

NOTICE TO READER. When you finish reading this magazine place a one cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping, no address. A. S. Burleson, Postmaster General.

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1833

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 3, 1917

Number 1776

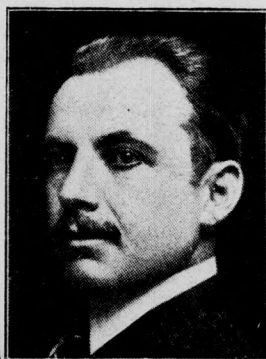
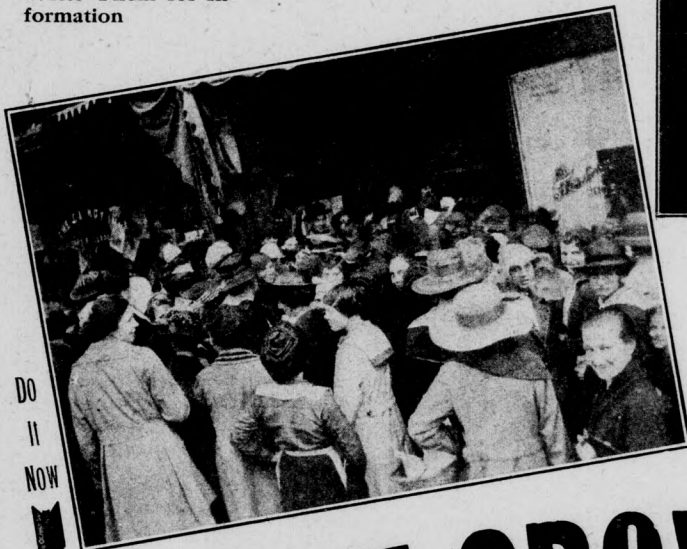
KERCHEVAL AVENUE SHOE HOUSE

817 KERCHEVAL AVE. DETROIT

Where we sold in Shoes

\$10,679.35 in 14 Days in a Room 18 x 57 Feet

Write Them for Information

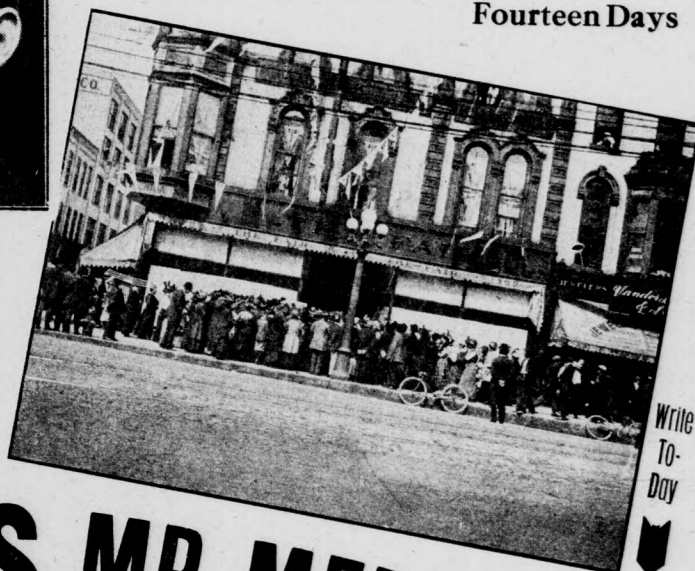


JOS. P. LYNCH,
Gen. Mngr.
of the
Joseph P. Lynch
Sales
Co.

WE SHOW HERE A PICTURE OF THE FAIR STORE

GRAND RAPIDS, MICH.

Where We Sold for \$19,237.53 in
Fourteen Days



GET THE CROWDS MR. MERCHANT

IT IS THE ONLY SUCCESSFUL WAY TO
INCREASE YOUR FUTURE BUSINESS. TRADE FOLLOWS
OUR METHODS INTO A STORE AND REMAINS PERMANENT CUSTOM-
ERS, LOOK AT ABOVE CROWDS. WHAT WE HAVE DONE FOR THESE MERCHANTS,
WE CAN AND WILL DO FOR YOU, OR IT WILL COST NOTHING FOR OUR LABOR AND PAINS.

\$3,000 to \$25,000 Cash Furnished You Immediately Without Interest by Turning $\frac{1}{2}$ to $\frac{2}{3}$ of Your Stock into Cash at a Profit
by Our Special Sales. Every Article Must be Sold at a Profit--You Place the Selling Price on All Merchandise Offered for Sale

OUR PLAN

If you want to increase and build up your future business. If you want to retire from business. If you want to reorganize your company. If you want to dissolve partnership. If you want to reduce your stock. If you want to raise money. Our plan should appeal to you. Write to-day for free plans and all information.

EVERY ONE OF THESE MERCHANTS, NEWSPAPERS AND WHOLESALERS WILL ENDORSE OUR METHODS--ALL WE ASK IS THAT YOU WRITE THEM ASKING ABOUT US AND OUR METHODS.

E. A. STOWE, TRADESMAN CO. ... Grand Rapids
WORDEN GROCER COMPANY ... Grand Rapids
GRAND RAPIDS DRY GOODS CO. ... Grand Rapids
F. O. LINDQUIST, F. O. LINDQUIST CO. ... Grand Rapids
Z. C. BOHRER, DEPT. STORE ... Greenville
KERCHEVAL SHOE HOUSE ... Detroit
J. C. MALONEY CO., MEN'S FURNISH'GS, Detroit
FOSTER BROS., SHOES ... Port Huron
S. E. EDELSTEIN, CLOTH'G & SHOES, Boyne City
SMITH MERCANTILE CO., D. G. ... Plainwell
C. HAWLEY WALKER, MEN'S CLOTH'G, Toronto
TORONTO DAILY STAR ... Toronto

THE JOSEPH P. LYNCH SALES CO.
REPUTATION ESTABLISHED
IS YOUR GUARANTEE

We dare not jeopardize our reputation for the small profit we might make on your sale. We dare not misrepresent our work or our endorsements.

CONSIDER THIS WELL

Reputation is the safe guard of inexperience, "avoid those who make false claims--whether or not a merchant has expert knowledge of special sales or their methods, he is safe if he puts his trust in sales experts of good reputation. Write our references to satisfy yourself of what others think of us and our methods.

PROFITS GUARANTEED; ABSOLUTE SATISFACTION ASSURED. WRITE FOR OUR PROPOSITION. IT COSTS YOU NOTHING.

WRITE, WIRE OR PHONE US TO-DAY FOR ALL INFORMATION FREE

THE JOSEPH P. LYNCH SALES CO.

Rooms 506-508 Lindquist Bldg.

Grand Rapids, Michigan

EVERY ADVERTISEMENT WRITTEN BY US IS BASED SOLELY ON FACTS. NO MISLEADING STATEMENTS EVER USED.

WAR WILL END

But the Demand for Automobile Bodies Will Not

In advertising in the Michigan Tradesman, we are appealing to hard-headed, practical business people. What **THEY** want is **FACTS—ACTUAL, EXISTING FACTS**—and if these facts should be so great an inducement as to lead their trained business minds into a channel of investment—**THEY ARE SATISFIED.**

First: **THE ALL SEASON BODY CO.,** is a Michigan Corporation, capitalized at \$500,000.00; and has been duly submitted for State Examination, as required by law.

Second: The Officers and Directors of this Company are men well trained in their respective lines of work. There is not a promoter among them.

Third: The plant of the Company contains approximately 72,000 sq. ft. of manufacturing space, with ample room for extension.

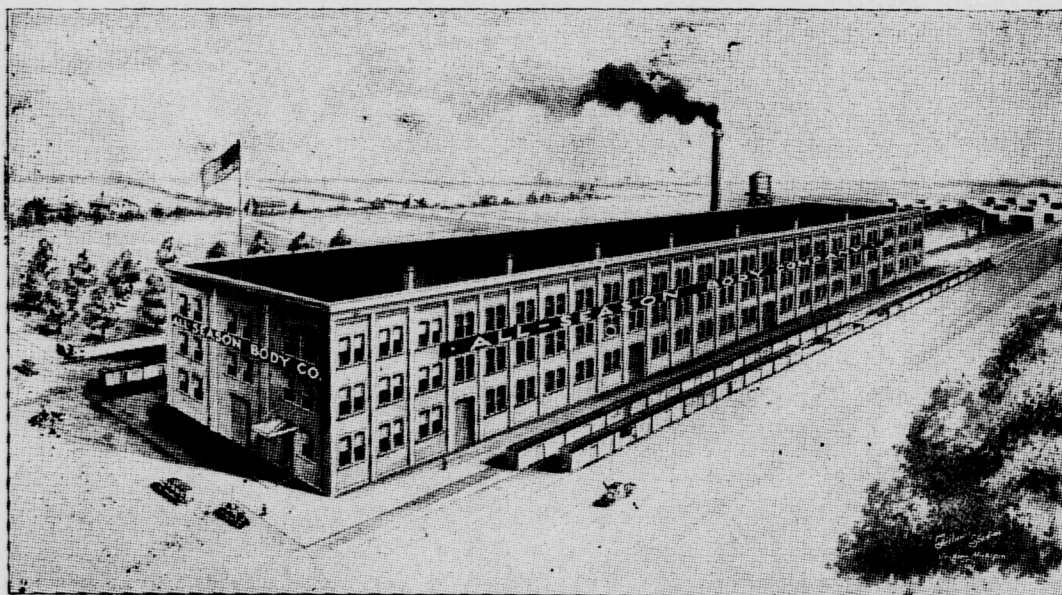
Fourth: This plant is fully equipped and is turning out **TOPS and BODIES** under the most favorable contract conditions.

The demand for our product is so great that the contracting company pays the pay rolls, and furnishes all materials in advance and allows us a 25% profit on production. Other contracts just as valuable are now pending.

Fifth: There is absolutely no investment in the country that offers a greater margin of profit than this very **BODY** business.

WHAT ARE WE SELLING THE STOCK FOR

ANSWER—To pay for this magnificent plant, which is already built and in operation.



When it is all paid for, together with proposed extensions to care for our increasing business, we are going to stop selling stock—is that plain? When we stop selling stock

THE DOOR WILL BE CLOSED

And when it is closed, on which side of that door are you going to be—**INSIDE OR OUTSIDE?**

It will pay any business man to just take a moment of his time, if he is at all interested, and send for full particulars before this security is taken off the market.

Par Value of the Shares, \$10.00 each.

Their Asset Value will shortly be worth far more than the actual Par, according to the prediction of those best informed on the security.

Orders for this stock may be reserved by wire or letter through our Brokers.

ALL SEASON BODY CO.

OUR BROKERS
CHARLES R. MURPHY & CO.
INVESTMENT SECURITIES
Suite 609 Free Press Building
DETROIT, MICH.

Listed and Unlisted Securities
in
MOTOR STOCKS
MUNICIPAL BONDS and
RAILROAD SECURITIES

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 3, 1917

Number 1776

SPECIAL FEATURES.

Page	
2.	Gone to His Reward.
4.	News of the Business World.
5.	Grocery and Produce Market.
8.	Editorial.
10.	Butter, Eggs and Provisions.
12.	Financial.
14.	Trading Stamp Law.
18.	Shoes.
20.	Hardware.
22.	Dry Goods.
23.	Bankruptcy Matters.
24.	The Commercial Travelers.
26.	Drugs.
28.	Grocery Price Current.
31.	Business Wants.

FOUR PROPER PROPOSALS.

In the present emergency there are four fundamental rules which should be adopted by every grocer in America, as follows:

1. Establishment of two sets of prices for products—one based on goods for which cash is paid and which are carried home by the purchaser; the other for goods bought on credit and delivered.

2. The doing away with all premiums, which would automatically do away with trading stamps and other trade "boosters."

3. The discontinuance of the selling of any food commodity at a low price, with the proviso that a certain amount of other goods must be obtained to obtain the "bargain"—as in the case of sugar.

4. The placing of reasonable limits by the dealers on quantities which may be purchased by a consumer, this being designed to prevent individual hoarding.

The retail grocers of every community should meet and agree upon a compilation of all staple necessities. An endeavor should then be made to fix the margin of profit to be exacted by the retailer as distribution charges. This list should be available to the public, which will be exactly informed as to wholesale costs and the profit being added. No attempt should be made to limit profits on luxuries.

It would be easy to reduce costs if the cash and carry system could be brought into play, but it is hard for the retailer to obtain this. The plan can be accomplished by the adoption of the cash and carry system. It can be greatly aided by giving people who pay cash and carry their goods home a flat discount of 5 per cent. on every article purchased.

German air raids over England, from being merely frequent, have become, during the last few weeks, of almost daily occurrence. In British quarters it has been admitted that there is no longer an Allied superiority in the air. The point has been made that this disadvantage will not be permanently removed until the British air service is freed from subordination to the army and navy and established as an independent arm, with problems and purposes of its own. We must take it that

the German aim is not merely the terrorizing of Great Britain, nor even to compel the withdrawal of aircraft from the fighting front, but the direct military object of destroying supply bases and war establishments. The German air raids are thus the reply to the increased Allied activity against the Belgian coast establishments. The London area, with its crowded war factories, arsenals, and dockyards, offers a compact target in which a few lucky hits may show notable results. To the defence of what is the base not only for the British armies, but for Allied supply all over Europe, the British government will be compelled to give increased energy until such a time as the advent of an American aerial force establishes that permanent mastery of the air which the Allies have held only at intervals and which they have lost at certain critical moments, notably just before the Hindenburg retreat of last spring.

Congressman Blank, after grumbling at breakfast over the cost of his wife's hats, and giving the cabman a dime instead of a quarter, stalks into the Capitol and delivers a speech in which "five billions" roll off his tongue like bagatelles. His neighbor, Congressman Dash, rising in threadbare trousers, airily proposes that six hundred millions be appropriated at once for this or that war project. The House clerk then begins droning through a bill to raise the pay of certain classes of clerks from \$1,200 to \$1,500, when news comes that one of the departments decides that estimated appropriations will have to be increased by a quarter-billion. A few years ago Americans looked at a million dollars with sincere respect—many of us with awe. Something like a gasp arose when our National budget exceeded a billion. A century or so ago outraged Federalist statisticians were computing how high a column the fifteen millions that Jefferson was wasting on Louisiana would make if piled up in dollars, or how long a train of Conestoga wagons they would fill. Now a million is the fine dust of the balance, and a single billion something at which newsboys will soon be sneering. What a joyful time Col. Sellers would have if he could talk about war-finance today!

Better be carried off by a burglar than by an undertaker is a good way of putting the choice between sleeping with one's windows open and the windows closed. Only that the chance of burglary is mighty slight—one in every 38,000 people—while just in proportion as we sleep with windows closed are we sure to catch cold or shorten life.

