

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

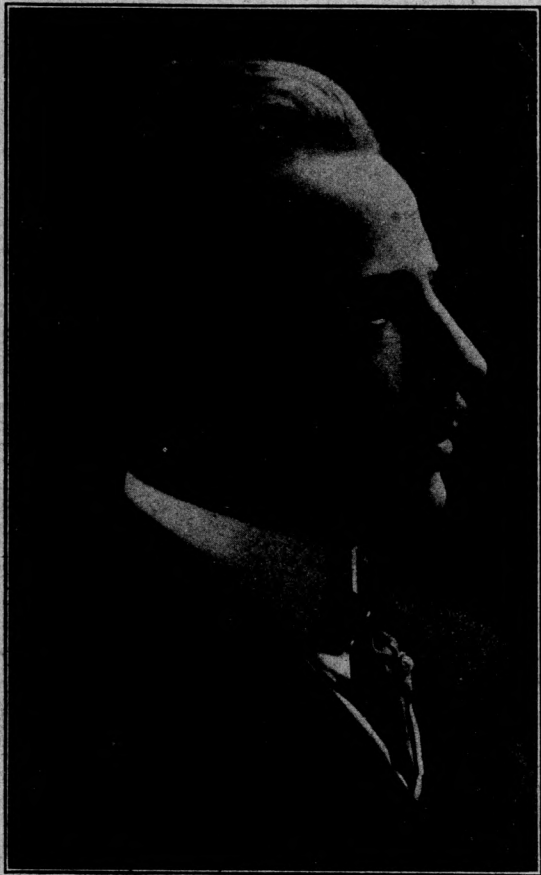
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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1917

Number 1771



Mr. Jos. P. Lynch

General Manager

Jos. P. Lynch Sales Co.

Personally writes and plans all advertisements for every special sale conducted by the Jos. P. Lynch Sales Co. No hired salesman is sent to your store. You deal directly with a man who stands out in the merchandising and advertising field as a past master in this particular line of endeavor, a man whose ability and responsibility is unquestioned.

BE THE LEADER — CONTRACT RIGHT
NOW FOR A SPECIAL SALE
DON'T WAIT

Phones CITIZENS 61366
BELL MAIN 596

Positive Evidence of the Success of Our Special Sale System That No Sales Company in the United States Can Furnish. Read! Realize!

Letter Written by One of Our Clients:

KERCHEVAL SHOE HOUSE

817 Kercheval Ave.

E. GRODE, Prop.

To Whom It May Concern:

Detroit, Aug. 11, 1917.

From the 31st day of May to the 16th day of June, the Joseph P. Lynch Sales Co. conducted a sale for us, which was a splendid success.

We were caught with an overstock and will admit that some shoes were as much as five and six years old.

The Joseph P. Lynch Sales Co., of Grand Rapids, moved them all. Besides these, a great amount of our regular stock, the Big Surprise being that we banked a good sum of PROFIT MONEY above our big expenses.

On the opening day the sales amounted to \$1,620.89, the entire receipts being \$10,679.35. The lowest day amounted to \$347.55.

As to the men themselves, we found them A 1 in action and enjoyed having them among us.

We will be pleased to give anyone concerned even more detailed reference of the successful work of the Joseph P. Lynch Sales Co.

GRODE'S SHOE STORE.

Read the Results of this Sale Opened Last Saturday, August 26th

We opened a Special Sale—not a going out of business sale—but a Special Sale for 7 days for Miller & Sessions Men's Clothing and Furnishings, Fremont, Mich., whose stock invoiced about \$9,000. On Saturday the first day of our sale we sold \$2,063.05 at a profit. The expense of this sale was less than \$100. Write them for full particulars. Write, wire or phone for all information.

The Joseph P. Lynch Sales Co.

Rooms 506-508 Lindquist Bldg.

44 South Ionia Ave.

Grand Rapids, Mich.

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.

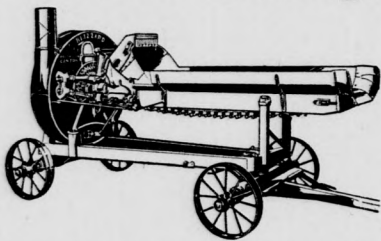
First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and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

El Portana Cigar



This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

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



MICHIGAN TRADESMAN



Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 29, 1917

Number 1771

SPECIAL FEATURES.

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THE POOR LITTLE RICH MAN.

If we are to tax the rich out of existence let us not do it on false premises.

It is not true that the poor are giving their blood and not the rich. The percentage of the wealthy who have volunteered for military duty is far greater than that of the poor. If the rich man himself does not go his sons do, and who would not rather die than lose his son? And there will be more casualties among the sons of the rich for they have gone into officers' training camps, aviation, and the like, and officers and aviators incur the greater risks.

Another fallacy is to assume that all recent profits are "bloody profits." Whatever we may think about taxing the owners of munition factories declaring big dividends each month, it is unjust to tax along with them the man whose increased profits have accrued from the general prosperity incidental to our having been at peace while the rest of the world has eagerly taken our merchandise and farm products.

That many merchants have recently made money is largely due to the prosperity of the farmer and his greater purchasing power. The farmer's profits are not "bloody profits," and the average merchant's are not. Why should a cotton-goods manufacturer be penalized because he has been able to export goods to markets that were formerly controlled by Germany? To tax wealth beyond reason is to discourage legitimate growth of business. Capitalists would hesitate in future to invest their money in plants whose profits are likely to be conscripted.

The farmer has benefited by the war more than any one except the makers of ammunition. It is folly to give him a subsidy in the shape of a guaranteed price for wheat and, in addition, to exempt him from all excess-profit taxes, and at the same time discourage other enterprises by conscriptionary legislation. What justice is there in penalizing for his benefit the producer of raiment, the maker of implements, the carrier which brings the wheat to market? Why should those who clothe the shivering be

taxed any more than those who feed the hungry?

Business not connected with war supplies should be taxed no differently from the farmer nor from the professional man whose income has grown in like proportion, nor from the laborer, whose wages have risen from two dollars per day to eight.

He is a poor business man who estimates his profits by the month. It is best to wait and see what happens. The conservative business man must consider his excess war-profits an insurance fund against the losses which are almost inevitable when the reaction comes. Every dealer and every manufacturer must carry much merchandise and material at present inflated prices. He is likely to lose on such stocks more than he has made. To confiscate a large percentage of such insurance fund is unjust. It is unwise because it undermines commercial stability.

It is not a question of whether the rich or the poor should bear the burden of this war. The question is, shall one generation assume all of the burden. This is supposed to be a war for "humanity" and "democracy." If such be the case, our posterity should help pay for the cost of these blessings.

The aggregate earnings of the makers of the implements of death are enormous, but for every such man there are a thousand makers and dealers in the things of peace.

BREAD PRICES.

There are two sides to the question of bread prices. The public is familiar with its own side; it is anxious to get as big a loaf for as little money as possible. But the bakers have a right to reasonable treatment and Mr. Hoover evidently intends that they, as well as the consumer, shall have it.

The Baker's Weekly prints a telegram from the Food Administrator in which he says he is making an investigation into baking costs and trade practices "to determine what may be done toward eliminating waste and reducing the cost of bread," and he adds that in this he has the patriotic co-operation of the war emergency council of the baking industry and the bakers generally.

The Bakers Weekly says that with a fixed minimum price of \$2 a bushel for wheat, flour is going to cost the baker at least \$11 a barrel, and that when all the other costs are reckoned in it is plain to be seen that the 5c loaf cannot be restored to its former dimensions.

It would be folly to sacrifice the baking industry to a merely unintelligent desire for low-priced bread. The people are entitled, on the other hand, to the lowest prices that are fair to the bakers and Mr. Hoover may be depended on to remember and enforce that fact.

Soliciting Capital For Co-Operative Wholesale Grocery.

The Grand Rapids Wholesale Grocery Co., which filed incorporation papers at Lansing about a month ago, has several solicitors at work among the retail grocers of Michigan, undertaking to secure subscriptions to the capital stock of the organization. The total capital stock is \$100,000. The stock is sold in \$300 allotments. No one is permitted to take more or less. The subscriber pays \$30 on signing the application, which sum is sufficient to pay the solicitor and meet the expense of organization. As soon as 150 stockholders are secured, it is the intention of the promoters to call a meeting of the stockholders at Grand Rapids, elect directors and officers and proceed to engage in the wholesale grocery business, confining the sales to actual stockholders in the corporation. Goods will be sold at an advance of 3 per cent. over the price charged by the manufacturer. It is claimed by the promoters that this sum is sufficient to meet the running expenses of the organization and create a surplus for future exigencies. All goods are sold on ten days' time, net cash. No stockholder is given credit in excess of \$300, which is the amount of his investment in the stock of the corporation. If he buys a larger amount than \$300 at one time, he must send a check for the excess above \$300 and then pay the \$300 within the ten day limit. The proposed organization does away with traveling salesmen, credit man and a large portion of the shipping force, because most of the goods are ordered shipped direct from the manufacturer to the merchant. The office force is confined to a manager, book-keeper and stenographer, which holds the selling expense down to a small figure. The promoters furnish a manager who has had experience in other stores of similar character, the manager to be placed under bonds to discharge his duties honestly. The promoters claim that there are eighteen similar establishments throughout the United States, all grouped together, so far as buying power is concerned, under an organization known as the United Retail Merchants of America. This organization is managed by a board of directors composed of the presidents of the various wholesale houses doing business in accordance with this plan.

The Tradesman cheerfully gives place to the above explanation of the plans of the promoters of the proposed establishment organized for the alleged purpose of securing a reduction in the cost of handling

goods in the grocery line between the manufacturer and the retail dealer. To what extent such an arrangement would interfere with the regular business of the regular jobber can be easily determined, because the custom of the promoters is to accept but one membership from each town, unless the dealer who has already become a stockholder consents to other dealers being admitted to the company.

The gentlemen who are doing the soliciting are three in number, as follows:

C. E. Daehler, field organizer, who resides at 122 East Chestnut street, Columbus, Ohio.

R. E. Snow, who is working in Western Michigan and makes his headquarters at the Livingston Hotel, Grand Rapids.

J. L. Desmond, who is working Eastern Michigan and makes his headquarters in Saginaw.

The Government goes on with its war preparations in elaborate fashion. Its orders actual and contemplated are so great that the manufacturers are unable to provide the necessary working capital. So strong a corporation as the Bethlehem Steel Co. is reported as stating that the Government must help out by furnishing money. It is difficult to market the obligations of even the best concerns at a reasonably low rate of interest. One of the items is measured by \$400,000,000 needed to double the number of torpedo boat destroyers heretofore planned. This will involve the establishment of more shipyards and the direct investment of Government money. Among the financial items of the week is a further loan of \$50,000,000 to Great Britain, raising the total of advances to the Allies to \$1,966,400,000. The Government replenishes its Treasury by issuing \$250,000,000 more of Treasury certificates bearing interest of 3½ per cent. and payable November 30.

The surplus of garden produce about Chicago has inspired the Woman's Council of National Defence, with the Charity Organization Society, to call upon commuters with surplus vegetables to bring them into the city each morning. They are deposited in waiting bins at the various terminal stations, and called for by automobile vans which take them to the homes of the poor. In many instances local organizations in the suburbs have distributed containers and tags to those who will put vegetables in them.

Ideas are often picked up in unexpected places, and from people never suspected of having them. Seekers after new ideas should not despise lowly places or persons. From them may accidentally come many valuable suggestions.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Aug. 27—Paul Larmon, one of the Canadian Soo's leading grocers, met with a fire loss last week, resulting in a loss of about \$3,000, covered by \$4,000 insurance. Mr. Larmon expects to rebuild as soon as possible.

A new ferry company is about to be organized, doing business between the two Soos. Captain Charles Ripley, Frank Perry and other people on this side of the river are endeavoring to promote the project. The only obstacle will be to secure the necessary customs and immigration inspectors from both governments.

Labor day is to be celebrated in the Canadian Soo this year. Three will be no demonstration in the American Soo.

From all accounts there will be a bountiful crop in Chippewa county this year. The hay harvest is practically completed and has been a heavy crop of unusual good quality. The potato crop also promises to be unusual if the weather conditions continue favorable.

Our esteemed and ex-Mayor, Sherman T. Handy, has been appointed as one of the members of the American committee for the centenary celebration of peace between English-speaking nations, which will be held in London after the close of the war. Ex-Governor Chase S. Osborn had previously been appointed a member, thereby giving two prominent Soo men this honor. A statute of Abraham Lincoln has been presented to the committee by Charles P. Taft, of Cincinnati, which will be erected

and unveiled in London. Formal ceremonies will not be held until after the close of the war, when the two Soo men will probably go to London.

David Tate, the popular chief clerk of the Gowan Hardware Company, is again on the job, after enjoying a two weeks' vacation.

"Time and silence often succeed, where all other agencies fail."

John P. Connolly, President of the Connolly Manufacturing Co., left Wednesday evening for Detroit, from which city he expects to go to the officers' training camp at Fort Sheridan, near Chicago, and try for a commission with the second officers' reserve corps. Mr. Connolly has been very active in the military work here and made a splendid captain here for the home guards. His many friends here believe that he will land something better than the rank of captain, as he is well up in military tactics.

The many friends of Frank Knox, for several years managing editor for the Soo News, will be pleased to note that he has received a commission as captain of artillery at the Plattsburg training camp for officers. He gave up his newspaper work at Manchester, N. H., to enter the service of his country. Mr. Knox served with the famous Rough Riders in the Spanish-American war, and has had considerable military experience.

Leon Bellair, former proprietor of the old Bay City House, in this city, which after being remodeled was called the Hickler House, spent the last week visiting Soo friends. Mr. Bellair is now a resident of Detroit.

The village of Larch is to have a sawmill. Mr. King, the owner, is at present constructing the mill to cut

Peter Graham's stock of logs during the winter.

St. Ignace is beginning to feel the effects of the automobile travel which has been coming in bunches the past few weeks from various parts of the United States. Six automobiles, each with a party, arrived there on the Chief Wawatam last Tuesday afternoon. The cars came from Ohio and Illinois points, filled with pleasure seekers. Most of the cars are bound for the Soo and Marquette, while others are making the journey around Lake Michigan. With the opening of the Dixie highway through to the Soo, there will be a constant stream of lower country cars arriving and departing daily throughout Cloverland.

The war is making considerable business in this part of the country. The Government's need of war munitions and materials needed in connection with the war is keeping the railroads on the jump. The D., S. S. & A. is overburdened with traffic, and the Chief Wawatam is obliged to make many extra trips across the Straits in order to keep up with increasing business.

One of our leading attorneys, Frank P. Sullivan, and family have returned, after spending a few weeks at their summer home on Cottage Reef, at the Snow Islands.

The town of Curtis is getting its share of automobile travel, as more than twenty-five automobiles passed through the village last Sunday. While they are not on the Dixie highway, they have a beautiful lake scenery which is a drawing card to all pleasure seekers going that way. "Darwin's theory may be all right,

but lots of men make monkeys of themselves."

The hotel at Trout Lake was the scene of a terrible tragedy last week, when a man by the name of Ed. Hollenbeck, of Marquette, came from Marquette to induce his wife to live with him. Upon her refusal, he shot her, three bullets entering the woman's head, while the porter was hit in the body by a stray bullet. It is a question as to whether the two will survive. The would be murderer escaped to the woods. Up to this writing no clue has been found of him, although the sheriff has a posse armed with shot guns in pursuit.

Many of the Soo business houses are temporarily crippled by the leaving of some of their help for army service.

The city market at Manistique opened for business for the first time last week and from all accounts was a success. Over thirty farmers came in from all over the country. Prizes were offered and William Thibedeau, who came the longest distance, received the first prize, as he came from Manistique Lake. The products brought to market were many and varied and everything was good. One thing especially made the products look good to the buyer—everything was fresh and had not been tossed around in warehouses and depots. It was quite a treat for the buyer to walk around at leisure and pick out whatever suited him best. The people of Manistique showed their interest in the new adventure and from all accounts it promises to be a success.

William G. Tapert.

Trouble is the most thorough teacher in the school of experience.

RUTH LAW
"QUEEN OF THE AIR"

HOLLAND VILLAGE
"A TRIP TO HOLLAND"

WEST MICHIGAN

FAIR

SEPTEMBER 17-21

TASH-MOO
CIRCUS 500 People

JOY ZONE
"A MILE OF SMILES"

Spectacular Military Pagant

"MARCH of the ALLIES"

365 OTHER THRILLING ATTRACTIONS

Two Towns Tied Together by Brotherly Love.

Jackson, Aug. 28—Here in Southern Michigan is a gem of a little city called Tecumseh and to miss calling on one of the Tradesman's best friends is to miss much, so be sure and see Frank D. Avery if you wish to understand how a man can turn time back.

I was allowed one good guess as to how old this pioneer merchant was and found that, after I had added a couple of years for good measure, same as he does with groceries, I still was ten years too low on my figures and that goes to show that Tecumseh has the spirit which keeps all its merchants young.

One night last week there were over a thousand autos parked about the streets which had brought farmers and near by town friends in to see Tecumseh entertain.

Tecumseh is one of the towns which has never passed up the "glad hand" and she has reaped her reward.

Driving on to Clinton we find B. O. Randall & Co. just as "hard at it as ever," for George Hard and his worthy sons are in the game for fair, just as that store has during the twenty-five years the writer has called upon them.

It would do all merchants, no matter where they are from, a lot of profitable good to visit Tecumseh and Clinton.

A perfect highway ties Clinton and Tecumseh together and they work for one great good, willing to boost and divide.

See these perfect little cities and get the spirit which builds brotherly love and mail order houses will have some job to keep their doors open.

The writer has made these little cities for a quarter of a century and

there is as much pep in the pioneers as in the younger merchants.

Ralph D. Howell.

It is still a question whether the pending Federal revenue laws will impose a tax of 10 or 15 per cent. on each year's surplus of corporations, but the holder of stock in any company may perhaps be rewarded for a little study of how his interests will be affected in case the tax is levied. This is not the excess profits tax, but a generous dip into the funds of a company all by itself. It is said to be the intention of some of the corporations in case this feature of the bill is adopted, to declare their surplus out in dividends in order to avoid the payment of this additional exaction. A tax would be due on the money represented by the dividends but it would be at the ordinary rate of income tax and not the extraordinary one applicable to surpluses. In the case of companies with large earnings this, no doubt, would be good financing. There are plenty of corporations however, particularly railroads, which can ill spare any surplus which drifts into their coffers, for they need all the funds they can get for maintenance and the purchase of equipment. The excess profits tax will hit just at the point where one would say least damage could be done. As the excess is to be determined by the difference between the average profits in the years 1911-13 and those of 1916 those profits may reasonably be considered as derived from the war and therefore should be liberally used in paying the cost of war. Companies that were prosperous before the outbreak in August, 1914, will fare reasonably well, although they,

too, will be obliged to hand out a considerable sum in most instances.

It would now appear that there are, after all, a few American soldiers in Europe. The Cologne Gazette describes them as only a handful, to be sure, but a handful is something after Von Reventlow's masterly demonstration that the much-vaunted American expedition consisted of a few ambulance drivers and Red Cross nurses. Before many weeks perhaps the official German war reports will be telling the German people how indomitably the Fatherland's field-grays stood up against the storming masses of the mythical American army; even as they have been standing up against the shock of the British army that, in August, 1914, was never to appear in time, or against the Russian forces which two years ago were a disorganized mob permanently out of the war. One could only marvel at the pathetic credulity of a people which, after so many deceptions and reassurances, went on believing its rulers that this would not happen and this must inevitably come to pass, long after the impossible had happened and the inevitable had failed. But even German submissiveness has its limits. Sooner or later the German people will be convinced that they are beasts and not humans and that there is no hope for them so long as they continue to be "dumb, driven cattle" in the hands of the most brutal monarch who ever sat on a throne.

Why hurry to reach the top of the ladder if you are going to fall off when you get there?

"Discount" Coins.

In certain Western cities, among them Kansas City and Des Moines, "thrift campaigns" have given rise to a new form of currency, known as "discount" coins. They are made of tin and are issued in various denominations from ½ cent to 25 cents. Retail establishments in these places, with a view of encouraging thrift and at the same time to attract patronage, have made arrangements with local savings institutions by which they give their customers these coins as a discount for payments made in cash. The discount amounts to 2 per cent., the same rate that the retailer obtains from his jobber or wholesaler for paying cash. These coins are accepted by the savings banks as money and are used by the thrifty in building up their savings accounts. The name of the bank is stamped on the coins, and while the tins are received as deposits the banks do not pay out cash directly. It is reported that these discount coins have proved very popular with the stores and with the public.

Gasoline at Six Cents.

A short time ago Secretary of the Navy Daniels had a visitor who announced his ability to increase the gasoline production of the United States from 3,000,000,000 to 9,000,000,000 gallons a year, and offered to furnish "gas" to the Government at 6 cents a gallon. The man was Louis Bond Cherry, a Kansas City inventor, and he submitted samples and the report of a committee of societies who have examined his process and given it their approval.



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

Barney says—

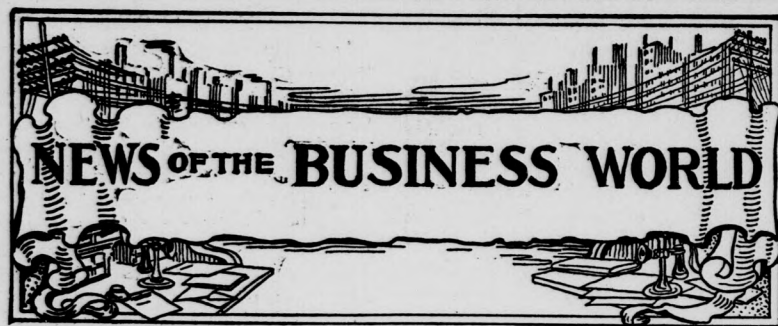
I saw one of my neighbors the other day get some goods from a mail order house in Chicago.

By Golly, I can't understand why every man in Michigan isn't interested in buying goods at home and developing our own community.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movements of Merchants.

Romeo—James Haber will engage in the meat business Sept. 1.

Chase—Charles R. Miller succeeds Nelson Bros. in the grocery business.

Detroit—The King Motor Sales Co. has changed its name to the King Auto Sales Co.

Saginaw—W. J. Davis will open a music and musical instrument store about Oct. 1.

New Era—Mrs. Wilson, recently of White Cloud, has engaged in the grocery business.

Scottville—J. N. Mack has sold his grain elevator to Miller Bros., who will continue the business.

Eaton Rapids—Mrs. Agnes P. Youngs has closed out her stock of millinery and will retire from business.

Pontiac—R. M. Bantel has engaged in the carpet, rug and furniture business at 111 North Saginaw street.

Portland—B. W. Jackson has sold his cream and produce business to Thomas Hickey, who will buy and sell poultry also.

Petoskey—Dodaro Bros., wholesale and retail fruit dealers, have removed their stock to Manistique and will continue the business.

Saginaw—J. B. Nauer, grocer at 232 North Warren avenue, has sold his stock and store fixtures to S. C. Gage, who has taken possession.

Kalkaska—The Kalkaska Produce Co. has purchased from Cole Bros. their potato warehouse and the spacious grounds on which it is located.

Ypsilanti—The A. & P. Co., conducting a chain of grocery stores throughout the United States, will open a similar store here in the Post building about Sept. 15.

Alma—J. W. Leahy, formerly engaged in trade at Mt. Pleasant, has purchased the Rule grocery stock and will continue the business at the same location.

Ishpeming—Isaac Gustafson, grocer and meat dealer at the corner of Cleveland avenue and Third street, dropped dead at his home, Aug. 27, as the result of an attack of heart disease.

Lansing—The Francis O. Lindquist Co., of Grand Rapids, has leased the store building at 216 North Washington avenue, in which it will open a branch clothing store.

Newaygo—William Courtright, of Grand Rapids, has sold his hotel here to Adolph Swanson, recently of Seattle, Wash., who will continue the business, taking immediate possession.

Pontiac—The Stewart-Glenn Co. has engaged in the retail furniture and home furnishings business with an authorized capital stock of \$24,000, all of which has been subscribed and paid in in cash.

West Branch—The West Branch Grain Co. has engaged in business with an authorized capital stock of \$20,000, all of which has been subscribed, \$7,500 paid in in cash and \$12,500 paid in in property.

Detroit—The Rubbo-Lastic Sales Co. has engaged in business to manufacture and deal in roofing materials with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in in property.

Battle Creek—The Parker-Jones Drug Co. has been organized with an authorized capital stock of \$18,000. It has taken over the Claude C. Jones drug stock at 47 West Main street and will open another store at 42 South Jefferson avenue.

Lennon—Charles Hankins, of Flushing, and G. Sherwin Haxton, of Oakfield, New York, have formed a co-partnership and purchased the plant of the Lennon Grain Co. and will continue the business under the style of the Lennon Elevator Co.

