developed an appetite that is satisfied not at all with

plain victuals, but only with knick-knacks.

Our customary indulgence at table makes us stupid mentally and causes no end of physical ills. Were there no need of food conservation, for our own good it is high time that we call a halt on that overeating that is induced, not by healthy hunger, but by the temptation of a superabundance of rich and highly seasoned dishes. Gluttony is an ugly word, yet many who would be loath to admit the fact, already are suffering its evil consequences.

The theory that the way to a man's heart is through his stomach has failed to work out well in practice. Our sanitariums are filled with men whose digestion has been ruined by wives who followed the slogan, "Feed the brute." And who ever knew a dyspeptic husband to be agreeable or contented?

We have had too much pampering of palates. The sensible woman will now serve on her table plain, wholesome, food, in sufficient but not excessive amounts. This will be eaten by the members of her household with a hearty relish, for their appetites will no longer be dulled by a surfeit of luxurious dainties. A wisely directed cuisine is right in line with patriotic duty. While aiding in food conservation, the intelligent housewife will also be promoting the health and happiness of her family.

Quillo.

#### You'll Remember This Slogan.

"Out of the noise zone into the ozone," is the slogan of a suburban real estate dealer. It caught the public fancy—to his profit, he feels sure.



### 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.

**Merchant Millers**

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



**New Perfection Flour**

Packed in **SAXOLIN** Paper-lined Cotton, Sanitary Sacks

**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**





**President Standard Oil Co. Went After Himself.**

New York, Aug. 7.—I went to work at 18 as an office boy at a very small wage with plenty of work, such as an office boy is generally called on to do, even to sharing with a colored man employed in the office the duty of cleaning inkwells, etc., and some times it was a question as to whose hands were blackest, his or mine. I soon found that I was not going to make any progress unless I went after it myself. I therefore made it my business to make myself as useful as possible and to help in any way I could around the office. I noticed the cashier always stayed later than others to balance his books and cash. Being fairly quick at figures I asked him to let me help him, which he did, permitting me to foot up his cash books. Soon I was allowed to count the cash, then followed going to the bank for money and assisting in putting up payrolls. I also helped the bookkeepers when they would let me, thus gaining some familiarity with ledgers and sales books. An expert auditor about this time was assigned to audit the books and revise and modernize the book-keeping system of the office. By that time I was looked upon as a sort of handy man and was assigned to help him.

This experience will illustrate what I meant by making progress by going after things and suggests a few simple principles and lines of conduct I would recommend to every young man about to enter a business life.

1. Do everything you are told to do, and do it with all your heart and strength, honestly, cheerfully and enthusiastically. When you have finished, look around for more to do.

2. Do not measure your work by hours. Don't be a time servant, synchronized chaps—those who, like the hands on the clocks regulated by Western Union time signals, jump when the hands indicate the hours, and rush off leaving a lot of unfinished work. Such men never get on. Get to work on time—rather early than late—and don't go home until your work is done—if some one else is overloaded, help him if you can.

3. Think of your work—read and study about it and learn all you can regarding it. Get interested in your business and its problems. Have imagination and vision as to the future, keeping it ever in mind.

4. Try to plan your life and map out some course to follow and the goal you would attain, so that you can progress step by step. Do the thing which lies before you and do it well and try to do the natural thing. Find out the obstacles to your progress, especially if the fault lies in you, and try and surmount them one by one. Learn to consider obstacles and difficulties, if not as real friends, at least as absolutely essential to progress. Every man who amounts to anything has been developed by overcoming hardships and difficulties. The time will come when you will look back on them as stepping stones in your development.

5. Be alive to the chance that comes your way, but don't be worried or discouraged if you miss some. There are more chances and opportunities in life than we know of but we do not always recognize them, and when you lose one, remember there is another coming—it may be just around the corner—watch out and catch it as it goes by. Be an optimist and believe there is a future for you, and it is up to you to make all you can out of it.

6. Do not rely on yourself alone—I always ask any young man that comes to me for a position whether he has any religious affiliations or not. I consider nothing so important as that a young man should have firm faith in a Divine Power—a trust in One who in the hour of trial and temptation will give him strength and courage to do always the right and to keep him clean, faithful, loyal and honest. A Power that will carry him through the trials and temptations of life and help him to achieve not only success as the world

regards it, but also to achieve character and the regard and respect of his fellow men. A. C. Bedford.

**They Like to Come to Town.**

The public rest room maintained by the chamber of commerce of Paris, Illinois, has proved its worth to the business men of that city. It popularizes Paris as a trading center.

The rest room, situated in the heart of the business district, occupies the ground floor of a regular storeroom nearly 150 feet in depth. It is commodious, well lighted, properly ventilated, and steam heated.

The room is equipped with local and long distance telephones, writing desks with stationery, a large number of chairs, and three lounges. Broad counters run down each side of the room and serve as tables for papers and magazines. A partition divides the room in the center. Behind the partitions are other partitions running about half way to the ceiling, forming smaller rooms. One of these is the lavatory. Another is a nursery, in the equipment of which are included two baby beds.

Women from the outlying districts use the rest room regularly. This is, of course, especially true of Saturdays and holiday occasions. A registration book is kept conspicuously on one of the desks, and all visitors are requested to register. An average registration is about 1,200 per month, of whom 25 per cent. live in Paris, and the remainder in the outlying sections.

A salaried matron presides over the rest room, which is open from eight in the morning to six at night on week days, and until ten in the evening on Saturdays.

Maintenance of the rest room costs about \$100 a month. G. S. Smith.

**Keeping Promises on Jobs.**

The key-making department of a Western hardware store does a big business in special jobs, and these are nearly all "hurry up" calls. The locksmith who is busy all day at the bench has to schedule his work to accommodate these rush customers, and at the same time to finish his routine.

A planning board similar to those in use in factory production offices helps him accomplish this. The board has a clock set in its upper part while below are twelve hooks numbered according to the hours from seven in the morning to six at night.

On these he hangs keys or tags that represent the jobs according to the hours that they were promised. By keeping an eye on the amount of work promised at each hour the locksmith is able to get it out on time. A reputation for promptness has resulted from its use.

B. M. Weinberger.

**Altruistic.**

Written for the Tradesman. Departing day has left the quiet dark. The bill, the vale, the rill show now no mark. By which they're known, all lost in the shadow sea.

Familiar outline with but memory leaves me alone to tread my darkened path;

But here or there for me no fear it hath Of pitfall deep or peril on me thrust; With joy I go in confidence, and trust Somewhere, somehow, my disappearing day

Is guiding those who ne'er have learned the way.

Charles A. Heath.



**Bevo**  
A BEVERAGE

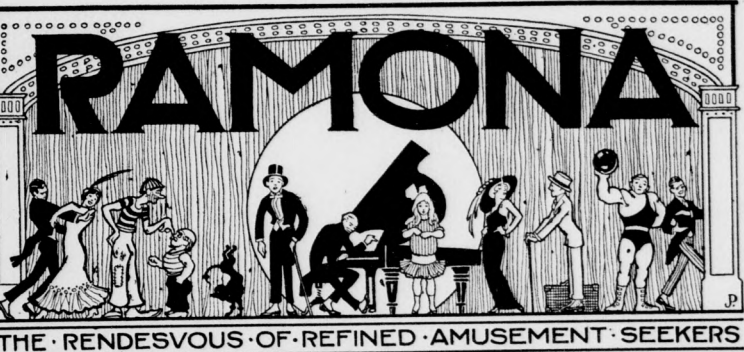
**Hot Weather Menu**

The following simple supper or lunch will coax any appetite—even one that the warm weather has made capricious: Sardines, deviled eggs, rye bread and *Bevo*, right off the ice.

Just the touch of a slightly bitter tang imparted to *Bevo* by the choicest hops gives it an especially thirst-quenching quality as well as making it a delightful addition to any meal. Pure—nutritious.

**Bevo—the all-year-'round soft drink**  
Sold in bottles only and bottled exclusively by  
ANHEUSER-BUSCH—ST. LOUIS

23B



**RAMONA**

THE RENDESVOUS OF REFINED AMUSEMENT SEEKERS

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

Conservative Investors Patronize Tradesman Advertisers

**Double Your Bread Sales**

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



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

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

Write To-day for Selling Plan and Particulars

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

Name .....

Town .....

Mail This Coupon Today

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





### Where Do Buyers Come From?

Where do buyers come from is a question that can best be answered by those who have become buyers. It is a well-known fact we have no schools of buyers and do not make them like a college turns out doctors and lawyers. To be a bricklayer or a mechanic you go through a course of training and after serving time become the finished product.

The road to buyership has no routine like the above, neither has one hankering after the position, rules and regulations to guide them. However, there are certain laws which, if followed carefully, will lead to good results, if indeed they do not cause you to ascend to the buyership of some big institution.

Buyers have always been selected from the ranks. Jones in the ribbon counter has as good a chance as Smith in the hardware. In fact any person who wishes the post, male or female, has naught to do but work hard for that end.

The person who is writing this article ascended from bundle wrapper at a salary of \$6 per week to the buyership of several departments of a well-known department store in less years than you can imagine and it was no impossible task either.

First make up your mind to one thing, you will never be a buyer unless you think of naught else, and plan for nothing but the buyer's position you hope some day to hold. There is a saying "everything is easy when the mind makes the way," this applies with telling force in the creative atmosphere which must be the first thing instilled in your mind. To-day and all days, until you attain the goal, think, "I will be buyer," and some day if you work hard enough and plan steadily, also use your gray matter, you will attain your end. The late James J. Hill was once a station agent on a small branch of one of his own roads and he made up his mind to be a division freight agent. His fellow clerks laughed at him, but in a short time he was what he set out to be. After this he wanted to be a passenger agent and in due time attained this post, after that by working and planning he got the job always above him. He succeeded in attaining place after place because he was always perfecting himself, always dreaming, planning and ever alert to better his station. So it must be with those who would be buyers. Not to plan for an advance is to stand still, not to think of holding a better post is a crime against advancement.

One well-known merchant said, 'I won't have men about me who are not dissatisfied with their jobs. Once they are content they get in a rut and nothing short of an earthquake can move them.'

It is obvious we must first let the mind find the way, then we help the mind by a display of physical force, which will attract attention to our efforts. Nothing better can illustrate our point than the case of a well-known buyer who tells how he got his start.

When he secured his position the present buyer was a man well along in years, who resented the youth being foisted on him as a clerk, saying, "Why he don't know the first thing about linens," but the youth made it his business to acquire this knowledge the same as everyone can do. Burning up with a desire to advance he made it a passion to be versed, studied textures, weaves, loom work and even went so far as to visit public museums in search of the process of manufacture, history of the product and all which went to make him proficient. The more knowledge he secured the firmer became his convictions to become a buyer, for he felt his vocation was found. His fellow clerks laughed at him and said, "Why all this study and fuss. You don't get paid a cent more than we and the customer does not want to know how many threads make an inch." In fact he was a joke to the other clerks, but he said nothing and before long the knowledge he acquired was imparted in some indirect manner to the customers he waited on, who knew he knew what he was talking about. The fact that his book was away ahead of all the other clerks was the first thing which attracted attention to his efforts, next his ability to answer difficult questions asked by some customers in a way which left no room for doubt in their minds that he knew what he was talking about. Soon an assistant was needed, the young man was selected because he knew just the things the others could have done but thought trivial. At the death of the old gentleman, who so long graced the post, he was made buyer and to-day (or until the war broke out) makes his yearly trips to Europe while the men who joked and poked fun at him still pay their nickel to ride to and from work.

There is an economic theory that we are down on the time book for an amount per day.

In a nut shell, then, the less supervision you require the more valuable you become, and salary grows in proportion to value.

Enthusiasm must come to the surface if you wish to advance yourself from salesman to a buyership. You must fairly bubble over with that vital spark enthusiasm, a force which will sever mountains and cleave the way from a position of mediocre standing to the one you crave, also remember buyers as a rule rise from the ranks by application

to the following fundamental principles:

(a) Study thoroughly the goods you sell and all conditions connected with the sale of them.