Give the self-satisfied man credit for not wanting much.

OBSTRUCTING REFORMS.

One merchant who is more or less cynical in the matter of co-operating with other merchants thinks that his fellows are more disposed to obstruct reforms than to further them. He instances the furore over marking merchandise made according to the regulation of the new child labor law. He points out that no great harm can come to merchants who exact that merchandise shall be stamped, yet he has found many who prefer to assist manufacturers who want to break down the spirit of the reform in the employment of children in factories.

An examination of what has actually been accomplished in this matter shows that remarks of this sort are hardly warranted as typical of the attitude of the general mercantile community, although it is quite true that some merchants have not pushed manufacturers very hard. As a measure of self-protection merchants have as a rule insisted that guarantees shall be given that will relieve them of possible trouble. Some have been willing to accept them on bills of lading and most of them have dropped insistence upon actual markings of merchandise. Moreover, it is to be remembered that the pushing of this reform at this time has not been as widely popular as it was before this country entered the war.

Despite all that has been said and done in the matter of child labor, the fact stands out that something ought to be done in this country in a constructive way to teach young people the value of labor before they reach an age where pride makes them independent and wilful. A little more discipline in the way of wholesome work can do a great deal in this country to teach young people respect for authority and respect for the man who earns his living by manual labor.

While the American people are talking themselves black in the face on the subject of food preservation, food economy and the husbanding of every available resource, they are overlooking a most important product which will be too far advanced to utilize by the end of another week. The Tradesman refers to *S. canadensis*, commonly known as the elderberry, which is found in fence-rows and along the country roadsides throughout the greater part of the United States. Elderberries are adapted for the manufacture of wine, jam, jelly and pies. Properly made, the wine commands a high price because of its medicinal value. Probably not one person in a hundred has ever eaten elderberry pie, notwithstanding it is one of the most delicious of all the wild fruits. Few

housekeepers are aware that elderberry jam stands at the head of the jam family, when properly prepared, and that delicious jelly can be made by the addition of juice from unripe grapes. It is almost criminal on the part of the American people to permit such a valuable food product, which can be obtained at little or no expense, to be wasted as it is every year.

CANNED VEGETABLES.

The past week has been practically without precedent in the canned vegetable market. In ordinary years it has been the windup of the glut, so far as tomatoes are concerned, but this year, with everything out of joint, the glut wound itself up before it began. In other years it has been no uncommon experience for the first part of September to be one of the hottest periods of the year. This year it was unnaturally cold, and if there is one time in the whole year when the weather should follow traditional lines it is the period of harvest. Tomatoes and other late vegetables have suffered seriously this year without any doubt. In some instances it may be only retarded growth that to some extent may be repaired with a period of warm weather that often comes even as late as this. Damage to corn has also been noteworthy, and a number of other items that go into cans have suffered in like manner. As to tomatoes, all that could be packed were urgently needed to meet an unusual demand, the Government being a serious factor in the situation.

Apples will probably come here from Nova Scotia, according to information that has been forwarded to the Department of Commerce by Evan E. Young, Consul General at Halifax. The most recent and accurate reports obtainable, Mr. Young says, are to the effect that the apple crop of the province is about equal to that of last year, when about 680,000 barrels were harvested. Because of the British embargo on apples, however about 400,000 barrels of this fruit that last year were shipped to British ports this year will have to be marketed in this country and Canada.

"Satisfaction is part of what you pay for when you buy here; there is no extra charge for it. If you do not get it, bring back the goods, for the money is on call." This notice, attached to all the goods sent out by a men's furnishings store, has been of great benefit, the owner says, in building up sales.

Many a man who cares nothing for art worships the portrait of the blond lady on a \$20 gold piece.

GONE TO HIS REWARD.

Death of One of Our Best and Oldest Citizens.

John Bertsch, the veteran tanner, died Saturday at his apartments in the Hotel Browning. The funeral was held at the residence of his son Monday afternoon. Interment was in Oakhills. A complete record of the life and achievements of the deceased was published in the Tradesman of July 15, 1914.

Mr. Bertsch attributed his success to keeping everlastingly at it. It is a matter of common knowledge that no one was more faithful to his business than Mr. Bertsch was in the days of his greatest activity. He remarked just before he died that if he were to live his life over he would not do very much differently than he did except that he would be extra cautious as to whom he selected as a partner.

Mr. Bertsch never fished nor hunted nor owned a fast horse. His time was so fully occupied by keen attention to his business that he had very little time to devote to anything else, except the constant guidance and encouragement of his children and friends.

Mr. Bertsch lived a very busy and a very useful life. His career is full of encouragement for those who are compelled to begin at the bottom of the ladder, as he did, and it goes without saying that no one received more friendly assistance than those who appealed to him for counsel.

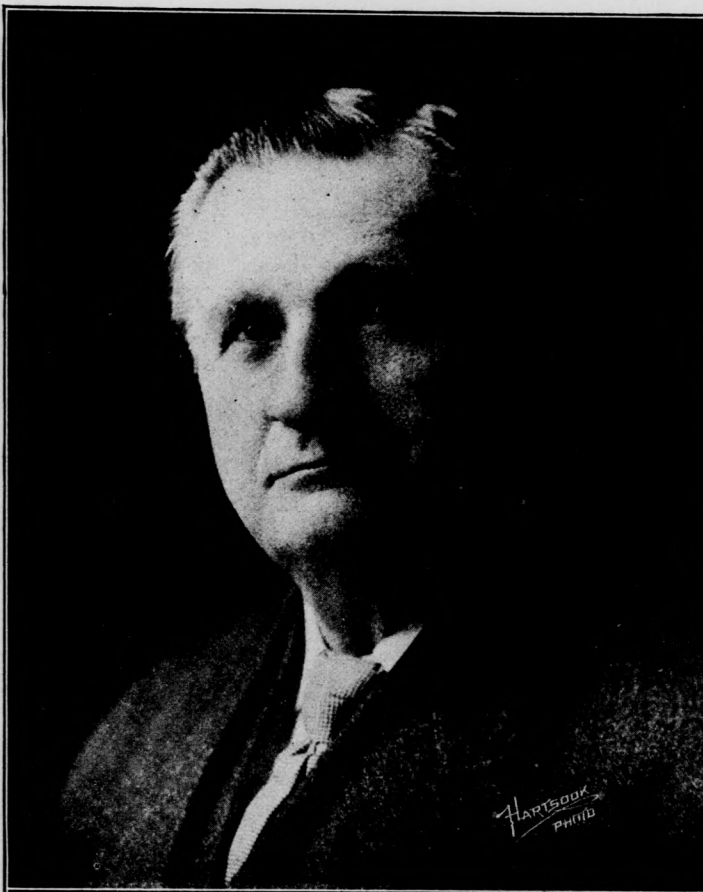
Mr. Bertsch's two outstanding characteristics were absolute integrity and human kindness. The conventional virtues were his in fullest measure and the ordinary advice given to young men as to the requisites for success in life—honesty, industry and all the list of important but minor qualities—were strongly and effectively exemplified through all his career by Mr. Bertsch.

The most striking feature of the closing years of Mr. Bertsch's life was his ardent Americanism. He was disgusted beyond measure with the attitude of too many of our citizens of German descent who side with the Kaiser and either covertly or openly array themselves on the side of autocracy and tyranny. He had no patience with the men who share in the bounty of this country, yet have nothing but bitter words or bitter thoughts for the Nation which is fighting for the maintenance of human freedom and democratic institutions. Mr. Bertsch frequently stated that he wished it was within his power to destroy the Kaiser and his cohort of "bloody butchers," as he described the Prussian leaders, candidly believing that the God of Nations would approve such action on his part. He earnestly desired to live to see his country emerge triumphant from the great struggle it is now undertaking to crush the Kaiser and destroy every vestige of rule by bloodshed. No bequest he could leave men of German blood is more valuable than this—loyalty to America and strict adherence to American institution.

Mr. Bertsch's character was the result of both inheritance and train-

ing. He was deeply philosophic in his thought and feeling and had a profound respect for law, both divine and human. Always mindful of his own humble beginnings, he acutely sympathized with those in trouble or in need. He was easy to approach and as quick to see and to appreciate both sides of any question. It was a pleasure to meet him, for he was always interested in what the other man was interested in, asking many questions, constantly seeking information.

So far as the most intimate acquaintance can determine, Mr. Bertsch never consciously wronged an individual or that aggregation of individuals called the people. He not only avoided any violation of the law in his business transactions, but he scrupulously observed what he felt to be its spirit as well as letter.



The Late John Bertsch.

That is to say, his kindly integrity not only extended to individuals with whom he came in contact—a virtue common enough—but it had a broad civic scope as well. His sense of personal responsibility and obligation includes not merely his family, his friends and his partners, but the community in which he lived and the Government under whose protection he prospered.

He was not only just but kind. Dozens of men and institution owe to Mr. Bertsch their present status in the business community. It is to be regretted that the story of these practical benefactions can never be told, but that such is the case is due to his modesty and self effacement, which were lifelong characteristics.

People who begin by trusting everybody usually end by trusting nobody.

Sidelights on Celery City and Environs.

Kalamazoo, Oct. 2.—W. R. Little, the East avenue grocer, has sold his stock to Thomas J. Fox, who formerly was employed by the M. C. Railway.

The Kalamazoo Paper Co. will erect a new finishing room for its No. 2 mill. The structure will be 123 x 40 feet in dimensions.

Excavations are being made for the new addition to the Harrow Spring Co.'s plant, on Sheldon street, between Vine and Jackson streets.

O. B. Towne, Secretary of the Kalamazoo Chamber of Commerce, has been appointed associate National director of the Hoover food conservation campaign which is to be instituted throughout this country, starting October 21 and continuing for one week. His headquarters are in Washington, D. C., where with one other he has complete charge of the campaign under Mr. Hoover's immediate direction.

at the West end. Revised plans are now being prepared for the offices and they will be complete and comfortable.

The big round-up of the United Commercial Travelers, which will be held in this city October, 13, will be featured by a grand ball and dinner at the Hotel Burdick. It was at first planned and announced that this feature would be held at the Pythian temple, but owing to the fact that the Kalamazoo War Service Association desired the use of the Pythian castle for the banquet to Major-General Dickman and staff, the U. C. T. consented to waive any claim on the auditorium.

R. R. Schmidt, grocer at 781 North College avenue, while cranking his automobile in front of his store last Tuesday, suffered the fracture of both bones of his right forearm. The accident was due to the spark plug being advanced by children when he was not looking. Mr. Schmidt contemplates retiring from the grocery trade and devoting his entire time to his doll doctoring business. He receives sick dolls from all over the country and doctors them with new heads, eyes, bodies or legs.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.
County of Kent, }

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.
Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.
W. N. Fuller, Grand Rapids.
S. A. Sears, Grand Rapids.
S. F. Stevens, Grand Rapids.
F. E. Stowe, Grand Rapids.
Fred Pettinga, Grand Rapids.
E. L. Fox, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.
Sworn to and subscribed before me this 2nd day of October, 1917.
(SEAL) Florence E. Stowe,
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 9, 1919.)

Securities of three Kalamazoo concerns were approved by the Michigan Securities Commission at its meeting on Wednesday. The Victor Wire Wheel Co. will be allowed to issue \$500,000 in common stock, while the American Sign Co. can sell \$150,000 additional stock to use in increasing the company's business. The Kalamazoo Vegetable Parchment Co.'s bond issue of \$100,000 was authorized.

The Byers Brothers Construction Co. has completed the work of putting in the foundation for the new plant for the Dunkley Co. and will start on the upright immediately. The structure when completed will be one of the finest factories in Kalamazoo. It is practically fireproof, the material used being concrete, brick, steel, and steel sash. Since the original plans were drawn, the size of the plant has been about doubled. The main factory will be 120 x 260 feet in dimensions, one story. It furnishes 31,200 square feet of floor space. At the East end is the boiler house, 24 x 50 feet, with the offices

Table Cost

Cut Three-Fourths by Luscious Quaker Oats

*Oats Have Attained a Multiplied Importance
By the Rising Cost of Foods*

In nutrition and flavor they stand supreme among grain foods. Yet they cost a trifle compared with wheat. And their cost has advanced but little.

Meat and eggs average five times the cost, per unit of food value. The average mixed diet costs four times as much. So each \$1 you

spend for Quaker Oats saves an average of \$3.

Yet Quaker Oats is flaked from just the big, rich, flavory oats. We get but ten pounds from a bushel. So this food of foods is here presented in its most enticing form.

THE PROGRESSIVE MARKET		Price Amount	
CHARGE TO	J. B. Smith		
ADDRESS	2401 Maple St		
CLERK	W.B.		
Quon	Meat		2.00
	Eggs		1.00
	Quaker Oats		1.00



Quaker Oats

Flaked from Queen Grains Only

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

Serve it often, and in various ways. The more you serve the more you save, and the better you are fed. But always get this luxury grade. It costs no extra price.

The Quaker Oats Company

Chicago



Movements of Merchants.

Metamora—Don Gleason succeeds Lee Wales in the meat business.

Hastings—George Smith, Jr., succeeds B. Dickinson in the restaurant and cigar business.

Allegan—A. H. Meyer has returned to Allegan and resumed his piano and music business.

Mendon—Charles Morgan has closed his jewelry store and removed to Three Rivers.

Alma—The capital stock of the Alma Elevator Co. has been increased from \$10,000 to \$25,000.

Menominee—The Central West Coal Co. has increased its capital stock from \$25,000 to \$150,000.

South Boardman—Louis A. Atkins will open a restaurant and ice cream parlor about Oct. 15.

Detroit—The Damarara Coconut & Produce Co. has increased its capital stock from \$10,000 to \$15,000.

Hillsdale—W. L. Crandall has sold his store building and meat stock to Charles Butts, who has taken possession.

Fremont—Ben Van Oss, of Holland, who recently purchased the A. Peters stock of bazaar goods, has taken possession.

Eaton Rapids—Miss Ethel Peete, recently of Detroit, has engaged in the millinery business in the Bromeling building.

Onsted—Henry M. Long has closed his stock of millinery and taken a position as traveling salesman for a Detroit millinery house.

Eaton Rapids—George W. Lindsey has sold his grocery stock to Loren Lindly, who will continue the business at the same location.

Saginaw—The Vogt-Bricker Sales Co., manufacturers' agent at 211 Germania street, has changed its name to the R. J. C. Vogt Sales Co.

Fremont—W. W. Pearson, dealer in dry goods, millinery and women's ready-to-wear clothing, is remodeling and enlarging his store building.

Detroit—The Robert A. Pfeiffer Co., 42 Jefferson avenue, dealer in raw furs and wool, has changed its name to the Vreeland Fur Co.