Fremont—Joseph P. Lynch of Grand Rapids, opened a ten day sale at the clothing and furnishing goods store of Miller & Sessions last Saturday. There were 789 sales, aggregating \$2,063.05 and averaging \$2.89. The largest sale was \$63.22.

Alma—Howard Reed, formerly engaged in the drug business at Mt. Pleasant has leased the Eckert building and will occupy it with a stock of drugs, about Sept. 1. His brother will be associated with him and the business will be conducted under the style of Reed Bros.

Kalamazoo—Fire of unknown origin, damaged the grocery and meat stock and store fixtures of P. E. Woldendorp, at 759 Portage street, Aug. 20, entailing a loss of about \$2,000, which was covered by insurance and the meat stock of Dan Kronemeyer. Loss about 50 per cent.

Muskegon—Harry Sanford, owner of the Brundage drug stock, has purchased the Howard M. Rouse drug stock at 59 Western avenue and will continue the business at the same location as a branch store. Mr. Sanford is erecting a store building at Muskegon Heights, which he expects to occupy about Oct. 1, giving him three drug stores, all prominently located.

Manufacturing Matters.

Jackson—The Maino Machine Tool Co. has changed its name to the Jackson Shaper Co.

Detroit—The Detroit Brick & Furnace Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,110 has been subscribed and \$1,510 paid in in cash.

Lansing—The Novo Engine Co. has increased its capital stock from \$112,500 to \$675,000.

Muskegon—The Alaska Refrigerator Co. has increased its capitalization from \$185,000 to \$400,000.

Detroit—The capital stock of the Brown-Hawkins Lumber Co. has been increased from \$50,000 to \$60,000.

Sault Ste. Marie—The Fiborn Limestone Co. has increased its capital stock from \$215,000 to \$250,000.

Benton Harbor—The Twin City Tent & Awning Co. has increased its capital stock from \$6,000 to \$10,000.

Detroit—The Detroit Felt Co. has been incorporated at 1246 Euclid avenue with an authorized capital stock of \$10,000, of which amount \$8,500 has been subscribed and \$5,000 paid in in cash.

Yorkville—The Cereal Products Co. plant has been closed following the commencement of a suit started by G. G. Wood, to collect \$1,000 which he claims due him. The plant has an appraised value of \$22,800.

Holland—The Holland Ladder & Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$400 paid in in cash and \$9,600 paid in in property.

Benton Harbor—The Electric Specialties Co. and the Morrill & Morley Manufacturing Co. have consolidated under the style of the Benton Harbor Auto Machine Co., with an authorized capital stock of \$174,000, \$87,000 of which has been paid in.

Payment—The Penny & Youngs Co. has engaged in the general lumbering and sawmill business with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed, \$2,500 paid in in cash and \$1,500 paid in in property.

Doctor Ferguson Writes to John J. Dooley.

Sydney, N. S., Aug. 19—It will of course interest you to know that I just returned from over the Harbor where I went to church this morning with the famous Dooleys and had a lovely dinner afterward.

J. J. Dooley himself is now devoting all his time to the immigration work and has been succeeded by W. H., his oldest son, who is doing the undertaking work.

The Dooleys enjoy hearing me tell about you and Sadie and seem to regard it all as a sort of a dream. But I told them that I would have you write them some day on your own letter head.

Their home faces out toward the Harbor and the Atlantic ocean, the most ideal spot one can imagine. It seems funny that two of the most prominent business men in the city of North Sydney, Cape Breton, Nova Scotia, are the very noticeable names of D. W. Pilkington and J. J. Dooley—you must mention this to Pilkie.

On our return, Mr. Dooley, who knows every boat by its name, regardless of the flags it flies, pointed out two mine sweepers of the cruiser size and mentioned that they have the most successful way of cleaning enemy mines, exploding the mines without danger whatever.

One interesting vessel to our port side was the Belgian Relief, with letters painted on the side 20 feet high. These were the only colors we saw. You know that all the craft, regardless of their size or importance, whether sail or steam or oil power, are painted gray. No flags nor colors whatever are in sight. Yesterday when the fleet left in convoy

of seven transports or troop ships, I would have given a great deal for the opportunity of talking to some of you home folks about them. The proudest looking bunch of battlers I ever saw afloat except in the movies, and that is where most people get to see such things.

Speaking of pictures, one is not allowed to snap a camera at all on the coast now. Coming into the Halifax Basin last week, we spied a larger troops ship than we were used to seeing and when I asked the first mate for his glasses—a passenger is not allowed to carry such a thing now—there was a big Scotchman right back of me who wanted me to know that he could tell what the boat was and he said, "No one but Americans could make the noise those troops are making." He referred to the band playing and yelling. It might be news to you for me to say that we have word here since yesterday that American troops are already at the front on the firing line and will be in every opportune branch of fighting within twenty days. Quick work, eh?

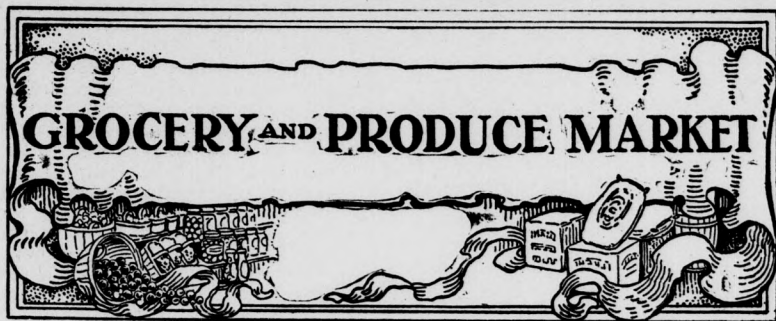
Everyone should be proud of the Americans. The atmosphere is so different here since we have gone to war. I used to let slurring remarks go unnoticed when remarks were made about it being impossible to make Americans fight—peace at any price and all that stuff. But it is different to-day. Americans are on the tongues of everyone here—their ways, their good qualities, their ability, their nerve (this is no small item in war) and there isn't one minute or hour of the day but one hears that the Americans did this or that, and that they will go into battle in the same noisy, rude way that they shock the quiet populace of Britain. The hopes for America to gather up some of the bouquets in this conflict is no more envied or enviably remarked upon as it was a while back. The Canadians say, go to it, and they hope the singing soldiers will come out singing just like they are entering—and with just the same voice. It is wonderful, but it is certainly a pleasure to meet people now—and to notice that no one gives us Ned because we remained neutral so long. They don't find fault with us like I supposed they would. You know they thought we should have been in to it two years before we were—but we admired our President and said nothing and were persecuted and we are all right in the eyes of the civilized world absolutely. And I argue that it was best the way it turned out. Every thing happened for the best and President Wilson was right after all.

I take a sleeper to-night for Amherst. That's the place where Canada keeps their best Germans. They lock them up there every night so the dogs won't bite them and die of hydrostrocities. Might mention that they feed them regularly three times a day. That is to keep them fat, I suppose, so they will be more marketable and bring a higher price in the spring when Barnum is looking for side show attractions.

G. W. Ferguson.

The clothing and furnishing goods stocks in the two stores formerly conducted by M. Katz & Son—one on Monroe avenue and the other at 507 Bridge street—were sold by Referee Corwin Monday to M. Spencer & Co., of Philadelphia, for \$5,300. The stocks had previously been appraised by John L. Lynch at about \$9,000.

James J. Mead, whose grocery store at Hastings was recently destroyed by fire, has re-engaged in business, the Judson Grocer Company furnishing the stock.



The Grocery Market.

Sugar—The manufacturers of beet sugar in the West held a meeting last week, at which 80 per cent. of the annual output of beet sugar was represented. Another meeting will be held later in the endeavor to bring all the manufacturers together on a proposition to sell the entire output at a uniform price of 7½c per pound. If refined brings 8c per pound, the manufacturers will be compelled to pay the growers \$8 per ton for beets, but if the output is sold at 7½c, the contract rate of \$7 per ton will prevail. As the manufacturers can make plenty of money by selling their season's run at 7½c, and as this is a good year to work with the Government and the consumers of the country in holding down the cost of living, it would seem to be an opportune time for the manufacturers to agree on the proposed plan to hold the price uniform during the season at 7½c. The acreage devoted to beets this year is larger than ever before and from present indications production will be larger than any previous season in the history of the industry. New York refiners are now holding hards at 8.35@8½c and softs at 8¼@8.40c. There is no doubt in the minds of the refiners that Mr. Hoover intends to exert full control of the situation and that as soon as more pressing matters have been disposed of that of adjusting sugar prices will be taken up and settled. On the part of the trade it can be said that there is not the slightest disposition to place an obstacle in the way of the solution of this most serious problem, but there is a natural, universal desire that the adjustment of the delicate matter be made at the earliest moment with the least possible disturbance of the regular course of business. As to the methods that will be employed to secure desires of both the Food Administration and the trade, there is felt the utmost confidence in the efficiency of Mr. Hoover, aided by the competent head of the Sugar Bureau he has chosen in George M. Ralph, to provide a satisfactory solution.

Tea—There is a continued demand for tea of all description, with attention more strongly devoted to Ceylons and Indias perhaps than to other kinds. Japan teas of the lower and medium sorts were in good demand, scarcity and high prices of Chinas diverting much buying interest to the former, which are taken largely for purposes of mixing. The limited supplies are holding trade below the level indicated by the apparent requirements of jobbers and individual transactions are limited to small lots. So far as reported, there were no fresh cables from primary sources, but all late reports indicate

the probability of further advances with no prospect of any easing up in the freight situation.

Coffee—The market is about where it was a week ago, with the exception that perhaps there is a trifle better feeling, due to reports from Brazil of slight frosts. With the enormous available supply of Brazil coffee, there is no reason for any improvement in the situation. Demand is very quiet. Milds, Java and Mocha are all unchanged.

Canned Fruits—There is a tremendous demand for small fruits and especially berries, all of which are going to be abnormally scarce and held at fancy prices. This is said, however, not to be due to the packers so much as to the farmers and pickers, who are asking fancy prices at the factory door and have no trouble in getting them, so scarce is raw material. Prices range fully 50 per cent. above seasonal prices of last year and if anything are stiffening as the failure of the crop becomes more apparent. Gallon apples are also in strong demand at around \$4 a dozen, and thus far there has been a small stock offered by packers. Prices are, therefore, quite commonly nominal rather than actual.

Canned Vegetables—The past week has been one of uncertainty in the canned food trades, principally because of conditions at the producing end of the business. Opening the week with tomatoes selling at \$1.45 in Baltimore, and with little trading at that because of the feeling among buyers that the prices were too high, it closed with a firm demand by packers for \$1.55, and with steadily expanding ideas of value that had already led to talk about \$1.75 and even a dream of \$2 tomatoes unless the Maryland crop turns out better than appears likely just now. As in every other food line, the farmers are sitting firmly in the saddle, and demanding that all comers settle on the growers' terms. In Maryland the crop is not yet near enough ripening to indicate what it will be, and such very early fruit as came out of the fields was pounced upon by both Baltimore and country packers, resulting in a fierce rivalry that sent quotations mounting tremendously—from 25c to 75c and a dollar a basket. It might be expected to drop again as the main crop comes to hand, but for the fact that present appearances show very few tomatoes on the vines, due to the failure of rains and slight blossoming; all of which would presage a scant crop and a failure of the pack. Jobbers, however, believe that there will yet be plenty of tomatoes later on and in fact regard last week's heavy rain as worth millions in setting tomatoes that will have ample time to ripen for this season's pack. Jobbers are well covered

with tomatoes at around \$1.10 to \$1.20 if deliveries are made fully, and there are few buyers interested in the present prices as likely to affect their buying. In spot trading, the business is following normal seasonal channels, with light demand and everyone buying only to cover actual needs of consumptive demand. Tomatoes appear to monopolize the interest, although toward the latter end of the week there was some enquiry for Maryland-Maine style corn, which found packers as stiff as ever or more so, demanding \$1.30, and not over anxious for business at that. There is a similar stiff demand for prices by packers on everything else. Peas are already cleaned up and beans not yet active.

Canned Fish—The chief interest of the past week in fish has naturally been salmon and the condition does not at this writing please either the packers or the jobbers. Manifestly the sockeye pack is a failure, due to the absolute failure of the sockeye run in the Puget Sound and Fraser River fishery country. As had been feared, the landslides of four years ago, which prevented the species from spawning, has worked the near extermination of the sockeye and they did not appear this year in their accustomed haunts. Out of the normal catch probably not more than a third of the expected fish were packed, and the traditional "four-year run" is a thing of the past, unless the fish recover and bob up in some other stream. Estimates are that not more than 400,000 cases of sockeyes have been packed, whereas fully 1,000,000 cases have been sold. So short are some packers that they will not attempt to make any announcement of an "opening price," but will simply go ahead and fill such proportion of their standing orders as they can; probably less than 25 per cent. in most cases. One large packer who is following that course is filling his orders on the same basis as was announced by Armsby a few days ago, viz: \$3 for flat pounds and \$1.75 for halves. The packs of other grades are variously reported to be rather large, but the reduction which would normally follow will be offset by the demand occasioned by the shortage of the sockeye pack. Alaska's pack is said to be large, but no estimates of its assortment are yet available. Opening prices were promised by packers for Saturday, but owing to the uncertainty they have all decided to postpone it, nominally a week, but probably until after Labor Day. There is a very little trading during the period of uncertainty and spot stocks are low. When the announcement does come there will probably be plenty of trading, although jobbers are reluctant to load up with anything at present prices. Other fish than salmon are not interesting. Tuna is still in good demand, jobbers who deferred buying finding it hard to cover, even at premiums over the opening, but as the fishing is still reported good they have hope of easier prices, or at least freer confirmation. They have not changed their ideas as to the high prices. In sardines there is little doing beyond the normal trading. Prices have not changed in some time, and everything depends on the catch as to how large

percentages are delivered on future orders. Reports of conditions in Maine differ, but a fair pack is expected.

Cheese—The market is very firm at ½@¼c advance on all grades for the week. This is due to the good consumptive demand and the extremely light receipts for this season of the year. The make is lighter, this year than for previous years, due largely to the heavy consumption of milk by the condensers, which of course robs the cheese factories of their raw material. Condensers are at present paying abnormally high prices for milk. There is some export demand for cheese and the present firmness will probably continue.

Rice—The home trade continues to buy sparingly, but indications point to an increased demand from that quarter within the next week or ten days, when receipts of new crop begin to arrive here. Advices from the South report no fresh developments in the crop situation.

Spices—With an increasing distributive demand the market has developed greater activity of late and the tone throughout is stronger on account of uncertainty concerning future supplies as a result of the extreme difficulty experienced by Far East shippers in securing tonnage. The sharp rise in silver, together with the further advance in freight, operates materially to import costs and adds materially to the value of present available supplies. Peppers are in particularly strong position, with increasing consumption of black and demand in excess of supplies of white. Stocks of cloves are steadily shrinking. In China and Sagon cassias there has been a fairly large movement, but Batavias are neglected.

Salt Fish—The receipts of shore mackerel so far have been very light and the price is hovering around \$28 to \$30 a barrel, which is about \$4 a barrel above last year. The quality of the fish coming forward shows the scarcity of labor, as evidently the usual pains have not been taken with them. An occasional offering of Irish mackerel is being received in this country at very high prices, but there is hardly enough stock to consider.

Provisions—Lard is very firm, with a good consumptive demand, due to the short killing of hogs by local packers. Hogs are now at an extremely high price and packers are killing only what they need to. Lard shows an advance during the last ten days of from 1½@2c per pound. Compound has advanced ¼c, owing to the light supply of cottonseed oil and a good demand. Even higher prices may occur if the high price of lard continues. The new crop of cottonseed oil will be available in a few weeks. There are so many conflicting reports about it, it is useless to forecast it. Smoked meats are very firm at 1@2c per pound advance, due to the extremely light receipts and the good home consumption. Continued high prices seem likely. Barreled pork is very firm and unchanged, with a good demand and moderate supply. Dried beef is firm and unchanged, with a light supply and good demand. Canned meats show a slight advance and fair demand.

MEN OF MARK.

John L. Lynch, the Well-Known Sales Manager.

To have achieved success through the patient and careful study of every branch of a certain industry is to have attained an enviable position among those discriminating persons who know what hard work means and who have a high regard for the man who has justly won the spurs that he wears. There is something soothing to the mind in the thought that one has succeeded in conquering that world he set out in his young years to subdue, and to realize that, although the final heights of achievement have not been attained, they are within reach, and even comparatively easy of access after years of patient toil and constant endeavor, with a goal well in sight to the attainment of which every energy has been bent.

John L. Lynch was born at Lindley, Steuben county, N. Y., July 20, 1876. His antecedents were plain Irish on both sides and during his earlier years he had few advantages and his future looked anything but promising. He appears to have reached a conclusion quite early in life that all he amounted to would be due to his own endeavor and acted accordingly. After three years of schooling at the hands of the gentle sisters of his church, he proceeded to learn the A. B. C.'s of merchandising under Levi Frank, of Buffalo, N. Y. After a number of years' service with Mr. Frank—to be exact about twenty years ago—Mr. Lynch decided that the field was large enough for another entry, so he decided to branch out for himself in merchandising and selling decrepit and "sick" stocks. He was a success from the start, with the result that he came under the shrewd eye of W. T. Farley, of W. T. Farley & Co., New York City, who conducted a chain of twelve stores.

Mr. Lynch took complete charge of this chain of stores for a period of four years, with credit and profit to the Farley Co. and—what is still more valuable—with satisfaction to himself. A man of the temperament of Mr. Lynch could not long be kept down by the confines of even a chain of twelve stores. He craved a wider field scope and a broader field, with the result that he severed his connection with the Farley Co. and again embarked in business for himself in the merchandising field.

This splendid ground work with Mr. Frank and the Farley Co. gave him a rich foundation of experience, with the result that to-day John L. Lynch is known from coast to coast and throughout Canada as the Napoleon of the merchandising line, catering to sick business in all lines throughout North America. Ripe in years of experience at an age when he is in the prime of life, with a strong and winning personality, and a keen insight into markets and conditions, he holds the full confidence of those who know him and have had business dealings with him.

Mr. Lynch's wide acquaintance and reputation as a specialist in his line

—the handling of sales of department stores, clothing stores, shoe stores and men's and women's ready-to-wear stores—have built up a clientele second to none in the country.

Some of Mr. Lynch's recent successful sales are as follows: Star Clothing Co., Grand Rapids; Welsh & Myer Department Store, Savannah, Ga.; Edward Lonergan Clothing Store, Bridgeport, Conn.; I. Gudelsky, Muskegon; McQuillan & Harrison Clothing Store, Jackson; Tobias Bergey Department Store, Jackson.

Mr. Lynch was married thirteen years ago to Miss Anna Wambsgans, of Burlington, Iowa. They have one son, Henry, who is now 6 years of age.

Mr. Lynch likes the State of Michigan, with the result that he recently

proprietor of the only John L. Lynch Sales Co. in this country.

Late News From the Cereal City.

Battle Creek, Aug. 28—It is customary for Eisenhood Bros., Dr. and Jerry, members of the Push class of the Battle Creek grocers, to entertain the local salesmen calling upon them once each year and August 25, 11 p. m., the show started, nine in the party, for Fine Lake. On arrival at the lake, no better lunch could have been gotten up by any French cook than was set before the boys at 12:30. The evening was spent in telling stories and experiences on the road and in the stores. Not a large catch of fish in number, but as far as the size, ask Milt. Loomis and Elmer Clark. I hope that all our friends will ask Earl Myers to see the flash light pictures. Time of retiring, 4 a. m., arising, 4:30. Too much fun to be troubled with sleep. The boys who were unable to go missed some-

flower show is being held at the shops this week.

Four new drinking fountains are being placed at different points about the city to take care of the wants of the soldiers and visitors.

The down town section got a rude awakening Monday morning when the boiler of the O. K. laundry blew up. No one was injured in the plant. The damage was done just before the regular force came to work. The night watchman built a fire in the furnace and left the boiler-room. The roof was blown off and the walls shaken down. Damage, \$3,000.

Jack.

Wool Price Fixing Slow.

Wool manufacturers and other trade factors interested in army cloth contracts are finding that the fixing of uniform prices for raw material and finished cloths is a slow and decidedly complex problem. This fact has been brought home at the conferences held in New York City of late by the Joint Committee of Wool manufacturers co-operating with the Council of National Defense.

The committee has been ready to proceed with the revision of army cloth contract prices during the last fortnight, but has been unable to do so owing to the fact that the Wool Purchasing Committee in Boston, of which J. P. Brown is chairman, met with delay in drawing up a schedule of prices at which it was proposed the Government should take over wool stocks, which in turn were to be sold to the manufacturers of the fabrics wanted by the Government. While waiting until these prices have been definitely fixed, the Manufacturers' Committee is giving its attention to details of the Government's requirements for military fabrics.

One of the several matters now engaging the attention of the committee relates to the action of certain mill representatives in going to Washington and offering to take contracts for army cloths at prices materially lower than the committee has deemed advisable for reliable production.

Shoe Trade Is Doing Well.

Manufacturers of high-grade shoes for women report that while they are not doing the volume of business they did at this time last year, it amounts, owing to higher prices, to about the same in dollars and cents. "With the higher prices that prevail now, retailers are inclined to be, if anything, a little over-cautious in their purchases of novelty styles," said a local manufacturer. In the staples, however, conditions are reported to be very different. Sales are mounting up well over last year's figures, both in volume and price, and a big year is predicted on every hand.

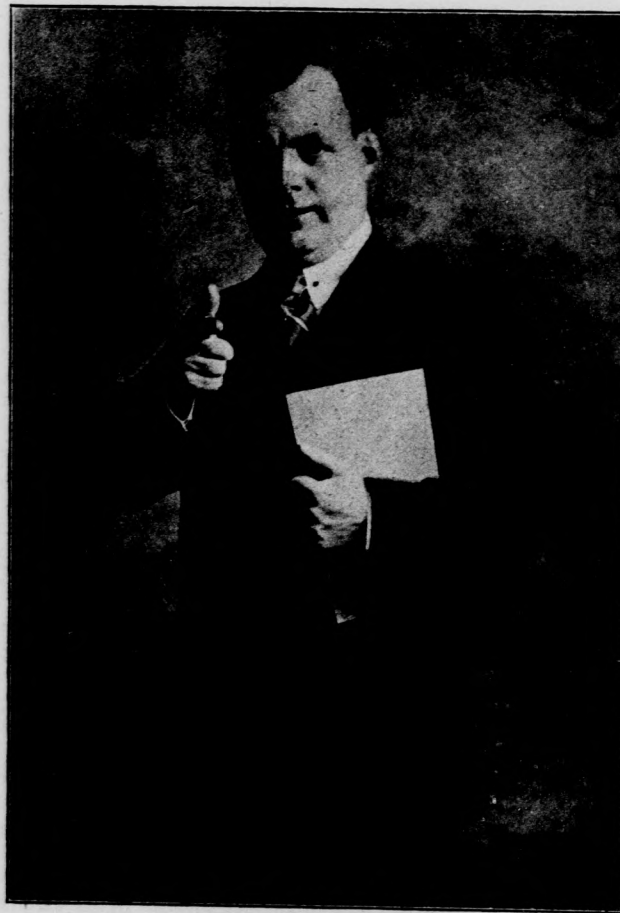
Four Special Sales.

The John L. Lynch Sales Co. closed two very successful sales last Saturday night—one in the dry goods store of Tobias Bergey, at Jackson, and another for the Lutz Clothing Co., at Ann Arbor.

Thursday of this week it starts a sale in the general store of Murphy & Jackson, at Pinckney.

Thursday of next week it starts a sale for J. W. Duffield, shoe dealer and grocer at Marshall.

The Grand Rapids Underwear Co. has increased its capital stock from \$85,000 to \$500,000.



John L. Lynch.

purchased a beautiful home at 1338 Franklin street, Grand Rapids, where he expects to make his permanent home.

Mr. Lynch has only one hobby—outside of his business—and that is a weakness for golf. He is an active member of the Grand Rapids Golf Club and, as the links are only a block or two from his home, he spends his leisure hours chasing the ball which is productive of so much pleasure and conducive to so much good health.

With a bright, sunny disposition, winning personality and clean reputation, John L. Lynch to-day stands as a type for all that is best in modern merchandising.

Mr. Lynch wishes it to be known that the John L. Lynch Sales Co. must not be confused with other sales companies, as he is the organizer and

thing and those who were there will always remember the good time.

Fifteen hundred commissioned officers will be in Battle Creek by Tuesday night of this week.

Major General Dickman, of Vermont, arrived at Camp Custer Saturday, Aug. 25, and the Battle Creek war recreation board is already making tentative plans for a reception for him. This will be held next Thursday evening, Aug. 30, according to plans, the Athelstan Club having volunteered the use of its club rooms for the purpose. Major Dickman says there must be more roads from the city to Camp Custer to prevent congestion. There is at present nearly 5,000 men employed at the camp and the work is progressing fine.