(b) Remember buying is but one-half of the battle, to be a good buyer and attract attention as a salesman you must be a good merchant, i. e., sell the goods.

(c) The buyer who makes good is ever the salesman who knows the value of a low stock properly arranged. Thus keep your house in order at all times.

Salary is the barometer of success.

By means of it you can tell if you are gaining or losing ground. Take heed of its indications—dig in and improve the business.

The saying goes that "one gets out of life just as much as he puts into it."

Salary is a little different; you must put a great deal more into your position than you can hope to get out of it.

Men who work for salary alone are the fellows of the weekly pay envelope. They make it their business to put in so much time each day and draw their pay envelope each week. This kind never will become buyers.

Through years and years they are satisfied with mediocrity. These men dream of filling the positions above them, but the necessary work and training prerequisite to these positions are not in their line of vision. They wish, not work.

If Edison had been satisfied to remain a telegraph operator all his life, he would never have attained the position of usefulness that he occupies to-day.

The secret of the elder John Jacob

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.

## Signs of the Times Are Electric Signs

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

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

**THE POWER CO.**

Bell M 797

Citizens 4261

## Sand Lime Brick

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

**Brick is Everlasting**

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

# Prices Are Steadily Advancing

Do you need outings?

We have them.

Our lines are in good shape and reasonably priced.

Come in, send in, or see our road men **NOW!**

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan



Astor's success was that he acted always on the maxim that Knowledge is Power, or, in other words, he knew.

Andrew Saks, we are told, was a bootblack when a boy, and you can bet he was a good one, and coined knowledge into money. The mercantile palace, now the home of the business he founded, is the direct result of coining knowledge into money.

A. T. Stewart was a poor draper's clerk when he came to this country, but he studied the wants of the women of early New York and made a personal trip to Glasgow to buy first hand some linen that he knew women would buy. On this foundation he built his fortune. —Dry Goods.

**Some Necessary Preludes to an Auto Trip.**

The motorist who embarks on a long tour without previous preparation has trouble ahead of him in no uncertain quantities, although to the neophyte the idea seems to consist of getting into the car and driving off, after filling up the tank with gasoline and replenishing the oil reservoir. This is wide of the mark, for before the car is loaded for the long tour there are certain inspections and attentions which should be given the mechanism that are absolutely essential, not only for the comfort of the driver, but for the safety of the entire party.

The average summer tour will range from 1,500 to 3,000 miles, during which all sorts and conditions of highways will be encountered. The car will be subjected to much hard usage and owners must be sure that it is in first-class mechanical condition. The whole mechanism should, therefore, be gone over systematically and everything that can be tightened should be drawn up snugly. The spring clips, the supports of the motor, the radiator fastenings, and all the numerous nuts and bolts about the chassis should be tightened with a wrench. This is the first thing to do.

The next job to tackle is the lubrication system. The importance of having perfect lubrication on the long tour cannot be over-emphasized. A burned-out bearing on the road is the limit of trouble and may result in a tearing-down job for some backwoods garage, with a day's delay and a copulent bill. Drain the crank-case, flush it out with gasoline, and then refill it with fresh lubricant. Next refill or repack the gear-cases; fill the grease-cups, and turn them down. Having done this, you may feel satisfied that you are likely to escape the worst trouble that may come on the road. It is a most desirable plan to cover such parts as the ignition unit, starting motor, lighting generator, etc., parts which are easily put out of business by water, with some sort of waterproof covering. This will also exclude dirt and grit, so that these vital elements are well protected from the start.

The first mechanical inspection and adjustment ought to be devoted to the braking system. This is a matter of common prudence, as in the course of a long trip over all sorts of country the lives of the whole party will be dependent more than once on the

proper functioning of the brakes. Begin at the control, and follow the linkage back to its source. If the brakes have not been relined during the current season, the driver will be well advised to put in new linings, whether they seem to call for such treatment or not. Make sure that they are functioning properly by testing them, and then make what adjustments appear to be needed. Be certain that the adjustment is equal on both sides. Brakes that hold tighter on one side than on the other induce skidding, with all its disastrous possibilities. If the driver is a new hand, and does not understand thoroughly how to make repairs and adjustments of the brakes, he should learn before setting off on an extensive trip. It is vital that the driver know how to adjust his brakes if anything goes wrong on the road.

The next system to be investigated is the cooling system. This important part of the car's anatomy, which generally performs its functions so efficiently that it almost escapes attention, must be in perfect working condition to stand up under the increased demands made upon it during the long tour, when hilly country is certain to be encountered sooner or later. It is a good idea to flush out the cooling system two or three times and then fill it with fresh water before the start is made. Another bit of preparedness is to install one of the devices that indicate the temperature of the water at all times. This gives ample warning if at any time the system is being asked to do more than it is capable of, or if any derangement has occurred.

Obviously, the carburetion, or fuel, system ought to be known to be working properly. While the previous behavior of this system will furnish an accurate line on its present condition, since any failure here is at once evidenced in the running of the engine, still it is not a bad idea to drive the car into the nearest service station and have the fuel system, including the carbureter, looked over by an expert, to get his opinion. If the driver is a new hand, and does not understand in a general way the operation and adjustment of his carbureter, he should certainly have the service station man explain it to him, so that he may display a little intelligent understanding in case trouble develops in this location while the car is on the road.

**Frankness Makes Sales.**

A bond of confidence with prospects and customers has been established by a Chicago house furnishing store through its novel method of making samples or shopworn goods. All such pieces of furniture are tagged with the selling price in plain figures; and below the figures, in writing of a size easily seen, is added the significant phrase: "Salesman: Be sure to point out all mars or defects."

This frank statement instantly appeals to the customer's fairness. He feels he will get exactly the kind of goods he pays for, and that the merchandise from that store can be depended on to be in the condition it is represented. J. S. Baley.



**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.

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

*President Suspenders*  
 for comfort  
 Of All Jobbers  
 PRESIDENT SUSPENDER CO., Shirley, Mass.

*Fieglers*  
**Chocolates**  
 Package Goods of  
 Paramount Quality  
 and  
 Artistic Design

**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**

**Service and Satisfaction**  
 In constructing Gem motor trucks and pleasure cars, the manufacturer has aimed to produce vehicles which will be **PERMANENTLY PROFITABLE** to their owners. There is nothing cheap about the Gem cars. They are designed to meet the requirements of the most exacting purchaser. Stock still available to discriminating investors at \$10 per share.  
**DEUEL & SAWALL, INC.**  
 Murray Building, Financial Agents  
 Citz. 7645 Grand Rapids, Mich. Bell M. 2849





### SUCCESSFUL SALESMEN.

#### C. W. Sergeant, Well-Known Furnishing Goods Manager.

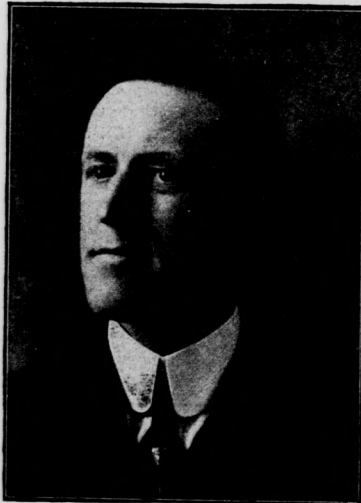
From earliest pioneer days, even from the time antedating accepted history, in mental vision the West has been associated instinctively with ideas of magnitude—with great distances of plain and mountain, uncircumscribed vistas of valley, desert and river—area without horizon—unlimited possibilities in human accomplishment.

Man's impress upon the West has been an appropriate accompaniment. Its illimitable areas of length, width and height have been in keeping with the character of the sturdy race which has conquered it, which not alone has supplemented mere bigness but which has done big things while at the same time doing them fittingly, building up great aggregates by persistent repetition of, in themselves, relatively small victories. The breeziness and vastness of the West have been supplemented by the vigor and strength of the men Western by adoption or by birth. The big land has welcomed big men; always it has carefully fostered and it breeds them.

Western pioneers, men and women, have been those of vigorous stature, physically and mentally. Only the fittest of such survived, for the weakling had no welcome and no place in such a setting. And in the West, as in all new territory, the salesman has been the pioneer pre-eminently and he has attracted his kind irresistibly. As the frontier was pushed farther and farther toward the setting sun the salesman was inevitably in the van of the adventurous, starting from the Mississippi River and notably from Illinois, Missouri and Iowa, which sections have contributed salesmen who have made ineffaceable impress upon the development of the West. Of those of sturdy brain and brawn, of courage defying defeat and of high order of ability, a typical example is the salesman whose face is depicted upon this page.

Charles W. Sergeant was born in St. Joseph, Mo., Dec. 21, 1874, being the seventh child of a family of eight children. His father was of English descent. He was a wholesale hardware dealer. The mother was also of English descent. After finishing the eighth grade in the public schools of St. Joseph, Mr. Sergeant entered the wholesale dry goods and furnishing goods manufacturing house of R. L. McDonald & Co. He began at the bottom in the notion department and at the end of nine years

had worked up to the position of assistant buyer of the furnishing goods department. The last two years he was with the house he represented it on the road selling its manufactured line. The house was at that time the largest establishment in that particular line in the United States. He then came to Grand Rapids, where he acted as assistant buyer of the notion department of Voigt, Herpolsheimer & Co. for a year and a half.



Charles W. Sergeant.

Edson, Moore & Co., of Detroit, claimed his services for the next two years, during which time he covered the retail dry goods trade of Grand Rapids and the country round about with a general line of dry goods. He then returned to the Grand Rapids Dry Goods Co., which had been organized in the meantime, devoting four years to the work of buying notions and hosiery. He then went back to Edson, Moore & Co. a year, after which he put in five years on the road for the underwear and hosiery departments of Carson, Pirie, Scott & Co., of Chicago. June 1, 1912, he came back home again, taking the position of Manager of the underwear and hosiery departments of the Grand Rapids Dry Goods Co. He found the department in a somewhat chaotic condition, but soon brought order out of chaos and re-constructed the department along original lines which has given it a character and standing which are Nation-wide. He replaced many factory brands with standard lines bearing the imprint of the house. Recently he has taken over the pant, shirt and overall department, as well as the fancy goods line. He undertakes to see his trade twice a year with a line of advanced samples and is everywhere hailed with delight, because of his knowledge of the busi-

ness, the fairness of his methods and the excellence of his judgment.

Mr. Sergeant was married Aug. 30, 1903, to Miss Pearl Leonard. They have a son, 12 years of age, and reside in his own home at 2118 Francis avenue, where he has one of the finest gardens in the city. It is his pride and is a source of much pleasure and satisfaction to him.

Mr. Sergeant attends church more or less regularly, but has never joined any lodge or fraternal association of any kind except his connection with the the Illinois Commercial Men's Association. His hobby is love of the country. He has all his life been fond of clean sports and it is not unusual for him to go fishing with his customers, although most of his time is devoted to fishing for customers instead of with them. His preference for country life is quite likely, at some future time, to cause him to acquire a farm of his own, where he can put into execution the plans he has cherished and the ambitions he has nourished for many years.

Personally, Mr. Sergeant is a manly man. He is a man who, to use a homely expression, "Always stands without hitching." In other words, he is a man upon whose face God Almighty had plainly stamped the words, "This man, wherever he may be placed, will always do his duty as he sees it; this man you do not need to watch." Mr. Sergeant is an unusually good business man, but he is not what is known as a shrewd man; he is an open-faced, an open-hearted man, a man whom little children instinctively trust and whom grown-ups repose confidence in without reserve.

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



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

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

### ELI CROSS

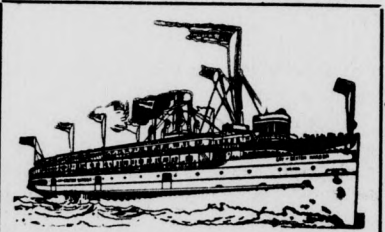
#### Grower of Flowers

And Potted Plants

WHOLESALE AND RETAIL

150 Monroe Ave.

Grand Rapids



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.