Ludington—Alstrom & Anderson, grocers on South Washington avenue, have sold their stock to Erwin P. Miller and will leave Oct. 5 for Camp Custer.

Brooklyn—Winfield Roberts has sold his ice cream parlor and confectionery stock to Harry Letsis, recently of Monroe, who will continue the business.

St. Louis—C. P. Hanna and A. T. Kitchen have formed a copartnership and purchased the Curns & Gray grocery stock and will continue the business at the same location on North Mill street.

Byron—Harold E. Close has sold his stock of groceries and store fixtures to his father, Fred Close, and enlisted in the signal corps service.

Mt. Clemens—The Chas. S. Ferrin Co., which conducts a retail hardware, plumbing and heating store, has increased its capital stock from \$30,000 to \$54,000.

Kalamazoo—The City Iron & Metal Co. has been incorporated with an authorized capitalization of \$10,000, all of which has been subscribed and paid in in cash.

Vicksburg—Thieves recently entered the hardware store of R. J. Haas and carried away considerable stock and the contents of the cash register.

Saginaw—The William Barie Dry Goods Co. has completed the remodeling of its store building and installed modern fixtures and show cases throughout.

Iron River—A. L. Huetter, who conducts a women's ready-to-wear store at Marquette, has opened a similar store here under the management of Miss Anna Kruse.

Coldwater—Henry Tiefenthal has sold his bakery to John and Abram Aalbrecht, who will continue the business at the same location on West Chicago street.

Morrice—The Morrice Grain & Bean Co. has engaged in business with an authorized capitalization of \$20,000, \$15,000 of which has been subscribed and paid in in cash.

Kalamazoo—Thieves entered the Van Avery drug store, corner of Kalamazoo avenue and Rose street, Sept. 28, and carried away the contents of the cash register and considerable stock.

Holland—Mrs. Burns, who has conducted the Van Drezer restaurant for some time, has purchased the stock and fixtures and will continue the business under her own name.

Manton—William Pickard, recently of Gilbert, has leased the Bailey building and will occupy it with a restaurant and bakery under the style of the City Bakery & Restaurant.

Charlotte—The Charlotte Ginseng Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$200 being paid in in cash and \$800 in property.

Mendon—Levi C. Schumaker, of Schumaker & Schumaker, hardware dealers, died at his home recently, following a brief illness. His son, A. H. Schumaker, will continue the business.

Detroit—The Reedy & Groshaw Co., which will conduct a retail drug store, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Howard City—The Howard City Grain Co. has opened its plant for business under the management of Frank Rushmore, formerly manager of the C. H. Gibson & Co. produce business.

Holland—George Hamburg has purchased the interest of E. Glass in the stock of the Central Park Grocery and the business will be continued under the same style by Mr. Hamburg and D. Miles.

Detroit—Leo W. Walser, clothier at 2356 East Jefferson avenue, has merged his business into stock company with an authorized capitalization of \$10,000, all of which has been subscribed and paid in in cash.

Saginaw—William J. Davis has purchased the stock and fixtures of the Saginaw Music House from William A. Gunn, who has conducted the business at 210 North Hamilton street for many years.

Detroit—The Wavenlock Perfume & Supply Co. has been incorporated with an authorized capitalization of \$25,000, of which amount \$22,300 has been subscribed, \$1,000 being paid in in cash and \$3,000 in property.

Muskegon—Vander Voort Bros. will remove their bakery to the brick store building they have just erected at the corner of Pine street and Muskegon avenue, about Oct. 8 and will continue the business under the style of the Money Worth bakery.

Detroit—H. S. Houk, druggist, at 981 Third avenue, has merged his business into a stock company to be known as the Houk Drug Co., with an authorized capital stock, of \$15,000, of which \$10,500 has been subscribed and \$2,800 paid in in cash.

Coopersville—The Coopersville Condensed Milk Co. has been incorporated with an authorized capital stock of \$200,000 common and \$175,000 preferred, of which amount \$350,000 has been subscribed, \$4,496.87 being paid in in cash and \$254,503.13 paid in in property.

Morrice—John Rastall, of Fowlerville, has purchased the store building and stock of general merchandise of E. M. Fineis and will continue the business under the management of Mrs. E. M. Fineis and Mrs. Winters. Mr. Fineis will go to Bancroft and assume the management of the Fred Rorabeck general store for John Rastall, who recently purchased the stock and store building.

Muskegon—O. S. Hopperstead has sold his stock in the Central Drug Co. to Harry I. Sanford, of the Brundage Drug Co. The business will be continued without change of name under the management of Chas. S. Koon, President of the corporation. The store is one of the oldest in the city, having been established by Jacob Jesson in 1881. It has been conducted by Messrs. Koon and Hopperstead since 1894.

Manufacturing Matters.

Kalamazoo—The Kalamazoo Paper Co. is building an addition to its plant. 123 x 40 feet.

Kalamazoo—The Globe Casket Manufacturing Co. has been incorporated with an authorized capitalization of \$200,000, of which \$100,000 has been subscribed and paid in in property.

Detroit—The Detroit Slater Co. has decreased its capital stock from \$200,000 to \$150,000.

Detroit—The Detroit Refrigerator Co.'s capital stock has been increased from \$500,000 to \$750,000.

Detroit—The East Side Creamery So., 1022 Forest avenue, has increased its capital stock from \$100,000 to \$200,000.

Muskegon—The Peoples' Milling Co. will rebuild its plant which was recently destroyed by fire and also increase its capital stock from \$40,000 to \$80,000.

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

Detroit—The capital stock of the Detroit Sulphite Pulp & Paper Co., 2607 West Jefferson avenue, has been increased from \$1,500,000 to \$2,500,000.

Muskegon Heights—The Michigan Washing Machine Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Adrian—La Vern Smith, cigar manufacturer, has merged his business into a stock company, with an authorized capitalization of \$4,000, of which \$3,000 has been subscribed and paid in in cash.

Port Huron—The Fibre Chamois Products Co. has been incorporated with an authorized capitalization of \$10,000, all of which amount has been subscribed, \$5,100 being paid in in cash and \$4,900 in property.

Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 2.—In the matter of Orson D. Stebbins, bankrupt, Grand Rapids, an offer has been received for the assets of this estate, which consist of a one-third remainder and interest, subject to the life estate of Elizabeth Stebbins, in lot number 3 of block number 19, Dexter fraction, city of Grand Rapids. The matter will be heard Oct. 4, at which time the assets will be sold to the highest bidder. The only offer thus far received is \$300.

In the matter of the Norton Company, bankrupt, Grand Rapids, the trustee having filed his final report and account, a final meeting of creditors has been called for Oct. 5. The trustee's report shows a balance on hand, as per last report, of \$2,274.94, additional receipts of \$76.32, total \$2,351.26; disbursements for certain administration expenses and a first dividend of 5 per cent., \$1,496.62; balance on hand, \$854.64.

In the matter of the Offringa Decorating Co., bankrupt, Grand Rapids, an offer amounting to \$2,200 has been received for the assets. The appraisal shows the assets to be appraised as follows:

Paints, lead, varnishes, brushes	\$2,206.47
Wall paper, borders, etc.	809.06
Furniture, fixtures, etc.	1,127.00

Total \$4,142.53

The matter has been set down for hearing Oct. 8, at which time the assets will be sold to the highest bidder.

In the matter of the Veit Manufacturing Co., bankrupt, Holland, the trustee has received an offer from John Tazeelaar of \$6,500 for all of the assets of said estate, except the accounts and bills receivable, and subject to all encumbrance on the same. The assets are appraised at approximately \$27,800.00 with a total liability against it of \$11,376.00. The hearing will be held Oct. 11.

In the matter of Edward M. Oleschak, bankrupt, Grand Rapids, a final meeting of creditors has been called for Oct. 17. The trustee's final report shows a balance on hand, per last report, \$189.42; additional receipts, 93 cents, and a balance on hand at this date of \$190.35, and no disbursements.

In the matter of the Fair, bankrupt, Grand Rapids, appeals have recently been taken to the District Court on certain orders made in accordance with the referee's findings, disallowing certain large claims filed by John W. Kingsbury, individually, and also John W. Kingsbury operating as the Merchants Gold Stamp Co.



The Grocery Market.

Sugar—The only development in the sugar market this week is the reduction in the price of refined to the basis of 8.35c, which was made by the American and Howells in New York and the Pennsylvania and Franklin in Philadelphia. The Federal is still out of the market, and McCahan is reported as having withdrawn. Warner continues to quote 8.40c and Arbuckles price is the same as for some days past—8.50c. Available supplies of refined sugar appeared to be no more plentiful, and for that reason the drop of 5 points, as announced, was somewhat puzzling to the trade. When beet sugar is available three weeks hence, the price of granulated will be reduced to 7¼c, New York basis. No cane granulated will then be available in this territory as long as the supply of beet lasts. All refiners, brokers and jobbers will have to obtain licenses in order to handle sugar. No refiner can ship sugar to any jobber who is not licensed or do business through any broker who is not licensed.

Tea—The trade is displaying unusual interest in the reports of a possible lifting of the British import embargo under pressure of the great and increasing necessities of the markets of the United Kingdom, and there is much speculation as to the effect such action will have on the New York market for Ceylons, Indias and possibly Javas. The outstanding feature of a decidedly strong and unusual situation in teas generally is the pronounced scarcity of green teas on the spot, especially the Pingsuey descriptions. Of the latter there are said to be hardly a dozen lines on the market, and it will be at least a month before the stringency will be relieved by the arrival of any considerable quantity. The stock coming forward is being rapidly absorbed by orders placed in advance of arrival, despite the unprecedentedly high prices, and the indications are that very little of it will be available for general market purchases when it gets here.

Coffee—The market continues dull and weak. Nominally and in a large way No. 7 Rio coffee green is quoted at 8¾c, but very probably a good order would be accepted at a shade under this. The situation is exceedingly dull and exceedingly weak, owing to the very large available supply of all Brazil coffees. Mild grades are weak and dull in sympathy with Brazils. The only thing that is firm in coffees is Java and Mocha, but these are in very limited demand.

Canned Fruits—Apples are very high and probably no New York State gallons can be obtained for less than \$5 a dozen, in a large way. California canned fruits are about unchanged and in quiet de-

mand. Deliveries of new pack are progressing. Small Eastern staple canned goods are in ragged supply and ruling very high.

Canned Vegetables—Although there is no denying that the tomato market is a very firm one, it has been impossible to get it above the \$2 mark, and the movement has stopped where it is for the time being. Naturally, the trade here is watching intently for the first sign of weakening on the part of the canners, but the only evidence thus far is the offer of an occasional lot at slightly under the market. It is undeniable that the high prices have checked the demand, for the retailer has as yet to pass on the situation, and there is some question as to whether or not the public will be willing to pay 25c over the counter for a can of tomatoes that at one time sold as low as 10c. On the other hand, canners say they have not got the tomatoes to offer, as the buying has been very heavy and there is a suspicion in some quarters that the Government has not limited itself to its original percentage in its purchases but has been sending hurry orders through for the different camps as the needs developed. From whatever cause, there has been an extraordinarily heavy demand, until there is a scarcity of offerings that is without precedent at this season of the year. Corn is very strong, especially shoepeg and Maine corn. Shoepeg is going to be short and is already high. Packers of Maine corn say they will deliver about 25 per cent. Other varieties of corn promise to be in good supply, although prices will very likely remain high. Peas are unchanged and steady to firm.

Canned Fish—Among other great staples among canned goods, salmon, has also gone awry. Sockeye salmon chose this of all years to forsake their customary waters and have gone elsewhere, if they exist, which no one knows. With the high price of meats of all kinds the demand for salmon this year has been unprecedented, and other varieties have had to take up the demand that would ordinarily have gone to sockeyes, so that at the beginning of the season we find pinks at \$2—something that has never been known before. Whether the public will pay these fancy prices remains to be seen, but apparently there will be little choice. Domestic sardines are unchanged and in quiet demand.

Corn Syrup—There is no change in the situation. The scarcity of available supplies continues to hold business within narrow limits and prices are more or less nominal.

Dried Fruits—Despite big crops and thus far no accidents, such as rain during drying time, the dried fruit situation

shows up as one of considerable strength. To be sure much of this is declared to be artificial by reason of the absolute control of distribution by the various associations, but there is no way of telling whether prices might not be higher if ordinary speculation had been allowed full sway. At the same time there are evidences of a good demand from all sources and particularly from the army and navy, while there is as yet no indication that ordinary consumption has been materially checked. Relatively, prices are not much, if any, higher than other commodities and the public mind has now been trained to accept everything on a higher range of values. At the same time it is a period of unprecedented prosperity of the California growers and they are making the most of it. There is the possibility, for instance, acknowledged privately by the Association's directors, that they will be able to show a good profit on the season's operations and still carry over a surplus stock, if need be, that will be "velvet." Just what the Peach Association's experience will be has not been intimated, but judging from the prices ruling and the size of the crop it is easy to reach a similar conclusion. Raisin prices have also been adjusted to a basis which leaves little chance of loss to the growers no matter what may develop, so that there is no reason to look for lower prices as a result of any philanthropy on the part of the producers. As to demand, aside from the Government, jobbers have provided for active consumption which seems not unlikely but yet remains to be decided.

Rice—The market is virtually bare of stock owing to the very small arrivals. There are many enquiries but it is questioned whether buyers will be willing to follow the market to any higher levels, as prices have already reached a point that has rarely if ever before been attained, and the disposition among consumers to substitute rice for other foods is lessened by the narrow difference of costs.

Molasses—There is not much doing in grocery grades, mainly owing to the light offerings, although the high prices prevailing would in themselves be a sufficient reason for conservatism on the part of buyers. For blackstrap there is a fair demand and firm market.

Cheese—The market is very firm at an advance of ½c on various styles. Receipts of fresh-made cheese are very moderate, with a good home demand and some export enquiry. There is no important change in sight in the near future, but the make is growing lighter owing to the condensaries taking milk and the future outlook firm.

Provisions—Pure lard is very firm and in very light supply. Consumptive demand is active. Hogs are so high and so small, local packers are only killing enough for their immediate needs. There is, therefore, no accumulation of lard at present and fresh-made goods are cleaning up daily. Compound lard is very firm at an advance of 1½@2c per pound, due largely to the extreme shortage of cottonseed oil and the good consumptive demand. It is said that considerable of this material is going to Belgium, and even higher prices are

not unlikely. And there is too great a margin between pure and compound, which will not be modified by any decline in pure. Smoked meats are very firm after an advance of ½ cent, due largely to the light supply and good consumptive demand. Barreled pork is very firm, but unchanged; in light supply and moderate demand. Dried beef is steady, at a decline of 1 cent. Supply is fair and demand light. Canned meats are firm and unchanged.