Brainard T. Skinner, an old-time resident of Battle Creek and one of the active men in building up the Advance Thrasher Works, died at his home on Maple street Monday, Aug. 27.

The Grand Trunk Railway annual

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Save your Fruit

A Franklin Sugar For Every Use

Two pound Cartons
Five pound Cartons
Two pound Cotton Bags
Five pound Cotton Bags
Ten pound Cotton Bags
Twenty-five pound Cotton Bags
Fifty pound Cotton Bags
One Hundred pound Bags
Barrels

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 29, 1917.

BITTEN BY THE SAME DOG.

What is the sense of all this talk about settling the war with the German people, instead of dealing with the Kaiser?

The German people, as a class, are just as bad as the Kaiser—they have both been bitten by the same dog.

Already the German people are urging the Kaiser to seek peace, so far as the present war is concerned, so as to be able to immediately begin preparations for the "next war," in which the mistakes made in the present contest may be avoided.

It is not safe for civilization to depend on the elimination of the Kaiser in the settlement of the war. We must eliminate the German people who have been infected by the virus of imperialism to an extent that makes them equally responsible with the Kaiser for the starting, maintenance and continuance of the war. They have shared in the responsibility for the war. They should share equally in the penalty of defeat.

There is altogether too much maudlin sentiment in the daily newspaper and President Wilson's messages about the German people. The German people are just as much to blame for the war as the Kaiser himself, because they permit themselves to be used as tools and slaves by the Kaiser and his party, sustain them blindly by adherence to every expedient adopted by the cruel beasts who rule the German nation, present flimsy excuses for every violation of law and precedent, dig down in their pockets for the last cent to carry on the war of extermination and go to bed hungry in order to feed the brutal soldiers who are fighting humanity in the name of the fatherland.

Why prate any longer about the innocence of the German people? They are not innocent. The blood of every one of the million victims of German lust and German cruelty is on the German people. They are a nation of bloodthirsty ruffians—mad dogs made so by imbibing the madness of the insane ruler whom they worship as no monster of iniquity was ever worshipped in this world before.

Eliminating the Kaiser and the Junkers from the ruling classes in Germany will never redeem Germany from the curse which has come upon her, any more than the martyrdom of the saints

of old destroyed the religions the saints represented. The evil seed is planted in the hearts and minds of eighty million people who have shown that they are just as incapable of self government as the half civilized natives of the Philippine Islands and that it will require a hundred years of government under the joint direction of the Allies to prepare them for citizenship and association with civilized people.

THE SHEEP AND THE GOATS.

Happily Mr. Hoover has started his work under the best circumstances with a remarkable general feeling of public confidence in him, and with a surprising degree of willingness among business men to co-operate with him. These are the times when business men are gravitating out into the sheep and the goats, when a great majority of men are willing to do business with patriotism uppermost and profits, even reasonable and normal profits, subordinated. But business men are, nevertheless, in business for profit and ought not to be forced to forego it any more than the laboring man should be expected to work for nothing.

The food trade has shown a disposition to aid Mr. Hoover and keep profits at a rational level. Occasionally one does not, and as the spirit of patriotism grows less keen more are going to fall into the old ways and run counter to the spirit of Mr. Hoover's task. They will argue that if Uncle Sam is going to tax profits there must be left some chance for excess profits and income to tax. And by the time rational profits in the food trade are taken care of the saving will not be anywhere near what a lot of people have imagined it will be.

In any event, it's a mighty bad start when everything that comes out of the ground starts at the farm with so enormously inflated a price as to stagger the distributors, and their protest only bumps against the fact that the law lets the farmer do whatever he wants to. And even if it didn't, he would plead the enormous increase in his farm costs, due to the scarcity of labor, and recall that organized labor, too, is exempt. It would seem as though there are some very sad flaws in the scheme of Federal price control, figure it out as best one may.

By international arrangement, Americans are not only to help the Canadians harvest the wheat in the Western provinces, but Canadians are to cross the Maine boundary and help harvest the potato crop now maturing there. The welcome on both sides of the border is to be of the same character: Waiving boundary restrictions, high wages, good food and lodging, and reduced railway fares. As early as last May Canadian agents were at some of the Western universities, and had herded a large number of college students into Manitoba to find work on the farms. It is now stated that Canada needs 40,000 harvest hands for her thirteen million acres of wheat, which is expected to produce a quarter of a billion bushels west of Ontario. The demand for labor in Maine has been evinced by some very queer solutions which have been proposed, as the temporary admission of illiterate immigrants.

USE DUE CAUTION.

The Tradesman again warns its readers to exercise due caution in subscribing to the stock of the company it is proposed to organize to engage in the wholesale grocery business at this market. Before joining the undertaking it would be well to look carefully into the antecedents of the men who are promoting the enterprise and determine the motives which actuate them in their present activities. As a rule, an organization in which no one man or set of men own a dominating interest seldom succeeds; because where each individual unit has but a small interest, no one feels that he has sufficient authority to assume supreme command. Where this is lacking, a business undertaking seldom succeeds, no matter how hard the individuals composing the organization labor to accomplish that result.

The sale of groceries at retail now involves so many difficult problems and perplexing situations that the retailer who undertakes to assume the functions of the jobber at the same time will, to state it mildly, find he has his hands full. The jobbing of groceries is a business by itself, full of pitfalls and traps for the unwary. It is a business which demands large capital, wide experience, exceptional judgment and patient and persistent effort. No one without these qualifications can possibly achieve success in a business at once so hazardous and so exacting. A man can venture into the retail trade without requisite experience and lose his \$1,000 capital in a short time. The same is true of an organization of men who venture to invest \$100,000 in a business in which none of them have had previous experience.

The Tradesman is making a careful and painstaking investigation of the character and antecedents of the men who are promoting this proposed undertaking and will be able to give its readers the benefit of its discoveries and conclusions at an early date.

What a soldier should carry to the war in his knapsack has been made the subject of a homily by an army officer. The departing warrior is counselled to discard all Persian luxuries forced on him by his tender-hearted women-folk, the quantities of woollen socks, wristlets, spirit lamps, eiderdown trench slippers, sewing kits, knitted night-caps, book-marks, tea-cosies, filigree smelling-salts bottles, and manicure sets, and march up the pier at "some port in France" as unencumbered as a Spartan warrior. Of course nobody asks him to be so Prussianly brutal as to refuse any gifts showered upon him at leaving his "Atlantic port in America." The trip is long, and he can day by day take leave of embarrassing tokens of affection. He may begin as soon as Sandy Hook Light goes down below the horizon. But will he? King Arthur said, "there be proud burdens." So there be also dear ones. A strong man can afford to humor his affections. Although he may not wear eider-down in the mud of Flanders, he may keep it hidden away in his kit, and not for bodily warmth, either. It will not be what our soldiers do not carry in their bags that

will win battles or defend forlorn hopes. Let them keep whatever gimcracks fancy or affection dictate. Only one thing no American boy who crosses the seas to fight in the war should forget to pack into his knapsack, and all mothers are expected to see that he does not forget it, and that is a marshal's baton, or its United States Army equivalent.

The authorities in Washington are seriously considering changes in the draft law, and as the draft itself is nearly complete, it can be discussed without laying any one open to suspicion of desiring to hinder the carrying out of the law. The War Department itself sees that the selection has not been without injustices, for it proposes, according to the Associated Press, to ask for an amendment so that all the sons of one family shall not be taken. A London paper called attention to the fact that "the lottery played curious tricks." "Thus," it says, "in one family of six men five were drawn in low numbers, and will be among those first called, while another family, also with six men, all their numbers are so high that, unless the United States places the full quota of ten millions in the field none of them will see active service." The mistake made in not exempting medical students seems now certain to be remedied; and a new definition of the status of married men is looked for shortly from the President himself. The Tradesman contends that policemen and firemen should be exempted. Then there should be either exemption of conscientious objectors or decision as to the penalty to which they expose themselves. Plainly, there is room for much revision, and every improvement will strengthen the Government's position by removing grounds for complaint of unfairness.

How fast the United States may make progress with her aviation training camps is evident from the history of the Canadian school at Camp Borden. Work there was commenced on February 4, when there were four feet of snow on the ground. In the middle of winter one and a half miles of railway and 25,000 feet of asphalt roadway were laid. Fifty-seven buildings of a semi-permanent character have been put up, including officers' and cadets' quarters, barracks for the mechanical staff, workshops, and garages. The hangars extend for three-quarters of a mile, and face on an aerodrome of 1,000 acres. To make the place ready 12,000 stumps had to be taken out of the ground, conduits built for waterpipes, sewers, and so on; yet flying commenced on May 7. Cadets are now being sent forward to England in batches of about fifty a month. The instructors declare that nowhere have they found such excellent facilities for training, and the latest devices for the teaching of machine gun operation, aerial photography, and artillery observation are employed. The Royal Flying Corps estimates that camps similar to that at Borden could be built for \$800,000.

The most brilliantly written advertising if not founded on truth, might as well be dull and stupid. It can have no lasting effect.

There was once a polite street car conductor. He died young.

RETAIL SALESMANSHIP.

It Requires Tact, Study and Experience.

The selling of goods is the thing for which the store exists. With all your good buying, all your good system in store work in every respect, your good accounting, your advertising, and your window trimming, you must still recognize that the whole system rests on your salespeople.

Salesmanship is a big subject. Most store workers are not good salespeople, because they know very little about salesmanship. It requires study to make good in salesmanship.

In salesmanship our problem is to get the customer to know the facts about our goods and to feel favorably towards them. Our problem is to get ideas about our goods into his mind and the openings through which the raw material out of which ideas are constructed pass are the nerves that pass out from the brain; the principal ones being the nerves of sight, hearing, smell, taste and touch.

In selling goods, the salesperson who understands these elementary facts attempts to give his customer ideas not only through the eye and ear but also through the sense of touch, and, if possible through the senses of smell and taste. The salesman appeals to the eye by showing the goods and pointing out what he wants to be seen. He appeals to the ear by telling about the goods, and he appeals to the sense of touch by getting the merchandise into the hands of the customer, or, as in the case of shoes or garments, by getting the customer to try them on. Every good salesman follows this principle of using several of the customer's senses, whether he knows it or not. Every retail salesman should follow this principle, appeal to his customer's mind by presenting ideas through as many senses as possible.

Another fact of psychology is that the rate at which nerve currents enter the brain and from the brain into the mind is not the same in all people, nor is it the same for each person at different times. The salesman must recognize that if he is presenting ideas about his goods faster than his customer can take care of them, he will not be understood and will lose interest. Nor must the salesman present ideas too slowly or the customer's mind will run away from him and grow interested in something else.

When the nerve currents enter the brain from eye, ear or other parts of the body they travel with a considerable rate of speed; although this speed varies greatly among individuals. When the current comes to its appropriate place in the brain, it strikes a blow in its particular brain cell. The marks can be made deeper in either of two ways—by putting more force in the nerve current that causes it, or by repetition or concentrating the mind with all its power on the one incoming idea. One other thing is necessary and that is plenty of pathways or connections to the

mark or indentation that represents the idea to be recalled.

There are two more facts of psychology that I would like to present. One is that every idea that enters a customer's mind is accompanied by some feeling either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory to the customer. The mind never accepts an idea in a neutral way. It accepts or rejects and classifies as good or bad every impression that your customer receives of you, your goods, your store and its equipment and thus either helps or hinders you in making sales because of this fact.

The other fact is that every idea that enters the customer's mind tends to be expressed, not only by speech, but also by such things as brightness of the eyes, actions of the body,

paniment of what he saw, heard, felt, tasted or smelled.

Referring to the form of the advertisement in the newspaper, it may be of interest to note that oblongs are generally more attractive than squares and ovals are better than circles. The oblong of proportions of three in width to five in length is always attractive. Other forms may be made beautiful, and often most appropriate, but none are as generally attractive as the oblong.

Another detail of retailing that has its effect on the customer is the architecture of the store, particularly the store front, its construction, and its colorings. Even the color of paint used makes a difference that it either favorable or unfavorable to the kind of business carried on. Some of the large chain store concerns have made

Cigar Stores have settled upon red, black and white, with gilt lettering.

Department stores are likewise working towards a more uniform system of architecture and coloring. They are finding that there is harmony of architecture of the store with the goods to be sold which when followed helps the store to succeed, and when not followed hinders success.

Window trimming presents ideas to customers and likewise good or bad feeling. The entrance and doorway produce a favorable or unfavorable impression upon all who enter and go out. Uneven steps, sloping walks, slippery places, sticking doors, squeaky hinges, doors that slam with a bang, doors hard to open or close, all cause customers some irritation or bad feeling, and while these are in most cases but very small things, they hinder the successful selling of goods.

The internal arrangement of the store, the layout of the counters and shelving, the location of the goods and the ways in which the goods are displayed are all important factors in building a good impression in a customer's mind. If that impression is not good, it will be bad.

One of the difficult matters about all of these details is that what gives good impressions to one customer does not necessarily appeal to another in the same way. The best that a retailer can do is to build and plan his store and its displays in such a way as to appeal to the largest possible number. It will be impossible to suit everybody perfectly.

Next in order among the things likely to attract the customer's attention and to produce ideas and consequently feelings is the salesman himself. The way he approaches the customer, the way he stands, walks, his looks, his interest, the way he is dressed, his voice, the way he speaks, his cleanliness of clothes and person are highly important factors in giving a good or bad impression in the customer's mind.

The salesman needs to be appropriately dressed for his work. Not too flashy or richly, nor too poorly. Either extreme will attract attention to itself and will detract from the purpose of the store and of the salesman to sell goods. Jewelry and ornaments of all kinds are likely to give trouble.

I once knew a traveling salesman who said that his house gave him a diamond stick pin for a Christmas present because of his excellent work. He said to me, "Do you know, that stick pin lost me more sales than any other thing I could mention? Often when I had a customer on the point of getting deeply interested in my proposition, his eye would catch that diamond and he would look at that instead of me, with the result that I had to go all over my selling talk again."

The importance of the voice of the salesman is nowhere so evident as in the use of the telephone. Not one person in ten knows how to use the telephone properly. Nothing goes over the wire but the sound of the voice.



Paul H. Neystrom.

smiles and of the face and head. It is this expression that the salesman must watch to learn whether he is on the right track or not, whether he is showing the right kind of goods or offering the right kind of selling arguments. One can't sell goods successfully without watching customer's expressions.

The customer gets ideas not only about the merchandise the retailer tries to sell to him, but also from everything about the store. The store's advertising in some newspaper may reach the customer before he comes to the store, and he gets ideas from that. They may be partly or wholly unconscious impressions, but in so far as they reach the mind at all, either in definite or in indefinite forms, there is certain to be an effect of feeling either for or against as an accom-

a scientific study of color schemes for store fronts.

A few years ago five and ten cent stores were painted all sorts of colors. The owner of several of them made up his mind that he would find out what color was best for a 5 and 10 cent store business. After a careful study he concluded that red and gold was the best. He applied these colors to all of his stores with success. Now it is hard to find a 5 and 10 cent store, whether owned by a syndicate or an independent, that is not painted red and trimmed with gold and gold lettering. Red and gold is the scientific color scheme for the 5 and 10 cent business at the present time.

Grocery chains are working with orange and gold, yellow and gold and white. Red seems to be the wrong color for food stores. The United

If the face is wreathed with smiles, if the eyes sparkle with pleasure, while the voice is cold and reserved, the listener at the other end of the line gets nothing but the cold, reserved voice expression and forms his impressions of the speaker accordingly.

Another matter of importance is the salesman's breath. Doctors tell us that one person out of every eight or ten has a bad breath. I need not tell you that this makes a difference in selling. The unfortunate thing about it is that the person who has a bad breath never knows about it until told. Store managers should handle cases of bad breath in a frank manner, and every salesperson should make sure that his or her breath is right by getting some frank friend to say whether the breath is sweet or not.

Successful retail selling rests upon a thousand and one details, all performed well. Good retail salesmanship consists in making all the conditions right for the display of our merchandise under favorable conditions, and then in showing the merchandise in detail just as the customer wants it shown. Paul H. Neystrom.

Remarkable Growth of the Condensed Milk Business.

Few people realize the extent of the recent development of the business of drying or condensing milk in this country. Only a comparatively few years ago the number of establishments engaged in this industry could be counted on one's fingers and toes. To-day we are informed that there are about 250 such plants within our borders and this number is being added to very rapidly.

The effect that this rapid development has had upon the production of other dairy products may be very great. No definite figures of output are available but we are informed from a reliable source that a manufacturer of condensed milk, closely in touch with the industry, recently

stated in Washington that the increase in the output of condensed and dry milk this year was sufficient to very nearly account for the existing shortage in our storage reserve of butter.

This great increase in production of concentrated milks has been due chiefly to the war, which has brought a tremendous increase to our export trade. The extent of this increase may be judged by the latest reports of the Department of Commerce. During the eleven months ending May, 1914, before war was declared, our total exports of condensed milk were 14,987,676 pounds. This quantity was increased to 34,906,181 pounds the same period the following year, to 130,901,388 pounds during the eleven months ending May, 1916, and for the eleven months ending May, 1917, we shipped out 218,811,997 pounds.

There has lately been some report of a quieter market for condensed milk, and rumors that the embargoes against neutrals will reduce future export outlets. These embargoes may have some effect and the higher retail prices now prevailing will tend to reduce our domestic consumption. But on the other hand we have the enormous demand for condensed milk to feed our army and the continued demands from the Allies, and the various relief societies. To-day our condenseries are still outbidding many a competing outlet for milk and there is no sign as yet that the industry has been over-developed.

The Pacifist.

I do not want to go to war
(I fear I might be shot)
My flag? It's but a piece of cloth,
My country? Tommyrot!
I'll argue with the enemy,
And talk him sane again.
It is the only thing to do,
With such mistaken men!

I'll let him walk upon my neck,
And rip and swear and rave
And when he's all worn out, I'll say
Decidedly, "Behave!"
But should it chance that he forgets
Himself, and kills me?—Boo!
I won't be here to care a hang
What happens, then, to you!

This is an exact copy of a bill of goods we shipped to J. K. Jacobs, June 22nd, 1864—fifty-three years ago.

Keokuk, Iowa, June 22nd, 1864, Mr. J. K. Jacobs bought of S. Hamill & Co., Wholesale Grocers, No. 100 N. E. Corner Main and Fourth Sts. Terms cash.

	Gross	Fare	Net	@	Total
1/2 Ble 55c Rice	130 1/2	less 12 1/2	118	.13	\$ 15.69
1 Keg N. C. Soda			112	.10	11.20
1 Box 25c Dwight Soda			60	.10	6.25
1/2 Chest No. 25 Y. H. Tea	70	less 16	54	1.88	101.52
1/2 Ble Imperial Tea	75	less 16	60	1.75	105.00
1/2 Ble 35 Crushed Sugar	96	less 13	83	.26 1/2	22.35
1/2 Ble 35c "Try Me" Tobacco			37	.26	9.98
1/2 Doz. Handled Shoe Brushes				2.50	1.25
1 Doz. Com. Shoe Brushes					2.00
1 Box 25c Alum			29	7	2.28
1 Box 25c Copperas			30	4 1/2	1.60
5 Boxes Matches				1.00	5.00
1 Doz. Long White Cords					3.50
1 Coil 3/4 in. Ma. Rope			39 1/2	.25	9.88
1 Doz. 2 Hoop Pails					3.40
1 Doz. 3 Hoop Pails					3.75
1 Box 20c Whiting			10	5	.70
1 Bladder Putty			12	7 1/2	.90
1 Box 9 x 12 City Glass					5.75
1/2 Ble No. 1 Mackerel				6.50	10.75
7 Bunches Cotton Yarn 2-7, 3-8, 2-9					45.50
104 lbs. Cod Fish				8 1/2	8.84
1 Ble 45c Sugar	272	less 21	251	.17 1/2	44.37
1 Ble 45a Sugar	303	less 22	281	.20 1/2	58.05
1 Can xx Lard Oil			10	1.15	11.50
1 Box Star Tins Tobacco			20 1/2	.85	17.43
1 Box Gold Cake Tobacco			17	.80	13.60
1 Box Ne Plus Tobacco			20	.65	13.00
1 Bag Dry Peaches			.53 1/2	.17	9.09
1 Box W. R. Raisins					5.50
1 Box Fire Crackers					4.50
9 Bble Bags Paper, 3-80, 3-100, 3-125					9.15
1 Ble Pint Flasks	475	less 75			4.00
Drayage					.50
1 Bag Prime Coffee			166	.46	\$567.78
					76.36
					\$664.14

Time to Stock Lanterns

The lantern season is now nearing. We have just received two carloads of

**Defiance No. 2 Short Globe and
Triumph No. 2 Cold Blast**

lanterns, made by the Defiance Lantern and Stamping Co., which we are offering at right prices. Mail in your order now while our stock is complete.

Michigan Hardware Co.
Exclusively Wholesale Grand Rapids, Michigan

American Sugar Refining Company

SAVE THE FRUIT CROP

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

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

American Sugar Refining Company

The Most Complete Line of Sugar in the World

Perkins Brothers Jersey Peanut Butter

Has a rich delicious peanut butter flavor the children love to taste. Wise mothers serve it because they know it makes strong, healthy children and reduces the high cost of living.

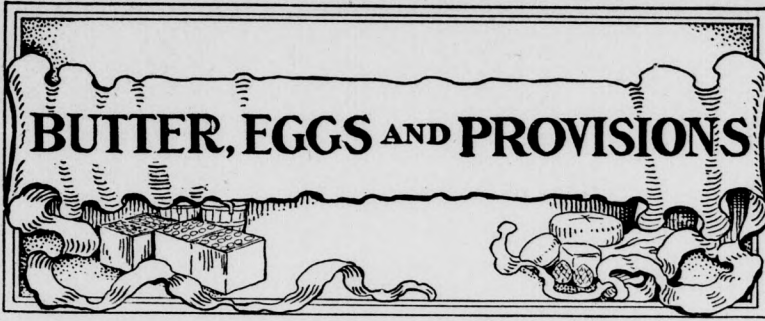
Mr. Grocer, demand Jersey Peanut Butter from your jobber and watch your sales on this product increase.

Only the best peanuts are used in making Jersey Peanut Butter. Quality comes first.

Write us if you cannot buy from your jobber.



Perkins Brothers, Inc.
Bay City, Michigan



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.

Difficult Task Ahead For Administrator Hoover.

The act of Congress which has thrown upon an individual the power to control the trade in foods and other necessities has placed upon the chosen Food Administrator, Herbert Hoover, a responsibility which no man can fulfill by individual effort if it be assumed that the duty imposed involves a revolution of existing agencies of distribution. The field of trade conditions, methods and customs in all the numerous commodities of farm production is so broad, so varied, that no one man could master the details of all, weigh causes and effects, and direct changes of trade movements which could reasonably be expected to economize distribution. Mr. Hoover evidently appreciates this fact. He has drawn together at Washington numbers of men supposed to be especially qualified by experience to estimate trade conditions in different commodities, and to suggest methods of improvement and restriction upon a general principle that producers must get enough to encourage an ample production and yet that consumers must obtain supplies at reasonable prices. These men have undertaken a difficult task. In some lines of staple product the more fully they understand the prevailing conditions and economies of distribution the more difficult will it be for them to suggest changes and restrictions with any confidence of beneficial results, for the wise man, as well as the angel, may fear to tread where fools would rush in blindly or misled by false conceptions.

When it comes to forcing changes in the distribution of dairy and poultry products it is to be hoped that nothing will be done to disrupt the existing machinery without the most thorough knowledge of its comparative efficiency and economy. It is to be hoped also that speculative profits, so far as they may be gained in the essential carriage of goods in cold storage to equalize seasonal differences in production, may be judged from the experience of several years and not by any one alone. An examination of the results of such dealings during a period of years will show conclusively that no control of market values contrary to the law of supply and demand has been possible

when a seasonable supply and demand are considered, and that exceptional profits have been, in the main, balanced by exceptional losses, both arising from a failure to estimate future conditions accurately—a failure that will inevitably be met occasionally, no matter who, or what combination of circumstances, determines the general policy of accumulation and unloading so long as men lack omniscience. And the extreme uncertainty of financial results from the necessary business of conserving perishable foods for seasons of natural scarcity would make utterly destructive any policy that would limit the normal profits of operators while leaving them to bear the normal losses.

A Sidewalk Business Getter.

A Los Angeles dealer painted bright lines of paint from his window to the curb. They attracted immediate attention from everyone who passed that way and as they converged at the show window, they drew the eye to the goods. The paint lines extended up the store front to the glass, where they were continued within by strips of crepe paper of the same shade and width and each of these strips terminated at some offering of merchandise which was marked at a special price.