## 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.

## 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.



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Aug. 6—All good things seem to come to those who wait. The brewers have been patiently waiting for this opportunity, and the four breweries represented here have agreed to a liberal raise of prices to retailers. From all accounts they have put up one of the best arguments on account of their practically doubled prices since last year. Furmentum, bought last year at \$2.48 per hundred pounds is now \$6.20. Soft coal, of which the breweries use a great deal in generating steam, was \$3.65 per ton a year ago, and now they are paying \$8 for an inferior quality. Salaries in all departments have increased from 10 to 20 per cent. Bottles have doubled in price and barrels are practically unobtainable. Grape sugar, boxes, crowns labels and every other article used by the breweries are away up in price. This, they claim is not due to the threatened prohibition legislation. The only relief we can see in sight for a real quencher is to get down to good old Lake Superior.

The civic holiday last Thursday was observed in a fitting manner. Many of the various societies united in a picnic to the Shallows. The day was warm and thousands of pleasure seekers availed themselves of the opportunity. John Metzger, proprietor of the Shallows, did a land office business in consequence. His only regret was that the heavy trucks carrying from forty-five to fifty passenger loads did not do a thing to the roads. The Soo merchants closed their places of business for the day, so that the civic holiday will go on record as an ideal celebration this year.

"In order to rise with the lark, avoid the midnight swallows."

The Soo barbers are now on the second installment of boosting prices. They got in the game early about two years ago, when they advanced prices on shaves and hair cutting, but overlooked the raise on hair tonics, massages and neck shaves. They are firm believers in the old saying that "It is better late than never" and contend that this is only in accordance with advanced prices in all other lines.

The many friends of Robert Moore, who left the University of Michigan to enlist with naval reserves, are pleased to note that he made a record at the Great Lakes naval training station near Chicago last Saturday. Young Moore made a count of 147 out of a possible 150. He plugged the center 97 out of 100 in the slow fire and made a perfect 50 after changing positions. Among the visiting clubs at the shoot were the Chicago Rifle Club, Milwaukee Pistol and Rifle Club, Kenosha Rifle Club and the Kansas City Rifle Club. Not so bad for our Soo boy.

"People who have no sense of humor are very funny at times."

Moses Yalomstein, proprietor of the Hub, left last week, accompanied by Mrs. Yalomstein, for an auto trip to Buffalo, New York, Philadelphia, Washington and other cities, to be gone over a month.

A. E. Cullis, well-known manager of the Soo Woolen Mills, is now taking in the sights of Boston. He is accompanied by Mrs. Cullis.

F. B. Raymond, of the Raymond Furniture Co., returned last week from a visit to Grand Rapids.

W. C. Everett, former Soo boy, but now a resident of Detroit, is here visiting his mother and brothers. On his next visit here, he will be accompanied by a bride, as invitations have just been received that the happy event will take place at Detroit on August 15. The bride to be is Miss Irene Canty, of Detroit. They expect to spend the honeymoon in New York, after which they will make a brief visit to the Soo before returning to Detroit.

This is one of the banner weeks at Mackinac Island. McNalley & Donnelly, the old reliable meat dealers, are taking care of the rush. They have made extensive improvements in their market during the closed season and it is now one of the best equipped markets in the State. They are veterans at the business.

"You can depend upon the man who isn't afraid to say, 'I don't know,' occasionally."

Behrman's band, from Muskegon, is now stationed at Mackinac Island and is giving two concerts every day. From all accounts it is furnishing excellent music.

The hotel at Albany Island reports doing a land office business. Mrs. Spencer Hill, proprietress of the hotel, is serving from 75 to 100 extra dinners on Sunday to auto parties from the Soo and surrounding counties. The resort is putting up one of the best chicken dinners in the State, which is fast building up the reputation of the popular summer resort.

Carl Homberg, popular tourist butcher of Detour, was a Soo visitor last week.

F. P. Sullivan, one of our well known attorneys, is spending a month with his family at the Snows.

The ancients believed the world was square—but that was long before political investigation committees were invented. William G. Tapert.

**Gabby Gleanings From Grand Rapids**  
Grand Rapids, Aug. 6—Wally Wendall (Pittsburg Plate Glass Co.), who has been confined to his home since last Thanksgiving day, has so far recovered as to be able to resume his visits to his trade in Northern Michigan.

By Gee Cripe Jennings is as happy as a boy with his first top boots over the celebration Grand Rapids Council proposes to hold in his honor on the evening of Sept. 1. Mr. Jennings will be 86 years old in September. He is a marvel of energy and persistent effort and believes he still has many years of usefulness and honor to his credit.

Ned Carpenter, the rotund manager of the Dwight Bros. Paper Co., is planning to spend next Sunday with friends on North Manitou Island. Of course, the madam will accompany him.

C. W. Bosworth, who conducted the Hotel King, at Reed City, for the past three years, has purchased the furniture in the Park Hotel, at Mt. Pleasant, and leased the building for a term of years. He has adopted as a slogan, "Pleasant House at Mt. Pleasant" and proposes to live up to the letter and spirit of the motto.

Gerrit Lindermulder, city salesman for the Worden Grocery Company, has the sympathy of the trade in the death of his mother, which occurred last Friday. The funeral was held Monday and was largely attended.

E. P. Carpenter, Indiana and Kentucky sales agent for the Ralston Purina Co., St. Louis, succeeds J. Homer DePree as Western Michigan representative. Mr. Carpenter has taken up his residence in Grand Rapids, locating at 548 South Lafayette avenue. He is a welcome addition to the ranks.

**To Drive Away Flies and Insects.**

Kalamazoo, Aug. 7—We are indebted to Frank S. Saville, city salesman for the Worden Grocer Company, for the following:

"A few drops of oil of sassafras on a blotter or sponge will drive away small flies and insects which infest berries, bananas and other fruits. Don't allow oil to touch fruit."

William S. Cook.

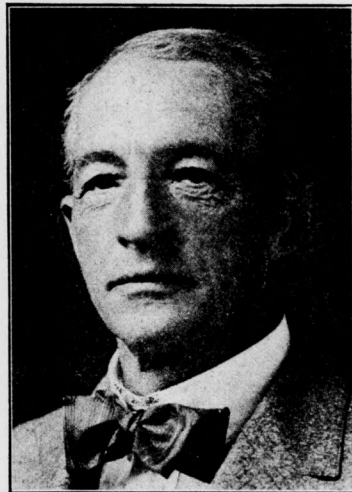
The Snyder Furniture Co. has increased its capital stock from \$25,000 to \$86,750.

He's a poor musician who is unable to play upon your feelings.

## SUCCESSFUL SALESMEN.

**W. B. Collins, House Salesman for H. Leonard & Sons.**

William B. Collins was born at Niles, Feb. 22, 1855. His father was Scotch Irish. His mother was an American. On the completion of his high school course he engaged in the grocery, bakery and crockery business under the style of William B. Collins. Six years later he took in a partner, Charles Harter, and the business was continued three years longer under the style of Harter & Collins. He then came to Grand Rapids, where he obtained employment in the Michigan Central freight depot as trucker. Within a year he rose to the position of Assistant Auditor, when he was offered a position as salesman in the retail store of H. Leonard & Sons, who were then located on Monroe avenue. He soon



William B. Collins.

acquired an accurate knowledge of the business and, on the retirement of Fred H. Leonard as road salesman, he succeeded to that position, retaining it for about fifteen years. For three years following this he was Assistant Manager of the wholesale department, when he resigned to go to Sacramento, California, where he installed a \$30,000 crockery, glassware and silverware department for Bruner Brothers, house furnishing goods dealers. He managed this department two years, when he accepted a position as road salesman for Nathan, Dorman & Company, of San Francisco. His territory included portions of California, Oregon and Idaho. After two years in this position he returned to Grand Rapids and organized the American Jewelry Company, handling jewelry at wholesale. Four years later he sold out to W. F. Wurzburg and installed a Japanese china department for John V. Farwell & Company of Chicago. One year later he engaged to travel in Michigan and Indiana for George H. Whelock & Company, of South Bend. Three years later he identified himself with the wholesale crockery house of Osborn, Boynton & Osborn, at Detroit. After traveling for this house for a year, he retired from the road and purchased an eighty acre farm on West Leonard road, one and one-half miles from the city limits, and platted the suburb of Collinwood.

He sold most of this land, retaining a home on the portion adjoining the Highland Gulf Club.

Believing he has many years of usefulness to look forward to in the jobbing trade, he has again identified himself with H. Leonard & Sons, whom he will serve in the capacity of house salesman. On account of his long experience in the grocery business and because he has a large acquaintance among the trade of Michigan, he will, undoubtedly, achieve the same measure of success in his new position that he has in the other connections he has formed in the past.

Mr. Collins was married Sept. 3, 1882, to Miss Allie M. Bacon, of Niles. Two daughters are both married and settled for life. Mrs. Lucile Skinkle is located in London, England, where her husband is branch manager for the Western Electric Company with 10,000 men under his control. Mrs. Helen M. Johnson resides in Detroit. Her husband is an efficiency engineer and is at present awaiting an order to go to France as captain of an ordinance division.

Mr. Collins is a member of Grace Episcopal church and Knights of Pythias. He has no other social or fraternal associations. He attributes his success to steady hard work, being always square with his customers and keeping his word good.

**Late News From Byron.**

Byron, Aug. 6—Burr S. Wood, Assistant Cashier of the Bank of Byron, has resigned to take a position with the Owosso Argus-Press.

The chattel mortgage sale of the bakery and household goods of the former bakery owner was conducted Saturday. There was a slaughtering of prices. Nearly everything went cheap. The owner was not present.

Parties from Byron and vicinity are interested at present in huckleberrying. Several have reported that the picking is fine, but that it wouldn't last long unless we got some rain. The largest swamp is south of Argentine.

J. L. Vanalstine, banker, attended the funeral of his mother at Vernon last Thursday.

Rev. Riley has resigned as pastor of the Baptist church and has moved his family to Northville, where he has accepted a pastorate with the Baptist church. Mr. Riley is a man to be remembered, as he was well liked. The pulpit of the Baptist church will be occupied by Mr. Woodhouse, from Virginia. Mr. Woodhouse and family are now occupying the parsonage.

The tar walk on the west side of Main street, in the North part of town, is being replaced with a new cement walk. Groceryman.

**Butter, Eggs, Poultry, Beans and Potatoes.**

Buffalo, Aug. 8—Creamery butter, extras, 40c; first, 38@39c; common, 35@37c; dairy, common to choice, 33@38c; dairy common, all kinds, 30@32c.

Cheese—No. 1 new, fancy, 23c; choice, 22c.

Eggs—Choice, new laid 37@38c; fancy henner, 40@43c.

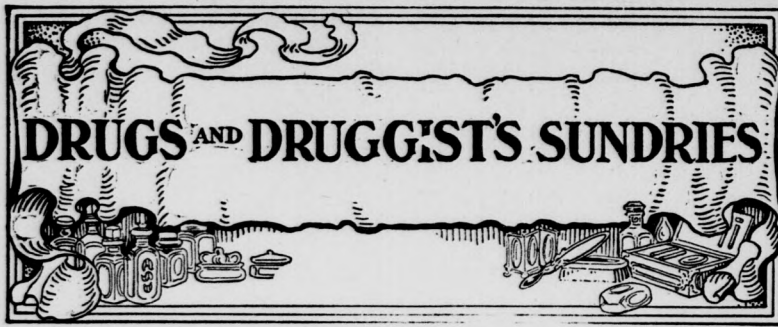
Poultry (live)—Fowls, 20@23c; broilers, 22@28c; old cox, 16@17c; ducks, 20@22c.

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

Potatoes—New, \$3.75@4.00 per bbl. Rea & Witzig.

Some men make a living by letting their wives keep boards.