Salt Fish—New shore mackerel are still comparatively scarce and high. Some fancy fish are coming into the market, but not a great many, although the high prices have undoubtedly greatly curtailed the consumption.

Surplus Exceeds Capital Stock.

The Fourth National Bank of Grand Rapids has reached the proud position where its surplus exceeds its capital stock. The latter is \$300,000 and the surplus is now \$303,000. Those familiar with the methods of President Anderson and his efficient associates know that the surplus is "all there," because under their system of banking it is impossible for anything to be classed as an asset unless it is entitled to that designation. Mr. Anderson has never been obsessed by the idea that he must have the biggest bank in Michigan. His ambition has rather been to make his institution and the other banks in which he is a dominant factor as sound and strong as any financial depositories in the State.

Late News Notes From the State's Metropolis.

Detroit, Sept. 25—Two of the most extensive dealers in raw furs in the country are in Detroit. Shipments come from all parts of the continent and the skins are prepared and sent abroad. The war has affected the business somewhat, but the American manufacturers are taking the product, owing to the shortage of imported furs. There are several small dealers and the gross of the trade runs into millions annually.

John W. Mea, 76 years old, veteran Detroit grocer, died Sunday in the home of his daughter, Mrs. Robert MacPherson, 615 Bewick avenue. He had lived in Detroit thirty-two years. Maud W. Mea, a daughter, and Irene and Robert MacPherson, grandchildren, survive. Funeral services will be held in the Church of the Annunciation Wednesday morning, and burial will be in Mt. Olivet cemetery.

Will wonders never cease? Edward Frick (Judson Grocer Company) has purchased a Cadillac touring car and now takes long trips in the country every Saturday afternoon and Sunday. He has not yet screwed up his courage sufficient to drive the animal, so avails himself of the generous services of Harry T. Stanton, who performs the duties of chauffeur with his usual skill and adroitness.

In refusing to lift a finger to help the second Liberty Loan, the leaders of the suffrage party in New York City have won a great victory—the universal contempt of every true American and the execration of every lover of liberty in the world.

Joseph P. Lynch has returned from Greenville, where he conducted a ten day sale in the department store of Z. C. Bohrer. The first day of the sale the purchases aggregated \$1,309.08.

Gabby Gleanings From Grand Rapids

Grand Rapids, Oct. 2.—C. R. Lawton, after a long rest, has regained his former health, ravaged by the dread disease, scarlet fever, and again took up his grip and joined the ranks Oct. 1. He represents the Marshall Milling Co., of Marshall, Minn., in Northern Michigan and Wisconsin. Grand Rapids Council unite in voicing their good wishes for Claude's success with his new connection.

H. W. Harwood left Sunday night for Indianapolis, where his house, the Holcomb & Hoke Manufacturing Co., turns out the "Butter-Kist" pop corn machines, the machine that has caused H. W. to be dubbed "Pop Corn King of Michigan." He expects to be gone a week.

It is reported that Walt Farley and Joe Perkins, the popular oil salesmen, were seen eating soup in a church booth at the Traverse City fair. The story runs that they both wore a scared look and were dainty and meager in the consumption of the soup, but it hardly seems probable, as both gentlemen are popular in church circles.

H. B. Wilcox, the official cut-up of No. 131, made a killing at the Traverse City fair and came home with the best part of a porker, a good old sugar cured ham. That bird would fall in a cistern and come up with a new suit of clothes.

E. A. Crandall, the popular Worden salesman, has made arrangements to carry an extra order for this week. He had the promise of an order and he says preparedness has been demonstrated before to be the key to the situation.

Morris Mann, a member of No. 131, reported Monday morning with the remainder of the members of the Red Cross Ambulance Corps, No. 5, which were mobilized at the Armory and detailed from there for training at Battle Creek.

J. H. Mann and H. W. Harwood compose the cigar committee for the big meeting Saturday, Oct. 6. Both being connoisseurs of good Havanas, we will expect "some" cigars. Oh, say about three for a half?

An editor's privilege:
"Have you submitted this poem elsewhere?"
"No sir."

"Then where did you get that black eye?"

That old adage, "Money talks," is obsolete. Money doesn't talk, it just whispers.

Otto Heinzelman, considered one of the most cool headed fellows of No. 131, was seen badly bewildered last week and nothing more or less than a "big fat" order did it. Not that large orders are a rarity with Ottie, but this was a "hum-dinger." His motto, "Royal Selz Blue is a Shoe" is doing the stunt.

Regardless of old H. C. L., some of the boys are showing courage, class and prosperity by coming forth garbed in new suits and overcoats. French patterns are prevailing. Soldiers of the Grand Commercial Army.

R. A. Waite, the bug-poison salesman, was seen taking the track to the fair grounds at Traverse City with his overcoat under his arm. The strange part is the fact that old Sol was working over time. Why an overcoat is the puzzle. Perhaps it was safety first. There was horse racing.

We understand one of our popular travelers desired to trade his car for a package of camels or anything the other day. We think it is because he couldn't "kick her over."

Dr. and Mrs. G. W. Ferguson, who have been spending their summer vacation at Kew Beach, Toronto, Canada, have returned to their home in Grand Rapids. The doctor started out immediately on a Western business trip to Vancouver, to be gone four weeks. Mrs. Ferguson accompanied him as far as the Soo.

If Kaiser Bill would use some of his bombing expeditions against the

village cut-ups occupying all the chairs and tables in the small town hotels, he might do some good. Do your writing after the village championship at cards is decided or wait until morning while they peacefully sleep.

On Saturday, Oct. 6, Kalamazoo Council, No. 156, degree team will confer the work for Grand Rapids Council, No. 131, at their hall on Ionia avenue. These officers are top notchers and every one is requested to be present to witness the work. A big class will be on hand for initiation and we want to make Saturday, Oct. 6, go down in history for No. 131.

John Ehrman and wife, of the Columbia Hotel, Kalamazoo, spent the week end with Wm. Francke and wife.

Mrs. Perley Lawton, who has been spending the past six weeks at Petoskey for hay fever, will return Wednesday to the home of her niece, Mrs. Wm. Francke.

G. K. Coffey, who was badly injured in Milwaukee while trying to stop an auto, has been allowed his claim. He expects to be out hustling at an early date. He says he is through with Milwaukee and flivers for life. Grand Rapids may be slow, but it is safe.

Grand Rapids and Kalamazoo Councils have negotiated for a series of three base-ball games. The first was played at Kalamazoo Sept. 22, in which game Kalamazoo was defeated. The next game will be played in Grand Rapids at Garfield Park, Saturday, Oct. 6, game to be called at 1:15 sharp. These games are being played to decide the championship of Michigan among the various councils of U. C. T.'s.

Manager Walter Lypps, requests members of No. 131 who have cars to be at the Crathmore at 12:30 to help care for the Kalamazoo boys who are participants and those desiring to visit the ball grounds. Be on hand, boost for Grand Rapids, but show Kalamazoo what 24 carat hospitality is. Our boys were treated royally when they visited Kalamazoo, Sept. 22. They were met at the train with autos and driven to the Rickman for lunch and at night were served to a seven course dinner which was fit for kings. The Kalamazoo boys did their best to make our boys feel at home and from the praises sung by them, their efforts were not in vain.

The time, Saturday, Oct. 6, 1:15 p. m. Place, Garfield Park. Attraction, ball game. Price, two bits. Come one come all and help make a regular ball game. Those who have cars, don't forget to be at the Crathmore Hotel at 12:30 sharp.

Two things we can't swallow—a Hun's peace proposal and German kultur.

Remember, gang, that Saturday Oct. 6, is a big day for Grand Rapids Council, No. 131. The day starts at 2 p. m. Don't forget to bring lunch for three as a pot luck lunch will be served at 6 o'clock in the Council chambers. This open meeting is a stag affair, so maybe theater tickets for the better halves will be acceptable.

Harold H. Van Syckel, the popular cash grocer at Douglas, surprised his many friends two weeks ago by taking unto himself a bride. Mr. Van Syckel's many friends, together with Gabby Gleanings, wish him the same happiness and success in his married life he has met in his business career.

Shelby, the busy little city situated on the Pentwater branch of the P. M., is showing real class. She has dolled herself out with paved streets and, as an elaborated trimming, has added a boulevard lighting system. These improvements speak well for the hustling, enterprising business men of Shelby.

Claude Peifer, the new landlord of Hotel Shelby, was formerly connected with the commissary department of the Pere Marquette Railroad. Mr. Peifer already has plans under

way for extensive improvements. New plumbing fixtures will be installed and a new heating plant will replace the one now in use. Mr. Peifer is endeavoring to give Shelby a hotel which will be a credit as well as a boon to the traveling fraternity. We hope the Hotel Shelby will prosper and if boosts will help there will be only one result—success.

Percy Carlton, of Hart, has sold his news stand to Mrs. Minnie Richmond, who will take charge immediately. Mr. Carlton has accepted a position as traveling salesman and will enter into his duties at once.

Jerry Congdon, the popular druggist of Pentwater, is seriously ill at his home. He has symptoms of typhoid fever and his many friends are deeply concerned as to his condition.

Harry P. Grady, of the Woodhouse Co., has resigned his position and will report with his ambulance corps at Battle Creek some time this week. Harry has been drilling faithfully and also has become "floohent" in the use of French. Frank Arlict will cover Harry's city trade while he is with the colors.

Jim Goldstein, of Detroit, "Mich.," the "used to was" scribe for the Tradesman, was heard to make the remark that he was going to send in a full page for the Tradesman at an early date. Make good, Jim, we are waiting watchfully.

Walter J. Mellinger writes as follows from East San Diego, Calif.: "We moved into our new home Tuesday last. That night I joined the local chamber of commerce, called the Progress and Prosperity Club, and was at once unanimously elected Publicity Manager of the city of East San Diego. To-morrow, Monday, I start as all-round assistant to the editor of the East San Diego Press on a salary, with a view of buying the paper later. My Belgian hare industry will soon be flourishing. The chickens will soon be laying. The

garden will soon be producing vegetables and the flowers are now wonderful. We have orange, lemon, banana, peach and acacia trees on our ranch and we have to walk to the P. O. for our mail. Some life!"

Mrs. H. A. Gish, who has been seriously ill with an attack of pneumonia, is recovering. Mr. Gish has been spending some time in Pioneer, Ohio, looking over his interests at that point.

All commercial men are invited to the U. C. T. booster meeting Saturday, Oct. 6. I. C. M. A., T. P. A., F. M. M. B. A., A. P. A.'s and everybody who hugs a grip. Come up and know more of the precepts of U. C. Tism.

If any members of Grand Rapids Council are entertaining the thought that the Wm. H. Jennings, Sr., booster-rally meeting, to be held in the Council room next Saturday afternoon and evening, is to be a dry-as-dust affair, the object of this paragraph is to disabuse their minds of any such illusion. Besides the speaking, several pieces of choice music will be rendered and there will be such forms of special entertainment as will interest the most critical. The committees have left no stone unturned to make this the biggest event in the history of Grand Rapids Council. Every member should turn out and bring enough eats for at least three full sized red blooded men. All the food will be turned over to the chief cook, John V. Ripperger, and some time around 6 o'clock all will be seated at the tables for a good old time pot luck dinner. There are many reasons why every member should be present, but we will mention but one or two. The chief reason is that it is given to celebrate the fiftieth anniversary of one of our honored and respected members as a traveling salesman. Nearly everyone in the Council has heard of or knows personally By Gee Cripe Jennings, and out of respect for this venerable old

"Educating the Homes—We Evangelize the World"

Have you selected your exhibit space in the Grand Rapids Better Homes Exposition

Klingman Exhibition Building

Wednesday, November 28th, to Saturday, December 8th, 1917

What is a better home without better food products?

The better food does not necessarily mean higher price, but it does mean a standard purity and an absolute guarantee of non-adulteration. The best food brings the best health and the best satisfaction. The standard one hundred point food product is to be an adjunct of importance in the Grand Rapids BETTER HOMES show.

This show is given in co-operation with the Grand Rapids Art Association, the National Council for Defense, the Federation of Women's Clubs and other leading organizations of the city, and to illustrate the National movement for BETTER HOMES, of which Grand Rapids, the furniture and home city of the world, takes the lead.

Write us immediately, for we want your exhibit, and the space is selling very good, not through individual exhibits alone, but through the co-operation of associations covering the furnishing and building industries, each taking from 3,000 to 7,000 square feet of space. This is going to take up our exhibit space rapidly. Therefore—HURRY.

Floor plans and price of space, also showing spaces sold, will be sent you on application.

IMPORTANT

Only one or two of a kind of food products exhibits will be accepted, as we cannot spare the room of the 50,000 square feet of floor space we have for any more; besides, one exhibit of each line will illustrate our one hundred point food and thrift conservation campaign just as well as a dozen of each kind would, and it will make each individual exhibit four or five times more valuable to the exhibitor than if confronted with a lot of exhibits in the same line.

Address—Louis W. Buckley, Managing Director

BETTER HOMES EXPOSITION

Klingman Exhibition Building

GRAND RAPIDS, MICHIGAN

knight of the grip, we should be there to a man. Then, too, our worthy Grand Counselor, John A. Hach, has launched a series of rally meetings and we should respond to his appeal in a manner that will make his heart glad when he comes here next Saturday afternoon to visit our Council. The committee wish it expressly understood that the evening meeting is open to every traveling salesman within reach of our Council rooms and to provide for our visitors satisfactorily is the reason each member is asked to bring grub enough for three. Delegates from the Supreme and Grand Councils will be present, as well as Kalamazoo, Muskegon, Battle Creek, Jackson, Saginaw and Bay City councils. The Kalamazoo team will do the degree work for Grand Rapids Council in the afternoon.

By a recent ruling of Supreme Counselor T. J. Phelps, under date of Aug. 20, a member of the Order of United Commercial Travelers enlisting or being drafted for the duration of the present war should not be considered as a soldier or sailor so long as he remains on continental United States or Canadian territory. Therefore, so long as a member pays all dues and assessments charged or levied against him and does not leave the confines of the country, he or his beneficiary will be entitled to all the rights and benefits.

This is the time of the year when quite a lot of folks with a good supply of red corpuscles in their veins are wondering whether Grand Rapids Council is going to offer another of its famous dancing parties for the year 1917 and 1918. The committee wishes to announce through the columns of the Tradesman that the first party of the series will be given in the Council rooms Saturday evening, Oct. 27. New and old dances will be given, with Tuller's orchestra in attendance. The committee consists of A. E. Atwood, chairman, Ira Gordon,

E. H. Snow, Frank Starkey and N. H. Carley, any one of whom will be pleased to further enlighten you upon the plans for the ensuing year and more pleased still to have you come forward and purchase season tickets.