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.

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

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

Made only by
FOOTE & JENKS
 Jackson, Mich.

Vinkemulder Company

Headquarters for

Bananas

Oranges

Lemons

Home grown

and
 Southern

Fruits

and

Vegetables

Send for our weekly price list

Vinkemulder Company

Grand Rapids, Michigan

Paris Green Arsenate of Lead

Get Our Prices

Reed & Cheney Co.

GRAND RAPIDS, MICH.

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.

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

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.

CONGRESS TIRES

Congress Non-Skids are daily proving their absolute reliability and exceptional durability by giving thousands of users hundreds, often thousands of miles of satisfying service in excess of their guarantee.

Yet Congress Non-Skids are moderate priced.

You will insure yourself real "satisfying service" from your tires, at less cost per mile, by making your next new tire a Congress Non-Skid.

Distributors,

Sherwood-Hall Co., Ltd.
 Ionia Ave. and Louis St. Grand Rapids, Michigan



Effective Food Control Measure Now in Effect.

Written for the Tradesman.

Touching general business so closely, the food control measure recently passed by Congress is of vital interest to all concerned, the banker, merchant, manufacturer, professional man and wage earner. From careful study of the situation unbiased opinion has it that no corporation, firm or individual engaged in business along legitimate lines need entertain any fear of disaster in connection with the administration of the law by Herbert C. Hoover. His announcement, issued immediately after his notification of appointment, following a conference with the President, gives good grounds for the statements made above. It is clearly in accord with the expressed sentiment of the public concerning the need and scope of regulation and should cause no anxiety to those whose methods of doing business demand a reformation little short of revolutionary. The announced purposes of the administrator of the measure is in full accord with what the framers of the law intended should be its functions—the elimination of vicious speculation, extortion and wasteful practices, the stability of prices, conservation of home supplies, safeguarding of exports and full co-operation with the Allies in feeding their people. In other words, Mr. Hoover's energies will be devoted to conserving necessary supplies at home; to prevent exploitation and extortion and to extend to the Allies aid deemed essential and even vital to American interests during the progress and until the end of the war.

Instead of taking an antagonistic course with regard to the business men of the Nation, the food administration courts their co-operation. There is no thought of interfering with legitimate trade, industry or commerce. This is clearly shown by one of Mr. Hoover's statements, in which he says: "I do not believe that drastic force need be applied to maintain economic distribution and sane use of supplies, by the great majority of the American people. I have learned a deep and abiding faith in the intelligence of the average American business man, whose aid we anticipate and depend upon to remedy the evils developed by the war, which he admits and deplores as deeply as ourselves; but, if there be those who expect to exploit this hour of sacrifice; if there are men or organizations scheming to increase the trials of this country we shall not hesitate to apply to the full the dras-

tic coercive powers conferred upon us in this instrument."

The meaning of this statement is plain. Nor can there be any misunderstanding as to the class for whom it is intended. Instead of dealing with the situation locally, or sectionally or with separate individuals or interests, the effort will be made to effect such constructive regulations as will render gambling, extortion and other wasteful practices impossible. The public is promised definite relief from the exactions of business pirates. Those whose energies have been devoted to the invention of trade processes which cheat the producer and consumer alike and bring into disrepute honest trades will be dealt with according to their deserts. The administration of this food control law, if carried out along these lines, means that the unscrupulous combinations now controlling the sources of supply of agricultural products, those of the mines and the forest, of the products commonly recognized as among the necessities of life, will be broken. When this is accomplished through the operation of law, and in a way calculated to strengthen rather than weaken both individual and collective honest effort, the people of the United States will have cause to rejoice.

As to the individuals outside of trade, Mr. Hoover says: "Seventy per cent, of our people are well known to be as thrifty and careful as any in the world and they consume but little or no more than is necessary. It is not too much to ask the other 30 per cent, by similar living to reduce their consumption. The United States has in its abundance and its waste an ample supply to carry the distressed abroad, as well as the population at home, over the next winter without suffering."

Late authentic advices indicate the demand of producers and manufacturers of food stuffs that a maximum price be fixed will be complied with. There is sound economic reasoning back of this demand if the Government is to exercise control over these commodities. It would be plain injustice, amounting to confiscation of fruits of labor and industry, if the public through the Government should seize foodstuffs and fix any price they might elect to pay for them. Such a policy would defeat itself because neither production nor manufacturer can be carried on successfully without being allowed a reasonable profit. The farmer, the packer, preserver and manufacturer of food stuffs is entitled to an assurance of profit under Government control and

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

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMP AU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

it is altogether probable that this assurance will be given and lived up to. It has been argued by some producers that a minimum price is all that is necessary. This is a mistake. A minimum price for the producer will mean little to the consumer unless he is protected by a maximum price, because extortion could be easily practiced. The cost of production of all food stuffs and other necessities of life is practically a known quantity, subject, of course, to fluctuations caused by climatic conditions, transportation matters and labor troubles, but the minimum and maximum prices can be easily adjusted to take care of them. What is needed—what will make the administration of the food control no burden—is a square deal and the practice of honesty in business and trade. If all in business had practiced and would practice the Golden Rule, there would be no occasion for Government control of the necessities of life. But as there are those who pay no attention to the Golden Rule, Government supervision has become necessary. Both law and authority are behind Mr. Hoover whose opening announcement gives promise of square dealing all around. If it gets this, the public will be satisfied.

General business conditions are everywhere more satisfactory and the sentiment in financial circles reflects a more hopeful condition of thought as to the immediate future. Money is becoming easier and much financing will be accomplished within the next sixty days without any trouble. As an indication of this, one instance can be cited. A certain building contract in the East involving a cost of upward of a million dollars was secured about a month ago. The contractor was advised by his bankers to hold off for a while. This week he was told to go ahead, he could have all the money he needed. This is held to be a good illustration of the present situation. Another strong commentary on the strength of the banks and general financial situation is the fact that a check for \$96,111,111.11, drawn by J. P. Morgan & Co. in favor of the Canadian government in payment for \$100,000,000 Canadian twenty year war loan bonds passed through the New York clearing house without causing a financial rattle. This is the largest check ever passed through the clearing house and there was not the slightest disturbance in the money market. Railway earnings are breaking all records. Manufacturers in the Middle West are enlarging their plants and there is renewed industrial activity which leads no less a financial authority than Arthur Reynolds, Vice-President of the Continental & Commercial National Bank of Chicago, to say he is convinced the country is entering upon a period of the greatest prosperity the country has ever known.

It is gratifying to note that, according to Government reports, more than 343,000 square miles, to say nothing of home gardens, have been planted to important food crops, thus placing under cultivation one-ninth of the entire area of the United States. Bumper crops of corn and oats and

record crops of barley, rye, white and sweet potatoes, tobacco and hay show that the farmers of the country responded to President Wilson's appeal made last April to produce larger crops this year for war use.

Paul Leake.

Late News Notes From the State's Metropolis.

Detroit, Aug. 28—Building permits issued last week for new structures and additions totaled \$351,563, an increase of \$19,000 over the preceding week. The total is far below the figures for the same week in 1916. Three brick store buildings at 1099 Chene street for J. Pilkievicz, costing \$25,000; a steel shed and mold loft for the Imperial Shipbuilding company on Atwater street between Dubois and Chene, estimated at \$17,000, and a warehouse for Armour & Co., on Alfred street, between Dequindre and Orleans, costing \$12,000, were the principal items of the week.

W. L. Perkins, formerly proprietor of the Crawford House, Windsor, has purchased the business of the Iroquois Hotel, on Columbia street, west, for \$25,000. The hotel is six stories high and has 100 rooms, seven-five with bath. The place is newly furnished throughout.

A motor trip through the East planned by James Carleton and family, of Lakeview, was brought to an abrupt end in this city, when the new Chandler car driven by Mr. Carleton as far as Detroit was stolen. The automobile was located after a hunt of a few days only to be stolen again shortly before police arrived to take it in charge. Later the machine was recovered on a road leading into the city where it had been abandoned, none the worse for the experience.

Wisner & Schwartz, dry goods dealers, 2085 Jos. Campau, expect to move into a new building to be completed for them at 2143 Jos. Campau avenue about Sept. 1. The new store will have a frontage of 30 feet and a depth of 100 feet and will be modern in every respect.

Jacob Majchazk, dry goods dealer, corner of Canfield and Orleans has opened a branch store on Jos. Campau avenue, Hamtramck.

William Burnstein & Co. has incorporated to engage in the retail dry goods business at 1497 Michigan avenue.

A men's furnishing goods store has been opened at 1785 Grand River avenue under the style of the Bradley Smart Shop.

Donald's department store, 1404 Mack avenue is closing its stock of shoes and will devote the space to additional women's and men's goods.

Peter J. Leszczynski has rebuilt his store at 873 Russell street following the disastrous fire of June 21. The store will be remodeled and further alterations completed this fall.

C. W. Garwood, well known in Michigan as a former shoe salesman, has engaged in the dry goods business at 883 Springwells avenue. Mr. Garwood's territory consisted of the Western half of Michigan where he represented a shoe manufacturing firm for a number of years.

Mrs. S. L. Reed, Grand River avenue, has enlarged the interior of her dry goods store. An addition was built to store and the entire building has undergone alterations.

R. E. Ferguson, who represented Burnham, Stoepf & Co. in Ohio for the past three years, has resigned to engage in business in Bucyrus, Ohio. H. J. Pratt, former assistant manager of the wash goods and dress goods departments is now covering the same territory, specializing in the piece goods lines. Mr. Pratt will make his headquarters in Columbus.

About being carried away with enthusiasm, the worst feature is that we always have to walk back.

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.

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Tax Exempt in Michigan

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for the benefit of your family or yourself by putting a part of all your property in our hands as Trustee under a Deed of Trust.

The Trust may be established with a moderate amount of property and additions made to it from time to time. You may reserve the right to terminate the Trust or change your Trustee or Beneficiaries and thus have an opportunity to meet changing conditions.

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Safe Deposit Boxes to rent at low cost

Audits made of books of municipalities, corporations,
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GOOD ROADS.

What They Mean to Farmer and Merchant.*

The world is looking upon peoples and things from the standpoint of assets and liabilities, not figuring solely from a money basis, but with the idea of an adequate return from an investment, whether it is brains, brawn or money. The return must be in any one of the thousand and more things which go to make up the sum total of what we are all seeking—happiness.

The automobile has demonstrated to the farmer and business man that their aims and ideals are one and that their social and financial interests are identical; that they are linked together in a common cause—general betterment.

The business man knows it is to his interest that the farmer be prosperous and happy; that the better the farms in his range of operations, the better his business will be. The farmer knows that a large and prosperous community within his range is an advantage to him. They are assets to each other and are a mutual investment. The longer the range of the farmer becomes, the greater is this asset to him; the longer the range of the business man the more valuable is the asset to him.

What makes this range? What is this link connecting the two? Good roads! The better the road, the larger the investment and consequently the greater the asset.

Government investigations give the following authoritative figures regarding the benefits of good roads: "The percentage of increase in the value of rural property due to the improvement of the roads on which the land fronted ranged from 41 to 102 per cent. The cost of hauling was reduced 17.8 cents per ton mile. The school attendance increased 10 per cent."

Let the work of making Michigan a better place in which to live through building good roads go on!

No modern tendency, with the possible exception of the war registration returns, speaks so eloquently of the increased intelligence of the citizens of Michigan as does the ever increasing interest in the building of roads.

Progressive railroad men are free to say that they see the increased prosperity which the railroads derive from good roads. Improved highways mean more regular distribution of freight traffic throughout the year. Besides they increase the amount of territory the railroads can draw on. In other words—and this is something the farmers of Michigan are beginning to see—the profitable farm land comprises a strip of land on either side of the railroads. The wider this strip is made, by the building of good roads, the richer and more profitable the territory becomes to the carrying companies.

Good roads cut distances in half. A farm twenty miles from a railroad is brought within five miles by the means of good roads.

The farmers of Michigan, and more especially the farmers of Tuscola county, were among the first to sense the economic and social value of improved highways. Their progressiveness and foresight in building the first state re-

*Address by John I. Gibson, at good roads celebration at Cass City, August 24.

ward road in 1905 is what has brought us here to-day to do honor to Horatio S. Earle, who made the construction of State reward road No. 1 possible and who, at the time this road was built, was our first and only unconstitutional State Highway Commissioner.

Good roads invariably increase the prosperity of the farming communities by enabling the farmer to haul his crops to market when most convenient and when the state of the market warrants, and not merely when the conditions of the road will permit.

Good highways greatly increase the haulage and at the same time are the means of reducing the wear and tear on harness, wagons, etc., very materially. The farming communities where the wagon roads are good and the means of communication easy are invariably the most prosperous, and up to date.

As a factor in increasing the country school attendance good roads are well worth while. Investigation shows an increase in the average school attendance of from fifty-nine to 100 to seventy-eight in 100 in districts where the roads are improved, as against five in 100 where bad roads are the rule.

Good roads, combined with increased wages and better working conditions for farm help, will go a long way toward combating the exodus from the country to the city.

An attempt has been made, with some success, to discourage the building and maintenance of roads while the war lasts. This is a mistaken policy, for the reason that good roads are more necessary now than in times of peace, because of the urgent necessity which war forces on the country of moving troops, food and material safely and quickly.

It was the splendid highways of France which saved the day and forced the German retreat at the Marne by enabling Gen. Galleni to send reinforcements quickly from Paris by automobile.

The question as to the right kind of material to use in road building is a much mooted one. It is very evident, though, that our system of road building is faulty and that we are wasting large sums of money by our present methods. The automobile traffic is wearing out the macadam roads almost as fast as they are being built and it is high time that steps were taken to put an effectual curb on the speeders who are the most culpable, so far as eating up the surface of the roads is concerned. Bituminous top dressings, in many instances, have proved ineffective. In my opinion, where it is not feasible to build a concrete or brick road, a properly constructed gravel road gives the best service; but until we establish a thoroughly organized road patrol system under state control, we will continue to spend public money without getting value received. What I have said applies for the most part, to truck or main traveled roads.

Good roads tend to annihilate distance. They transform the waste places to fertile lands. They result in better farms and more cultivated land, better crops and cheaper transportation, more and better schools and larger attendance, better health and prompt medical attention, more neighborliness, better rural social conditions and conduce in

no small degree to "better farming, 'better business' and 'better living.'"

Many a man who imagines his executive ability is sufficient to control the affairs of a nation would not even make a successful book agent.

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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.

Sidelights on Celery City and Environs.

Kalamazoo, Aug. 28—D. J. Taylor, the South West Street grocer, announces that he is going out of business and will close out his stock and fixtures.

E. P. Wolendrop, the Portage street grocer, lost his entire stock by fire. The loss is fully covered by insurance.

Nineteen additional long distance toll circuits will be added to the service in this city as fast as linemen now at work can string the wires. These will include four new lines between Kalamazoo and Battle Creek, which will make twelve between the two cities. Three additional lines to Grand Rapids, two to South Haven, three to Three Rivers, and seven under construction by the Atlantic and Pacific Telephone Co. This increase in lines is rendered necessary by the great amount of Government business now being cared for by the telephone lines.

Mrs. O. H. Clarke, of this city, President of the Michigan Equal Suffrage Association, Friday morning received from Samuel Gompers, chairman of the department of labor of the Council of National Defense, an appointment as chairman for Michigan of the women in industry department of his committee.

Kalamazoo will be represented at a meeting of health officials from Grand Rapids, Battle Creek, Jackson and other communities within easy distance of Camp Custer, to be held in Jackson, September 12, for the purpose of discussing uniform measures for the control of vice. The meeting has been called by the health department of Jackson at the request of Mayor Sparks, of that city.

Beginning Monday, September 3, the second annual convention of the Kalamazoo Loose Leaf Binder Co. will be in progress in this city, continuing for five days.

H. F. Prange, a Kalamazoo optician, is filling an order for a quantity of glasses to be sent to Paoning Sze, China, at once. The order was placed by C. C. Elliott, M. D., an American doctor in China. Special construction is necessary, the frames having been ordered with a flat bar between the lenses, instead of the usual bow, owing to the peculiar shape of the Chinese nose. Another peculiarity in connection with the order is that practically all of the lenses must be concave, indicating that they are near-sighted people, whereas, in this country, convex lenses are in greater demand. This is the second order Mr. Prange has received from Mr. Elliott. W. S. Cook.

Sparks From the Electric City.

Muskegon, Aug. 27—Milton Steindler is going East in a few days. We hear that the attraction is becoming irresistible and will soon be transferred home.

Nick Heeres (Moulton Grocery Co.) also John Peters each have a new daughter. No wonder John was planting extra garden truck.

A. W. Stevenson reports a fine garden. The misses does the work and A. W. does the rest.

Say, Gabby, we never wrote anything yet we would not put our signature to.

Sullivan merchants, Fred Sheringer and John Conklin, will have an opening labor day. If everything goes as planned, it sure will be some time.

The loss by fire of the Peoples Milling Co. plant Friday night was a very serious one, as we hear it will not be rebuilt. Mr. Frost, by hard work, has made it a paying proposition and deserves credit.

Anybody wishing a good collector should write Harold Foote. Reference, letter sent to delinquent U. C. T. members, as it surely brought in the coin.

Rumor says E. C. Welton is going to change jobs. He is going out sell-

ing auto fat and will pose as a living example of what it will do.

Anyone looking for serious complications might find it by buying the Conklin elevator.

We think we ought to shoot the editor of the Tradesman on sight for permitting his correspondents to refer so ungraciously to us so frequently. To wait for sunrise would be putting off an important duty.

E. P. Monroe.

Suppressing German Fire Insurance Companies.

Washington, D. C., Aug. 27—It having been brought to the attention of President Wilson that the American branches of nearly all the German fire insurance companies are officered by men who are disloyal to the United States, and that many of them are actually paid spies of the German government, the President has under consideration the issuance of an order prohibiting such companies doing business in this country during the war.

It is understood that positive evidence on this point has been submitted to the President by the American Defense Society, of New York, which has done much to unearth the workings of the secret spy system which Germany is maintaining in this country through the insurance companies and other points of contact with business men. This system has its ramifications in every city and town in the country, its agents being in many cases, Germans who stand well in their communities as bankers, tanners, wholesale dealers, retail merchants and men engaged in professional pursuits.

Considering the perfidious character of the work carried on in this country, in behalf of our common enemy, it behooves every patriotic American to use due care to restrict his dealings to those who are not doing business under German names, corporate or otherwise.

Depressing figures presented by the Food Administration as to the world's meat shortage have one redeeming aspect in assuring America of a steady increase in the stock-raising industry. The production of hogs, which had increased slowly for years, has been accelerated until we have 6,275,000 head more than when the war began. The production of cattle had been decreasing; it turned upwards with a small rush in 1915; now we have 7,090,000 head more than at the war's beginning. The Food Administration says that the number of sheep has decreased, but it is probably measuring by the index of the sheep slaughtered the last fiscal year, and it is known that the demand for wool has made stockmen keep animals valuable for this and for breeding. Sheep have decreased on Eastern farms, but increased on Western ranges. With hogs at the astounding price of nearly \$20 a hundred pounds—the record of \$11 a year ago was thought amazing—and beef very high, it is certain that agriculture will bend every effort to raise more live stock. The prices of registered breeding-stock have lately reached unprecedented figures. The pity is that, from the standpoint of the world's emergency, the best America can do will seem little. Since the war started the world's supply of meat-producing animals is estimated to have decreased 115,005,000 head; it will decrease more, while the lack of tonnage lessens Australian and South American shipments.

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LOOSE LEAF SPECIALISTS**

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

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Resources

9 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

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FOR YOUNG MEN**

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

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

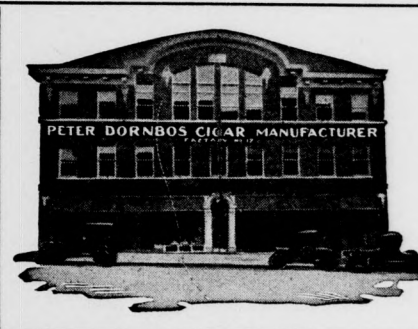
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School opens in September, ends in April. Nearly six months each year to earn money to pay expenses. Grand Rapids offers remarkable opportunity to make money while at college.

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

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

Dr. C. S. McGuire, Dean of Faculty.
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Try them.
It will bring you friends
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the World**

Human beings are variously gifted. In every line of human endeavor there is some one man who excels. We all admit that the late J. Pierpont Morgan was the wizard of finance. We all admit that Thos. A. Edison is the most wonderful inventor the world has ever known. Some man or organization of men knows better than anybody else how to make the best piano; the best talking machine; the best talcum powder; the best automobile; the best clothing; the best soap.

There *must* be a leader in every line. The

Petoskey Portland Cement Co.

promises to be a leader in its line. Better get some of this stock while the getting is good. It can be had at par—\$10 per share.

Deuel & Sawall, Inc.

Financial Agents

Murray Building

Grand Rapids, Michigan



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

Pointers for the Hardware Dealer in September.

Written for the Tradesman.

In September the hardware dealer will have more scope for his energies than in the hot summer months. Doubtless by means of the midsummer clearing sale, if not by the actual demand, the seasonable summer stock has been pretty well cleared out; and the store is in shape to move forward the regular fall lines, which should henceforth be featured.

Early buying is, of course, more than ever essential in a year like this. In this connection, have everything ready for the traveler when he calls. If you put off preparing your order until the traveler comes, you're bound to forget some item on the one hand, or on the other to order too freely. Look ahead, plan ahead, figure ahead, and avoid mistakes.

Strictly summer lines should be pretty well cleared out by the end of August. Experience has shown that it is better to sell odd lines in the waning days of the season at attractive prices than to wait until the end of the season and carry the goods over to another year.

With summer goods thus disposed of, the dealer will find the problem of featuring fall goods much less difficult to solve. The stove department can be enlarged by utilizing the space formerly given over to bulky lines, such as refrigerators, lawn mowers, haying tools and screen doors. The stove department is, of course, an item of prime consideration. If possible, sufficient space should be allowed to show each stove in stock to advantage and make it possible to demonstrate them to customers.

With the approach of the shooting season, hardware dealers will naturally aim to push shooting and sporting goods lines. To get the business it may be necessary to go after it, particularly if the dealer is just building up a sporting goods department. Yet there is no better way of laying a sure, sound foundation for this department. Simply because you keep sporting goods and your stock is always clean and attractive is no especial reason why people should purchase your goods. The sporting enthusiast takes his business to the man he knows personally. Go out after the business, and you'll find that not the least of the advantages of this aggressive policy is that it gets you acquainted with sport enthusiasts.

Splendid window and interior displays can be made with guns, rifles, ammunition, hunting knives, camping outfits and similar paraphernalia. If desired, special inducements can be offered to interest the public in this department. A price to the hunter bagging the largest amount of game, or to the winners of the district football pennant, is a sure way to get your store into the public eye and to draw trade.

With many households the fall is "moving time," and with many others September and October are quite as active in the paint up and clean up line as the spring months. The fall paint campaign can be made a very important factor in business if it is given adequate attention. Here, early preparation and an early start are very helpful. You should follow up the prospects whom you failed to land in the spring, should go after new prospects, and, finally, should keep after them persistently. A persistent follow-up campaign by mail, coupled with personal effort wherever the opportunity offers, will land considerable business in exterior paints and interior decorations.

The fall fair presents a good opportunity for the aggressive merchant to advertise his lines. It is of course the great opportunity for the implement trade; while a good many hardware dealers have booths in the "main building" at the county fair where they give especial attention to stoves and ranges. Souvenirs and advertising literature are distributed, the names of prospects are secured, and occasionally sales are made.

It is a mistake to put a green junior in charge of the fall fair booth. Town and country are both represented in big afternoon and evening crowds which the county fair is sure to draw. It will pay the hardware dealer to be on hand personally; or, at least, to put the booth in charge of one of his most capable salesmen.

Many hardware dealers limit the fall fair exhibits to heaters and ranges. This is merely the following out of an old custom. The exhibit can be profitably broadened to include new lines which have not yet had a large sale and which the dealer is desirous of introducing. Thus, a dealer last year featured a demonstration of an interior finish, with good results. Similarly, aluminum ware can be shown and even demonstrated. It is important to select for display and demonstration lines which will appeal to both town and country customers.

One reason why the dealer should, if possible, make it a point to be present in person at his booth at the county fair is, that here is a first class

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PRICE CARDS
 are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.
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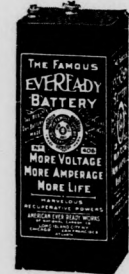
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The Treads are thick, tough and long wearing. The non-skid prevents skidding and insures uniform speed by clinging to solid bottom on muddy, wet thoroughfares.