**Michigan Board of Pharmacy.**  
 President—Leonard A. Seltzer, Detroit.  
 Secretary—Edwin T. Boden, Bay City.  
 Treasurer—George F. Snyder, Detroit.  
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.  
 Future Meetings—Houghton, August 22 and 23; Grand Rapids, Nov. 20, 21 and 22.

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

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

### Druggists Throw Away \$25,000,000 Yearly Profits.

Twenty-five million dollars in profits are being literally thrown away every year by the druggists of the United States in the ruinous practice of price cutting.

No other business in the world shows such an enormous annual sacrifice of the very life blood of successful merchandising.

The most singular thing connected with this sacrifice is that it is made without the least compensation of any kind to the druggists who make it—either directly or indirectly.

They just dump the \$25,000,000 into the ash heap with the prodigal indifference of a spendthrift multi-millionaire and run away from it, all the while knowing that if they only hung on to this \$25,000,000, as other business men do, it would help to put them in a position of affluence in a few years and enable them and their family to enjoy many additional comforts that they cannot enjoy because of their foolishness.

On approximately one-half of all he sells this fatuous sacrifice is made.

Figuring the expenditure of the public in the drug stores of the United States at \$500,000,000 a year, this means that on \$250,000,000 of the merchandise he sells the druggist is giving up part of his hard-earned profit.

When he sells \$1 preparations for 89 cents he tosses 11 cents out of the window. When he sells it for 79 cents, as many do, he sends 21 cents of his profits in the same direction—almost his entire overhead expense. On 50 cent packages sold at 39 cents he hurls practically the same percentage into the sewer. Even at 45 cents he robs himself of 10 per cent. of his profit. Twenty-five cent articles offered at 19 cents and 23 cents mean a surrender of 20 and 10 per cent. approximately of that profit.

Exempting those who get full prices, the sacrifice of profit through cutting runs close to an average of 10 per cent. on the \$250,000,000 of

drug store merchandise sold annually at less than list prices.

Ten per cent. on \$250,000,000 means a loss of \$25,000,000 profit a year. Think of it.

If you do \$10,000 a year business and cut on half of what you sell, you sacrifice \$500 in profits on a 10 per cent. cut and \$1,000 if you sell at a 20 per cent. cut, just as assuredly as if you burned up that amount in your back yard. If you do \$20,000 or \$30,000 a year you sacrifice just double and triple the amount of the druggist doing \$10,000 and so on in ascending proportion according to the increased volume of business you do.

To bring this clear to your personal case, figure out the percentage of your sales made at less than list price and you will be surprised what it amounts up to in lost profits in the course of a year.

**What you Could Do With These Lost Profits.**

These losses invested at 5 per cent. would make a handsome investment in a few years and would provide your son and daughter with a substantial competence when they become of age or should anything happen to you.

In the course of a little while they would buy you a beautiful new home, pay for a new high powered automobile, pay the salary of your clerk, the rent of your store for a year or some other fixed charge that you must now meet out of your other profits.

Think how much easier and more comfortable in pocket this money would make you feel—if you kept it instead of giving it away.

Why don't you keep it?

Why do you cut prices and surrender profits that properly belong to you?

You say competition forces you to it. Competition is your bogey—you're afraid of your life of it.

If you had the nerve to ask full prices, you think it would ruin you.

Yet see what the United Agency says of the influence of competition last year on business failures.

Of 1,790,776 individuals and corporation engaged in business in the United States, during 1916 but 701 were pushed to the wall by competition—1/25 of 1 per cent.

Of these 701 but twenty-five were druggists. Think of it—but twenty-five out of 48,000 druggists.

Assuredly if competition was in actual practice the terrible force for evil that the druggist conjures it to be in his fevered imagination, it would have garnered a fatter harvest than this puny showing reveals.

Competition is a bugaboo, a false

alarm, the wrath of a danger that does not exist, at whose shrine druggists have been piously laying their \$25,000,000 tribute for the right to live, as the Chinaman lays in the coffin of his dead relative, expensive silks and food as a bribe for Satan to allow the deceased undisturbed passage to the pearly gate.

No well managed business has anything to fear from competition. Improved service, and improved merchandising methods will get you business far more valuable and more profitable than cut prices can ever attract to your store.

Think over this to-day, Mr. Druggist. Ask yourself seriously if you have not been simply blowing bubbles in trying to match the other fellow's price, regardless of whether you won or lost. You know what you have lost through this policy, but ask yourself what you have gained. Ask yourself if you couldn't have done business with just as many customers and sold just as many items if you had asked full prices and added some distinctly helpful form of service with your sale. Of course you could. It would be absurd to think otherwise.

Get your full price and full profit like business men in other lines. You can do it—if you will try. Try.

The retailer should try the experiment of raising his prices gradually; he will find his trade is accustomed to the necessity of higher prices and expects to pay more than formerly, as it is universal on all other lines of goods. At the end of the day ask your clerks how many kicked, and the nature of the complaints, and you will be amazed at the report. The average consumer has to be told to wait for his change when he lays down the advertised price for an article, so where is your benefit and prestige? Courteous treatment, "Thank you" and "Call again," which is so rare in the average cut-rate store, would bring back more customers than the few pennies change you give him back with a grunt. There is an old saying—"Goods well bought are half sold," but to-day the successful merchant realizes that "Goods well sold are easily bought."

This war may not see negroes become soldiers on an unprecedented scale, but it will witness the employment of negro officers in far greater numbers than ever before. In the Spanish-American War there were a number of negro captains, and there have been several negro majors—one, Charles Young, a graduate of West Point. To-day 1,200 men are training in the negro officers' reserve camp at Fort Des Moines, Iowa, and it is planned to officer the negro regiments raised under the selective draft law largely with these men—the colonels and, at least at the outset, the majors to be white. About 200 of these future officers were picked from regular army units, and the whole camp is said to offer very promising material. Large numbers of professional men and many college graduates—nine of Harvard—are represented. Such a camp ought to train for leadership in civil life as well as in the war.

### Funny Orders.

The Maple Avenue Drug Co., So. Omaha, Neb., contributes the following:

idon 5 c.  
 glistrine 5c.  
 mix together and use.  
 small bottle idian.  
 5 c. yeson solz (epsom salts)  
 small package goz, 10c.  
 Absents salts (epsom salts)  
 25c. alckall.  
 5c. asafited.  
 5c. Qgin capels.  
 Suger of led, 5c.

Mr. Drug stor man will you send me a box of brumaquine and a bottle of Do bulls caught surp till to-morrow night.

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



**It's Pure, That's Sure**

**Piper Ice Cream Co.**  
 Kalamazoo, Mich.

## LAC-A-FLY

"The Perfect Fly Killer"



**Puff Lac-a-fly high in air!**

Watch it rise like **smoke** and catch the demon fly on the **ceiling**—in the air—on the **stock**—everywhere!

**Lac-a-fly is absolutely harmless to man. Has a pleasant odor.**

Kills **every fly** in your place in **one night** at a cost of one to ten cents according to the size of your store.

**Over 75,000 Merchants**

now use and endorse Lac-a-fly. Scores of the largest retailers in the world are among them.

**Sold on a money-back** guarantee through wholesale Grocers, Baker's and Butcher's Supply Houses exclusively.

**For merchants' use only—not sold at retail.**

NOTE—Merchants who have large places, usually order a \$2.50 pkg. and a \$1.00 pump blower. Those having small stores, a \$1.50 pkg. and a \$1.00 pump blower. Two sizes only. Manufactured only by

**Pontiac Exterminating Co.**  
 Dept. 10 Pontiac, Michigan



# HOLIDAY GOODS

## Druggists' Sundries

### Stationery

## Books and Novelties

The sample lines of the above are now in Saginaw, Michigan, at 119-121 Franklin Street, South.

Our Mr. L. W. Hoskins is in charge and headquarters are at the Bancroft Hotel.

We advise early buying and shipping on account of conditions of the markets.

This exhibit will be in our store in Grand Rapids on or before September 1st.

An early date for your call at either location will be appreciated.

Yours respectfully,

**Hazeltine & Perkins Drug Co.**

Grand Rapids, Michigan

# Naval Experts

## Have Charted the Seas

so carefully that the position of a ship can be determined with perfect accuracy. Likewise, Bell telephone experts have charted the

United States and Canada

so effectively that a single individual among 100,000,000 can be located at a distance of three thousand miles over the lines of the

**BELL SYSTEM**

When it is desirable or necessary to reach any one, any time, anywhere, the long distance telephone lines make it possible to do so.