Geo. T. Smith, 333 Fuller street, while alighting from a train at the Union depot last Friday, fell and injured his elbow so badly as to necessitate his going to the hospital for an operation. L. V. Pilkington.

Butter Adulterant "Pure."

The fact that he used perfectly clean water in adulterating the butter that he sold to his customers was cited as an argument for judicial leniency to Max Kronengold, a food dealer of Washington Market, New York.

The attorney for the dealer emphasized this bit of consideration, and called attention to various horrible things the defendant might have used. Nevertheless, the judge imposed upon Kronengold a fine of \$200.

By his own admission the man added one part water to every two of genuine butter that he sold until apprehended by the supervising agent of internal revenue.

Seize Calcium Carbide Stocks.

A cablegram from the American Consul General at London informs the Department of Commerce that the British Minister of Munitions has taken possession of all calcium carbide in stock exceeding fifty-six pounds. Unless under license from the Ministry of Munitions, further dealings in this article are prohibited, except in the execution of written contracts.

Late News From the Cereal City.

Battle Creek, Oct. 2—About fifteen members of Battle Creek Council will visit Grand Rapids Council Oct. 6, leaving Battle Creek over the Michigan Railway at 12:30 p. m.

E. W. Guild, of Detroit, spent Sunday in Battle Creek and called on the boys over the phone. Ed. says Detroit is a wonderful city, but Battle Creek looks good to him.

A stag hotel is being built by C. L. Post on Jefferson avenue, South, opposite the Michigan Railway depot. It will have fifty rooms. The building will be two stories high, steam heat and bath with each room.

Battle Creek is going to have one of the greatest business building booms in its history within the next few months, it is predicted by real estate men and contractors. There are not enough vacant stores in town to meet the demands and a number of second floors on Main street which have always been vacant are being leased now, and the demand is far from being supplied.

Custer Park is to have a new hotel to cost \$150,000. It will cover an entire block. The dining rooms will be at one end of the sun porch, with a lobby and ball room on the other. It will be built of wood and on the property of the Merchants Realty Co., which lately bought the property situated at the Gull Lake Junction of the Michigan Railway Company.

The Hub Clothing Co., of Chicago, one of the largest retail clothing houses in America, has opened Military Store No. 3 at Custer Park. Two weeks ago there was not a board on the site. Yesterday the building was completed. Several car loads of stock have been moved in and the store was opened for business.

A harvest barn dance was given Tuesday, Oct. 2, in the Montgomery garage for Major Gansser's men of the 33rd regiment by the community war board. All the boys say they had "some time."

L. R. McLeod, East Main street, grocer, has sold his business to the Marco Stores Co., of Chicago, which will conduct a cash store. It is stated that this is the first of a dozen or more which will be established in Battle Creek in the near future. The stores will be supplied by the Marco wholesale store of Chicago.

Detroit's mayor and party visited Camp Custer the past week as the guests of Brigadier General Penn and Mr. Marx greeted the Detroit representatives of the National Army, most of whom were in uniform.

This week will finish the uniforming of all the National Army men in Camp Custer.

Within the past month twenty applications have been filed in Calhoun county for naturalization.

Fifteen thousand people visited Camp Custer Sunday and there were 10,000 autos parked outside of the grounds. Jack.

No Predominating Style.

Manufacturers of waists for women report that the differences in the demand from various sections of the country are such that no sweeping generalization of what is, or is not, the predominating style of the season, is possible. The Pacific Coast is said to favor white and flesh colored Georgettes, while in the Middle West the straight line "suit blouse" in the darker color combinations is preferred. As for the Eastern district, it seems on the whole to be taking a little of everything. This condition is attributed to lack of any very definite new style creation. "There are, of course, new features," said one manufacturer, "but, due for one thing to the Paris suggestions having been unusually limited, these new features are confined more or less to details."



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

Barney says—

NEDROW COFFEE—"Science did its best—

WORDEN Methods did the rest."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

Two dollars per year, if paid strictly in advance.
Three dollars per year, if not paid in advance.
Canadian subscriptions, \$3.04 per year, payable invariably in advance.
Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents; issues five years or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 3, 1917

SECOND LIBERTY LOAN.

On October 1 the second issue of Liberty Loan bonds was offered to the public, subscriptions for which will be accepted until Oct. 27. The new bonds will be dated Nov. 15, 1917, and will fall due Nov. 15, 1942, redeemable, however, by the Government on and after Nov. 15, 1927. They will bear interest at the rate of 4 per cent. per annum, and should the Government during the war issue bonds bearing a higher rate of interest, the 4 per cent. bonds can be converted into those paying the higher rate. Those holding 3½ per cent. interim receipts or the 3½ per cent. bonds themselves can have them exchanged for the 4 per cent. bonds without expense. The new bonds will be exempt, both principal and interest, from all taxation, National, state or local, except inheritance tax.

A surtax, or special additional tax, will be levied upon bonds purchased exceeding \$5,000 upon the basis of income, war profits and excess taxes as now fixed by law. In other words, persons of small incomes will pay no taxes on the new 4 per cent. bonds.

In the previous campaign, the amount of the issue was arbitrarily fixed at \$2,000,000,000. The forthcoming issue will be \$3,000,000,000 or more, which means that if the subscription comes within the \$5,000,000,000 limit, bonds will be issued for all subscribed.

The campaign in Michigan formally opened with a meeting at Grand Rapids Oct. 1 with a central organization for Western Michigan, which, in turn, has organized county units. These will organize township units, so that this entire district will be well and thoroughly canvassed.

In the county units the county agricultural agents have been drafted to aid in the campaign.

In the previous campaign many country banks ordered bonds through their correspondents in Grand Rapids and other large cities. In order that each county should receive the credit it deserves it would be well for the county banks to order their own bonds and those for customers directly from the Chicago Federal Reserve Bank.

The seriousness of our participation in the war is becoming more widely known and better appreciated, due to

the official revelations of Germany's duplicity, dishonesty and savagry. It has become apparent that only through the almost universal participation in these Government loans can we adequately support and supply our brave American Army and Navy and win. As this conviction sinks deeper into the consciousness of our people, the more cheerfully will they pour their savings into the coffers of the country, knowing that not only will they reap their reward in the return of interest on the money loaned, but in the comforting knowledge that they are thus doing their bit for their country. Any sacrifice entailed in the purchase of these bonds is only temporary, for the securities are as good as the gold upon which the money of the country is based.

If the English people—burdened by two years of accumulating and very heavy war taxes and by a series of earlier war loans—could respond as they did to the offering of last February, neither the duty nor the financial capacity of the American people in the case of the pending war loan is open to debate. It is our people who accumulated the high incomes and great fortunes of the first two and a half years of war, without the exhausting experience of participation in it. Now that we have joined in the war, it is pre-eminently our interest as well as our duty to see that the conflict is financed and fought to an early finish.

That our people recognize this fact, and will respond with enthusiasm to the Government's application, there is no reason to doubt. But unremitting activity in the canvass, and participation in it by every individual, will be necessary to make the result what it ought to be. Four million separate subscriptions were received for the 3½ per cent. In a thrifty population of a hundred millions, and with increased facilities for small applications, the number ought certainly to exceed the seven millions who subscribed to the last German war loan.

AN UNFAIR COMPARISON.

In the light of what we now know about Bloody Bill Kaiser, we can appreciate what the matchless orator, Robert G. Ingersoll, once remarked about the Kaiser's prototype about a quarter of a century ago:

I would rather have been a French peasant and worn wooden shoes; I would rather have lived in a hut with a vine growing over the door, and the grapes growing purple in the amorous kisses of the autumn sun, with his loving wife by his side, knitting as the day d'ed out of the sky, with his children upon his knees and their arms about him—I would rather have been that man and gone down to the tongueless silence of the dreamless dust than to have been that imperial impersonation of force and murder known as Napoleon the Great.

It is a little unfair to Napoleon to consign him to the same class as Bloody Bill, because he had some compassion for his enemies and scorned to resort to the bestialities and barbarities the Kaiser and his propaganda sanction.

DEATH OF WILLIAM H. ROUSE

In the death of William H. Rouse, which occurred at Blodgett Hospital last Friday, the city has lost a fine example of the old-time merchant and business man. He had nothing in common with the newer get-rich-quick type, but, sound and solid, carried his principles into his office with him, and was properly respected as a man who knew his place in the business world and filled it to the best of his ability. His long-time affiliations with a foreign corporation never in the slightest degree affected the soundness of his judgment as to things in this city, or his sterling loyalty to local institution. It would be foolish to think that there are not plenty of younger men of equally high standards coming to the front to take the places of the older men now dropping off; but it is true that there was a certain distinction of manner and of carriage about them that is not likely to be reproduced in the coming generation. They were truly of an old school; the best of the new will doubtless be as good, but they will differ in type.

A man achieves and holds such a position as Mr. Rouse occupied only on true merit, which in the fierce competition of modern business implies strength of character, honesty of purpose, uprightness of method, fine idealism, united to sound judgment, trained mind, firmness of will, persistent application, inherent tact in dealing with men and measures, power to overcome obstacles, loyalty to employer, together with devotion to the Golden Rule.

Because Mr. Rouse not only possessed but used all these attributes he was a distinguished success as a furniture salesman. Far larger yet was his success in those spiritual relations which in real life so transcend the material. Beauty of character, charm of disposition, sincerity of heart, winsomeness of countenance, simplicity of manner, nobility that stooped to no evil, devotion to the best and highest—these characteristics graced a life rich in service to his country and to his friends.

MUST START OVER AGAIN.

The decision of the Michigan Supreme Court in the trading stamp case, involving the validity of the law enacted by the Legislature prohibiting the use of trading stamps in this State, has resulted in a victory for the trading stamp people, as will be noted by the full text of the decision published in this week's issue of the Tradesman.

The law is held unconstitutional because it is class legislation—a defect which can easily be remedied at the next session of the Legislature. If the Governor calls a special session next January, the new law can be enacted at that time, but it is hardly probable a special session will be called, because President Wilson has requested all the governors of the country not to call special sessions.

The class legislation objection is due to being compelled to make certain exceptions in the law when it was being enacted by the Legislature

to meet the strenuous objections of the Detroit Soap Co. and other manufacturers who issue coupons or premium tickets with their goods.

With the retail trade of the State more thoroughly organized than was the case when the trading stamp law was enacted it ought to be comparatively easy to secure a law which would not embody any exceptions whatever. This kind of a statute would undoubtedly be sustained by the Supreme Court.

It is to be hoped, however, that recourse to the Legislature will not be necessary, because in all probability Mr. Hoover will abolish trading stamps altogether, the same as he has abolished the manufacture of liquor as a beverage. There is no reason why he should not do this, because trading stamps have no excuse for existence in times like these, when every effort is being made to lower the cost of living and give the consumer food and raiment at the lowest possible margin.

One would scarcely imagine that the supply of sulphur could be rapidly decreasing, even though the Satanic demand for it has been so great. War has required such quantities that the interior of the earth, where Dante, at any rate, and most definitarians place the infernal regions, has not been able to keep up a sufficient supply. The Italian government has placed an embargo on this product of the earth's bowels, partly with the intention of keeping any of it from getting through to Germany and so facilitating the enemy's manufacture of munitions, partly, however, to preserve a sufficient supply for its own immediate needs. Production is probably going forward in the Sicilian mines at top speed, which means, of course, that labor under most distressing conditions, in perpetual darkness, in surroundings dangerous to health, is being driven at top speed to feed the rapacious and insatiable appetite of Cadorna's legions. Here is a parable of the whole war, of its all inclusive-ness. Soldiers being torn and blinded by flying rock splinters on the slopes of the Monte Garbriale, grimy Sicilian peasants, heirs to the physical perfection of their Greek ancestors, digging the poisonous stuff that makes the carnage.

Grand Rapids never had a citizen who did more for the poor and unfortunate than John Bertsch, nor one more generous of his time and means to any cause which appealed to him with especial force. Certain it is that no one ever went to him on behalf of a good cause without meeting encouragement, and no man in the whole city was more earnest in undertaking to be a useful citizen. His counsel was wise and conservative, his judgment excellent, and his success in life never for a moment dimmed his sympathy for the less fortunate and the needy in our citizenship. Withal he was the friendliest, most modest, and unassuming of men, never putting himself forward, but always ready to recognize merit in others and to applaud the work of those who were often less valuable to the community than he himself.



NEGLECTED PROFITS

Isn't It a Fact that ONE THOUSAND retail Merchants buying merchandise as one individual can obtain lower prices than you?

Isn't It a Fact that not being able to buy in "BIG" quantities you FAIL TO GET THE BENEFIT OF THE LOWEST PRICES that come with "BIG BUYS"?

Isn't It a Fact that ONE THOUSAND retail stores united into one concrete organization can buy 25,000 dozen overalls, or work shirts, or canvas gloves, or hosiery at a lower price than you when buying 25 dozen?

Your GOOD JUDGMENT and BUSINESS SENSE will tell you these are indisputable FACTS—and as a sound business man you will undoubtedly be guided by such FACTS.

Here are THREE ESTABLISHED FACTS—from members who have actually TESTED the many benefits from this organization—convincingly demonstrating to the most skeptical that there is a MONEY-SAVING advantage created by our buying methods.

Shelby, Ind.,
July 30, 1917.

United Merc. Stores,
Chicago, Ill.

Gentlemen:

At the time of joining your organization last Spring I was uncertain as to whether I had thrown away my membership fee or not, but after attending our July convention and seeing the lines displayed and the prices thereon, am fully convinced that it is the only system whereby any country merchant can be placed on an equal buying footing with the mail order houses and the big department stores.

I bought about \$2,000 in general lines at the Chicago convention last week and am thoroughly positive that I've already got my membership fee back in savings and better merchandise, and still have two years service coming at no extra charge.

Can honestly recommend the plan to any merchant who is desirous of besting all competition in the general merchandise line.

Sincerely,
GEO. W. DICKEY.

Anamosa, Ia.,
Aug. 7, 1917.

United Mercantile Stores,
Chicago, Ill.

Gentlemen:

We are very well pleased with the results of our purchases at the convention at Kansas City. We had purchased practically everything we needed from other sources, before we became a member of the U. M. S., and especially so for Fall delivery. However, we found about \$2,000 worth of merchandise we could use nicely to fill in with and consider the savings were sufficient to justify our taking the membership. Had our purchases been larger, our savings would have been materially larger. We will go to the next convention with view of purchasing the bulk of our goods for the next season.

In all, we are very well pleased.