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A hot, snappy spark
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Contains the largest assortment of stock patterns in Western Michigan. Gears, Grates, Boiler Fronts, Dead Plates, Arch Bars, Buck Stays, Doors and Frames, Manhole Covers, Engine Parts, Pistons, Rings, Sheaves, Wheels, Sprockets, and if we don't have a stock pattern we can make it in short order. Send your order for castings to

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 213 Erie Street
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Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

opportunity to meet people personally. I am inclined to think that personality carries more weight with country customers than with town customers; and that the former are more apt to cling to the store whose owner they know and regard as a personal friend. So if you can spare the time, get out to the county fair, meet people and get acquainted.

In opening his fall business the merchant should not forget the advertising value of demonstration. A range demonstration, or a series of range demonstrations, is a good christener for the fall stove campaign. Country customers are perhaps more interested in demonstrations than city people, probably for the reason that they come into town more rarely and hence do not see them so often. The fall fair gives the merchant an opportunity to take his demonstration to the country customer. Where facilities are not too limited, range demonstrations can be held; paint demonstrations; demonstrations of devices of one sort and another all the way from the patent potato peeler to the vacuum sweeper.

Demonstration, too, can be used very effectively in the store this month. Five minutes of intelligent demonstration is worth an hour of argument. It may be possible to get an expert. It is better still, however, to train a member of the staff for this work, or to have some local woman do it; for, somehow, the demonstration carried out by the man or woman we know is more convincing than that put on by the glib stranger.

William Edward Park.

The Old Store Crank.

I am an old crank.

I know it, because I hear them say so behind my back.

It makes me peevish when I see buyers spending time and energies on bum jobs when they can't take care of their regular customers who want to pay full price.

I always get cross when I see a dozen saleswomen gossiping while customers are trying to spend money with us.

I lose my temper when I see anyone sell a garment that doesn't fit—for I hate to see us making enemies for the store.

I'm a crank about people being on their jobs, keeping their ambition going at top speed, looking bright and cheerful and serving customers as best they can.

I never can get used to buyers waiting until all of a wanted article is sold before they begin to think of getting more.

I fuss over all the unnecessary delays I see every day in almost every department of the store. I don't see why everybody can't do it now.

I am ill-natured over salespersons making out addresses wrong and then kicking because of their credits.

I always have a grouch when I see expensive stock thrown around carelessly.

In short, I'm a grump, grouch, fuss-budget and first-class crank—but there's a lot of things to be cranky about in my store!

Married Men and the Draft.

Detroit, Aug. 28—Protest has arisen over the rulings of the exemption boards in drafting married men because their wives or other dependents may somehow take refuge in their absence with relatives, near or remote, or may otherwise scrape together the elements of existence during the probable duration of the separation.

Do not such rulings place the question of dependency altogether upon the wrong grounds? If and when it becomes necessary to draft the entire manhood of this Nation into the ranks, it goes without question that the married state will be no cause for exemption. But we have not yet come to that point, nor made any approach to it.

We have enrolled ten million men of military age, and are engaged, by a process called "selective draft," in choosing out of this number something under 700,000 qualified to serve in the first contingent. We have adopted this process for the express purpose of avoiding the blunders and injustices of the hit or miss volunteer system.

Yet, upon the gamble of a lottery, the boards are now drafting men actually supporting wife or children into the very first contingent, while permitting literally millions of young men whose numbers were drawn later, but who have no attachments or obligations of any sort to burden them, to wait until the last. To be sure, they are excusing men whose dependents would become public charges or starve to death immediately upon the husband's departure. But is not this a very small part of the question to be considered?

The drafting of married men necessarily involves the breaking up of homes, the dishonoring of obligations, the forfeiture of leases or house-building loans entered into; and, in short, produces the most serious derangement of the social structure of the Nation. It is not a matter of individual hardship; it is a public calamity.

What though the wife may return to her parents, or find charity from other quarters? Is it a good thing for the state that a woman, adult and married, should have her home destroyed, the reliance and support of her husband taken from her, and the possibility of maintaining herself in her own generation ruined; and she herself made a burden upon the old generation, upon parents passed their earning prime, whose life must end long before hers, or upon brothers or more distant relatives already bearing burdens of their own?

It may ultimately be necessary in this war to draft the entire body of our manhood, the whole to-morrow of our race, taking young boys and married men together. But surely this is not the first trick to be pulled out of the box.

If there is to be any "selection" at all in the selective draft, the system must be applied to take first those whose departure does not tear great holes in the structure of our homes and the foundations of society. And this last is what the drafting of married men does, whether or not their wives keep some nourishment in their bodies during the husbands' absence.

Carroll E. Robb.

Hay for Your Breakfast.

Robert M. Cranmer, a chemist of Penn Yan, N. Y., is experimenting with hay as a food for humans. He has had 100 pounds of prime mixed timothy and clover hay ground to the consistency of flour and finds that the hay flour can be used for bread making and other food articles for which flour and corn meal usually are used.

The Business Building Line

Men with the accumulated wisdom of experience judge in terms of quality rather than in terms of cost.

The estimation which GEM AUTOMOBILES and MOTOR TRUCKS are held in is greater today than ever before—and greatest among those who have known, used and sold them longest.

Yet GEM MOTORS are not high priced. They are within the means of the great mass of motor purchasers. The same is true of the stock of the company. It is still to be obtained at par—\$10 per share.

DEUEL & SAWALL, INC.

Murray Building, Financial Agents

Citz. 7645

Grand Rapids, Mich.

Bell M. 2849



"EXCESSIVE speeds are disastrous to all classes of motor trucks, yet there are indeed few drivers who can resist the temptation to speed—they don't pay for the repairs to the truck, and perhaps have not the least idea what such repairs cost.

By means of a Governor, it is possible to absolutely limit the truck speed without in the least affecting the power of the engine. Will relieve the vital working parts of strains and vibrations, eliminate excessive consumption of gasoline and oil because of the perfect motor control, save tires and springs and prevent the troubles that put trucks in the repair shop.

Many cities, and even entire states, are passing legislation regulating the speed of all motor trucks, for, as everyone knows, damage to roads and liability to accident increase in direct proportion to the speed.

The Governor supplies just the right amount of gas to motor, permitting the driver to get the maximum power at all speeds up to the danger point, and automatically shuts off the power when that point has been reached. The speed can be easily regulated by merely turning an adjusting screw, yet no amount of tinkering will enable the driver to get a higher speed unless he breaks the seal, which is ample evidence that a new driver is needed."

SAVE WASTE — APPLY HIGRADE ECONOMY TO YOUR DELIVERY SYSTEM

HIGRADE MOTORS COMPANY

SALES OFFICES
23 VOORHEES AVE.
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EXECUTIVE OFFICES
GRAND RAPIDS, MICH.
PLANT, HARBOR SPRINGS





Attractive Equipment for the Shoe Store.

Written for the Tradesman.

The up-to-date shoe store of the present is a vast improvement in many particulars over the old-fashioned shoe store of other days. Furniture, equipment and accessories have served to brighten it up and make it ever so much more attractive. Shoe store furniture to be sure isn't bought and installed merely for the sake of beautifying the store. Floor coverings, seatings, fitting stools, mirrors, display cases and cabinets, and whatever else the store may possess by way of furniture and equipment, are designed of course to answer certain needs, but it is certainly to the credit of retail shoe merchants and the manufacturers who produce furniture and accessories for the shoe store that these things have been made attractive as well as serviceable.

Take seatings for example. Time was when the plainest of chairs or very unattractive settees of the most inexpensive sort were used. They were amply strong to support the customer's weight while being fitted, but such things had no artistic merit, no charm as furniture. But now the progressive shoe store is provided with rich and sumptuous seatings. The chairs or settees, as the case may be, are made of fine selected cabinet wood—generally quartered oak—and beautifully finished and upholstered. Inasmuch as floor space is an important item in the shoe store, these seatings are required to furnish the maximum of seating capacity along with the minimum of bulk. This requirement has furnished the manufacturer of shoe store furniture with a very definite problem. But he has worked it out satisfactorily. Chairs and settees admirably suited to the requirements of the shoe store—creations that leave almost nothing to be desired—can now be had. One can get in them in stock finishes—i. e. in almost any of the usual finishes such as golden oak, fumed, early English etc., or one can have them made up in special finishes. The better sort of seatings now to be had possess real merit as furniture. The designs carry style. The chairs or settees have character. They help to enhance the beauty and charm of the room in which they are placed.

In the matter of cabinets and show-cases even more progress has been made, for it is in this respect especially that the shoe store has made its most notable progress. The old-time store had very limited facilities for interior displays and trims. There were tables and ledges and perhaps

a single small glass case, but for the most part only a monotonous display of cartons along the walls of the store. Even these were not uniform. It was only at a later date that uniform cartons were introduced. And of course the merchandise displayed on tables and in open bins (if indeed the latter could be styled a method of display) couldn't long be kept in good condition. So the old type of shoe store was not a very attractive place. People were not drawn thither by the charm of beautiful furniture, equipment and furnishings but rather by definite shoe requirements.

But shoe dealers have learned that it pays to make the shoe store attractive, and that one of the very best ways of making the shoe store inviting is to equip it with display cases and cabinets wherein may be revealed the charm of attractive shoes and footwear ornaments and accessories. So, in addition to the window, which exhibits such things to the people on the street, there are now interior cases and cabinets for displaying these things to people in the store. The very first case one frequently encounters is the so-called island case, which is located between the windows of some stores of modern design. In one shoe store the writer calls to mind, there is a cabinet or case on the inside of the store directly in front of the entranceway, with doors to the right and left leading into the store room. Its base is on a level with the floor of the windows—i. e. about sixteen inches above the street level—and it extends as high as the top of the window. The upper part is made of glass on the four sides, and provided with glass shelves at intervals of sixteen to eighteen inches. The case is five feet and a half in width and sixteen inches in depth, and stands about seven or seven and a half feet in height.

The glass counter arrangement is growing in popularity. One of the merits of it is that it can be added to like the so-called elastic book-case. One can start with a single section and then keep on adding sections. Some dealers have an impression that their floor space is too valuable to be taken up by counter cases, but my own feeling is that they are badly mistaken. But granting that such is the case, one still has wall space that may very well be spared for this purpose. And so we have what I have termed the wall cabinet. It doesn't take up any floor space whatever, for it is built in the wall. In front it is flush with the shelving, and it extends back of course to the wall. It should have a frame about it in harmony with the

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"

School Opens Next Week

Are you prepared to show the new walking shoes for the Miss in sizes 8½-12, 12½-2 and 2½-7.

THEY ARE MAKING A HIT



Gun Metal Matt Top Lace			Gun Metal Cloth Top Lace		
2336	8½-12	\$2.30	2343	8½-12	\$2.10
2436	12½-2	2.50	2443	12½-2	2.25
757	2½-7	3.00	7522	2½-7	2.60
Gun Metal Matt Top Button Fiber Sole					
2350	8½-12	\$2.30			
2450	12½-2	2.50			
755	2½-7	3.10			

ORDER TO-DAY

The above Playmate Shoes, all on the floor.

Hirth-Krause Co. Grand Rapids, Michigan
Tanners and Shoe Manufacturers

woodwork of the room, and it should be neatly finished inside and illuminated to bring out the best results. It serves to break up the monotony of the usual stock arrangement. And it provides a good place for the display of fine footwear.

Every argument that anybody can use for displaying footwear in shoe windows applies to interior footwear trims. For people are looking around while in the store. Even if they do not have to wait for a clerk to attend their needs, there are moments between fittings when they have an opportunity to look around; and then of course during rush hours there are times when customers must wait their turn. While they are waiting, why not have something they can look at? Attractive trims in nearby cases or in wall cases will immediately catch the eye and supply them with something worth seeing.

In the matter of footwear ornaments and jewels, fine footwear creations and findings of all sorts, the display is the big end of the game. The goods don't move until they are attractively displayed. The shoe dealers who are grumbling about findings not selling will generally be found to be the fellows who are not displaying findings in any commensurate way. They are waiting on the call that doesn't come. Let the people see what you've got in these lines.

All of which means that in order to get into the game and round up the trade in paying quantities, one must make his store attractive. This is accomplished by means of attractive furniture and fixtures. They cost money, to be sure, but this is the point—they pay. Cid McKay.

Activities in Michigan Cities.
Written for the Tradesman.

M. H. Hoisington, of the Bond Steel Post Co., Adrian, is giving half his time to the duties of Secretary of the local Chamber of Commerce.

Owosso has prepared plans for a city office building and rest room. The rest room is provided in compliance with the State law.

Machinery has arrived for the new potash plant at Marquette, an industry that will utilize all the wood ashes of the county.

Niles suffers a severe loss in the destruction of the T. W. Ready capsule factory by fire, which throws 100 people out of work. The business will be removed to Chicago.

Muskegon has adopted a jitney bus ordinance, which takes effect Sept. 15. Owners must pay a license tax and file a bond for \$2,000. Drivers must be examined by the chief of police. No passengers will be allowed to ride on running boards. The license tax ranges from \$10 to \$20 a year, depending on size of car.

Chippewa county is getting ready for a big fair to be held at the Soo Oct. 1-3.

Flint has adopted new license fees for peddlers which considerably reduce the charges adopted five years ago. They are as follows: For selling articles other than fruit and vegetables, on foot from house to house, \$15 per year; for selling stuff other

than fruit and vegetables from horse-drawn wagons, \$20 per year; same from motor trucks \$25; for sub-selling fruit or farm produce from cart or wagon, \$3 per year. The ordinance does not require a license from those who sell articles made or produced by themselves. A bond of \$100 a year with two sureties is required.

Ann Arbor is preparing to entertain 800 delegates at the Knights of Pythias grand lodge convention, to be held there Sept. 4-7.

Saginaw has 552 acres of "food preparedness" gardens, which does not include hundreds of small garden plots in backyards.

Government agents have been in Calumet for the past ten days going over the books and cost sheets of the mining companies and conferring with officials on the cost of producing a pound of copper. Similar data is being secured in other mining districts and is believed to be for the purpose of enabling the Government to set a price on copper for war needs.

Detroit has bought one-tenth of its fuel supply, paying \$3 a ton for 20,000 tons and \$3.25 for another 1,000 tons. The city recently rejected all bids on 200,000 tons, because the price was uniform at \$3.25 a ton, the \$3 Government limit, plus 25 cents for broker's charge.

The Upper Peninsula Development Bureau will hold its next meeting Aug. 30 at Sault Ste. Marie.

Cadillac's new auto truck plant continues to expand, the new building, a second unit, 65 x 160 feet, being almost ready for use.

Battle Creek is trying a new plan of handling traffic at two of the busiest downtown corners. Two officers are stationed at each crossing, one in the middle of the street to direct traffic, while it is the duty of the other to answer questions and direct persons across the street.

The R. S. Elliott Potash Co., composed of Reed City men, is a new industry at Big Rapids and has installed a two-kettle ashery to take care of the wood ashes at that point. Almond Griffen.

Of course we all want to get on the safe side, but it's often a question which is the safe side.

Mayer's
HONORBILT SHOES
Backed by Quality
Boosted by Consistent Advertising

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

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.

Shoes That Make Both Friends and Money For You

Are the shoes you should tie up to. Dealers in all parts of the country find in

The BERTSCH Shoe Line

all the good features of both style and quality.

The BERTSCH shoe line will please most of the people who come into your store.

It will make friends of them for you and your place of business.

This makes the BERTSCH a line you should tie up to

Get started on this line—you will find it the best trade-puller and money-maker on the market.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Work Shoes That Could Really be Called "Fine" Have Been Rare for the Past Year or Two

Our No. 2316 @ \$3.35 is an exception



Of course we don't mean that this work shoe is a dress shoe. It's not that and don't even resemble one.

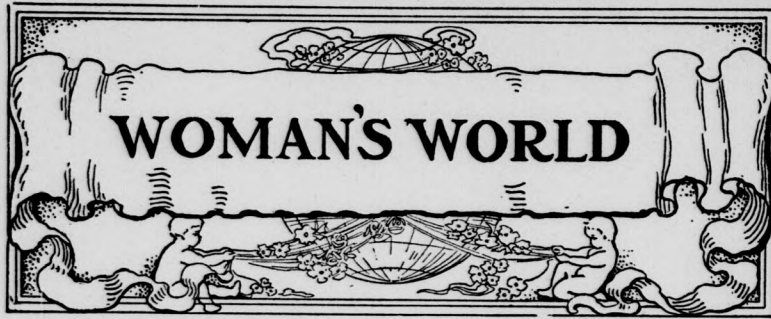
It's a work shoe of extra clean and smooth black moose stock, with extra quality soles; with finer workmanship than is usually found in goods of this character. The soles are full double. Eyelets full length.

Try a case of No. 2316 and you will be greatly pleased.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Judged by Color of Wool in Their Laps.

We were sitting in the front room of the pleasant home of Amelia E. Barr. The windows were opened, the faint haze of approaching Indian summer dimmed the fervor of the August sun. There were sounds of merry laughter from adjoining porches, and on a settee in the shade of a tree on the opposite lawn two girls sat busily knitting.

"I trust for the glory of my sex," said Mrs. Barr, "that the women are not beginning to treat this Red Cross work as they would a fad, something absorbingly interesting in the beginning, but palling as time goes on. That would be nothing short of a tragedy."

There was a pause. She looked over her spectacles at the girls on the opposite lawn.

"Now that young lady over there is not remaining true to her colors. All spring and summer she knitted industriously every afternoon, and the wool that flew over her needles was dark blue or gray. I admired her for it immensely. I know she has no brother in the army, and I learned that she had no sweetheart. She was not actuated by any personal interest, but solely through the greater instinct of patriotism and loyalty. She doesn't know how many times I have glanced over her way and said a little prayer for her, and asked God to increase her number.

"Then one day, while she was making a dark blue scarf, she had a caller. The caller carried in her arms a fluffy mass of pale blue wool on which she industriously knitted, pausing every few minutes to try it on. My little Red Cross worker was interested. I trembled for the result. A few days later the girl called again, and this time she wore a pale blue sweater with white collars and cuffs. My little friend tried it on. The infection was beginning to work. The next day when she appeared on the lawn she was knitting something of the palest yellow. Her sister is wearing it now. Yesterday she came out to take her seat under the trees with her arms filled with pink wool. My dear, that young woman has deserted her colors! She no longer knits for the Red Cross; she is knitting a rainbow collection of sweaters for her sister and herself.

"Just glance at any porch as you pass along. A few months ago every woman was sending her needles through blue, gray or khaki. Now she is making something prettier and it will never be worn in the army.

"I do not condemn. I can only regret. It has meant so much to the

Nation that all the young girls had joined the ranks of workers. More than in the material results, for if you do not know that the sight of every girl knitting for the Red Cross has done more to awaken patriotism in the hearts of the young men than all the posters, literature and bugle calls, you do not know the sex.

"She is knitting for me," I heard a young man say the other day; "I can't do less than fight for her."

"Then, too, the women are not curtailing expenses as they should. So much is said about the conservation of food that the conservation of clothes is escaping. Every sweater a girl knits for herself is equal to the price of two sweaters made for the Red Cross. Every girl should have one. But knitting them is so fascinating, the colors are so beautiful, and the styles so varied, that almost every girl is making a collection of them! Just as girls, when I was young, made a collection of buttons for a charm string.

"I cannot afford to give anything to the Red Cross," I heard a woman say a few weeks ago, "but I will give my labor and knit for them." I applauded her, for who could give more? The second day she passed with her knitting, she carried it in an expensive bag. "My dear," I said to her, "a paper bag from the grocer's would have served the purpose, and the three dollars that bag cost you might have been your donation to the cause."

"I hope my years give me the privilege of friendly criticism. I am 87 years of age, and I have lived through several wars. I realize, more than my younger sisters, what the future has in store. We learned during the Civil War that vanity had no place in a woman's life. We got right down to the grass roots in those days, and forgot all personal adornment in the struggle for existence. We will have to do it again, and this sacrifice means more than powder and paint and ribbons.

"The grocers are now charging from 2 to 5 cents on every delivery of groceries. If a woman spends 75 cents, she pays 71 cents unless she carries it home. I am waiting with anxious heart to see how many will pick up their parcels and save their pennies. It is a question of only a short time when the next step will be taken. The price of paper has made the cost of paper bags a big item with us," the man behind the counter will say. "We will have to charge you extra for the bags." The thrifty woman will buy a market basket. But how many women will spend several dollars on a fancy basket, when they

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.

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MAPLEINE**

Bell Phone 596

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**Joseph P. Lynch Sales Co.
Special Sale Experts**

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

**ELI CROSS
Grower of Flowers**

And Potted Plants
WHOLESALE AND RETAIL
150 Monroe Ave. Grand Rapids

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

Liquor, Drug Addicts

TAKE SAFETY FIRST

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

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

Double A Candy

The Candy for Summer

**PACKAGE CHOCOLATES
AND
CANDY SPECIALTIES**

Western Michigan Agents for **LOWNEY'S.**

Putnam Factory Grand Rapids, Michigan

Double Your Bread Sales

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

**Creamnut
BREAD**

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

Your customers will **DOUBLE YOUR BREAD SALES** if you 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.**

could get one to answer every purpose at the 10 cent stores?

"Or, if she does not want to make even this expenditure, she will take the empty bags, of which every kitchen has a supply, to market with her, and put off buying her basket as long as the supply lasts."

Mrs. Barr celebrated her 87th birthday early in the spring by beginning work on her 75th novel, and she did not begin writing until she was past 50 years of age. She has known sorrow more intimately than most women. She bore her husband twelve children, and only three reached maturity. Her husband and two children died of yellow fever within a week, and shortly after her husband's death a child was born that lived a few hours. She spent the best years of her life in turning from cradle to coffin, and to cradle again, but her anguish has not embittered her.

"I am as interested in life," she says, "as when I was at 50, with this difference. The sorrows of the world affect me less. As I draw nearer to the end they become more and more remote."

"I have had many trials, but they have all been for my good. I am sure this war will be for the spiritual good of the world, or it would not be sent. We need something to draw us nearer the Father: to make us think of more serious things; to awaken us spiritually, and this war is having that effect as nothing has had in years."

"But just tell the young girls for me that they must not be slackers, and that just now the world, in passing their doorsteps, is judging them largely by the color of the wool in their laps." Francis L. Garside.

Monster Picnic Held by Manistee Merchants.

Manistee, Aug. 27—"The biggest boost stunt ever pulled off in Western Michigan."

This is what Manistee merchants are saying about the first big annual merchants and farmers' picnic, held at Orchard Beach, Manistee. Here are a few of the accomplishments of the picnic:

Entertained the largest crowd ever assembled in Manistee for a picnic event—over 10,000 people.

Fed farmer patrons over a ton of beef and 7,500 buns, with pickles, bananas, coffee, lemonade, milk, sugar, etc., in proportion. Everything free.

Parked over 500 farmers' automobiles and over 1,000 teams.

The big attraction at the picnic was the U. S. S. Isla de Luzon with her 151 bluejackets from the Great Lakes naval training station, Great Lakes, Ill., and the Navy band of thirty pieces, trained by John Philip Sousa. The band and blue jackets gave several parades and drills, the Isla de Luzon being in Manistee harbor for two days. On the second day a baseball game between the Manistee C. A. C. team and the Isla de Luzon team was played, the locals winning 7 to 5. The proceeds went to the Naval Relief Society.

Speakers at the picnic were Congressman James C. McLaughlin, Professors Kock and Carmody, M. A. C., and Lieutenant L. M. Weichelt, U. S. N.

Two days prior to the picnic merchants of Manistee held their first big automobile trade extension tour. Fifteen cars participated. The picnic was advertised with big banners on cars, toy balloons inflated and released on passing farmers' houses,

by the distribution of confederate currency carrying advertising and by the blowing of horns, each person on the trip being provided with a trumpet.

Farmers were reached by a special letter inviting them to the picnic. Enclosed with this letter was a ticket admitting the farmer and his family to all the entertainment provided by the merchants of Manistee. In addition to this the Manistee News-Advocate issued a special picnic edition, a copy of which was mailed to every farmer in the local trading area. Bills and posters advertising the event were also posted extensively about the county.

The crowd that gathered was the largest that ever assembled in Manistee. The picnic, it is believed, will have a tremendous influence in increasing the farmer trade of this city, and merchants are already planning on raising double the picnic fund next year. J. C. Beukema.

Soft Drink Situation in Bad Way.

Saginaw, Aug. 28—As a bottler of soft drinks, I wish you would turn your 14-inch guns on the soft drink question in this State, especially the following drawbacks:

1. Pernicious and continued price cutting in the face of present high manufacturing costs.

2. Lack of co-operation in maintaining bottle deposits and a rigid conservation of the supply of bottles which the wasteful Michigan people, dealers and consumers alike, seem to blindly ignore, when no new bottles are to be had and second-hand ones are costing over twice what new ones used to.