**Use the Bell Telephone**



**Michigan State Telephone Company**

Grand Rapids, Michigan

## WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubeb		Capsicum	
Boric (Powd.)	17@ 25	Eigeron	7 25@7 50	Cardamon	@1 55
Boric (Xtal)	17@ 25	Eucalyptus	1 75@2 00	Cardamon, Comp.	@1 75
Carbolic	61@ 65	Hemlock, pure	1 25@1 35	Catechu	@ 95
Citric	86@ 90	Juniper Berries	20 00@20 20	Cinchona	@1 95
Muriatic	3@ 5	Juniper Wood	2 75@3 00	Colchicum	@1 90
Nitric	9@ 15	Lard, extra	1 90@2 00	Cubeb	@1 80
Oxalic	60@ 70	Lard, No. 1	1 85@1 95	Digitalis	@1 10
Sulphuric	3@ 5	Lavender Flow.	7 00@7 25	Gentian	@1 15
Tartaric	1 05@1 60	Lavender, Gar'n	1 25@1 40	Ginger	@1 55
Ammonia		Lemon	2 00@2 25	Guaiaac	@1 40
Water, 26 deg.	10@ 15	Linseed, boiled bbl.	@1 24	Guaiaac, Ammon.	@1 25
Water, 18 deg.	6 1/2@ 12	Linseed, bld less	1 39@1 45	Iodine	@2 10
Water, 14 deg.	5 1/2@ 11	Linseed, raw, bbl.	@1 23	Iodine, Colorless	@2 10
Carbonate	14 @ 16	Linseed, rw, less	1 38@1 44	Iron, clo.	@1 20
Chloride	25 @ 35	Mustard, true, oz.	@2 25	Kino	@1 25
Balsams		Mustard, artifi'l oz.	@2 00	Myrrh	@1 45
Copaiba	1 40@1 65	Nestfoot	1 80@1 95	Nux Vomica	@1 25
Fir (Canada)	1 25@1 50	Olive, pure	3 00@4 50	Opium	@7 50
Fir (Oregon)	40@ 50	Olive, Malaga,	2 40@2 50	Opium, Camph.	@1 25
Peru	5 50@5 75	green	2 40@2 50	Opium, Deodor'd	@3 00
Tolu	75@1 00	yellow	2 40@2 50	Rhubarb	@1 05
Barks		Orange, Sweet	4 25@4 50	Paints	
Cassia (ordinary)	25@ 30	Origanum, pure	@2 50	Lead, red dry	13 1/4 @13 3/4
Cassia (Saigon)	90@1 00	Origanum, com'l	@ 75	Lead, white dry	13 @13 1/2
Elm (powd. 35c)	30@ 35	Pennyroyal	2 25@2 50	Lead, white oil	13 @13 1/2
Sassafras (pow. 35c)	@ 30	Peppermint	4 00@4 25	Ochre, yellow bbl.	@ 1 1/2
Soap Cut (powd.)	@ 30	Rose, pure	26 00@28 00	Ochre, yellow less	2 @ 5
35c	23@ 25	Rosemary Flows	1 50@1 75	Putty	3@ 6
Berries		Sandalwood, E.	15 00@15 20	Red Venet'n bbl.	1 1/4 @ 4
Cubeb	1 10@1 20	I.	1 50@1 75	Red Venet'n less	1 1/4 @ 5
Fish	15@ 20	Sassafras, true	50@ 60	Vermillion, Amer.	25@ 30
Juniper	10@ 15	Sassafras, artifi'l	50@ 60	Whiting, bbl.	@ 3
Prickley Ash	@ 30	Spearment	3 00@3 25	Whiting	3 1/4 @ 6
Extracts		Sperm	1 15@1 25	L. H. P. Prep'd	2 15@2 25
Licorice	55@ 60	Tansy	3 50@3 75	Miscellaneous	
Licorice powdered	85@ 90	Tar, USP	30@ 40	Acetanalid	65@ 72
Flowers		Turpentine, bbls.	@ 46	Alum	10@ 12
Arnica	@3 00	Turpentine, less	53@ 57	Alum, powdered and	ground 12@ 15
Chamomile (Ger.)	75@1 00	Wintergreen, tr.	5 50@5 75	Bismuth, Subni-	trate 3 60@3 70
Chamomile Rom.	2 00@2 20	Wintergreen, sweet	birch 4 00@4 25	Borax xtal or	powdered 10@ 15
Gums		Wintergreen art	1 25@1 50	Cantharades po	2 00@6 00
Acacia, 1st	75@ 80	Wormseed	6 50@6 75	Calomel	2 56@2 60
Acacia, 2nd	65@ 75	Wormwood	4 75@5 00	Capsicum	35@ 40
Acacia, Sorts	45@ 50	Potassium		Carmine	6 50@7 00
Acacia, powdered	60@ 70	Bicarbonate	1 90@2 00	Cassia Buds	@ 40
Aloe (Barb. Pow)	30@ 40	Bichromate	55@ 60	Cloves	35@ 40
Aloe (Cape Pow)	20@ 25	Bromide	1 70@2 00	Chalk Prepared	6@ 8 1/2
Aloe (Soc. Pow. 60)	@ 55	Carbonate	1 60@1 75	Chalk Precipitated	7@ 10
Asafoetida,	@2 25	Powdered	60@ 65	Chloroform	85@ 93
Pure	@2 50	Chlorate, gran'r	95@1 00	Chloral Hydrate	1 92@2 12
Camphor	99@1 02	Chlorate, xtal or	70@ 75	Cocaine	9 15@9 35
Guaiaac	45@ 50	powd.	@1 25	Cocoa Butter	60@ 70
Guaiaac, powdered	@ 60	Cyanide	3 50@3 60	Corks, list, less	55%
Kino	70@ 75	Iodide	@5 25	Copperas, bbls.	@ 2
Kino, powdered	75@ 80	Permanaganate	@5 25	Copperas, less	2 1/2 @ 7
Myrrh	@ 40	Prussiate, yellow	@1 50	Copperas, powd.	4 @ 10
Myrrh, powdered	@ 50	Prussiate, red	@3 50	Corrosive Sublim.	2 30@2 40
Opium	35 00@35 20	Sulphate	@ 90	Cream Tartar	60@ 65
Opium, powd.	35 00@35 20	Roots		Cuttlebone	55@ 60
Opium, gran.	35 00@35 20	Alkanet	2 00@2 10	Dextrine	10@ 15
Shellac	75@ 80	Blood, powdered	20@ 25	Dover's Powder	3 75@4 00
Shellac, Bleached	90@ 95	Calamus	50@3 50	Emery, all Nos.	6@ 10
Tragacanth	2 50@3 00	Elecampane, pwd.	15@ 20	Emery, powdered	5@ 8
Tragacanth powder	2 50	Gentian, powd.	30@ 35	Epsom Salts, bbls.	@ 5 1/2
Turpentine	10@ 15	Ginger, African,	20@ 25	Epsom Salts, less	6@ 10
Insecticides		powdered	30@ 35	Ergot	1 25@1 50
Arsenic	23@ 30	Ginger, Jamaica,	30@ 35	Ergot, powdered	2 75@3 00
Blue Vitriol, bbl.	@ 12	powdered	22@ 30	Flake White	15@ 20
Blue Vitriol less	12 1/4 @ 20	Ginger, Jamaica,	30@ 35	Formaldehyde lb.	19@ 27
Bordeaux Mix Dry	22 1/2 @30	powdered	22@ 30	Gelatine	1 75@1 85
Hellebore, White	38@ 45	Goldenseal pow.	8 00@8 20	Glassware, full cs.	65%
powdered	38@ 45	Ipecac, powd.	3 25@3 50	Glassware, less	54%
Insect Powder	40@ 60	Licorice	35@ 40	Glauber Salts, bbl.	@ 1 1/2
Lead, Arsenate	20@ 40	Licorice, powd.	30@ 40	Glauber Salts less	2@ 5
Lime and Sulphur	15@ 25	Orris, powdered	30@ 35	Glue, Brown	25@ 35
Solution, gal.	15@ 25	Poke, powdered	20@ 25	Glue, Brown Grd.	25@ 35
Paris Green	55@ 60	Rhubarb	75@1 00	Glue, White	30@ 35
Ice Cream		Rhubarb, powd.	75@1 25	Glue, White Grd.	30@ 35
Piper Ice Cream Co.,		Rosinweed, powd.	25@ 30	Glycerine	73@ 85
Kalamazoo		Sarsaparilla, Hond.	75@ 80	Hops	45@ 60
Bulk Vanilla	80	ground	75@ 80	Iodine	4 50@4 60
Bulk Special Flavored	90	Sarsaparilla Mexican,	35@ 40	Iodine	4 50@4 60
Brick, Plain	25	ground	35@ 40	Iodoform	5 68@5 70
Brick, Fancy	30	Squills	35@ 40	Lead, Acetate	21@ 25
Leaves		Squills, powdered	45@ 65	Lycopodium	@ 2 00
Buchu	1 75@1 85	Tumeric, powd.	13@ 20	Mace	85@ 90
Buchu, powd'r'd	1 85@2 00	Valerian, powd.	@1 00	Mace, powdered	95@1 00
Sage, bulk	67@ 70	Seeds		Menthol	4 25@4 50
Sage, 1/4 loose	72@ 78	Anise	25@ 40	Morphine	13 00@13 65
Sage, powdered	55@ 60	Anise, powdered	40@ 45	Nux Vomica	22 1/2 @ 30
Senna, Alex	70@ 75	Bird, ls	@ 10	Nux Vomica, pow.	@ 20
Senna, Tinn.	40@ 45	Canary	10@ 15	Pepper, black pow.	35@ 40
Senna, Tinn. pow.	50@ 55	Caraway	85@ 90	Pitch, Burgundy	@ 15
Uva Ursi	18@ 20	Cardamon	1 80@2 00	Quassia	12@ 15
Oils		Celery (Powd. 50)	38@ 45	Quinine	90@1 00
Almonds, Bitter,	15 00@16 00	Coriander	38@ 45	Rochelle Salts	48@ 55
true	15 00@16 00	Dill	25@ 30	Saccharine	@ 3 00
Almonds, Bitter,	7 00@7 20	Fennel	90@1 00	Salt Peter	39@ 50
artificial	7 00@7 20	Flax	7 1/2 @ 12	Seidlitz Mixture	41@ 45
Almonds, Sweet,	1 35@1 60	Flax, ground	7 1/2 @ 12	Soap, green	20@ 25
true	1 35@1 60	Foenugreek pow.	19@ 25	Soap, mott castle	22 1/2 @ 25
Almonds, Sweet,	65@ 75	Hemp	8 1/2 @ 12	Soap, white castle	@ 13 00
imitation	65@ 75	Lobelia	40@ 50	Soap, white castle	less, per bar @1 40
Amber, crude	1 75@2 00	Mustard, yellow	19@ 25	Soda Ash	4 1/4 @ 10
Amber, rectified	2 50@2 75	Mustard, black	19@ 25	Soda Bicarbonate	2 1/2 @ 6
Anise	2 00@2 25	Mustard, powd.	22@ 30	Soda, Sal	2@ 5
Bergamot	8 00@8 25	Poppy	@1 00	Spirits Camphor	@ 75
Cajepout	1 35@1 60	Quince	@1 25	Sulphur roll	4 9-10@ 10
Cassia	2 75@3 00	Rape	15@ 20	Sulphur Subl.	4 1/4 @ 10
Castor	2 70@2 80	Sabadilla	@ 35	Tamarinds	15@ 20
Cedar Leaf	1 50@1 75	Sabadilla, powd.	35@ 45	Tartar Emetic	@ 85
Citronella	1 00@1 25	Sunflower	7@ 10	Turpentine, Ven.	50@4 75
Cloves	3 50@3 75	Worm American	@ 25	Vanilla Ex. pure	1 00@1 50
Cocanut	40@ 50	Worm Levant	1 00@1 10	Witch Hazel	1 10@1 50
Cod Liver	4 75@5 00	Tinctures		Zinc Sulphate	10@ 15
Cotton Seed	1 65@1 75	Aconite	@1 25		
Croton	1 75@2 00	Aloe	@ 95		



GROCERY PRICE CURRENT

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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.

Table with 2 columns: 'ADVANCED' and 'ADVANCED'. Lists items like Quaker Corn Flakes, Sugar Corn Flakes, Flour, War Path Smoking, B. T. W. Plug.

Index to Markets

By Columns

Table with 2 columns: 'Col' and 'Index to Markets'. Lists various goods like Ammonia, Axle Grease, Baked Beans, Baking Powder, etc.

1 2

Main table with 2 columns: '1' and '2'. Lists various goods like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, etc.

Table with 2 columns: 'CHEWING GUM' and 'CHOCOLATE'. Lists items like Adams Black Jack, Adams Sappota, Beeman's Pepsin, etc.

Table with 2 columns: 'CLOTHES LINE' and 'COCOA'. Lists items like No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

Table with 2 columns: 'COCOANUT' and 'COFFEES ROASTED'. Lists items like Dunham's per lb., Common, Fair, etc.

Table with 2 columns: 'SANTOS', 'MARACAIBO', 'MEXICAN', 'GUATEMALA', 'JAVA', 'MOCHA', 'BOGOTA'. Lists various coffee and nut products.

Table with 2 columns: 'McLaughlin's XXXX' and 'CONDENSED MILK'. Lists items like McLaughlin's XXXX package coffee, Carnation, Tall, etc.

Table with 2 columns: 'CONFECTIONERY' and 'Mixed Candy'. Lists items like Horehound, Standard, Twist, etc.

Table with 2 columns: 'Pails' and 'Specialties'. Lists items like Auto Kisses, Bonnie Butter Bites, etc.

Table with 2 columns: 'Pop Corn Goods', 'Cough Drops', 'NUTS-Whole', 'Shelled'. Lists items like Pop Corn Goods, Cough Drops, Almonds, etc.

Table with 2 columns: 'Peanuts' and 'CREAM TARTAR'. Lists items like Fancy H P Suns, Raw, Roasted, etc.

Table with 2 columns: 'DRIED FRUITS' and 'Peel'. Lists items like Apples, Apricots, Citron, etc.

Table with 2 columns: 'FARINACEOUS GOODS' and 'SAGO'. Lists items like Beans, Farina, Original Holland Rusk, etc.

Table with 2 columns: 'FISHING TACKLE' and 'Linen Lines'. Lists items like Cotton Lines, Fishing Tackle, Linen Lines, etc.