Yours truly,
THE CRISPIN-HARTMAN CO.

Emma, Ind.,
August 8, 1917.

United Mercantile Stores,
Chicago, Ill.

Gentlemen:

I want to thank you for the interest you have taken in me in all the dealings I have had with you since I became a member of your organization. I can truthfully say that I have saved many dollars on every transaction and I am convinced such a concentrated buying power means a saving to every member. I was fortunate in being able to attend the convention in Chicago last month and it sure was a great occasion for me, as I learned many things which will enable me to be a better retailer. I enjoyed the convention very much and hope that every member can feel just as enthused over it as I do.

Wishing you all kinds of success, I remain, a booster for the U. M. S.

HENRY J. KLEMM.

A TRIAL "TEST"

If you will check the items you are interested in, we will gladly point out the advantage of Buying in Group.

UNITED MERCANTILE STORES
Chicago, Ill.

Gentlemen:

Can your Retail Buying Organization save me any money on the merchandise I have checked?

WOMEN'S APPAREL MEN'S APPAREL

.... Coats Clothing
.... Suits Pants
.... Dresses Rain Coats
.... Underwear Work Clothing
.... Hosiery Overalls
.... Petticoats Work Shirts
.... House Dresses Sweaters
.... Aprons Shirts, Dress
.... Neckwear Hosiery
.... Waists Underwear
.... Skirts Canvass Gloves
.... Furs Neckwear
.... Veilings Suspenders
.... Kimonos Belts
.... Dressing Sacques Hats
.... Shoes Shoes

GENERAL DRY GOODS AND SUNDRY LINES

.... Linens Silks
.... Cotton Goods Infants Wear
.... Wool Dress Goods Boys' Blouses
.... Oilcloth Towels
.... Handkerchiefs Dinner Ware
.... Gloves Candies
.... Laces Aluminum Ware
.... Trunks, Suitcases House Furnishings
.... Blankets Talking Machines

Without any obligation on my part, please give me all particulars as to the advantages of "Group Buying," and mail me copy of "Facts."

Firm Name
Town State

THE TIME HAS COME when modern methods of buying merchandise must be adopted if retail merchants are to compete with the rapid strides now being made by the chain stores and mail order houses, whose striking success is due to their tremendous BUYING POWER.

WE ARE NOW LIVING IN an age of development—automobile—aeroplane—wireless—and in business it is the same, the retail merchant who cannot keep the PACE will be forced from the RACE.

Be the exclusive merchant in your town to adopt modern BUYING METHODS—that insures you better merchandise at lower prices than your competitor.

Without a single obligation on your part, we will mail you a copy of "FACTS"—just for the asking.

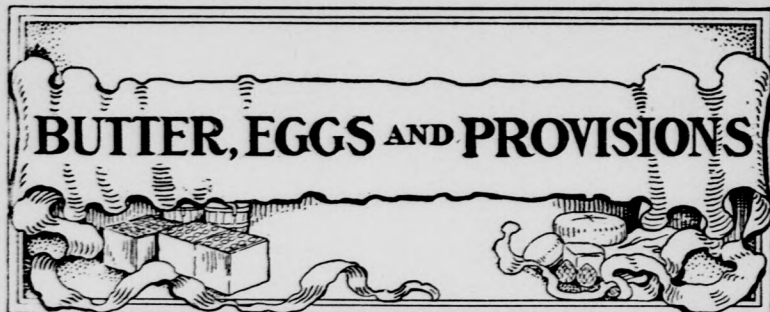
United Mercantile Stores

INCORPORATED

New York City
322 Fifth Ave.

Chicago
408-412 S. 5th Ave.

Kansas City
Mo.



Warning Public Against Ice Packed Poultry.

As a part of the Government's programme, evidently, to help the consuming public help themselves, their pocketbooks and their health by eating more poultry, the following matter, intended for general newspaper use, has been sent out by the United States Department of Agriculture:

When you buy poultry which is packed in ice you probably are paying poultry prices for from 3 to 14 per cent. of water soaked up by the bird. This means paying from 25 to 50c a pound for from 3 to 14 pounds of water in every hundred pounds of chicken purchased.

Moreover, a broiler allowed to soak in water or ice will lose about 1.3 per cent. of its edible substance, while roasting chickens and fowls lose as much as 1 per cent. Along with the edible material water dissolves and washes out from the bird substances on which the fine flavor of the flesh largely depends.

The purchaser who wishes to avoid water-soaked chickens and to make sure that the money is paid for poultry and not poultry plus added water will do well to insist on buying dry-packed and dry-chilled birds. It is always advisable to see the package in which the butcher received the chickens. High-grade, dry-packed, dry-picked birds are commonly sent to market in boxes—not in barrels. Twelve birds are packed in a box, which is neatly lined with white parchment paper. Each individual head is wrapped in paper. The feet of the birds are clean and the entrails are always in place. Wet-packed chickens are shipped to market in barrels holding 200 pounds or more. The birds in the bottom of the barrel soak in water that is filthy with dirt washed down from the feet and heads by the melting ice.

Many persons who have found a bird dry and without flavor attributed this lack of quality to cold storage, whereas the probability is that wet packing is responsible for the fact that most of the appetizing flavor has disappeared. Usually cold stored poultry which is thawed in the dry, cold air of the ice box is much superior to the water-logged so-called fresh chicken.

Edward Miller Will Dream Also.

Evansville, Oct. 1—I am glad our editor had a dream. He dreamed that "The lovers of God are the haters of men." The haters of men have all claimed to be the lovers of God. These haters of men filled their dungeons with the thinkers of the world. They put the chains on those who dared to tell the truth. They invented superstition and kaiserism.

They built altars and thrones. They robbed the thinkers of religion and invented a gospel of their own and killed everybody who would not follow their lead. They filled the world with beggars and crowned themselves as saints. They made millions upon millions sob and moan and go out on the battle fields to fight for their creeds.

Our editor now sees a world at war because the men of God hate the men of intellect. These men despise intellectual people and nations. They commit crime in order to teach their followers how to kill those who wish to think for themselves.

Our editor now sees "Liberty at last is God and Heaven is here." This he says "shall" be. To-night he will dream another dream and he will see Heaven here and now. God is here and Heaven is here now. If it is not here now God is not here. Heaven is peace, joy and happiness and if we do not have these things now God is not here.

To-night I shall dream that I am in Heaven now. If I cannot be in Heaven now I shall never get there.

Storms and chaos, creeds and altars, strife and crime are things of the past with me. I now live without the cannon's flame which the infamous kaiser and his hell devils are using to-day. Kaiserism in all parts of the world has nothing to do with the thoughts I entertain.

If storms and chaos, creeds and altars bring you mental strife, change your mental action. The more you act on such thoughts the more hell you will get now.

Edward Miller, Jr.

Probably the quickest way for a man to get rid of his wife's female acquaintances is to make love to them.

A kind act is never a stepping stone to misfortune.

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.

Paris Green Arsenate of Lead
Get Our Prices

Reed & Cheney Co.
GRAND RAPIDS, MICH.

Mr. Poultry Shipper:

Last week we handled four cars live poultry. This is evidence that we have satisfied shippers. Give us a trial. We don't charge commission.

WILSON & CO.

20-22 Ottawa Ave., N. W.
Grand Rapids Michigan

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a salesman instead of an order taker.

Write us today for exclusive sale proposition covering your market for

Purity Patent Flour

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



GRAND RAPIDS GRAIN & MILLING COMPANY.
GRAND RAPIDS, MICH.

The Sack that keeps the flour IN and the dirt OUT.



We solicit shipping accounts from country dealers.



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

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

Catalog—to merchants

Wilmarth Show Case Company

1542 Jefferson Avenue

Grand Rapids, Mich.

Made In Grand Rapids

Conservative Investors Patronize Tradesman Advertisers

Sparks From the Electric City.

Muskegon, Oct. 1.—The Differential Clock Co., which is moving here from Grand Rapids, has leased the Enterprise Brass Co. plant and will soon be doing business on a large scale.

The Michigan Engine Co. has commenced building the new truck called the "Muskegon." The new factory which it is building in the Continental addition, is well under way.

The Michigan Warehouse & Storage Co. has leased 50,000 feet of floor space in the Racine Boat Co. plant and will engage in a general transfer and storage business. J. Hayward, of the W. W. Barcus Co., is at the head.

Several Pere Marquette officials were here a few days ago and stated they were going to remodel the depot, making several changes in the rest room, also sanitary plumbing, etc. Surely this will be appreciated.

Speaking of depots, the Michigan Central, at Gaylord, was a disgrace to a civilized land Wednesday, Sept. 26. The writer went to get the 5 a. m. train and found at least a dozen drunks, who evidently had been there all night; bottles, etc., were scattered over the floor and the waiting room was in a terrible filthy condition. Surely, with a night man on the job, there can be no excuse for this.

The Peoples Hardware Co. has its stock pretty well transferred to its new location on Pine street.

The Union National Bank will move to a temporary location next week, while the building on the present site is being razed and a new sky scraper is being erected. The U. C. T.'s will secure a new hall in the building.

Strange how much more attractive our home seems to the young men since the school ma'am came to stay with us.

Any one doubting the productiveness of Northern Michigan, should have visited the Pellston fair, held on the upper floor of Jackson & Tindle's store. Phillip Theil, the manager, and his able assistants, surely did their part to make the fair a success. The writer never saw an exhibition of vegetables that equalled it in quality. The display of potatoes was exceptionally fine. Mrs. Will Heidrick had six weighing 12½ pounds. Carrots, turnips, rutabagas, cabbage, apples, plums—all of the finest quality. In fancy work Miss Minnie Dewey and Mrs. McDonald had the largest display, all of which was very fine. O. D. Leach, 81 years old, had a fine silk quilt which he made, which was very fancy. J. D. Robinson had a large display of honey and beeswax,

all of which was a high quality of goods. Mrs. D. Sullivan, with fifty-eight varieties of canned goods, all of which looked eatable, led the list. Baked goods of all kinds were abundant and a fine lot of butter near by made you hungry. This was the fourth annual fair of Jackson & Tindle and the premium list was large and generous.

E. P. Monroe.

Make "Roman" Cheese.

The Lodi Cheese Co., Lodi, Wis., is making a new brand of cheese, called Roman. It is a very delectable article of food for Italians, and has heretofore been imported from Italy. The war has put an end to its importation, and its manufacture is now being taken up in this country. Emanuel Marcus, a Macedonia Jew, who learned his trade abroad, has been secured by the Lodi company to make this cheese.

The Michigan State Fair, from the standpoint of the dairyman and manufacturer of butter and cheese, was a dismal failure. The dairy division is looked on by the management as of little consequence and of secondary consideration. Considerable space in the dairy building rented to other interests entirely foreign to the dairy. Superintendent George Brownell was unable to create much interest in that department, as only six tubs of creamery butter, three cheese and nine samples of dairy butter were on exhibition. The creamery butter was mostly from nearby creameries, those out in the State not taking any part in the exhibit as in former years.

**To-day's Flavoring**

Crescent Mapleine, the "Golden Flavour," is today's flavoring. A few drops go as far as a teaspoon of other flavorings. No other flavoring is so rich—none so economical. Are you selling Crescent Mapleine? Modern economy practices mark it the first flavoring. Look to your stock now. * * * Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago.

Crescent Mapleine

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas.

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

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.



LUBRICATED TUTHILL TITANTIC SPRINGS

Distributors,

SHERWOOD HALL CO., Ltd., 30-32 Ionia Ave., Grand Rapids, Mich.

No Center Hole—No Center Nib—No Center Breakage. They are constructed with a special lubricating rust-preventing compound made from graphite—forming a long lived lubricant inserted between the leaves of the spring.

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.

**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

**Franklin Package Sugars**

Are Uniform In Quality and Sweetness

For many years Franklin Package Sugars have been famous as "The Standard of Purity." They are made from Sugar Cane by the most modern refining processes, great care being taken to maintain uniformity and secure the greatest sweetening power. Such sugar is sure to please your customers, and you can make a profit out of the steady sale that follows. The ready-to-sell cartons and cotton bags save you loss by overweight, save the cost of paper bags and twine. Franklin Granulated Sugar is sold in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton bags.

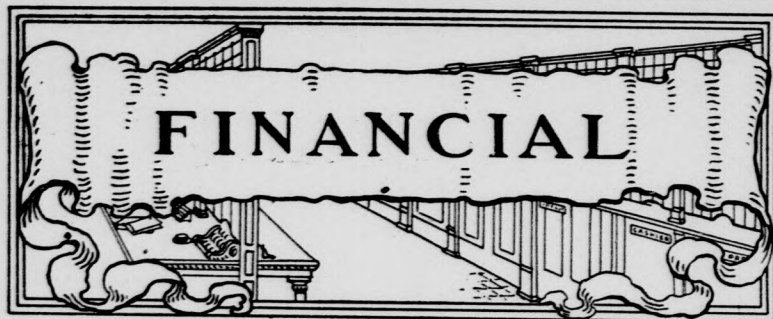
"A Franklin Sugar for every use"

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

The Franklin Sugar Refining Company

Philadelphia





Some Perplexing Problems Incident to the War.

Written for the Tradesman.

Advance information as to the new Liberty Loan has been extremely hard to get. These facts are now, or soon will be, public property:

The loan will be for \$3,000,000,000. The bonds will bear 4 per cent. interest and will be tax exempt to the purchaser of small means, that is to purchasers who do not pay income or war profit taxes. To the wealthy they will be liable to a surtax, based upon income. It has been a puzzle as to just what surtax means in this respect. Financiers define it as a tax in addition to all other taxes paid, but in this instance it would be a special tax on Liberty Bonds, based upon other income taxes paid by the purchaser.

This will mean that buyers of small amounts of the first 3½ per cent. Liberty Bonds, in exchanging them for the new 4 per cent. bonds, will have to pay the tax. In this respect a little information and a suggestion may be helpful. The owners of 3½ per cent. Liberty Bonds have until June 1, 1918, to exchange them for 4 per cent. registered or coupon bonds without cost to the purchaser. The suggestion is that those who purchased 3½ per cent. Liberty Bonds or those who are holding interim receipts for others, do not send for the coupon or registered bonds called for in their receipts until the new 4 per cent. loan is fully launched and they decide definitely whether they wish to retain the 3½ per cent. bonds or whether they desire to exchange them for the 4 per cent. bonds. In case an exchange is decided upon the interim receipts now held entitling the holder to 3½ per cent. bonds can, without further fuss, be exchanged for the 4 per cent. temporary receipts, which later will be exchanged for the new bonds.