The average consumer is like a child and should be protected as to the sugar content and purity of the beverages he is drinking. I make bold to assert that no concern can put out goods at the prices some of them are doing at present and be honest with themselves or their customers, or, rather, I should say the ultimate consumers, for only about one retail dealer in six cares a whoop for the health, happiness or satisfaction of the consumer. C. A. Judd.

Mr. Judd is more than half right in his strictures on the business he himself represents. There is no line of business to-day where competition is so strong, where filthy and unsanitary conditions so generally prevail and unbusinesslike practices are resorted to such an extent as in the soft drink business. Only a short time ago a druggist in Detroit was apprehended selling Vernor's ginger ale from Vernor bottles which had been re-filled by a manufacturer who did business in a filthy horse stable under unspeakable sanitary conditions. The manufacturers in this line owe it to themselves to organize a State association, with membership open only to men who are doing business as it should be done and keep an inspector in the field to put out of business those manufacturers who resort to unbusinesslike practices and conduct their premises under unsanitary conditions.

Used Jobber's Letters With Good Results.

He was running a small provision store in a newly developed district, and the big wholesale dealers found him very backward in payment of his accounts.

They sent him letter after letter, each more politely threatening than the last. Finally they sent their representative down to give him a sporting chance.

"Now," said the caller, "we must have a settlement. Why haven't you sent us anything? Are things going badly?"

"No. Everything's going splendidly. You needn't worry. My bankers will guarantee me all right."

"Then why haven't you paid up?"

"Well, you see, those threatening letters of yours were so well done that I've been copying them out and sending them round to a few customers of my own who won't pay up, and I've collected nearly all outstanding debts. I was only holding back because I felt sure there must be a final letter, and I wanted to get the series complete."

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful;
No Fading
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

Bevo
A BEVERAGE

With a Cold Supper

Try this delicious combination of dainty food and appetizing drink:
Cold salmon on lettuce leaves—mayonnaise dressing—cottage cheese—Bevo.

Every one of the foregoing foods will give you an added enjoyment if you sip Bevo as you eat. But while thinking of Bevo as the ideal table beverage, do not overlook its goodness as a refresher at all times. Unusual and unusually good.

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

22B

WHITE HOUSE BRAND

COFFEE
DWINELL-WRIGHT CO.
BOSTON-CHICAGO

A Big Dividend Payer—Both in Money and in Pleased Customers

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



Wool Market Is Evidently Up to Stay.

Prices have been advancing for the last two years, and we are all making more money than we did before. Passing through a period of rising prices, no matter what judgment we showed, provided that we did not sell short, we have made a profit. We have experienced prosperity, but there are things to be said on the other side.

The wool market is up to stay. According to my judgment, we shall see a permanently high level of values. Labor is a big factor in manufacturing to-day. All industries are going at high pressure and many men are being used in farming to secure the necessary larger crops. In this tremendous demand for labor we have difficulty in keeping our establishments going. We of the textile industry are fortunate in employing a large percentage of women and minors as distinguished from machine shops where men predominate.

Most mills in the country are running a little short. All fear the results of the draft and the calling out of the National Guard is already taking men. Take our four mills at Columbia, S. C., as an example. They employ 1,600. We had had those mills only a few days when the militia was called to the Mexican border and 100 of our best men left us. They are trained men and they will be called again. The effect of the draft we do not know. Textile establishments, however, are characterized by the employment of the younger element of labor and many will doubtless be called.

All recognize that we must make a radical advance in wages. When I was in the West last winter I was surprised to find how few advances had occurred prior to last fall. Textile establishments in the East gave three increases up to January and one since then. Taking the Pacific Mills, these increases compounded total 45 per cent. The average wage was \$10 before the war; it is \$14.50 now.

It is surprising how American dye-stuff manufacturers have adapted their product to our needs. With few exceptions they fill the bill. We now hear that a large plant is about to be turned to making synthetic indigo. We were obliged lately to import from China. The Pacific Mills bought indigo in China, paying \$200,000 above the price paid before the war, a premium of about \$1 per pound.

The amount of insurance on our plants and stock is greater than ever

before. Compensation insurance paid this year is twice what we paid in 1916. Business men have been forced to borrow large sums of money and the interest is proving a large item.

Taxation is more important than heretofore. All corporations have to carry a large part of the burden of this war. If the Government takes away half of all profits, it will make a serious hole in assets. If normal profits are to be based on the average profit for 1911, 1912 and 1913, that is a serious thing, for those were slim years.

Prices are extremely high. This may curtail distribution. The basis is shifting constantly. Every time we have attempted to set a price new elements have come in within a few days to compel a change.

In the future consumption will undoubtedly be curtailed, entirely apart from the fact that so much production is going to the Government. Production is not full and there is not enough help to run mills full.

I would not advise anyone to speculate. We must pursue a policy on the basis that we are not in business for a few weeks, but that we will be in business after the war is over. We must pursue a policy to keep us in business. There is nothing to warrant fear of the future.

Let me speak in conclusion of Government purchases. It is to the interest of the textile industry to do its part. Government purchases so far as wool goods are concerned are a large factor, but not a factor of serious bearing on our business for the moment. I do not believe it is the factor in wool goods that it is in cotton goods. The Government suddenly came into the market for heavy duck for three times what the country normally turns out. I know what the largest producers of duck are doing, and their action is wholly without criticism.

As near as I can get at it, profits are small, compared with profits now possible in commercial business, or what the iron and steel industries are getting on Government work. I think the textile industry has done a favorable piece of work under trying conditions. The Government has attempted not to sacrifice commercial business, but needs have been such that all commercial business in heavy duck has gone by the board. If the war continues more commercial business will be interfered with. Primarily, we must help win this war, but in doing so we must do what we can to keep the textile industry on a safe and sound basis.

Edwin Farnham Green.

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

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

President Suspenders
for comfort

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

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

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
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S. O. S.

Union Work Suits

Something every automobile owner should have.

We are headquarters for this garment in Western Michigan and can fill orders promptly.

Sizes 36 to 44. One in a box.

Price \$24.00 per dozen.

Grand Rapids Dry Goods Co.
Exclusively Wholesale Grand Rapids, Michigan

Where Food Survey Is Being Taken.

Washington, D. C., Aug. 28—Food stocks held in retail establishments in New York City and in the city and rural portions of forty-three counties in various parts of the country are to be inventoried August 31 by a detailed and personally supervised survey, conducted by the United States Department of Agriculture. Estimates from these figures will make it possible to approximate the quantity of all of the food on hand in such establishments in the country. To get this result the counties have been selected with great care, including some as presenting conditions which will reflect varied types of life and industry. The survey of retail stocks is only one of the four now under way, the other three being the stocks on farms, in wholesale commercial establishments and storages and in the homes of the consumers. Aside from the cities and counties in which the detailed work will be done, the survey of retail stocks of food will be handled by schedules through the mails.

The actual work of making the surveys will be directed by the Bureau of Markets of the Department, assisted locally by the agents of the Bureau of Chemistry and of the States Relations Service. Other local agencies, such as boards of trade, chambers of commerce, retail grocers' associations, farm bureau agents, and other state, county and city officials have assured the Department of their assistance. The blanks for detailed reporting of stocks on hand are distributed locally in cities by local health and police officials under the direction of the Bureau of Chemistry, and in rural communities by county agents and patriotic organizations under the general direction of the States Relation Service.

Aside from New York, where an inventory will be made, the largest city selected as a part of the basis of estimating is Cleveland, Ohio. Its county, Cuyahoga, was selected because Cleveland is centrally located with reference to large industrial centers and may be considered as a typical manufacturing and commercial center. A detailed survey of New York City will be made as a separate problem; but owing to its large size it cannot be used as a part of the basis for estimating for the entire country, since it would completely overshadow the total of all the other selected districts combined.

The second group of counties includes the cities of Syracuse, N. Y.; Dallas, Tex.; and Altoona, Pa., with its outlying towns of Tyrone and Juniata. These three are thought to represent conditions as they exist in a city which depends on manufacturing, one which has a big agricultural back-country, and one which depends on the mining industry.

The grouping, as a whole is in accordance with population. The first group, represented by Cleveland, is for metropolitan districts with a population of 200,000 or more. The second group includes counties with cities of a population of 50,000 to 200,000. The third group takes counties with cities 25,000 to 50,000; fourth, from 10,000 to 25,000; and so on down to 2,500, and then certain counties having no city or village of 2,500 population.

In the third group of counties are the cities of Montgomery, Ala.; Topeka, Kans.; Binghamton, N. Y.; and Sacramento, Cal.

The fourth group includes; Concord, N. H.; Butler, Pa.; Jackson, Tenn.; Iowa City, Ia.; and Walla Walla, Wash.

Group five has five cities with their outlying county population. They are: Oneonta, N. Y.; Americus, Ga.; DeKalb, Ill.; Bowling Green, Ky.; and Provo, Utah.

Group six includes ten counties with cities of from 2,500 to 5,000 and the index cities are Springfield, Vt.; Stroudsburg, Pa.; South Boston, Va.;

Allegan, Mich.; Lake Geneva, Wis.; McPherson, Kans.; Marshall, Mo.; Canton, Miss.; Stillwater, Okla.; and Marshfield, Ore.

The final group, in counties having no towns as large as 2,500 population, includes 15 towns, as follows: Eatonton, Ga.; Carthage, N. C.; Seaford, Del.; Rosedale, Ind.; Pembina, N. D.; Marysville, Kans.; Hartford, Ky.; Lawrenceburg, Tenn.; Enterprise, Ala.; Fairhope, Ala.; Rector, Ark.; Mansfield, La.; La Grange, Tex.; Castle Rock, Colo.; and Raymond, Wash.

These places have been selected because of the impossibility of making a complete inventory of the stocks of the smaller retail concerns throughout the country. This careful and detailed survey of the retail stocks in the representative cities and rural districts, together with results obtained from schedules that are mailed out, forms the basis on which the retail stocks of the whole country will be estimated.

It is known, of course, just what is the actual population of each of the seven groups represented by the forty-three counties, and just what proportion their population bears to the population of the group and to the country as a whole.

Actual Food Conditions in Germany.

Carl Ackerman, the United Press correspondent in Berlin until the severing of diplomatic relations, includes in his new book, "Germany, the Next Republic", a schedule which shows at a glance the food situation in Germany:

What You Cannot Eat or Drink.

1. Rice.
2. Coffee.
3. Tea.
4. Cocoa.
5. Chocolate.
6. Olive oil.
7. Cream.
8. Fruit flavorings.
9. Canned soups or soup cubes.
10. Sirups.
11. Nuts.
12. Dried vegetables, beans, peas, etc.

13. Candy (a very limited number of persons can buy $\frac{1}{4}$ of a pound about once a week.)

14. Malted milk.
15. Beer made of either malt or hops.
16. Caviar.
17. Ice cream.
18. Macaroni.

What You May Eat.

Food obtainable only by card.

1. Bread, 1,900 grams per week per person.
2. Meat, 250 grams ($\frac{1}{2}$ pound) per week per head.
3. Eggs, 1 per person every two weeks.
4. Butter, 90 grams per week per person.
5. Milk, one quart daily only for children under 10 and invalids.
6. Potatoes, formerly nine pounds per week; lately, in many parts of Germany, no potatoes were available.
7. Sugar, formerly two pounds per month, now four pounds, but this will not continue long.
8. Marmalade, or jam, $\frac{1}{4}$ pound per month.
9. Noodles, $\frac{1}{2}$ pound per person per month.
10. Sardines, or canned fish, small box per month.
11. Saccharine (a coal tar substi-

tute for sugar), about twenty-five small tablets a month.

12. Oatmeal, one-half of a pound per month for adults, or one pound per month for children under 12 years.

What You Can Eat

Foods which every one with money can buy.

1. Geese, costing \$1.60@2 per pound.
2. Wild game, rabbits, ducks, deer, etc.
3. Smuggled meat, such as ham and bacon, for \$2.50 per pound.
4. Vegetables, carrots, spinach; onions, cabbage, beets.
5. Apples, lemons, oranges.
6. Bottled oil made from seeds and roots, for cooking purposes, costing \$5 per pound.

7. Vinegar, fresh fish, black crows.
8. Toads and snakes.
9. Slippery elm bark for gravies.

When a woman gets a love letter from her husband she appreciates it if it has a check in it.

**Elevators**

Electric and
Hand Power

Also Dumbwaiters

Sidney Elevator Mfg. Company
Sidney, Ohio

Mention this paper.

Fleece Lined High Rock Underwear

stands higher in the estimation of the merchant today than at any time in its successful history of three generations.

It remains the choice of particular stores and is more strongly recommended than ever for fleecy softness and enduring wear.

Be convinced by placing a trial order with us now.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

Short Cuts to Success

Progress is attained by leaving old and beaten paths and cutting new roads through to the goal, **S U C C E S S**. The rapidity of progress is increased by the use of shorter, smoother, broader channels of communication, and later, newer and more efficient means and methods of dealing with the questions that arise daily in the world's work.

The Telephone Service of the Bell System

furnishes the shortest cut in time, supplemented by the most approved apparatus and perfectly trained operating corps. Telephone sales are helping swell the aggregate amount of business transacted by thousands of progressive concerns. They are short cuts to business success.

USE THE BELL TELEPHONE

Michigan State Telephone Company

Grand Rapids, Michigan



Grand Council of Michigan U. C. T.
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 Grand Sentinel—A. W. Stevenson, Muskegon.
 Grand Chaplain—Chas. R. Dye, Battle Creek.
 Next Grand Council Meeting—Jackson.

Depend on Quibbles to Precipitate Litigation.

The Tradesman has frequently stated that the possession of a policy in a stock fire insurance company is nothing more than a license to sue and be sued. A striking case in point is that of Goldberg & Berner, of Bay City, who find themselves forced to resort to law to enforce their rights under policies held by them in three or four insurance companies. The flimsy pretexts set up by the defendants in the presentation of their cases are thus described by the attorney of the fire victims:

Bay City, Aug. 27—Replying to your favor of Aug. 22, enquiring as to the defenses of the insurance companies in the Goldberg & Berner suits, I beg to say they have filed their pleas in each of said actions, which are substantially the same. In addition to the plea of the general issue or the general denial of the right of action of plaintiffs, they give notice of three special defenses which they will make and attempt to show on the trial as follows:

1. That plaintiff is not entitled to maintain its action or recover on the policy because it is a copartnership composed of four members carrying on business in Bay City without having filed in the office of the County Clerk of Bay county a certificate in writing setting forth the full name and address of each person composing the firm, as required by Act 164 Public Acts of 1913, and that the contract of insurance for said reason is void.

2. That the policy is void and plaintiffs cannot recover because a change took place in the interest, title and possession of the subject of insurance, without the consent of defendant, subsequent to the issuing of the policy and the making of the contract of insurance, in that the company had no knowledge of such change of title and interest.

3. Policy is void and no recovery can be had thereon because plaintiffs misrepresented material facts and circumstances concerning the loss and the amount thereof and also concerning their interest in the property—the subject of the insurance—plaintiffs representing the loss was greatly in excess of the actual amount thereof and that it was the sole and unconditional owner, when the facts were otherwise and were unknown to the insurance companies; and that said misrepresentations were made by plaintiffs for the purpose of influenc-

ing defendant and to secure the payment of a larger sum of money than should have been required, etc.

We do not anticipate any serious difficulty from these several lines of defense. There may be some questions which we will have to prepare carefully on relative to the construction of Act 164 of the Public Acts of 1913, but we believe we have our case in such shape that they will fail to defeat our right of action. We have no fear whatever on the question of proving the amount of plaintiff's loss and that the loss was an honest one and that the value of the property insured was fully up to the amount stated by the insured at and prior to the issuing of the policy.

They are depending, in our opinion, very largely on being able to show that at the time the policies were issued, the insured did not furnish all of the information to the companies which could have been furnished relative to their partnership and the persons composing the partnership, but we have no fears on this point because under the decisions of our State and other states of the Union the insured is not held to an absolute duty to advance disclosures not asked for, not enquired about and not apparent or material at the time the insurance is applied for. The absolute good faith of the plaintiffs in our pleas is shown and the fact that at the time the insurance was taken out some fact or circumstances not at that time material nor important as affecting the risk of the insurer which the insured did not volunteer to disclose or make known and which was not enquired about, the insured having acted in absolute good faith cannot, under the decisions of our courts be held to be in violation of the Michigan Standard Policy. We consider our strong point is that the title, ownership and possession of property at the time the insurance was taken out continued actually and in every respect the same from that time on until the fire occurred and that the utmost good faith was exercised by the plaintiffs in all their communications and dealings with the insurance companies and its agent. A further important point in the case: The agent forwarded the application for insurance precisely as he took it to the insurance companies. They accepted the application and prepared and forwarded the policy for delivery, collected the premium and made no enquiry nor attempt to get any further information regarding the assured or the nature of their organization or the character of their ownership of the property, being apparently satisfied with the conditions as reported to them in the application for the insurance by their agent. This apparent satisfaction continued until after the fire occurred when, for the first time, they raised the question of being properly informed as to the title of the property and the character of the ownership. We think their objection is too late and without force and will not be recognized by the courts.

We take pains to give these particulars, as you apparently seem to be interested in knowing the defense of these insurance companies and hope the same will be satisfactory.

James Donnelly.

Keeping Time in France.

In order to ensure their standard clocks from variations of temperature those in the official observatory of France are kept ninety feet underground, where the variation in temperature has been less than 1 degree for several years.

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

THE Keeley Treatment
 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.

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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

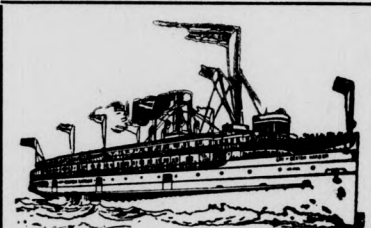
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 One half block East of the Union Station
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FARE \$3.00
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 RATES: \$1 without bath
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 via
MICHIGAN RAILWAY CO.
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Boat Train CONNECTING FOR THE BOAT
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To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw, and all intermediate and connecting points.

Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

Citizens Telephone Company

Sagacious Suggestions from Saginaw Salesmen.

Saginaw, Aug. 28—Howdy, folks! Yep, back from my vacation. Course I worked all the time, just the same. Can't be idle these war times, you know.

Lest you forget where Saginaw is, I'll jar your memory. It's in Michigan and to-day stands out as one of the most promising cities (outside of Detroit) from an industrial standpoint. If you don't believe me just have a little patience and watch us grow.

One of the largest plants soon to be in operation is the Saginaw Ship Building Co. This company was incorporated only last July and to-day has contracts to fill amounting to over \$3,000,000. Walter C. Hill, Treasurer of the company, and C. W. Stivers, Secretary, have been in Washington, D. C., for some time and last week wired President and General Manager E. W. Wheeler that they had secured an enormous contract. The ships will be of regular ocean going freight type, 260 feet long with a 43½ foot beam. This means employment for 1,000 men and is certainly a big thing for our town.

Another good manufacturing company here is the Saginaw Plate Glass Co., one of the largest of its kind in the U. S. F. M. Hanson is now on his way to San Juan, Porto Rico, with three carloads of glass. Comprised in this shipment is a complete equipment for three drug stores in the above named city.

R. T. Mills, of Toledo, Federal inspector of grains, spoke to 200 hay and grain merchants at the Bancroft Hotel one evening last week.

January, 1918, will find Wilson & Co., of this city, in their new home and storage plant on Water street on the same site where the old plant was which burned last winter. The equipment and appliances will be the most modern designs and construction throughout.

W. J. Orr, of this city, President of the Michigan Bean Jobbers Association, is in Washington at the request of Herbert C. Hoover, National Food Director.

We care not for the price of coal this winter if only they will take the \$ mark off our National dish.

Our food administration announced last week that 600,000 traveling men had pledged themselves to a wheatless and meatless meal every day. We will wait and see who makes the first kick to the hotel proprietor because there's no bread or meat on the table.

Howard Douglas Snyder, local representative for the Corn Products Manufacturing Co., either expects his wife to join the Red Cross and go to France or else make application to Uncle Sam as a cook in case he is drafted, as he was seen most of last week at the Y. W. C. A. practicing on the fair sex the art of cooking onions and making French fried potatoes in the same pot containing sizzling hot Mazola oil.

The following appeared in a local paper last week:

"W. H. Aubrey, manager of the Hotel Vincent, has already enlisted ten cooks for service in the war department at the Battle Creek cantonment. He is in charge of recruiting CROOKS for this section of the state."

I think the paper owes an apology to Mr. Aubrey. Having a personal acquaintance with the gentleman in question, I have always found him an honest business man. As for cooks being crooks, I have nothing to say. I do know that Howard D. Snyder, the Mazola man is a gentleman.

The Hart Bros. Co., of this city, the new wholesale grocery house, has been incorporated with a capital of \$275,000. They have been in the flour and bean jobbing business for years and have warehouses in most of the principal cities of the Middle West. They have also absorbed the

Saginaw Valley Canning Co. Following are the officers:

President—M. J. Hart.
Vice-President—Fred C. Hart.
Secretary & Treasurer—John T. Hart.

Directors—Wm. J. Baer, G. E. Hart, F. C. Hart and M. J. Hart. They are located on Hamilton avenue, W. S., and are at present doing an extensive business.

H. F. Schreiber, Secretary and Treasurer of the J. W. Ipple Co., West Side merchants, died at his home, 306 North Porter street, last week. He was connected with the above company for over twenty-five years. A son, Dr. Carl F. Schreiber, is a Professor at Yale.

Fellow travelers, cut out your shoe shines and hotel tips for next week and send that money to the tobacco fund for our boys in the trenches. Think it over! The use of tobacco may be a bad habit, but think what a consolation it is to the men in the blood-soaked trenches of Europe.

Chicago markets quoted hogs at \$19.75 per hundred. Our friend, Silverstein, says: "Ve should vorry."

The Saginaw Malleable Iron Co.'s plant is almost completed and General Manager Charles F. Drozeski says it will be in operation early in September. Several hundred men will be employed and the prospective output has already been marketed. Another point toward a bigger and better Saginaw.

E. L. Gardiner, alias Hole in the Wall Gardiner, has on display in his show windows on North Washington avenue several bottles of champagne which were taken off the Vatherland, the German liner, when interned for the war in New York harbor. Such a display is O. K. now, but after May, 1918, would have to be heavily guarded.

The Benford & Cooney mattress factory, on Water street was burned last Tuesday with a loss of \$8,000. At the same hour fire broke out in the Electric Vehicle Service Co. plant and did damage to the extent of \$15,000.

The local chapter of the Red Cross is doing wonderful work. Are you doing your bit?

Stockholders of the Saginaw Motor Car Co., manufacturing the Yale 8, have authorized an increase in capital stock with which to buy material. A number of outside capitalists are interested in the future of the company and it is stated no stock will be placed on the market. They figure on building 1,000 cars next year. This will help Saginaw, too.

J. B. Nauer has sold his grocery at 232 North Warren avenue to S. C. Gage, who has been with the Daily News for the past fifteen years as Associated Press telegrapher. Mr. Nauer bought this store several years ago and by his tactful business methods built up an excellent business. Mr. Nauer is now giving his entire attention to his South Washington avenue store, where he has been in business for the past fifteen years, assisted by his son, Alvah, who was acting manager during the time his father was at the Warren avenue store. Mr. Gage has retained the service of Cyril Nauer to assist him in the management of the new store.

General Superintendent Jas. L. Hayes, of the Pere Marquette, says they are looking forward to wonderful business the coming winter—so much so that added railroad equipment to the extent of \$3,000,000 has been purchased, including 1,000 auto cars to be delivered next month and twenty-five new locomotives of the large type to be delivered in November.

The Central Michigan Auto Sales Co., controlling the sale of Studebaker cars in this section, has moved from the corner of Warren and Genesee avenue to its new home, at 702 East Genesee avenue.

O. R. Henkel, Manager of the

Jeffers Strand Theater, has resigned, owing to poor health, and moved to Chicago. Charles A. Leach, Jr., will take his place. He comes from Jacksonville, Florida. Mr. Leach is a thorough theatrical man and will prove a valuable asset to the already popular show house. The winter vaudeville season soon opens.

The Saginaw women surely are doing their bit toward making things more pleasant for our boys in the trenches. Over 800 women are now knitting sweaters and socks. They need more help, too, in this wonderful work.

L. W. Yunker, 656 Sheridan avenue, is making great preparations for the opening of his new cash grocery, to be held about Sept. 15. Mr. Yunker is one of Saginaw's most progressive grocers and during his ten years in business he has gained the confidence and respect of a large trade. He visited many of the leading merchants in the larger cities, getting a line on how to arrange his store, stock and fixtures in order to serve the public best. He has remodeled his store and, without a doubt, has one of the best equipped stores in the city. He has added a dry goods department and on the opening day expects to draw large crowds by some rare offerings in merchandise.

Wonder if the Kaiser has a stand in with the weather man that we should suffer such miserable cold weather in August!