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FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	13 80
Fancy Spring	15 00
Wizard Graham	13 00
Wizard, Gran. Meal	11 00
Wizard Buckw't cwt.	6 00
Rye	12 50
Valley City Milling Co.	
Lily White	13 50
Light Loaf	13 10
Graham	5 50
Granena Health	5 60
Gran. Meal	5 20
Bolted Meal	5 10
Watson-Higgins Milling Co.	
New Perfection	13 50
Tip Top Flour	13 00
Golden Sheaf Flour	12 60
Marshalls Best Flour	13 50
Watertown Wisconsin	
Rye	12 00
Worden Grocer Co.	
Quaker, paper	14 00
Quaker, cloth	14 00
Kansas Hard Wheat	
Worden Grocer Co.	
American Eagle, 1/4s	15 00
American Eagle, 1/2s	14 90
American Eagle, 3/4s	15 00
Spring Wheat	
Judson Grocer Co.	
Ceresota, 1/4s	15 20
Ceresota, 1/2s	15 10
Ceresota, 3/4s	15 00
Worden Grocer Co.	
Wingold, 1/4s cloth	16 00
Wingold, 1/2s cloth	15 30
Wingold, 3/4s cloth	15 80
Meal	
Bolted	10 80
Golden Granulated	11 00
Wheat	
Red	2 30
White	2 25
Oats	
Michigan carlots	92
Less than carlots	95
Corn	
Carlots	2 35
Less than carlots	2 40
Hay	
Carlots	20 00
Less than carlots	21 00
Feed	
Street Car Feed	87 00
No. 1 Corn & Oat Fd	87 00
Cracked Corn	87 00
Coarse Corn Meal	87 00
FRUIT JARS	
Mason, pts., per gro.	7 00
Mason, qts., per gro.	7 40
Mason, 1/2 gal. per gro.	9 85
Mason, can tops, per gro.	2 75
GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 75
Knox's Sparkling, gr.	20 50
Knox's Acid'd doz.	1 85
Minute, 1 doz.	1 25
Minute, 3 doz.	3 75
Nelson's	1 50
Oxford	1 40
Plymouth Rock, Phos.	1 40
Plymouth Rock, Plain	1 25
GRAIN BAGS	
Broad Gauge, 12 oz.	24
Climax, 14 oz.	29
Stark, A, 16 oz.	29
HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25
HIDES AND PELTS	
Hides	
Green, No. 1	23
Green, No. 2	22
Cured, No. 1	25
Cured, No. 2	24
Calfskin, green, No. 1	1 35
Calfskin, green, No. 2	33 1/2
Calfskin, cured, No. 1	33
Calfskin, cured, No. 2	31 1/2
Pelts	
Old Wool	75 @ 2 00
Lambs	50 @ 1 50
Shearlings	50 @ 1 50
Tallow	
No. 1	@ 12
No. 2	@ 11
Wool	
Unwashed, med.	@ 60
Unwashed, fine	@ 55
HONEY	
A. G. Woodman's Brand.	
7 oz., per doz.	3 25
20 oz., per doz.	3 25
HORSE RADISH	
Per doz.	90
JELLY	
5lb. pails, per doz.	1 05
15lb. pails, per pail	1 05
30lb. pails, per pail	2 00

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Jell-O	
Assorted Case	3 doz. 2 85
Lemon (Straight)	2 85
Orange (Straight)	2 85
Raspberry (Straight)	2 85
Strawberry (Straight)	2 85
Chocolate (Straight)	2 85
Chocolate (Straight)	2 85
Peach (Straight)	2 85
Chocoate (Straight)	2 85
Jell-O Ice Cream Powder.	3 doz. 2 85
Assorted Case	2 85
Chocolate (Straight)	2 85
Vanilla (Straight)	2 85
Strawberry (Straight)	2 85
Lemon (Straight)	2 85
Unflavored (Straight)	2 85
Jiffy-Jell	
Straight or Assorted	
Per doz.	1 15
Per case, per 4 doz.	4 60
Seven Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pineapple.	
JELLY GLASSES	
1/2 pt. in bbls., per doz.	25
1/2 pt. in bbls., per doz.	27
8 oz. capped in bbls.	27
MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per dz.	18 00
32 oz. bottles, per dz.	30 00
MINCE MEAT	
Per case	3 45
MOLASSES	
New Orleans	
Fancy Open Kettle	50
Choice	43
Good	37
Stock	
Half barrels 2c extra	
Red Hen, No. 2 1/2	2 90
Red Hen, No. 5	2 90
Red Hen, No. 10	2 80
MUSTARD	
1/2 lb. 6 lb. box	16
OLIVES	
Bulk, 1 gal. kegs 1 10 @ 1 20	
Bulk, 2 gal. kegs 1 05 @ 1 15	
Bulk, 5 gal. kegs 1 00 @ 1 10	
Stuffed, 5 oz.	1 10
Stuffed, 8 oz.	1 60
Stuffed, 14 oz.	2 50
Pitted (not stuffed)	
14 oz.	2 50
Manzanilla, 8 oz.	1 10
Lunch, 10 oz.	1 50
Lunch, 16 oz.	2 60
Queen. Mammoth, 19 oz.	5 00
Queen. Mammoth, 28 oz.	6 25
Olive Chow, 2 doz. cs.	2 25
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	9.
Red Crown Gasoline	20.5
Gas Machine Gasoline	32.9
V M & P Naphtha	20.
Capitol Cylinder, Wood	33.9
Bale	33.9
Capitol Cylinder, Iron	32.9
Bale	32.9
Atlantic Red Engine	19.9
Winter Black	10.4
Polarine	37.9
PICKLES	
Medium	
Barrels, 1,200 count	9 50
Half bbls., 600 count	5 25
5 gallon kegs	2 20
Small	
Barrels	11 00
Half barrels	6 25
5 gallon kegs	2 50
Gherkins	
Barrels	14 00
Half barrels	6 75
5 gallon kegs	2 75
Sweet Small	
Barrels	24 00
Half barrels	11 50
5 gallon kegs	4 20
PIPES	
Clay, No. 216, per box	80
Clay, T. D. full count	80
Cob	90
PLAYING CARDS	
No. 90, Steamboat	85
No. 15, Rival assorted	1 50
No. 20, Rover, enam'd	1 75
No. 572, Special	2 00
No. 98 Golf, Satin fin.	2 25
No. 808, Bicycle	2 25
No. 632 Tourn't whist	2 50
POTASH	
Babbitt's, 2 doz.	1 90
PROVISIONS	
Barreled Pork	
Clear Back	42 00 @ 43 00
Short Cut Ctr	41 00 @ 42 00
Bean	40 00 @ 41 00
Brisket, Clear	@ 43 00
Pig	
Clear Family	29 00
Dry Salt Meats	
S P Bellies	19 @ 20
Lard	
Pure in tierces	22 1/2 @ 23
Compound Lard	19 @ 19 1/2
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4

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20 lb. pails	advance 1/4	
10 lb. pails	advance 1/4	
5 lb. pails	advance 1	
3 lb. pails	advance 1	
Smoked Meats		
Hams, 14-16 lb.	25 1/2 @ 26	
Hams, 16-18 lb.	21 @ 22	
Hams, 18-20 lb.	20 1/2 @ 21	
Ham, dried beef		
sets	29 @ 30	
California Hams	21 @ 21 1/2	
Picnic Boiled		
Hams	19 1/2 @ 20	
Boiled Hams	38 @ 39	
Minc'd Hams	17 1/2 @ 18	
Bacon	33 @ 36	
Sausages		
Bologna	15	
Liver	12	
Frankfort	17	
Pork	14 @ 15	
Veal	11	
Tongue	11	
Headcheese	14	
Beef		
Boneless	25 00 @ 27 00	
Rump, new	30 00 @ 31 00	
Pig's Feet		
1/2 bbls.	1 75	
3/4 bbls., 40 lbs.	3 40	
1/2 bbls.	6 00	
1 bbl.	12 00	
Tripe		
Kits, 15 lbs.	90	
1/2 bbls., 40 lbs.	1 60	
1/2 bbls., 80 lbs.	3 00	
Casings		
Hogs, per lb.	35	
Beef, rounds, set	19 @ 20	
Beef, middles, set	45 @ 55	
Sheep	1 15 @ 1 35	
Uncolored Butterline		
Solid Dairy	22 @ 25	
Country Rolls	25 @ 27	
Canned Meats		
Corned Beef, 2 lb.	6 60	
Corned Beef, 1 lb.	3 40	
Roast Beef, 2 lb.	6 60	
Roast Beef, 1 lb.	3 40	
Potted Meat, Ham		
Flavor, 1/4s	55	
Potted Meat, Ham		
Flavor, 1/2s	1 00	
Deviled Meat, Ham		
Flavor, 1/4s	55	
Deviled Meat, Ham		
Flavor, 1/2s	1 00	
Potted Tongue, 1/4s		55
Potted Tongue, 1/2s		1 00
RICE		
Fancy	8 @ 8 1/2	
Bule Rose	@ 8	
Broken		
ROLLED OATS		
Monarch, bbls.	10 00	
Rolled Avena, bbls.	10 25	
Steel Cut, 100 lb. sks.	5 10	
Monarch, 90 lb. sks.	5 00	
Quaker, 18 Regular	1 75	
Quaker, 20 Family	5 60	
SALAD DRESSING		
Columbia, 1/2 pint	2 25	
Columbia, 1 pint	4 20	
Durkee's, large, 1 doz.	4 00	
Durkee's, small, 2 doz.	5 00	
Snider's, large, 1 doz.	2 40	
Snider's, small, 2 doz.	1 45	
SALERATUS		
Packed 60 lbs. in box.		
Arm and Hammer	3 10	
Wyandotte, 100 lbs.	3 00	
SAL SODA		
Granulated, bbls.	1 40	
Granulated, 100 lbs. cs.	1 50	
Granulated, 36 pkgs.	1 40	
SALT		
Common Grades		
100 3 lb. sacks	3 15	
70 4 lb. sacks	3 05	
60 5 lb. sacks	3 05	
28 10 lb. sacks	2 90	
56 lb. sacks	2 8	
28 lb. sacks	47	
Warsaw		
56 lb. sacks	26	
28 lb. dairy in drill bags	20	
Solar Rock		
56 lb. sacks	43	
Common		
Granulated, Fine	1 80	
Medium, Fine	1 90	
SALT FISH		
Cod		
Large, whole	@ 10 1/2	
Small, whole	@ 10	
Strips or bricks	11 1/2 @ 15	
Pollock	@ 8 1/2	
Holland Herring		
Standards, bbls.	13 50	
Y. M. bbls.	15 00	
Standard, kegs	85	
Y. M. kegs	96	
Herring		
Med. Fat Split, 200 lbs	8 00	
Laborador Split 200 lb	10 00	
Norway 4 K, 200 lbs.	16 50	
Special, 8 lb. pails	70	
Scaled, in boxes	17	
Boned, 10 lb. boxes	17	
Trout		
No. 1, 100 lbs.	7 50	
No. 1, 40 lbs.	2 25	
No. 1, 10 lbs.	80	
No. 1, 3 lbs.	75	