It is to be hoped that in the new Liberty Loan bond campaign just opening there will be more of a systematic canvass. H. O. Probasco, manager of the bond department of the Michigan Trust Company, has outlined a plan which it seems would thoroughly comb the State. It is this: As soon as the quota to be furnished by the State is ascertained, apportion it on a basis of the assessed valuation of the various counties. When this is done, have a meeting of the bankers of each county whose duty it should be to get the supervisors as chairmen of their respective townships, making it their duty to see that the pro rata of their individual townships, as settled on the basis of assessed valuation, is forthcoming. If

this plan is pursued, all who could would not only contribute to the great cause, but would also be in possession of a gilt edged security yielding a fair return. This plan would distribute the loan equitably.

Further information is at hand relative to the latest plunge of the Government into the savings bank business. While at first glance it seems childish, it is full of sinister significance to the savings banks of the country. As announced by Secretary of the Treasury McAdoo, and contained in the bond and certificate bill, the plan is to have the Federal Treasury issue war certificates of deposit in the denomination of \$5, to bear interest at 4 per cent. per annum. Stamps of small denominations will be issued which will be pasted in a book given the purchaser until \$5 has been accumulated, when the book will be taken and a \$5 certificate of deposit given in exchange, the 4 per cent. interest to be paid at maturity, or computed at 4 per cent. from date of issue if the certificate is turned in in payment for a Liberty Bond.

The new 4 per cent. Liberty Loan and the Government penny trading stamp plan are conditions the savings banks of Michigan must meet.

There has been a greater upset in business conditions since the war started than was anticipated, caused largely by congressional delay in settling taxation, price fixing and other Government control which has reduced the buying of the country to a hand-to-mouth basis. Industrial activity, however, thanks to large war orders by the Government and generous civilian purchases, shows little slacking up. Added to other causes of disturbance the attitude of labor has had a checking influence. Influences of the war and the coming out of present Government programmes are bound to have a far reaching effect in the future. Acting on the theory of the greatest good to the greatest number, the country has started upon a policy of Government regulation of prices and profits which leads us into unknown and untrodden paths. It is true that general business interests are willing to place patriotism above profits and that great emergencies call for great measures, but the question will pop up whether, having remade our economic structure to comply with artificial limitations, in effect ostensibly for the period of the war, subsequent return to competitive, individualistic conditions can easily be accomplished. One of the greatest changes is the disappearance—possibly for all time—of dealing in grain futures through the fixing of

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

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

Every American must realize the urgent necessity of supporting His Country unreservedly, and of definitely showing his Practical Patriotism by subscribing to his utmost ability to the Second Liberty Loan.

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

minimum prices to producers and the formation under Government control of the wheat corporation which is to purchase and resell to the millers the unsold portion of the crop of 1917 and the entire crop of 1918. Many believe this will permanently shut our speculation in grain, because public sentiment, if this plan proves satisfactory, will resist the return to the old methods.

As a result of the recent ruling that Federal Reserve banks may make loans against warehouse receipts for potatoes, the United States Department of Agriculture proposes two standards of the tubers as follows:

"No. 1 grade to consist of sound potatoes of similar varietal characteristics, which are practically free from dirt or other foreign matter, frost, injury, suburn, second growth, cuts, scab, blight, dry rot and damage caused by disease, insects or mechanical means. The minimum diameter of the round varieties shall be $1\frac{3}{4}$ inches, and of potatoes of the long varieties, $1\frac{3}{4}$ inches.

No. 2 grade shall consist of potatoes of similar varietal characteristics, which are practically free from frost, injury and decay, and which are free from serious damage caused by dirt or other foreign matter, sunburn, second growth, cuts, scab, dry rot or other disease, insects or mechanical means. The minimum diameter to be $1\frac{1}{2}$ inches.

Reasonable tolerances are to be made for variations incident to commercial grading and handling.

It has been ruled by the Federal Reserve Board that potatoes, properly graded and packed and stored in weatherproof and responsible warehouses, would undoubtedly constitute a readily marketed, non-perishable staple.

Most interesting and important is a ruling of the United States Department of Justice to the effect that state banks are not subject to the Clayton anti-trust act, prohibiting interlocking directorates, as the provision of the act expressly relates to banks organized or operating under the laws of the United States. The decision states that as the act authorizing admission of state banks to the Federal Reserve specifically provides that "subject to the provision of this act and to the regulations of the Federal Reserve Board made pursuant thereto, any bank becoming a member of the Federal Reserve system shall retain its full charter and statutory rights as a state bank or trust company."

"Since," the decision concludes, "the rights existing under state laws as to selection of directors seems clearly among the charter and statutory rights thus retained in full by state member banks, they must be held free in that regard from the restrictions imposed by section 8 of the Clayton act.

Paul Leake.

What of It?

Wife: "The paper says that nitrates are higher."

Hub: "What do we care? We never telegraph anywhere."

When a man challenges comparison he has to fight against big odds.

The Second Liberty Loan—A Call For All.

Written for the Tradesman.

"Help Liberty!"
What's that I hear
In plaintive tone.
The call is clear;
Is she alone—
In need—and cries—
For help! Is none
At hand—nor tries
To her enthroned?

"Help Liberty!"
Again I hear
That mournful word.
Is still none near
Nor aught has heard
What scans her cry
Unanswered yet,
And must she die
While men forget?

"Help Liberty!"
Will ne'er men heed
Nor hear that cry
For gain, for greed
Would see her lie
Enchained, unthroned,
Yet pleading still,
With blood atoned
Though done no ill?

"Help Liberty!"
Shall heartless lord
In secret scheme
To draw his sword
That some dire dream
For lust, for power
Be realized,
While freedom's hour
Is thus despised?

"Help Liberty!"
What! Calling still?
Perhaps it be
It is God's will
She's calling me,
Though long the way
And wide the sea
I'll fight, I'll pay,
For Liberty.

Charles A. Heath.

With Tact, But Forceful.

"We hope we are in error, but our records show that you are \$8.16 overdrawn. Please come around at once and show us our mistake, or else cover the overdraft with a deposit." This notice saves the customer's feelings if by chance the books of the Western bank that uses it are wrong; at the same time it impresses upon him that an overdraft is not to the institution's liking.

It takes a little longer to solve a problem for a free people than for a despotism, but when once solved it is solved for all time.

It takes a smart man to conceal from others the things he doesn't know.

Desirable Public Utility Short Term Investments

Circulars on request

Hodenpyl, Hardy & Co

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Bldg., Chicago

The Michigan Trust Company

Offers in the care and management of estates every advantage of an individual Executor.

It takes the same personal interest in the welfare and comfort of your wife and heirs; it gives the same personal attention to the smaller details of your estate's administration.

In addition, it lends to your estate a strength and power greater than that which any individual Executor may bestow, for the Trust Company does not die, is not restricted in its efforts by lack of capital and has wide experience in the field in which it operates.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost.

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

BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

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.

TRADING STAMP LAW.

Held Unconstitutional By Michigan Supreme Court.

Following is the full text of the decision of the Michigan Supreme Court in the trading stamp case:

Before: Stone, Ostrander, Bird, Moore, Steere and Brooke; Kuhn and Fellows not sitting.

Steere, J.: This quo warranto proceeding was instituted to oust defendant from doing business in this State as a trading stamp company in violation of the provisions of Act 244, Pub. Acts 1911, entitled:

"An Act to restrain and to prohibit gift enterprises, to prevent the issuing, selling or giving away of trading stamps, or of certificates, coupons, or any token or writing redeemable with or exchangeable, in whole or in part, for articles of merchandise or value as prizes, premiums or otherwise, by any firm, corporation or individual except as herein otherwise provided; to define what shall be treated as gift enterprises and trading stamps, and to fix penalties for the violation of this act."

Defendant is a corporation organized under the laws of the State of New Jersey. Prior to the passage of this Act it had paid the franchise fee and fully complied with all the requirements of Act 206, Public Acts of 1901, prescribing conditions under which foreign corporations are admitted to do business in Michigan, and received a license, or certificate therefor, from the Secretary of State. It was then and had been for some time prior thereto engaged in the business of furnishing to dealers and redeeming, when issued by them, trading stamps, or coupons, in the State of Michigan, and admittedly continued in that business up to the time of hearing in this case. Its defense is against the validity of the statute which is claimed to be void because unconstitutional on various grounds, amongst which are, briefly stated, that it violates the due process of law and equal protection provisions of the fourteenth amendment of the Federal Constitution, impairs the obligation of contracts, prohibits legitimate advertising, describes defendants' business as a "gift enterprise" and contrary to the public policy of the State although there is no element of chance or gambling in it, prohibits defendant and others from engaging in an honest business not detrimental to public health, safety, morals or the public welfare, imposes an excessive and confiscatory punishment for its violation, is discriminatory and unfair class legislation, and violates the provisions of our State Constitution that no law shall embrace more than one object which shall be expressed in its title.

The not unfamiliar method of defendant's business as a trading stamp company is to act as an intermediary between the buyer and seller, or the merchant and his customers, by what it terms a "co-operative discount system," under which it contracts to furnish dealers in merchandise, for an agreed compensation, trading stamps redeemable at defendant's place or places of business in articles kept by it for that purpose, the claimed beneficial features of which, to the merchant and his customer, being that the former is enabled to thus advertise his business by offering trading stamps, in the nature of discounts, to the latter who can then go to the defendant's establishment and obtain in exchange without further cost some article of the value, or priced at, the amount represented by the stamp or stamps he produces.

The contract between defendant, called the "company," and the merchant, called the "subscriber," provides that the company will furnish the subscriber the use of its "S. & H. Green Trading Stamps" at an agreed price and redeem them in specified articles of merchandise when presented by customers of the subscriber, who on his part agrees "To offer to customers upon making purchases, and when accepted by them give as an evidence of cash trade, and only for redemption by said company, one of said stamps with each ten cents represented in the retail price of the goods for which cash is paid, and not otherwise to procure, use or dispose of said stamps."

By this plan of operation it is contended there is a value given to and consideration for the stamps issued to customers, payable in merchandise, not contingent on any hazard or chance, or involving any characteristics of a lottery or gift enterprise. In support of this contention the following cases are cited: State v. Shugart, 138 Ala. 86; Humes v. City of Little Rock, 138 Fed. 929; ex parte McKenna, 126 Cal. 429; City and County of Denver v. Frueauff, 29 Col. 20; Dist. of Col. v. Gregory, 219 U. S. 210; Ter. of Hawaii v. Gunst, 18 Hawaii Rep. 196; Long v. State, 74 d. 565; State v. Gaspare, 115 d. 7; Commonwealth v. Emerson, 165 Mass. 146; Commonwealth v. Sisson, 178 Mass. 578; O'Keefe v. City of Somerville, 190 Mass. 110; Sperry & Hutchinson Co. v. Temple,

137 Fed. 992; State v. Sperry & Hutchinson Co., 110 Minn. 378; People v. Dycker, 76 N. Y. S. 111; People v. Gillson, 109 N. Y. 389; People v. Zimmerman, 92 N. Y. S. 497; City of Winston v. Beeson, 135 N. C. 271; State v. Dalton, 22 R. I. 77; Young v. Commonwealth, 101 Va. 853.

That the business in which defendant is engaged is lawful in the absence of prohibiting legislation is unquestioned. Whether its characteristics are such in the field of trade and merchandising that it serves no legitimate purpose and is so intrinsically inimical to good morals and public welfare that it may be suppressed by legislation for the common good under the police power of the State, either by direct prohibition or by licensing it to death, has been a fruitful source of protracted litigation in numerous jurisdictions for many years. In times past the courts of last resort in some fifteen or sixteen states, and several Federal courts, have held that ordinances and statutes enacted to prohibit the trading stamp business were void as an invasion of the constitutional rights of those engaged in it, while other authorities less numerous are found to the contrary. Of the latter plaintiff cites and especially relies upon as conclusive the comparatively recent case of Rast v. Van Deman & Lewis Co., 240 U. S. 342, followed in the same volume by Tanner v. Little, ibid, 369, and Pitney v. Washington, ibid, 387.

Conceding as contended by relator that in the recent cases above cited the United States Supreme Court has held the trading stamp business is of such a character as to be within legislative control and may be suppressed under the police power of the State, the yet serious question remains of whether the statute upon which plaintiff relies is so framed as to be an honest, impartial and valid exercise of that power in elimination of the condemned practice, to protect public morals, health and safety for the general good. Its title, above quoted, indicates that purpose to the casual reader, conveying the impression that the use of trading stamps and gift enterprises in merchandising is under condemnation as a demoralizing practice with insidious potentialities inimical to the public welfare, which the act is designed to suppress. Looking to the body of the act to ascertain the method of its enforcement, it is found to be a criminal law of severity providing that:

"The violation of any provision of this act shall be deemed to be a misdemeanor and is hereby made punishable by imprisonment in the county jail for not to exceed six months or by fine of not to exceed one thousand dollars or both in the discretion of the court."

Further examination of this drastic law discloses that it is not designed to suppress the use of trading stamps in merchandising by the principals, but to eliminate agents, or middle-men, exempting from its eradicating provisions all manufacturers and dealers in merchandise, who alone actually use with customers and deal out to the public in the course of their business the trading stamps, or coupons in stimulation of their trade. This major exemption is carried through the act, with one exception, in substantially the form found in section one, which is as follows:

"Gift enterprises and the issuing, furnishing or giving away of trading stamps or any certificate, coupon or writing of similar character other than for redemption or exchange directly by the person, firm or corporation furnishing, issuing or giving away the same for himself or itself and not for or on account of another, are hereby declared to be contrary to the public policy of the State of Michigan, and are hereby prohibited."

The exception referred to is the concluding paragraph of the Act (sec. 10), which reserved to those engaged in manufacturing, whether foreign or domestic corporations, companies or individuals, the right to contract with others for the use and redemption in merchandise of their trading stamps, is as follows:

"This act shall not restrict or limit the right of any manufacturer of any goods or articles of merchandise to place in or upon the package or wrapper of or for his goods or merchandise, coupons, certificates or tokens, nor the redemption thereof directly or indirectly."