Without a doubt the German-American insurance companies know where Editor Stowe stands.

R. J. Bernicker, grocer, formerly on Hamilton street, W. S., has purchased the grocery stock owned by Mr. Shock, 502 Brockway street.

J. Lorenzo, one of Saginaw's old-time merchants, with headquarters at the corner of Johnson and Weadock streets, has presented his daughters with a fine Buick touring car. Now they have the car, wonder if father is to stand the gasoline bill, too?

Don't forget Sept. 4. Turn out to make it a memorable affair. This is the date set by the Citizens War Committee to give a farewell to our boys who leave their homes and loved ones on Sept. 5 to answer the call of our Government. Close up your place of business and turn out. You owe it to the boys.

John (Jack) Baker, who when not nursing broken bones, represents the National Grocer Co., of this city, is fast on the way to recovery. Jack, during his balmy days was a noted baseball player and in trying to "come back" while wearing the U. C. T. colors on the ball lot July 4 had the misfortune to break his leg. We saw him piloting his tin lizzie last week, so feel sure he will soon be back on the job, which will be pleasing both to Jack and his upper country customers.

M. McCallum, who came here a short time ago from Vassar and opened a pool room and cigar store, has sold out and gone to Alma, where he expects to start a like business.

At the last regular U. C. T. meeting held in Foresters Temple, Past Senior Counselor William MacGregor was elected to fill the Senior Counselor's chair for the remainder of the year, the vacancy being caused by the resignation of E. E. Putnam. Great preparations are being made for a grand rally on Sept. 15. Flint, Owosso, Lansing and Bay City have been invited and are expected to be on hand in large numbers, bringing with them candidates to be initiated. There has been no change in the various committees which were appointed by E. E. Putnam at the beginning of the year. Mr. MacGregor has personally visited each member of the several committees and all have pledged their support in helping to make this a fruitful year

for No. 43. There is a rot of timber to work on and still increasing in numbers, owing to the great industrial growth of our Greater and Better Saginaw. Watch the Tradesman for further and important announcements. If you are not a subscriber to this valuable journal, do your bit and send in the necessary coin and address for a regular weekly delivery to your home. Remember the date, Sept. 15. The following gentlemen were made members of No. 43 at the last meeting:

William Atkins, representing the International Harvester Co.

George E. Atkins, who travels for the Saginaw Auto Supply Co.

Jesse L. Bettis, salesman for the Benton-Poor Cigar Co., Jonesville.

All of these travelers live at Vassar. Boys, we welcome you and trust you can be with us often.

Eugene Trogen, grocer on North Michigan avenue, has returned to the city after a six weeks' absence. Mr. Trogen has poor health and was away for a rest.

E. M. Owen, the busy Proctor & Gamble salesman in Northern Michigan, was around among jobbing friends Saturday, quoting car lot prices as usual.

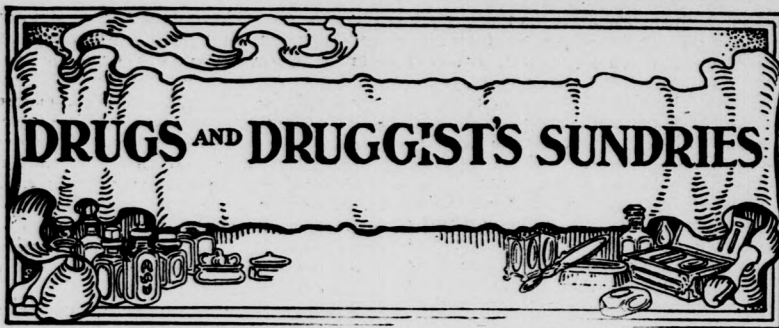
Frank Stiles, State manager for the Postum Cereal Co., was in the city last week looking after the Postum products.

If the sun does not soon shine, my pumpkins won't get big enough to take to the fair in September.

Martin H. Kessel and W. H. Friers, two of Saginaw's most popular druggists, have formed a partnership and purchased the drug stock formerly owned by Eli B. Dean, corner of Hancock and Michigan avenue, West Side. Mr. Kessel is proprietor of a drug store on South Michigan avenue and during the past five years has built up an excellent business. "Mart," as he is known to the traveling fraternity, is held in high esteem as a sound and reliable business man, one who has established a firm business on business principles and not by the so-called cut rate route. He will be in personal charge of the new store, while his other store will be most ably looked after by William Hinds. The latter has been with Mr. Kessel for the past four years and through his earnestness and hustling ability has achieved success. W. H. Friers has attained an enviable reputation in pharmacy and can be held up as one of the most successful men in his line in Northern Michigan. He has conducted stores in Northern Michigan and here for the past twenty years. His main store is located in Southern Saginaw and is enjoying a healthy and prosperous business, the same being built on real service, courtesy and fair prices. Mr. Friers has a host of friends who wish him well and hope that the new firm, to be known as the Kessel-Friers Drug Co., may prove a real success to both.

H. D. Miller, who represents the Pacific Coast Borax Co., came to Michigan territory recently from the East and has selected Saginaw as his headquarters. Mr. Miller is a young man of pleasing personality and we are sure he will find this an excellent field to expound the real merits of Twenty Mule Team borax. He, with Mrs. and baby Miller, live at 615 Owen street.
L. M. Steward.

The appointment of W. J. Orr, of Saginaw, as bean buyer for Uncle Sam during the period of the war, is a worthy honor, worthily bestowed. Mr. Orr has had a long and varied experience in handling this great staple and will prove to be a most competent and faithful servant to the Government in the present emergency.



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.

Chemical Wealth in Lake Waters.

The most noted example of an inland sea in the United States is the one in Utah. This lake contains practically the same salts as occur in the waters of the ocean, only at a much higher degree of concentration.

Further West, in the States of Oregon and California, there are a number of lakes of various sizes, containing waters in some cases heavily charged with valuable salts readily recoverable. Especially noticeable among these are the Searles Lake, in the lower part of California; Owens Lake and Mono Lake, in the Eastern part of California. These lake waters contain considerable quantities of sodium carbonate, which is used in the households, as well as industries. The borax content of these waters is also considerable and offers a readily available source for this salt. Some potash is recovered, and a great quantity of common table salt is also obtainable from these lake waters.

The origin of these salts is in many cases hard to trace. In some cases they are undoubtedly due to an arm of the ocean becoming land-locked and the water gradually evaporating, producing concentrated salt solution; but since in some there are present salts which do not occur in the ocean waters, it has to be assumed that these salts have been leached out from the surroundings, in most cases high mountain ranges.

The war, with its accompanying high prices for chemicals, has brought these lake waters to the attention of the American Chemical Society, and plants are already established and are being established on the edges of these lakes where, through solar evaporation, as well as artificially, various salts are separated from each other and obtained in marketable condition.

A remarkable incident with these waters is the fact that they seem to be continuously fed from subterranean sources, since they maintain practically a uniform concentration of salt solutions. The natural evapora-

tion, which takes place from the surface of the lakes during the hot, dry summer season, does not seem to materially vary the salt percentage in the lake waters.

The waters of these lakes belong to the people of the United States and whoever places a pipe-line to the edge of the water and pumps the water out of them has the right to the salt contents of the same, without any further cost.

J. W. Beckman.

Liquid and Tablet Rouge.

The liquid preparations usually receive a fanciful name like "vinegar rouge" (if a small amount of acetic acid be added), "maiden's blush" or "bloom of roses." The tablet form is usually called "theater rouge."

Liquid.

- | | |
|----------------------|--------|
| 1. Carmine | 1 dr. |
| Ammonia Water | 6 drs. |
| Water | 7 ozs. |
| Spirit of Rose | 2 drs. |

Mix, set aside twenty-four hours or longer if necessary, agitating frequently until the ammonia has evaporated, then filter.

- | | |
|---------------------|---------|
| 2. Eosin | 24 grs. |
| Water | 3 drs. |
| Glycerin | 1 dr. |
| Alcohol | 4½ ozs. |
| Cologne Water | 3 ozs. |

Mix and dissolve.

Tablet.

- | | |
|---------------------|--------|
| 1. Carmine | 1 drs. |
| Acacia Powder | 3 drs. |
| Talcum | 4 ozs. |

Mix all intimately, rubbing to very fine powder, then add water in small proportions to make a doughy mass and form into round tablets of about the diameter of a silver dollar.

- | | |
|-------------------------|---------|
| 2. Paraffin Wax | 4 ozs. |
| Petrolatum, White | 6 ozs. |
| Eosin | 4 drs. |
| Oil Bitter Almond | 20 dps. |

Heat the paraffin at a gentle heat, add the petrolatum, stir well, allow to cool somewhat, and finally add the oil.

Schnonda or Rose Sympathique.

This preparation contains alloxan, a white crystalline substance derived from uric acid which turns red on exposure to air. It is best mixed with fatty substances to form a white cream, as follows:

- | | |
|---------------------------|----------|
| Sweet Almond Oil | 6 ozs. |
| Spermaceti | 1½ ozs. |
| White Wax | 1½ ozs. |
| Distilled Water | 2 ozs. |
| Alloxan | 1½ oz. |
| Oil Bergamot | .75 min. |
| Oil Lemon | .30 min. |
| Oil Rose, Synthetic | .15 min. |

The future is what we hoped the past might have been but wasn't.

Gabby Gleanings From Grand Rapids

Grand Rapids, Aug. 28.—By Gee Cripe Jennings is walking on air these days because of the good things in store for him Saturday evening, October 6, at the regular meeting of Grand Rapids Council.

Miss Myrtle Proper, daughter of H. L. Proper (Burnham, Stoepel & Co.) leaves Thursday for Sand Point, Idaho, where she will teach school during the coming year. Two years ago she taught a year at Whitehall, Mont. H. L., who has been spending the summer in a cottage on Spring Lake, will bring his family back to the city next week, so his son can start school at the opening of the fall term.

James M. Goldstein, chief factotum for Burnham, Stoepel & Co., was in the city a couple of days last week. He wore deep mourning because he was recently rejected for the U. S. Army on the sole ground that he has the flat foot. Jim says he would rather be rejected on that ground than because he had the flat head. He could hardly get from his Grand Rapids friends long enough to eat and sleep, but finally succeeded in getting to the union depot by resorting to the back streets. He is putting in a few days at Lakeview, where his father is engaged in general trade and his son has been rusticated for the summer.

"The death of David S. Haugh removes one of my oldest and best friends," remarked Joe F. O. Reed, the other day. "I took Dave up the road on his first trip and introduced him to the trade. We had been steadfast friends ever since. His death leaves only three of us active in the class of 1870 and 1880—Bill Keasey, Willard James and myself. Dave Smith belonged to the class until he retired from the road a year or two ago. We shall never forgive him for pulling away from us without saying good bye. Perhaps he didn't have the courage to part company with the boys he had traveled with and the trade he had sold so many years, fearing he might break down and thus exhibit a side of his character of which his friends had never dreamed. Dave Haugh was the soul of honor and I never can tell you how much I shall miss him. You couldn't paint his picture in too glowing colors to suit me."

If the traveling men of Grand Rapids want to do the wholesale grocery houses and the traveling salesmen who represent them a good turn, they can accomplish that result by notifying the editor of the Tradesman where solicitors for the capital stock of the proposed Grand Rapids Wholesale Grocery Co. can be apprehended.

John A. Sherrick (Rindge, Kalmbach, Logie Co.) still takes time to entrance audiences with his eloquence occasionally. Last Friday evening he conducted an entertainment at St. Paul's M. E. church, on Jefferson avenue, which called forth a large and enthusiastic audience.

Those members of Grand Rapids Council who enlist or are drafted into any department of the army service should notify the local Secretary at once. Special provision has been made by the Supreme Council whereby a member of the order can retain his social standing, although his insurance is discontinued while in the service. Then, upon his return, he may be reinstated to indemnity claims, provided he is in good health and has no physical injury. Notice that a member has gone to the service should be sent by him or some member of his family, as the Secretary can not accept mere hearsay and, therefore, would not know how to report the matter to Columbus. This is very important and we hope you will heed it.

The Brown & Sehler Co. gave its annual picnic to its employes and their families last Saturday and two special cars, carrying 150 men, wom-

en and children left the interurban depot promptly at 8 o'clock for Jenison Park, where it was pretty well demonstrated that a picnic entered into in the proper spirit is surely a leveller of time, for if we were to judge from the actions alone there was no one there over 21. Cash prizes were offered by the company and the winners in the various events, together with their prizes, were as follows:

1. Pin tail on donkey, Miss Mary Thiel. Prize \$1.
2. Sack race, Harold Simon. Prize 75 cents.
3. Hobble race, Geraldine Barkley. Prize 75 cents.
4. Potato race, Edward Moran. Prize 50 cents.
5. Egg race, Viola Simon. Prize, pound box of candy.
6. Pipe race, Mr. and Mrs. George Coleman. Prize \$1 each.
7. Human wheelbarrow race, R. Hutzel and Al. Ackerman. Prize \$1 each.
8. Ladies' ball throwing contest, Mrs. Al. Ackerman. Prize 75 cents.
9. Tug of war (W. D. Brown and Allan F. Rockwell, captains), W. D. Brown and associates. Prize 2.
10. Bean guessing contest, Jack Thiel. Prize \$1. Judge of events, A. F. Rockwell.

A spirited game of indoor base ball was played, the winning team receiving a \$5 cash prize. Score 16 or thereabouts to somewhere around 4 or 6. Umpire, Herman Balk.

Ice cream and coffee were served. The day was ideal for basket lunches and all enjoyed themselves hugely.

Every member of our Council should come out Oct. 6 to our By Gee Cripe Jennings rally meeting and show this grand old man, who is rounding out fifty years of road service as a commercial salesman, that our hearts are in the right place.

Yes, we are in this war to the finish and we will accept no terms of peace until the kings and queens are all removed from the rhum deck.

The executive committee, at their last meeting, appointed the following officers to fill office until the next

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



It's Pure, That's Sure

Piper Ice Cream Co.
Kalamazoo, Mich.

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

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

annual election in March: L. V. Pilkington, Conductor, in place of Captain Walter N. Burgess, resigned; Chas. C. Perkins, Page; and John B. Wells, Sentinel.

After our experience last Saturday, we are prompted to enquire of the Supreme Council whether the indemnities of the U. C. T. cover any accidental or pugnacious injuries received while acting as judge of athletic sports at a picnic.

Mr. and Mrs. H. H. Godfrey and son, Bobbie, of Brown & Sehler Co. are spending their vacation in the East. They spent Saturday and Sunday in Buffalo.

It would be a capital idea if every member of our Council would learn his term pass word. You never know when this will come in play and if fraternalism means anything to you, you must put yourself in a position to use it. For instance, a gentleman wearing the button came to the Secretary recently to get a \$50 check cashed or identified, but he was unable to give either the permanent or term pass word. He could not give the grip, nor could he show his receipt. Therefore, it was impossible to give him any assistance, no matter how deserving he might have been. Shortly before that another man representing himself to be a counselor asked for a small loan to bridge him over Sunday and went through the test without hesitation and got the desired loan just as unhesitatingly. Both seemed prosperous, but were in a position that is liable to come to any of us and needed a little temporary assistance. Come up to the Council and get posted, as we know a lot of you fellows must be getting rusty.

The next meeting of the Council will be held Saturday, Sept. 1.

Arthur Keen Kutter Borden, wife and children, leave Friday morning on their vacation, which will consist of an automobile trip to Kokomo,

Ind., in their new Maxwell. They will stop en route at Lawton and at Dowagiac, where they expect to call on Mr. and Mrs. Harry L. Wood, Jr., members of No. 131 and former citizens of the "City that knows how."

By the way, come to think of it, that slogan, "Grand Rapids knows how," must be pretty nearly extinct by this time. Why don't we write it on the registers?

However, we will revive it when Grand Rapids advertises the West Michigan Fair East and South of the city limits.

We don't consider this any of our business, but wish to remark, parenthetically, for the benefit of Mrs. H. B. Wilcox, that it might be well for her to keep an optic focused on Hartwell, as we have it on good authority that he is "playing the ponies" with more or less—mostly less—success.

Don't forget to pay your assessment No. 139 and get your receipt. The time expires Sept. 14.

Allen F. Rockwell.

Leather From Fish Skins.

A representative of the United States Bureau of Fisheries is endeavoring to bring about closer co-operation among fishermen, tanners and manufacturers in the development of the use of skins of aquatic animals in the production of leather. An effort will be made to ascertain what the difficulties and problems are and how they may be solved. The bureau will lend all possible assistance in the development of this industry. Wilmington, Del., Newark, N. J., New York, Boston and various other points have been visited for the purpose of getting in touch with tanners who are prepared to take hold of this work energetically.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 61@ 65	Citric .. 90@ 95	Muriatic .. 3@ 5	Nitric .. 9@ 15	Oxalic .. 60@ 70	Sulphuric .. 3@ 5	Tartaric .. 1 05@1 60	Cubebs .. 7 50@7 75	Eigeron .. 1 75@2 00	Eucalyptus .. 1 25@1 35	Hemlock, pure .. 1 50@1 75	Juniper Berries 20 00@20 20	Juniper Wood .. 2 75@3 00	Lard, extra .. 1 90@2 00	Lard, No. 1 .. 1 85@1 95	Lavender Flow. 7 00@7 25	Lavender, Gar'n 1 25@1 40	Lemon .. 2 00@2 25	Linseed, boiled bbl. @1 30	Linseed, bid less 1 45@1 50	Linseed, raw, bbl. @1 29	Linseed, rw. less 1 44@1 49	Mustard, true, oz. @2 25	Mustard, artifil oz. @2 00	Neatsfoot .. 1 80@1 95	Olive, pure .. 3 00@4 50	Olive, Malaga, yellow .. 2 40@2 50	Olive, Malaga, green .. 2 40@2 50	Orange, Sweet .. 4 25@4 50	Origanum, pure .. @ 75	Pennyroyal .. 2 25@2 50	Peppermint .. 4 00@4 25	Rose, pure .. 26 00@28 00	Rosemary Flows 1 50@1 75	Sandalwood, E. l. .. 15 00@15 20	Sassafras, true .. 1 50@1 75	Sassafras, artifil 1 50@ 60	Spearmint .. 3 00@3 25	Sperm .. 1 15@1 25	Tansy .. 3 50@3 75	Tar, USP .. 30@ 40	Turpentine, bbls. @ 48	Turpentine, less 55@ 60	Wintergreen, tr. 5 50@5 75	Wintergreen, sweet birch .. 4 00@4 25	Wintergreen art 1 25@1 50	Wormseed .. 7 50@7 75	Wormwood .. 4 75@5 00	Alumina .. 65@ 72	Alum .. 10@ 12	Alum, powdered and ground .. 12@ 15	Bismuth, Subnitrate .. 3 60@3 70	Borax xtal or powdered .. 10@ 15	Cantharides po .. 2 00@6 00	Calomel .. 2 56@2 60	Capsicum .. 35@ 40	Carmine .. 6 50@7 00	Cassia Buds .. @ 40	Cloves .. 35@ 40	Chalk Prepared .. 6@ 8 1/2	Chalk Precipitated 7@ 10	Chloroform .. 85@ 93	Chloral Hydrate 1 92@2 11	Cocaine .. 9 15@9 35	Cocoa Butter .. 8@ 70	Corks, list, less 55%	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 10	Corrosive Subl. 2 30@2 40	Cream Tartar .. 60@ 65	Cuttlebone .. 65@ 70	Dextrine .. 10@ 15	Dover's Powder 3 75@4 00	Emery, all Nos. .. 6@ 10	Emery, powdered 5@ 8	Epsom Salts, bbls. @ 5 1/2	Epsom Salts, less 6@ 10	Ergot .. 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White .. 15@ 20	Formaldehyde lb. 19@ 27	Gelatine .. 1 75@1 85	Glassware, full cs. 55%	Glassware, less 54%	Glauber Salts, bbl. @ 1 1/2	Glauber Salts less 2@ 5	Glue, Brown .. 25@ 35	Glue, Brown Grd. 25@ 35	Glue, White .. 30@ 35	Glue, White Grd. 30@ 35	Glycerine .. 73@ 85	Hops .. 45@ 60	Iodine .. 4 50@4 60	Iodine .. 4 50@4 60	Iodoform .. 5 68@5 70	Lead, Acetate .. 21@ 25	Lycopodium .. @ 2 25	Mace .. 85@ 90	Mace, powdered .. 95@ 100	Menthol .. 4 25@4 50	Morphine .. 14 00@14 65	Nux Vomica .. 22 1/2@ 30	Nux Vomica, pow. @ 20	Pepper, black pow. 35@ 40	Pepper, white .. @ 45	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine .. 90@1 00	Rochelle Salts .. 48@ 55	Saccharine, oz. .. @ 3 40	Salt Peter .. 39@ 50	Seidlitz Mixture .. 41@ 45	Soap, green .. 20@ 25	Soap mott castile 22 1/2@ 25	Soap, white castile case .. @ 13 00	Soap, white castile less, per bar .. @ 1 40	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 1/2@ 5	Soda, Sal .. 2@ 5	Spirits Camphor .. @ 75	Sulphur, roll 4 9-10@ 10	Sulphur Subl. .. 4 1/2@ 10	Tamarinds .. 15@ 20	Tartar Emetic .. @ 85	Turpentine, Ven. 50@4 75	Vanilla Ex. pure 1 00@1 50	Witch Hazel .. 1 10@1 50	Zinc Sulphate .. 10@ 15
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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

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Starch
Cigars
Cheese

Canned Tomatoes

Index to Markets

By Columns

Table listing various grocery items with column letters (A, B, C, D, E, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and corresponding prices.

1

Table 1 listing various grocery items such as Arctic Ammonia, Axle Grease, Baked Beans, and others with prices.

2

Table 2 listing various grocery items such as Clams, Corn, French Peas, and others with prices.

3

Table 3 listing CHEWING GUM items including Adams Black Jack, Beeman's Pepsin, and others.

CHOCOLATE

Table listing chocolate items like Walter Baker & Co. Premium, Caracaz, etc.

CLOTHES LINE

Table listing clothing items such as Twisted Cotton, Braided Cotton, Sash Cord, etc.

COCOA

Table listing cocoa items like Baker's, Cleveland, Colonial, etc.

COCOANUT

Table listing coconut items such as Dunham's, Bakers Canned, etc.

COFFEES ROASTED

Table listing coffee items like Common, Fair, Choice, Fancy, Peaberry, etc.

4

Table listing McLaughlin's XXXX products including package coffee and extracts.

CONDENSED MILK

Table listing condensed milk items like Carnation, Baby, Dundee, etc.

CONFECTIONERY

Table listing confectionery items like Stick Candy, Mixed Candy, and Specialties.

5

Table listing Peanuts and Cream Tartar items.

Table listing Dried Fruits including Apples, Peaches, and Apricots.

Table listing various citrus fruits like Citron, Currants, and Peaches.

Table listing various oils and specialties like California Prunes, Peas, and Licorice Drops.

Table listing Farinaceous Goods such as Beans, Flax, and Pasta.

Table listing various other goods like Pearl, Biscuits, and Tapioca.

Table listing Fishing Tackle items.

Table listing Cotton Lines of various sizes and weights.

Table listing Linen Lines of various sizes and weights.

Table listing Pole and Flavoring Extracts items.

6

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

7

Table with 2 columns: Item Name and Price. Includes sections for Jell-O, Assorted Case, Lemon, Orange, Raspberry, Strawberry, Chocolate, Chocorate, Peach, Jell-O Ice Cream Powder, Assorted Case, Chocolate, Vanilla, Strawberry, Lemon, Unflavored, Jiffy-Jell, Straight or Assorted, Mapleine, Mince Meat, Molasses, New Orleans, Fancy Open Kettle, Choice, Good, Stock, Half barrels, Red Hen, No. 2, Red Hen, No. 5, Red Hen, No. 10, Mustard, 1/2 lb. box, Olives, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen. Mammoth, 19 oz., Queen. Mammoth, 28 oz., Olive Chow, 2 doz. cs., per doz., Petroleum Products, Iron Barrels, Perfection, Red Crown Gasoline, Gas Machine Gasoline, V M & P Naphtha, Capitol Cylinder, Wood, Bale, Capitol Cylinder, Iron, Bale, Atlantic Red Engine, Winter Black, Polarine, Pickles, Medium, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Bars, Half barrels, 5 gallon kegs, Sweet Small, Bars, Half barrels, 5 gallon kegs, Pipes, Clay, No. 216, per box, Clay, T. D. full count, Cob, Playing Cards, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98 Golf, Satin fin., No. 808, Bicycle, No. 632 Tourn't whist, Potash, Babbitt's, Provisions, Barreled Pork, Clear Back, Short Cut Clr, Bean, Brisket, Clear, Fig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 60 lb. tubs, 50 lb. tubs.