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Mackerel	
Mess, 100 lbs.	16 50
Mess, 40 lbs.	7 00
Mess, 10 lbs.	1 85
Mess, 8 lbs.	1 56
No. 1, 100 lbs.	16 50
No. 1, 40 lbs.	6 70
No. 1, 10 lbs.	1 75
Lake Herring	
100 lbs.	4 00
40 lbs.	2 35
10 lbs.	58
8 lbs.	54
SEEDS	
Anise	85
Canary, Smyrna	9
Caraway	75
Cardomon, Malabar	1 20
Celery	45
Hemp, Russian	7 1/2
Mixed Bird	9
Pork	20
Mustard, white	20
Poppy	70
Rape	13
SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rapple in jars	43
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	9 @ 10
Allspice, lg. Garden	@ 11
Cloves, Zanzibar	@ 34
Cassia, Canton	@ 20
Cassia, 5c pkg. doz.	@ 35
Ginger African	@ 15
Ginger, Cochin	@ 20
Mace, Penang	@ 90
Mixed, No. 1	@ 17
Mixed, No. 2	@ 16
Mixed, 5c pkgs. dz.	@ 45
Nutmegs, 70-80	@ 35
Nutmegs, 105-110	@ 30
Pepper, Black	@ 30
Pepper, White	@ 32
Pepper, Cayenne	@ 22
Paprika, Hungarian	
Pure Ground in Bulk	
Allspice, Jamaica	@ 15
Cloves, Zanzibar	@ 40
Cassia, Canton	@ 32
Ginger, African	@ 24
Mace, Penang	@ 100
Nutmegs	@ 36
Pepper, Black	@ 30
Pepper, White	@ 32
Pepper, Cayenne	@ 30
Paprika, Hungarian	@ 45
STARCH	
Corn	
Kingsford, 40 lbs.	9 1/2
Muzzy, 48 lb. pkgs.	9 1/2
Kingsford	
Silver Gloss, 40 lb.	9 1/2
Gloss	
Argo, 24 5c pkgs.	95
Silver Gloss, 16 3lbs.	9 1/2
Silver Gloss, 12 6lbs.	9 1/2
Muzzy	
48 lb. packages	9 1/2
16 3lb. packages	9 1/2
12 6lb. packages	9 1/2
50 lb. boxes	6 3/4
SYRUPS	
Corn	
Barrels	
Half barrels	
Blue Karo, No. 1 1/2	
2 doz.	3 05
Blue Karo, No. 2, 2 dz.	3 80
Blue Karo, No. 2 1/2, 2 doz.	4 60
Blue Karo, No. 5, 1 dz.	4 45
Blue Karo, No. 10, 1/2 doz.	4 30
Red Karo, No. 1 1/2, 2 doz.	3 20
Red Karo, No. 2, 2 dz.	4 05
Red Karo, No. 2 1/2, 2 dz.	5 00
Red Karo, No. 5, 1 dz.	4 85
Red Karo, No. 10 1/2 doz.	4 60
Pure Cane	
Fair	16
Good	20
Choice	25
Folger's Grape Punch	
Quarts, doz. case	6 00
TABLE SAUCES	
Halford, large	3 75
Halford, small	2 26
TEA	
Uncolored Japan	
Medium	20 @ 25
Choice	28 @ 33
Fancy	36 @ 45
Basket-fired Med'm	28 @ 30
Basket-fired Choice	35 @ 37
Basket-fired Fancy	38 @ 45
No. 1 Nibs	30 @ 32
Siftings, bulk	9 @ 10
Siftings, 1 lb. pkgs.	12 @ 14
Gunpowder	
Moyune, Medium	28 @ 33
Moyune, Choice	35 @ 40
Moyune, Fancy	50 @ 60
Ping Suey, Medium	25 @ 30
Ping Suey, Choice	35 @ 40
Ping Suey, Fancy	45 @ 50
Young Hyson	
Choice	28 @ 30
Fancy	45 @ 50

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Oolong	
Formosa, Medium	35 @ 25
Formosa, Choice	32 @ 25
Formosa, Fancy	50 @ 60
English Breakfast	
Congou, Medium	25 @ 30
Congou, Choice	30 @ 35
Congou, Fancy	40 @ 60
Congou, Ex. Fancy	60 @ 80
Ceylon	
Pekoe, Medium	28 @ 30
Dr. Pekoe, Choice	30 @ 35
Flowery O. P. Fancy	40 @ 50
TOBACCO	
Fine Cut	
Blot	1 45
Bugle, tin pail	4 50
Bugle, 10c	11 00
Dan Patch, 8 and 16 oz.	38
Dan Patch, 4 oz.	11 52
Dan Patch, 2 oz.	5 76
Fast Mail, 16 oz.	7 80
Hlawatha, 16 oz.	8 00
Hlawatha, 5c	5 76
May Flower, 16 oz.	9 36
No Limit, 8 oz.	1 95
No Limit, 16 oz.	3 90
Ojibwa, 8 and 16 oz.	40
Ojibwa, 10c	11 10
Ojibwa, 8 and 16 oz.	42
Petoskey Chief, 7 oz.	2 30
Petoskey Chief, 14 oz.	4 60
Peach and Honey, 5c	5 76
Red Bell, 14 oz.	4 20
Red Bell, 20c	2 1



**SPECIAL PRICE CURRENT**

**12**

Sweet Lotus, 5c .... 5 76  
 Sweet Lotus, 10c .... 11 52  
 Sweet Lotus, 16 oz. .... 5 50  
 Sweet Rose, 2 1/4 oz. .... 30  
 Sweet Tip Top, 5c .... 50  
 Sweet Tip Top, 10c .... 1 00  
 Sweet Tips, 1/2 gro. .... 11 52  
 Sun Cured, 10c .... 98  
 Summer Time, 5c .... 5 76  
 Summer Time, 7 oz. .... 1 65  
 Summer Time, 14 oz. .... 3 50  
 Standard, 5c foil .... 5 76  
 Standard, 10c paper .... 9 60  
 Seal N. C. 1 1/2 cut plug .... 70  
 Seal N. C. 1 1/2 Gran. .... 63  
 Three Feathers, 1 oz. .... 48  
 Three Feathers, 10c .... 11 52  
 Three Feathers, and  
 Pipe combination .. 2 25  
 Tom & Jerry, 40c .... 4 00  
 Tom & Jerry, 20c .... 2 00  
 Tom & Jerry, 3 oz. .... 76  
 Turkish, Patrol, 2-9 .. 5 76  
 Tuxedo, 1 oz. bags .... 48  
 Tuxedo, 2 oz. tins .... 96  
 Tuxedo, 20c .... 2 04  
 Tuxedo, 55c tins .... 8 15  
 Union Leader, 5c coli 6 00  
 Union Leader, 10c  
 pouch ..... 11 52  
 Union Leader, ready  
 cut ..... 11 52  
 Union Leader 50c box 5 10  
 War Path, 5c .... 6 00  
 War Path, 20c .... 1 84  
 Wave Line, 3 oz. .... 40  
 Wave Line, 16 oz. .... 40  
 Way Up, 2 1/4 oz. .... 5 75  
 Way Up, 16 oz. pails 36  
 Wild Fruit, 5c .... 6 00  
 Wild Fruit, 10c .... 12 00  
 Yum Yum, 5c .... 5 76  
 Yum Yum, 10c .... 11 52  
 Yum Yum, 1 lb. doz. 5 40

**CIGARS**

Peter Dornbos Brands  
 Dornbos Single  
 Binder ..... 35 00  
 Dornbos, Perfectos .. 35 00  
 Dornbos, Bismarck 70 00  
 Allan D. Grant ..... 65 00  
 Allan D. .... 35 00

Johnson Cigar Co.'s Brand  
 Dutch Masters Club 70 00  
 Dutch Masters Inv. 70 00  
 Dutch Masters Pan. 70 00  
 Dutch Master Grande 65 00

El Portana  
 Dutch Masters, 5c  
 S. C. W.  
 Gee Jay  
 Johnson's Straight

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

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

**TWINE**

Cotton, 3 ply ..... 44  
 Cotton, 4 ply ..... 44  
 Jute, 2 ply ..... 25  
 Hemp, 6 ply ..... 30  
 Flax, medium ..... 35  
 Wool, 1 lb. bales ..... 17

**VINEGAR**

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

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

**WICKING**

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

**WOODENWARE**

Bushels ..... 1 20  
 Bushels, wide band .. 1 25  
 Market, drop handle .. 55  
 Market, single handle 60  
 Splint, large ..... 4 00  
 Splint, medium ..... 3 50  
 Splint, small ..... 3 00  
 Willow, Clothes, large  
 Willow, Clothes, small  
 Willow, Clothes, me'm

**Butter Plates**

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

**13**

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

**Churns**

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

**Clothes Pins**

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

**Egg Crates and Fillers**

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

**Faucets**

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

**Mop Sticks**

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

**Pails**

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

**Toothpicks**

Birch, 100 packages .. 2 00  
 Ideal ..... 85

**Traps**

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

**Tubs**

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

**Washboards**

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

**Wood Bowls**

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

**WRAPPING PAPER**

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

**YEAST CAKE**

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

**Window Cleaners**

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

**CHARCOAL**

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

**14**

**BAKING POWDER**  
 K C

Doz.  
 10c, 4 doz. in case .... 95  
 15c, 4 doz. in case .... 1 40  
 25c, 4 doz. in case .... 2 35  
 50c, 2 doz. plain top 4 50  
 80c, 1 doz. plain top 7 00  
 10 lb. 1/2 dz., plain top 14 00  
 Special deals quoted up-  
 on request.

K C Baking Powder is  
 guaranteed to comply with  
 ALL Pure Food Laws, both  
 State and National.

**Royal**

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

**SALT**



Morton's Salt  
 Per case, 24 2 lbs. .... 1 80  
 Five case lots ..... 1 70

**SOAP**

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

**Swift & Company**

Swift's Pride ..... 4 75  
 White Laundry ..... 4 85  
 Wool, 6 oz. bars .... 5 15  
 Wool, 10 oz. bars .... 7 00

**Tradesman Company**

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

**Scouring**

Sapolio, gross lots .. 9 50  
 Sapolio, half gro. lots 4 85  
 Sapolio, single boxes 2 40  
 Sapolio, hand ..... 2 40  
 Scourine, 50 cakes .. 1 80  
 Scourine, 100 cakes .. 3 50  
 Queen Anne Scourer 1 80

**Soap Compounds**

Johnson's Fine, 48 2 3 25  
 Johnson's XXX 100 5c 4 40  
 Rub-No-More ..... 4 50  
 Nine O'Clock ..... 3 85

**WASHING POWDERS.**

Gold Dust  
 24 large packages .... 5 75  
 100 small packages .. 5 60

**AXLE GREASE**



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

**The Only Five Cent Cleanser**



Guaranteed to Equal the Best 10c Kinds

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

Handled by All Jobbers

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

**FITZPATRICK BROTHERS' SOAP CHIPS**

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

WRITE FOR PRICES

SEND FOR SAMPLES

**Bread is the Best Food**

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

Increase your sales of bread.

**FLEISCHMANN'S YEAST**

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

Sell bread made with  
**FLEISCHMANN'S YEAST**



**The Iron Safe Clause**

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

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

**GRAND RAPIDS SAFE CO.**

GRAND RAPIDS, MICHIGAN



# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—Have variety and bazaar stock, about three thousand. Interview or write M. Schott, 431 Houseman Bldg., Grand Rapids, Michigan. 238

Automatic Daily Statement of Business—Fits any business; tells everything; worth thousands of dollars to any firm; never offered for sale before; send 35 cents for sample; box 260, McKinney, Texas. Salesman wanted, 50 cents for particulars. 240

For Sale—Stock of general dry goods in town of 1,800. Paying business that can be bought at a sacrifice. Only one other general stock in the town; must be sold at once on account of other business interests. Address J. Riede, Paw Paw, Michigan. 241

Will Exchange—Good house and lot in Alma, Michigan, for merchandise. Address No. 242, care Michigan Tradesman. 242

For Rent—First floor and basement on main business street, less than one and one-half blocks from principal corners. Building recently remodeled. Can give long time lease. Address J. W. Bailey Co., Prudden Bldg., Lansing, Michigan. 243

For Sale—Drug store doing a paying business in Kalamazoo, Michigan, one block from the Michigan Central and Interurban depots, in the heart of the garage and accessory district. \$2,500 cash buys it or will consider part cash and payments from right party. This is a bargain. If interested address R. Van Avery, Kalamazoo, Michigan. 244

For Sale—Shoe stock in good town in Michigan. Stock clean and bought right. Doing good business or can be moved if desired. Other business reason for selling. Address No. 246, care Michigan Tradesman. 246

For Sale—Dry goods store located in one of the best small towns in Michigan. Stock will invoice \$4,000. If you are looking for a good paying business, write Box No. 247, Tradesman. 247

For Sale—Stock of hardware will invoice \$3,500. Positively the best small town proposition in Michigan. Write Box No. 248, Tradesman. 248

For Sale—Grocers display counter, electric coffee mill, 100 lb. Detroit scale, 30 lb. Toledo scale, 4 drawer cash register, Bowser auto gasoline outfit. All nearly new. Address B. D. Co., Box 385, Battle Creek, Michigan. 249

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

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

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

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

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

## SPECIAL SALES

All Information Free  
All Correspondence Confidential  
Write or Wire

### UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Michigan

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

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

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

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—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 15 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

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

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.

Book-keeper Wanted—For a general store. Good position for the right man. Andrew Westin & Company, Newberry, Michigan. 245

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

## POSITION WANTED.

Position Wanted—As salesman in either inside or outside territory. Grocery or allied lines. Address H. C., care Michigan Tradesman. 239

## BANKRUPTCY SALE

Complete, Up-to-date Box Shook Factory

Pursuant to an order of the District Court of the United States for the Eastern District of Virginia, in the matter of the PETERSBURG WOOD SUPPLY CO. INC., Bankrupt, entered on the 30th day of July, 1917, the undersigned Trustees will proceed to sell at Public Auction, on the premises in Petersburg, Virginia, on WEDNESDAY, AUGUST 15TH, 1917 at 12 o'clock, noon.

ONE COMPLETE BOX SHOOK MANUFACTURING PLANT, CONTAINING MODERN AND PRACTICALLY GOOD AS NEW EQUIPMENT.

CAPACITY TEN CARS OF SHOOKS PER WEEK. READY FOR IMMEDIATE OPERATION.

AVAILABLE SOURCE OF SUPPLY OF LUMBER, LABOR AND RAILROAD ADVANTAGES ARE UNEXCELLED.

POWER PLANT OF 300 HORSE POWER. TWO PLANERS. TWO BAND RESAWS. TWO MATCHERS. ONE SQUEEZER. ONE PRINTER. ONE DOUBLE HEAD SHOOK SPICER. THREE NAILING MACHINES. NINETEEN CUT OFF AND RIP SAW MACHINES. COMPLETE BLOWER SYSTEM, WITH ALL THE NECESSARY BOXES, SHAFTINGS, PULLEYS AND BELTS FOR SAME. EQUIPPED WITH CITY WATER AND ELECTRIC LIGHT SUPPLY. TERMS MADE KNOWN AT SALE.

The said property will first be offered as a whole, and as a going concern, with the privilege of rejecting any bids thereon, and offering the same in separate parcels, as to the said Trustees shall seem best.

E. A. ROBERTSON,  
BERNARD C. SYME,  
CHAS. E. POLLARD,  
Trustees.

J. R. Harrison,  
Auctioneer.

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.

## Paris Green Labels

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

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

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

Tradesman  
Company

Grand Rapids, Mich.

# Announcement

Having acquired the private wires and Grand Rapids office of Thomson & McKinnon we will act as their correspondents in the execution of orders on all leading exchanges.

We are now members of the Chicago Board of Trade and are able to execute orders in Grains and Provisions.

Our unlisted department enjoys direct private wire connections with all the leading markets, which enables us to offer unexcelled service in this department on local and unlisted securities.

At Your Service,

**Thurman, Geistert & Co**

Members Chicago Board of Trade

Citizens 4480

Bell, Main 4900-01

MICHIGAN TRUST BLDG.  
Grand Rapids

FRANCIS SMITH BLDG.  
Muskegon



### THE SITUATION IN COTTON.

Disappointment, and some incredulity, greeted the Government report on Wednesday on the condition of the cotton crop. This showed conditions on July 25 as being no better than they were a month before. Private reports indicated considerable improvement. Several kinds of fluctuations in the Exchanges followed, but how much of real buying there was is a question. The indications are that the crop will not be below 12,000,000 bales, and this does not imply any famine in the article. It is an interesting subject of enquiry as to how much of the stored cotton in this country is held by German interests. It must, however, be considerable, judging from the fact that persons representing those interests appeared the other day before the Senate Committee on Commerce, urging that contracts for such cotton should not be invalidated under the Trading with the Enemy bill. There is no doubt that these contracts have helped to keep up cotton prices and that the invalidation of them would throw a lot of the material on the market and play hob with quotations. In the goods market the week was marked by the disinclination of buyers and sellers to do business. The main feature seems to have been the marking up of prices on certain colored cottons.

### Well Paved Road to National Incendiarism.

Coldwater, Aug. 6—I note the effort Insurance Commissioner Hardison, of Illinois, is making to reduce the fire waste. Mr. Hardison, in common with almost all insurance officials, in harmony with the insurance companies, again appeals to legislatures, to municipal councils, and to Government officials to stop this waste by vigorous action. This is just where he will find deaf ears until ferorms precede such appeals.

A few facts that may be verified from the reports of any state or from any codification of fire insurance data in this country may not be uninteresting: For twenty-five years the stock fire insurance companies have been collecting in premiums from the insured \$2 for every dollar returned in losses. These stock fire insurance companies are in a combine, act together in the matter of rates, have a common bureau for the making of rates, pay the same commissions to agents, and have a common understanding.

That the bureau should exist for the making of rates or a basic advisory rate seems wise and economical both to the companies and to the insured if so treated.

The companies consider and claim that insurance is but a tax. If so, why should the levy and collecting of this tax cost the insured 50 cents upon each dollar of the tax paid, while his ordinary taxes are levied and collected for 3 cents upon each dollar?

If this work were done by the Government it could be executed at not to exceed 5 to 8 cents.

This is not a pipe dream. It is verified and proved in every state where the farmers have mutual insurance companies to cover their property. The rate upon the farmer's property by the stock companies is 85 cents a year upon each \$100 of insurance. The farmers in their mutual companies have been carrying this insurance for long years at an average rate of less than 25 cents. The expense of administering this insurance is but 3 cents upon each \$100 of insurance carried.

The trouble has been that every legislature and most of the state governments have been dominated by veiled agents of the stock fire insurance combine. No laws could be passed that did not meet its approval. This combine

has assets of more than \$800,000,000 and is organized as no other business in the country. Chicago is headquarters for the Middle West and from Chicago the paths of the combine lead to every capital of the West.

Now comes Mr. Hardison and asks more stringent laws against the man who is responsible for the fire. He does not go back far enough. He should ask for a law that will remove the inducement for incendiarism and the cause of carelessness.

What is this 90 per cent. clause which the agent wants you to consider? The average agent wants just as much insurance as you will carry on your risk. He knows nothing of its value and cares less. He is looking for nothing but his 15 to 30 per cent. commission. He urges you to take insurance up to at least 90 per cent. of the value of your risk, and you fix the value. By taking 90 per cent., instead of 50 per cent., insurance you get a lower rate. This is but a well paved road to National incendiarism. Milo D. Campbell.

### Failed to Profit By Technicality.

Saugatuck, Aug. 7—The Supreme Court of Michigan has decided a unique law point in the case of Katherine Gordon, of this place, vs. St. Paul Fire & Marine Insurance Co. The case was tried sometime ago in the Allegan Circuit Court when Judge O. S. Cross directed the jury to find a verdict in favor of Katherine Gordon amounting to \$1,200 and interest. On appeal to the Supreme Court, that tribunal upheld the rulings of Judge Cross, directing that the insurance company pay Katherine Gordon not only the amount of insurance, together with the interest, but also the costs of the printing of the briefs and the fees for the attorneys on both sides in the case.

The technical law point, which is worth knowing by all owners of property, is the fact that property owners should be absolutely sure that their insured property does not contain a clause stating that the "insurance is not collectable should the property be vacant and burn."

The home in question burned in the spring of 1916 and at a time when it was vacant. Judge Cross and also the Supreme Court holds that the property was vacant at the time when it was insured and the agent of the company was informed that said property was vacant. After the policy was taken out on the property the house was occupied from time to time but when the fire occurred the house was again vacant, and for that reason the company undertook to repudiate its obligation on account of the clause in the contract, that since the policy provided for just such emergencies they could not be held liable for the insurance money.

The Court held that since the property was vacant when the insurance was taken out, of which the company was aware, the company was in no worse condition as to risk when the loss occurred than it was when the policy was issued and for that reason the company was held liable.

It appears to be next to impossible to secure the adjustment of any loss on policies issued by stock fire insurance companies, in consequence of which the insured are forced to resort to the courts to secure redress.

Spice—It is expected that the grinding demand will pick up, now that the active consuming season is approaching. The chief question that is bothering the trade is the growing shortage of shipping, that threatens to curtail imports, although the control of vessels by this country and the United Kingdom should help matters if the conditions get too critical. Peppers have been in greater request the past week, cloves ruling firmer following the realizing sales.

### Desiccation of Food Products.

Desiccated foods are by no means unknown in this country. The various dried milk products and dried egg, have been used extensively. Dried apples and apple waste, peaches, prunes and other fruits may be classed as semidesiccated, because of the considerable moisture remaining in the commercial articles. Fish products, dried oysters, and clams have been on the markets for years. However the extensive desiccation of vegetables is a new product that will probably be given a thorough trial this year.

The commercial advantages of such desiccated products are their keeping qualities, their compactness, the saving in cost of transportation and the wide range of containers that may be used. This last item looms large, in view of the extreme shortage of tin plate. The relatively small bulk commends itself as a means of relieving the transportation problems. Viewed solely in the light of the moisture content of vegetables, it would be interesting to calculate the quantity of water that is transported about the country in the form of canned vegetables. Here the economic consideration would decide whether it was cheaper to evaporate the water than to can and transport it.

The public will have an opportunity of trying out a number of desiccated products if the plans of several corporators mature successfully. During the coming winter the housewife may have the novel experience of preparing mashed potatoes by adding hot water to dried potato to the proper consistency: of making vegetable soup by adding hot water to dried soup stock and dried vegetables. To the enthusiast, the possibilities along this line are infinite and varied.

### Bottom Facts From Booming Boyne City.

Boyne City, Aug. 7—By a unanimous vote the merchants of Boyne City have agreed to close their stores at 6 p. m. during the month of August. While it is an innovation in Boyne City and some of the people are doing some kicking, the merchants and clerks and the majority of the people are very much pleased with the result. Some of the wives and children are realizing that there is a man about the house who is only a star boarder.

The re-organization campaign of the Chamber of Commerce, conducted by the Wagner Organization Serv-

ice Bureau, is already bringing about a decided change in the sentiment of the business men of the town. The knock has become a boost and the every-man-for-himself idea is giving place to the get-together spirit, which promises good things for the town. We are going to have the biggest little town in Michigan.

The work on the county concrete road through the city is progressing very favorably. The first section will be completed this week. Street Commissioner Dow tells us that two miles or more will be completed this year.

We are informed that the Boyne City Lumber Co. is no more. It is now the Boyne City Hardwood Co. The why for was not stated, but so long as the wheels continue to turn and lumber is turned out, the name makes very little difference to the city. Maxy.

### This Plan Saves Postage.

A co-operative rural mailing list compiled and kept up to date by the chamber of commerce of Adrian, Michigan, has proved to be worth much more than the price paid for a year's membership to those of the merchants who use "direct by mail" advertising.

This list is compiled and corrected twice a year—the first time early in March following the moving season, the second later in the year after the farm work has slowed up and all farmers who are going to towns nearby have made the change. The lists are complete in all details. The names of all persons getting mail at each R. F. D. box are grouped together. This list enables the retailer to select prospects that are desirable and interested in the particular merchandise that he has to offer. F. L. Hunter.

W. J. Klein, Eastern Michigan salesman for the Grand Rapids Hardware Co., is seriously ill at his home in Detroit.

It takes an unusually good man to make good in a public office.

### BUSINESS CHANCES.

Wanted—Grocery clerks. Good salary and commission. M. E. Newman, Pontiac, Michigan. 250

For Sale—Small clean stock of shoes, rubbers, hats, caps, etc., with store building and neat fixtures in good live town. Write quick. Must sell on account of illness. Mrs. S. A. Rosenberg Barryton, Michigan. 251

Stock For Sale—Dry goods, clothing, shoes, ready-to-wear and furnishings, also fixtures. Live town of 3,000. Good location, big farming community. Stock will inventory around \$8,000. Father's death reason for selling. Quick action necessary. Also our beautiful residence for sale. Would make an ideal summer home. Located on high terrace overlooking Pine Lake. Price \$3,000. Moses Weisman, East Jordan, Michigan. 252

## Coming Freight Congestion

Bad as traffic conditions are now, they are likely to be much worse in the near future when crops begin to move actively and government and war orders are given preference over regular shipments. We advise our customers to get in their orders for

### All Kinds of Fall Goods

at once and to insist on immediate shipment. Unless they do this, they are likely to meet with disappointment and loss over their inability to meet their trade requirements.

### Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Michigan

M.R.