8

Table with 2 columns: Item Name and Price. Includes sections for Mackerel, MESS, 100 lbs., MESS, 40 lbs., MESS, 10 lbs., MESS, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg. Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Kingsford, 40 lbs., Muzzy, 48 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Argo, 48 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 3lb. packages, 12 6lb. packages, 50 lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 2 doz., Blue Karo, No. 2, 2 doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, 2 doz., Red Karo, No. 2, 2 doz., Red Karo, No. 2 1/2, 2 doz., Red Karo, No. 5, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy.

9

Table with 2 columns: Item Name and Price. Includes sections for Mackerel, MESS, 100 lbs., MESS, 40 lbs., MESS, 10 lbs., MESS, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg. Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Kingsford, 40 lbs., Muzzy, 48 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Argo, 48 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 3lb. packages, 12 6lb. packages, 50 lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 2 doz., Blue Karo, No. 2, 2 doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, 2 doz., Red Karo, No. 2, 2 doz., Red Karo, No. 2 1/2, 2 doz., Red Karo, No. 5, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy.

10

Table with 2 columns: Item Name and Price. Includes sections for Oolong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy, TOBACCO, Fine Cut, Blot, Bugle, tin pail, Hagle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 8 and 16 oz., Ojibwa, 8 and 16 oz., Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 14 oz., Red Bell, 20c, Sterling, L & D, 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 1/2 lb. foil, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., Sweet Mist, 3 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt., Day's Work, 7 & 14 lb., Drummond Nat. Leaf, and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Bracer, 6 and 12 lb., Big Four, 6 and 16 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Climax, 5c tins, Creme de Menthe lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 16 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 and 24 lb., Picnic Twist, 5 lb., Piper Heldsleck 4 & 7 lb., Piper Heldsleck, per doz., Polo, 3 doz., per doz., Red Cross, 32, Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb., Scrap, All Red, 5c, Am. Union Scrap, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz. 5c, Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, Red Band, 5c, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, Yankee Girl Scrap, Pan Handle Scrp, Peachey Scrap, 5c.

11

Table with 2 columns: Item Name and Price. Includes sections for Smoking, All Leaf, 2 1/2 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 2 1/2 oz., Big Chief, 16 oz., Bull Durham, 5c, Bull Durham, 10c, Bull Durham, 15c, Bull Durham, 8 oz., Bull Durham, 16 oz., Buck Horn, 5c, Buck Horn, 10c, Briar Pipe, 5c, Briar Pipe, 10c, Black Swan, 5c, Black Swan, 14 oz., Bob White, 5c, Carnival, 5c, Carnival, 1/2 oz., Carnival, 16 oz., Cigar Clip'g Johnson, Cigar Clip'g Seymour, Identity, 3 and 16 oz., Darby Cigar Cuttings, Continental Cubes, Corn Cake, 35c, Corn Cake, 20c, Corn Cake, 5c, Cream, 50c pails, Cuban Star, 5c foil, Cuban Star, pails, Dills Best, 1 1/2 oz., Dills Best, 3 1/2 oz., Dills Best, 16 oz., Dixie Kid, 5c, Duke's Mixture, 5c, Duke's Mixture, 10c, Duke's Cameo, 5c, Drum, 5c, F. F. A., 4 oz., F. F. A., 7 oz., Fashion, 16 oz., Fashion, 16 oz., Five Bros., 5c, Five Bros., 10c, Five cent cut Plug, F O B 10c, Four Roses, 10c, Full Dress, 1 1/2 oz., Glad Hand, 5c, Gold Block, 10c, Gold Star, 50c pail, Gail & Ax Navy, 5c, Growler, 5c, Growler, 15c, Growler, 30c, Giant, 5c, Giant, 40c, Hand Made, 2 1/2 oz., Hazel Nut, 5c, Honey Dew, 10c, Hunting, 5c, I X L, 5c, I X L, in pails, Kiln Dried, 16 oz., King Bird, 7 oz., King Bird, 10c, King Bird, 16 oz., King Bird, 5c, La Turka, 5c, Little Giant, 1 lb., Lucky Strike, 10c, Le Redo, 3 oz., Le Redo, 8 & 16 oz., Myrtle Navy, 10c, Myrtle Navy, 5c, Maryland Club, 5c, Mayflower, 5c, Mayflower, 10c, Mayflower, 20c, Nigger Hair, 5c, Nigger Hair, 10c, Nigger Hair, 10c, Nigger Hair, 5c, Nigger Head, 10c, Nigger Head, 5c, Non Hour, 5c, Old Colony, 1-12 gro., Old Mill, 5c, Old English, Crve 1 1/2 oz., Old Crop, 5c, Old Crop, 3 1/2 oz., Oil Crop, 35c, P. S., 8 oz., P. S., 30 lb. case, P. S., 3 oz., per gro., Pat Hand, 1 oz., Patterson Seal, 1 1/2 oz., Patterson Seal, 3 oz., Patterson Seal, 16 oz., Peerless, 5c, Peerless, 10c cloth, Peerless, 10c paper, Peerless, 25c, Peerless, 40c, Plaza, 2 gro. case, Plow Boy, 5c, Plow Boy, 10c, Plow Boy, 16 oz., Pedro, 10c, Pride of Virginia, 1 1/2 oz., Pilot, 7 oz. doz., Queen Quality, 5c, Rob Roy, 5c foil, Rob Roy, 10c gross, Rob Roy, 25c doz., Rob Roy, 50c doz., S. & M., 5c gross, S. & M., 14 oz. doz., Soldier Boy, 5c gross, Soldier Boy, 10c, Stag, 5c, Stag, 10c, Stag, 8 oz. glass, Stag, 90c glass, Soldier Boy, 1 lb., Sweet Copal, 1 oz.

SPECIAL PRICE CURRENT

12

Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, 16 oz.	5 50
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	11 52
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	9 60
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers, and Pipe combination	2 25
Tom & Jerry, 40c	4 00
Tom & Jerry, 20c	2 00
Tom & Jerry, 3 oz.	76
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	2 04
Tuxedo, 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 1/2 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	
Baskets	
Bushels	1 20
Bushels, wide band	1 25
Market, drop handle	55
Market, single handle	60
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	
Willow, Clothes, small	
Willow, Clothes, me'm	
Butter Plates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

13

Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, No. 24, 24s, bxs.	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	42
No. 2 complete	35
Case, medium, 12 sets	1 30
Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	1 35
Eclipse patent spring	1 35
No. 1 common	1 35
No. 2, pat. brush hold	1 35
Ideal, No. 7	1 35
12lb. cotton mop heads	1 75
Pails	
10 qt. Galvanized	3 50
12 qt. Galvanized	4 00
14 qt. Galvanized	4 50
Fibre	5 50
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 hoels	22
Mouse, wood, 4 hoels	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 hoels	70
Mouse, tin, 5 hoels	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	2 15
17 in. Butter	6 75
19 in. Butter	10 50
WRAPPING PAPER	
Fibre Manila, white	8 1/2
Fibre, Manila, colored	8
No. 1 Manila	8 1/2
Butchers' Manila	8
Kraft	10 1/2
Wax Butter, short c't	16
Wax Butter, full c't	20
Parchm't Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

14

BAKING POWDER
K C

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 upon 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

NEVER CAKES OR HARDENS

MORTON'S
FREE RUNNING
SALT
IT POURS
MORTON SALT COMPANY

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

SOAP

Proctor & Gamble Co

Lenox	4 75
Ivory, 6 oz.	5 25
Ivory, 10 oz.	8 65
Star	4 35

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

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

Soap Compounds

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

WASHING POWDERS.

Gold Dust

24 large packages	5 75
100 small packages	5 60

AXLE GREASE

MICA
GREASE
LUBRICATING OIL COMPANY

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

CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.

DEWEY - SMITH CO., Jackson Mich.
Successors: M. O. DEWEY CO.

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

80 Can Cases \$3.20 Per Case

Handled by All Jobbers

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

FITZPATRICK BROTHERS' SOAP CHIPS BBLs.:

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

SEND FOR SAMPLES

WRITE FOR PRICES

Bread is the Best Food



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

Increase your sales of bread.
FLEISCHMANN'S YEAST

secures perfect fermentation and, therefore, makes the most wholesome, lightest and tastiest bread.

Sell bread made with
FLEISCHMANN'S YEAST

The Iron Safe Clause

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

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

GRAND RAPIDS SAFE CO.
GRAND RAPIDS, MICHIGAN

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Show Cases For Sale Cheap

FOUR OUTSIDE SHOW CASES. ALL PLATE GLASS. MIRROR BACK. MARBLE BASE. WIRED FOR ELECTRICITY.
TWO 18 INCHES DEEP. 25 INCHES WIDE. 7 FEET HIGH.
ONE 21 1/2 INCHES DEEP. 27 INCHES WIDE. 7 FEET HIGH.
ONE 18 INCHES DEEP. 18 INCHES WIDE. 7 FEET HIGH.
APPLY TO JOHN ZANT, CARE BOSTON STORE, GRAND RAPIDS, MICH.

For Sale—Stock general merchandise. New, fine location. Doing good cash business. Money maker. Invoice \$7,000. Reason for selling, sickness. Leading store town \$800. Cash, no trades. Act quick. Rusk Brothers, Galt, Mo. 279

For Sale—Stock of drugs, books, wall paper. You will see a bargain at my price. Eighty-three years old is why. Call and see me. Frank Smith, Ypsilanti. 283

For Sale—Clothing, furnishing and shoe business, \$5,000. Good, clean stock, 30 to 40 per cent. under present prices. Long lease, good brick room 22 x 95. Rent \$25 per month. Town 800 population. Two railroads. Investigate. Krum & Co., Wolcottville, Indiana. 284

Bakery For Sale—Good paying business. Come and look it over. Wm. Eby, Durand, Michigan. 285

On account of failing health, I offer for sale my cheese box business and factory located in Carson City, Michigan. A good business. Price \$2,000. Terms to suit. C. R. Mallory, Carson City, Michigan. 286

For Sale—General country store in one of the best farming districts in Van Buren County. Present owners wish to retire from business. This is absolutely a clean stock and a first-class chance for any one wishing a general store. Building and stock valued at about \$12,000. Stock will invoice about \$6,000. Will accept part payment, time on balance. Address No. 287, care Michigan Tradesman. 287

For Sale—\$8,000 stock of dry goods and shoes. Good stand in a good town. J. D. Haynes, Durant, Oklahoma. 288

Gas For Country Homes—Patent automatic acetylene generator for lighting, cooking and heating. Patent for sale. Royalty or partnership. H. Prillwitz, 5357 So. Marshfield Ave., Chicago. 289

For Sale—Old established grocery and meat market; good location; doing a profitable business in one of the best cities in Michigan. Excellent farming community. Will sell at right price. Snap for the right party. Address No. 280, care Michigan Tradesman. 280

Bakery-Delicatessen—Cantonment here means splendid opportunity. Box 308, Battle Creek, Michigan. 281

For Sale—In a town of 700 in Southern Michigan, a clean stock of clothing, furnishings and shoes. Address No. 265 care Tradesman. 265

For Sale—\$500 National cash register. Will sell for \$250. Address 431 La Grave Ave., Grand Rapids. 267

Hotel For Sale—Four-story brick, 35 rooms, well furnished. Steam heat, electric lights, water. Doing good business. Only hotel. \$5,000 cash will handle. Hotel, Blissfield, Mich. 269

SPECIAL SALES

Merchants wishing to retire from business or reduce stocks will be interested in our plans. Information free. Write or wire.

UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Michigan

For Sale—Established light manufacturing business in Kalamazoo, will sell controlling interest to right party who would manage same. Might take real estate as part pay. Goods easy to sell and pay good profit. F. H. Clay, Kalamazoo, Michigan. 256

Patent—Have patent on farm specialty. Will put out on royalty basis. Unlimited demand if properly handled. G. S. Washburn, Story City, Iowa. 257

FOR SALE

Bazaar and notion stock of the "Famous" in Traverse City, with or without lease of building. Opportunity for right man. Thomas H. Sherman, Administrator Traverse City, Mich.

For Sale—Wholesale produce business, established twelve years, in best city in Michigan. Reason for selling, ill health. Address No. 290, care Michigan Tradesman. 290

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

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

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

Merchants wishing to sell stocks or a portion of same at an advantage, should get in touch with us. Weickgenant's Dept. Store, Battle Creek, Mich.

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

For Sale—Stock of dry goods, clothing, ladies' furnishings and ready-to-wear, doing good business, mostly cash. Goods bought before raise. Doing \$30,000 to \$35,000 business yearly. Stock will inventory \$15,000 to \$18,000. Am leaving on account of ill health. Store rent reasonable. I. Saulson, Munising, Mich. 262

For Rent—Store building, 16 x 50 feet, with basement 16 x 30 feet, also barn and garage room if desired. Splendid location for meat market, milk depot or laundry. Next to a grocery and feed store doing a good business. This is in one of the liveliest little cities in Western Michigan. Splendid opportunities for a hustler. Carlson & Butcher, 1435 Peck street, Muskegon Heights, Mich. 263

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

POSITION WANTED.

Position Wanted—As book-keeper or manager in some line business. Have had 16 years experience in general merchandise. Address No. 275, care Tradesman. 275

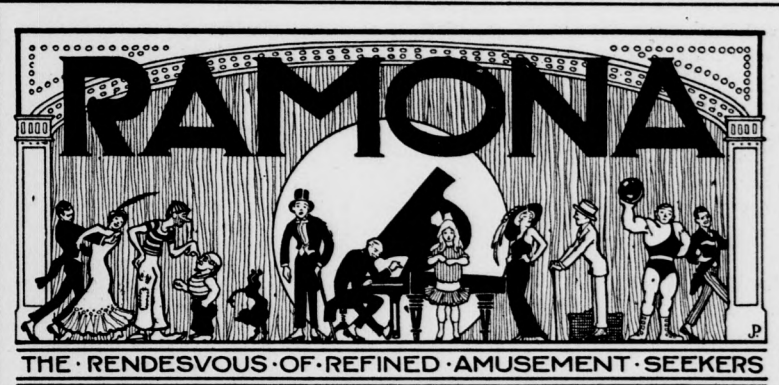
HELP WANTED.

Young man not over thirty-five years old with experience in general hardware, to buy an interest in hardware business in Central Alabama. Business well established, good proposition for right party. This offer is for cash, not exchange. Price about \$10,000. Robbins Hardware Co., Selma, Alabama. 266

Wanted—Young man of eighteen or older to clerk in drug store. One who has had some experience preferred. Good wages. Schrouders, Grand Rapids. 278

Wanted—Experienced window trimmer and card writer just one small window to trim. Must have experience as shoe salesman. Steady position and good salary to right man. Write full particulars with salary wanted in first letter. Address Peoples Bargain Store, Saginaw, Michigan. 273

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



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.

Economic Coupon Books

- They save time and expense
- They prevent disputes
- They put credit transactions on cash basis
- Free samples on application



Tradesman Company
Grand Rapids, Mich.

Review of the Grand Rapids Produce Market.

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

Bananas—\$4.50 per 100 lbs.

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

Butter—The market is very firm following an advance of 1c per pound over last week. This is due to the good home consumption and the fact that there is some buying for storage, also to the decrease in receipts, due to the hot weather in the producing sections. This is cutting down the quantity and also the quality. Most of the best marks now being received are showing heat defects. Fine butter is scarce and a continued firm market is indicated. Local dealers hold fancy creamery at 41c in tubs and 42c in prints. Local dealers pay 36c for No. 1 in jars and 31c for packing stock.

Cabbage—Home grown 75c per bu.

Cantaloupes—Ponys from Benton Harbor command \$2 for 54s and \$2.25 for 45s and 36s; \$1.50 per flats of 12 to 15; Indiana Gems, 90c per basket; standards, \$3 per crate; flats, \$1; Benton Harbor Osage, \$3 per crate of 12.

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

Cauliflower—\$1.75 per doz.

Celery—Home grown, 30c per bunch.

Eggs—The market is very firm for fancy marks, but dull as to under grades. The greater part of the receipts of fresh eggs are showing heat defects on account of heat in the producing sections. There is at present a wide range of prices among the different grades. The week has brought an advance of 1c on fine eggs and continued high prices are looked for for some time. There is a good home consumptive demand. Local dealers pay 35c for fresh, including cases, loss off. Cold storage operators are beginning to put out their stocks on the following basis: Extras, 38c; firsts, 36c; seconds, 34c.

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

Green Corn—30c 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 \$8 for choice and \$8.50 for fancy.

Lettuce—75c per bu. for garden grown leaf; \$1.50 per hamper for home grown head.

Limes—\$2 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 per 70 lb. sack; Spanish, \$1.65 per crate.

Oranges—California Valencias, \$4@4.25.

Peaches—White varieties from Benton Harbor command \$2 per 6 basket crate. New York shipments are due to arrive about Sept. 3.

Peppers—Southern command 50c per basket.

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

Potatoes—\$4 per bbl. for home grown.

Poultry—Local dealers pay as follows, live weight: heavy hens, 22@24c; light hens, 20@21c; cox and stags, 14@15c; broilers, 24@28c; geese, 18@20c for young and 15@16c for old; ducks, 21@22c. Dressed fowls average 3c above quotations.

Radishes—10c per doz. bunches for small.

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

String Beans—\$1.75 per bu.

Summer Squash—\$1.50 per bu.

Sweet Potatoes—\$7.50 per bbl. for Virginia.

Tomatoes—Home grown hot house 50c for 8 lb. basket.

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

Wax Beans—\$1.75 per bu.

Whortleberries—\$2@2.25 per 16 qt. crate.

Bottom Facts From Booming Boyne City.

Boyne City, Aug. 27—Your correspondent was not out of town last week. He was strictly in town. Got mixed up in the Chamber of Commerce re-organization business and it was some strenuous stunt. One of our old war horses in civic affairs was going to take off his hat to the organizer if he got \$600 pledged subscriptions. We got 256 three year subscriptions, ensuring a working fund of over \$3,000, and we are still growing. We are going to make a noise like a town the coming year. Just you listen.

The Boyne City Lumber Co. reports the biggest shipment of lumber the past month of any in the past three years. Of course, all hands are grouchy for being so crowded with work, especially the manager.

The tanning company reports being handicapped by the draft. It has lost a good many men sent to the army. Omar Jones, who has been in the office for six years, will soon exchange the pen for a rifle and join the Sammies at Battle Creek.

The work on the B. C., G. & A. extension is progressing favorably and will be completed in time for the fall shipping of crops. It will be a great help to the farmers along the line.

The crops around Boyne City are looking more than fine. The weather has been ideal and our farmers are beginning to lose their anxious expression. This is no Eden, but we usually have enough to eat with a little left over. However, it is a little early to talk very loud. There is quite a little woods roads to navigate before harvest. Maxy.

Dried Fruits—Jobbers generally are strongly arrayed against the packers in estimating the fairness of prevailing prices for the whole line of dried fruits. Manifestly the prevailing prices are uniformly out of reach of past ideals and buyers are distinctly sore at what they charge is due to the "hoggish" attitude of the producers, who have things their own way and are making whatever prices they choose, confident that their control of the entire available supply gives them the right to do as they please. They justify their action by claims of exaction by the farmers and the scarcity of farm labor.

Molasses—The usual summer inactivity is without influence upon the tone of the market which remains strong as a result of present light supplies.

It is easy to convince a man that he is smarter than you are.

Status of the Drug Market.

Quieter conditions prevail in the market for drugs and chemicals. Many buyers are inclined to purchase sparingly, pending further developments in the general situation. Meantime the general market retains a firm tone. A development of considerable interest is the recovery in the market for light soda ash. This is due to a falling off in the offerings and an increase in the demand. Caustic soda is stronger, owing to the smallness of supplies on the spot. Quinine continues to meet with a good enquiry, and the market is firmer, with sales of American sulphate reported at a further fractional advance. Sales of dynamite glycerine are reported at the recent rise. Chemically pure glycerine meets with an increased request and the market remains firm. Benzoic acid is lower, owing to competition among sellers and some further shading of benzoate of soda is also reported. Laurel leaves are firmer on a decrease in supplies. English mustard seed has advanced again on increasing scarcity. Dextrine has been reduced 25 points by leading makers. Quinine continue to meet with a good enquiry among second hands. Supplies have diminished of late and some holders demand 83c per ounce for American sulphate. Sales are reported at 82½c. Opium is quiet. The London Chemist and Druggist of August 11 says: "Stocks of Turkey druggists' opium are now exhausted on spot. There are buyers of Persian at from 45s to 46s per pound, but with small supplies sellers ask 47s 6d on the spot. The authorities still prohibit regular importers bringing into this country any Turkish or Serbian opium, and have themselves failed to provide supplies. The position is therefore acute, and will be increasingly so later in the year." Lycopodium is in moderate request and the market remains firm at \$2@2.25 per pound. Sales are reported within the range. Menthol receives a fair enquiry, and the market apparently remains firm. Glycerine is more active, and the market remains at the advance previously noted. Sales of dynamite are reported at 65c per pound in carloads. Cassia buds have been revised downward to 14½@15c per pound.

Boyne City Chamber of Commerce Organized.

Boyne City, Aug. 28—Boyne City now has a Chamber of Commerce organized on the departmental plan with an annual budget of \$3,225, a membership of nearly 200, and a paid full time Secretary-Manager. The organization was perfected by the Wagner Organization Service Bureau of Detroit, which conducted the educational campaign, the membership campaign and installed the system. The plan includes five departments and forty divisions. The departments are now being organized and include divisions sufficient to care for all civic, commercial, industrial and agricultural problems. The Board of Directors consists of the following leading merchants and businessmen:

President—Charles T. McCutcheon, Manager Boyne City Electric Co.

Vice-President—Sabin Hooper, Cashier Peoples Bank.

Treasurer—I. Nurko, general merchandise.

Director Organization Affairs—George Houghton, livery and garage.

Director Industrial Affairs—E. John Olson, manufacturer.

Director Business Affairs—John Parker, grocer.

Director of Civic Affairs—Samuel C. Smith, Cashier First National Bank.

Director of Agricultural Affairs—William F. Tindall, farmer.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 29—Creamery butter, extras, 41½@42c; first, 40@40½c; common, 37@38c; dairy, common to choice, 33@38c; dairy, poor to common, all kinds, 31@33c.

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

Eggs—Choice, new laid 39@40c; fancy henery, 44@48c.

Poultry (live)—Fowls, 22@25c, chicks, 23@30c; old cox, 16@17c ducks, 21@25c.

Beans—Medium, \$8.20; pea, \$8.20; Red Kidney, \$7.50; White Kidney, \$8@8.50; Marrow, \$8@8.50.

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

A sales manager who spends a great deal of his time on the road usually thinks over his business problems on the train. He found that when he marked down the valuable ideas that occurred to him at such times on cards or odd papers which he happened to have in his pockets, his notes frequently became lost or illegible. He dislikes carrying a notebook. So now when he starts a trip he puts a dozen postcards, addressed to himself, in his pocket. He jots down his ideas on these, and mails them. They greet him, on top of his mail, when he returns to the office.

A tobacco store displayed in its windows a large picture of Sherlock Holmes smoking his proverbial pipe. Underneath was the sign: "Sherlock Holmes says, 'No one ever committed a crime with a pipe in his mouth.'"

Chas. N. Remington, Jr., the merchandise broker, received to-day a carload of Warren's Columbia River Salmon which contained upwards of \$15,000 worth of goods.

The Hulst & Van Heulen Fuel Co. has changed its name to the Van Heulen Fuel Co.

BUSINESS CHANCES.

For Sale—Grocery stock and fixtures. Invoice about \$4,000. Located in a good town of about 700 population and doing a good business. Address Grocery, care Michigan Tradesman, 291

Business Chance—The Atlantic Hotel and Railroad eating house for sale at White Cloud, county seat. This is an exceptional opportunity and should appeal to you if you wish something good at a desirable price. J. L. Ubellar, White Cloud, Michigan, 292

For Sale—Restaurant at a bargain; doing \$2,000 worth business month. Only one in city. Mrs. E. A. Swann, Howell, Michigan, 293

Wanted—Position in general store. Have had experience as buyer and manager. Can give A 1 references. Age 36 and unmarried. Employed at present. Address No. 294, care Tradesman, 294

Wanted—Stock general merchandise. State size stock. D. H. Hampton, Macomb, Illinois, 295

For Rent—Sept. 1, store 22 x 44 or double store 44 x 44. Suitable for quick repairing and shoe store, millinery, grocery, cigar store, etc. Best location on corner, Main street, in city of 5,000. Enquire of N. M. Welch, Charlotte, Mich, 296

Change Position—Experienced grocery manager, salesman, show card writer, window trimmer, married. Address 297, care Tradesman, 297

For Sale—To close the Harry Dailey estate, we offer the grocery stock and business at Alto, Michigan, at a bargain for quick sale. Grand Rapids Trust Co., Administrator, Grand Rapids, Michigan, 298