The substance of this act, as elaborately worked out with abundant legal phraseology, is a law which forbids the merchants or dealers in merchandise from issuing trading stamps or coupons with an agreed redemption value to their customers as evidence of trade, unless redeemable by themselves, making it a crime punishable by heavy fine and imprisonment for third parties to participate in the transaction by any arrangement to redeem them according to the terms under which they are issued, while manufacturers may freely issue them, either redeemable by themselves or any other persons. As related to the suppression of this claimed trading stamp evil under the police power of the State, no logical reason exists for this discriminating classification. It is stated as a reason that a difference exists in their relations with the public, for the retailer deals directly with the customer while the manufacturer deals only with the retailer or jobber, but the object of both

THE

OLD NATIONAL BANK

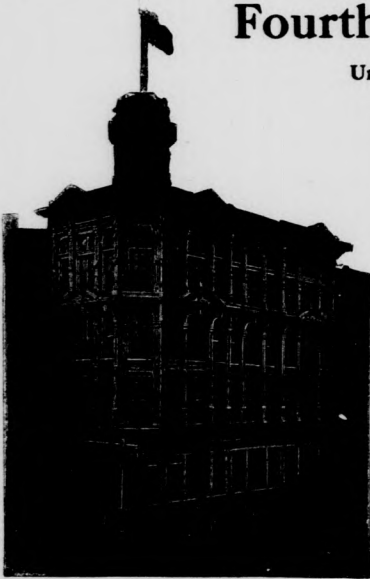
GRAND RAPIDS, MICH.

177 MONROE AVE.

Complete Banking Service

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

Our 3½ Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3
Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½
Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

THE PREFERRED LIFE INSURANCE CO.

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.

Valid Insurance at One-third Less Than Stock Company Rates

Merchants insure your stocks, store buildings and residences in the

Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan

For the last ten years we have been saving our policy holders 33⅓% on their insurance. We can and will do as much for you.

Home Office, Grand Rapids

is the same, and both participate in the transaction which by their joint efforts scatters trading stamps throughout communities, amongst customers of the dealers and consumers of the manufacturer's goods, to stimulate the business of both. In itself this discrimination between manufacturer and merchant may be conceded a matter of which defendant could not complain, but the underlying restriction on the dealer out of which it arises does directly concern defendant. Authority is cited to the effect that, under contracts like this between defendant and its subscribers, instead of it being their agent they become agents of the trading stamp company to handle and distribute its coupons, or stamps, for it to redeem at a profit. In a sense, as between themselves, the transaction may take that color, but such is not their relation to the public, for whose protection this law purports to have been enacted. In the transaction by which the stamps are put afloat, the stamp company only comes in contact with the consumer, or buying public, as the representative of the merchant, to redeem the trade tokens which he has issued in connection with sales to his customers under an agreement by him with them that they will be redeemed in merchandise for a stated value. It is patent that the merchant is the major, and vitally essential, factor in the trading stamp business without whose participation it could not exist as now constituted. If he was prohibited from practicing that method of stimulating trade, or declined to adopt it, all trading stamp companies and agencies would speedily die a natural death; but with them prohibited and totally eliminated the dealers, if unrestrained, could and presumably would continue the use of trading stamps, and issue them to the buying public to tempt customers in the same manner as before, with the same alleged baneful influence against good morals and public welfare. In the selective draft which this law makes from those engaged in trading stamp activities, such as are vitally essential to the existence of the business are exempted. If its suppression for the public welfare was the moving consideration for the law a reversal of the plan of selection would seem to furnish a simple solution of the problem.

So long as the use of trading stamps by dealers to draw custom is countenanced and sustained as a lawful practice it is difficult to discern any difference, in principle, whether in consummation of the transaction the merchant who negotiates it, and issues to his customers such "lure to improvidence" under a guarantee of redeemable value, redeems the stamp himself or has some one redeem it for him. As is said in *People v. Dycker*, supra, "Just what there is in the thing prohibited differing from the thing expressly authorized that makes it inimical to the public welfare and general safety does not appear."

In *People v. Zimmerman*, supra, the court had under consideration a statute similar in the above particulars to Act 244. The following views upon that feature of the act are not inapplicable here:

"There is another infirmity in the statute which renders it invalid. By subdivision 5, as already noted, the business of dealing in trading stamps is reserved for the merchant or manufacturer. This creates a preferential class. The vice it seems is not an alluring one to buy by promises of a gift, but in permitting a promise to be fulfilled by another than the seller. It is a narrow ledge for the distinction to rest upon when in one instance the transaction is subject to legislative control to the extent of confiscation, while in the other it goes without let or hindrance. If the seller by arrangement with a responsible company secures the performance of the agreement and the arrangement is satisfactory to the buyer, it would seem that such a plan ought not to be made a crime, while redemption by the merchant is deemed an honest transaction. The statute is not founded on the moral plane pretended but belongs to that class of legislation designed to drive out of business a successful competitor."

In the last case, disagreeing with preceding authorities which upheld the trading stamp business as an honest and legitimate commercial method of advertising by giving discounts to customers, with which legislation might not interfere, the Court said that such schemes "rely on something else than the article sold. They tempt by promise of a value greater than that article and apparently not represented in its price, and it hence may be thought that thus by an appeal to cupidity to lure to improvidence. This may not be called in an exact sense a 'lottery,' may not be called 'gaming;' it may, however, be considered as having the seduction and evil of such, and whether it has may be a matter of enquiry and of judgment that it is finally within the power of the legislature to make."

So considered the court held that where such conditions were presented and the legislature so determined it might suppress the found evil by appropriate legislation under the comprehensive police power of the State because

against good morals and inimical to the public welfare. This act in outline has that general tone. It is skillfully drawn and well worded to that end, but for its interspersed exceptions which approximate what is sometimes called a "joker" in legislation, serving to defeat the otherwise prominently indicated object of the act. It is in that particular of the class of legislation which the court said in *Braddock v. Day*, 75 Mich. 527, "should receive no encouragement at the hands of the courts."

It is further contended for plaintiff that if invalid as to firms, individuals, etc., the act should be sustained against defendant as a valid limitation upon its corporate powers under the reserved authority of the legislature to alter, amend or repeal all corporate laws, it being particularly stated in Sec. 9 of the Act that it is intended as a limitation upon the power "of any person, firm or corporation" doing business in the State, and to be held "valid to the fullest extent possible" if found invalid as to any class, feature, etc.

We do not deem it necessary to follow or to disagree with the able argument in plaintiff's brief upon the legislative authority and control over corporations both foreign and domestic, and its reserve power to amend or repeal such legislation, provided it is effected by an appropriate enactment for that purpose distinctly evidencing such intent under a proper title.

If the act were given force in that view it would seem to amount to an amendment of the corporate laws which, it is argued with citation of authority, may be done by implication in a separate act so operating. While that proposition might be questioned under the restrictions of Sec. 21 Art. 5 of our present constitution, conceding it as claimed, that object must at least be fairly indicated in the title of the act and the intent made plain by its provisions. This is a prohibitory act naming together without distinction, both in its title and paragraphs throughout, firms, corporations and individuals, or persons, with no separate section or provision devoted to corporations. The statement of intent in Sec. 9 is but declaratory of a recognized judicial rule of construction. Of such a provision it is said in *Ala. etc. Trans. Co. v. Doyle*, 210 Fed. 173:

"It cannot be that, if the unconstitutional portions are so interwoven with the whole purpose and operation of the statute that they are not fairly separable, the act may nevertheless be enforced in a form in which it was not passed and in which it might not be recognized by its framers."

And the same could be said with even greater probability of the members of the Legislature who voted its passage. The court there further pointed out, in the act under consideration, as reason for rejecting the contention that it could be sustained as a limitation on the power of corporations, infirmities closely analogous in many particulars to those appearing here, in part as follows:

"This act does not purport to regulate corporations. There are no separate sections relating to corporations, which can be preserved and enforced. Particularly as relates to dealers, every restriction is carefully applied to corporations, and partnerships and individuals. If only corporate dealers were affected, the statute would be evaded so easily as to make it worthless."

For the foregoing reasons we are impelled to the conclusion that the discriminating scope of this act, as limited and emasculated by the exceptions running through it, the nature and object of which are not disclosed in its title, is not a constitutional exercise of the police power of the State upon which it purports to be predicated.

The judgment of ouster prayed for by the Attorney General is therefore denied.

Swedish Crops Requisitioned.

To bring about economy in their use the Swedish government has requisitioned, by royal decree, the supplies of wheat, rye, barley, oats, mixed grain, vetches, peas, beans, and sugar beets within the kingdom. The American Minister Ira N. Morris, has notified the Department of Commerce from Stockholm that the order in question applies to all stocks from a previous harvest that were available on Sept. 1, and to the current harvest as soon as cut. The decree remains in force until April 30 next. Mr. Morris also has informed the department that the Swedish government has taken over all supplies of fodder in that country. About thirty-five different articles come under the head of "fodder" there, including whale meal.



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Second Most Valuable Material

Under present conditions, concrete is particularly desirable. All the materials—portland cement, sand, pebbles or crushed stone—are staple products, most of them obtainable near by. Concrete is made with ordinary labor under skilled supervision. Concrete contractors have developed rapid and efficient methods of construction. There are many engineers, architects and contractors who specialize in concrete construction.

We specialize in the sale of the stock of the PE-TOSKEY PORTLAND CEMENT CO., and shall be pleased to take your subscription now on the basis of par—\$10 per share—before the stock advances to \$11 per share on January 1.

Deuel & Sawall, Inc.

Financial Agents

Murray Building

Grand Rapids, Michigan

"A Stitch in Time Saves Nine"

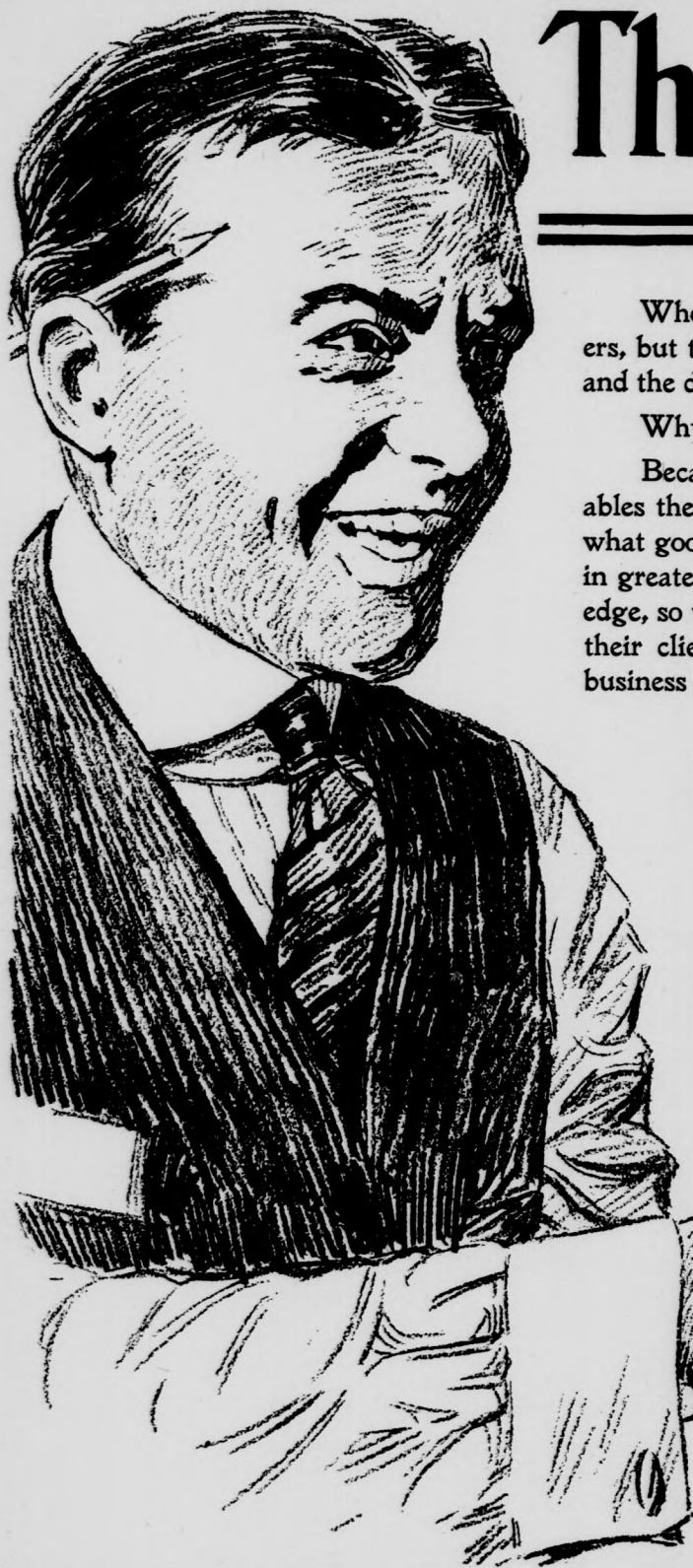
Likewise, a Long Distance Telephone message at small cost may save many dollars.



USE CITIZENS
LONG DISTANCE SERVICE

Citizens Telephone Company

There's Real Value



Wholesalers do not always come in personal contact with their customers, but they have a thorough knowledge of the requirements, the peculiarities and the demands of the merchants with whom they do business.

Why?

Because such knowledge enables them to better serve their trade. It enables them to hold old customers and get new ones. They not only know what goods sell best, but they know exactly what class of merchandise will be in greatest demand six months or even a year in advance. And this knowledge, so vital to their business, is only gained by being closely associated with their clientele. It is so important a factor that the success or failure of a business often depends upon it.

It is the same with the retailer. The greater his knowledge, the more intimately he knows the requirements of his clientele, the greater his success.

What constitutes this knowledge?

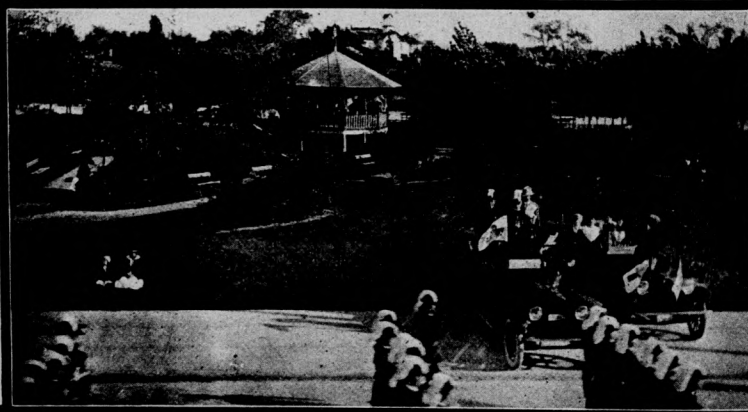
It means that the merchant, in addition to knowing every detail of his own business, should also know the intimate affairs of the community in which he does business. He should know crop conditions, acreage yield, prices of farm products, the buying power of the farming class and what goods will be in greatest demand.

In addition to this he should know labor conditions, the weekly wage earned by the daily workers in his community, the percentage of people idle, the number of people employed, the employment problem as it affects the community, and the general prosperity of the territory.

Cheboygan, Michigan

Cheboygan, the northern "City of the Straits," is a city whose outward growth has been slow, but whose roots have struck deep into the soil, giving a strong and sure foundation for rapid, sturdy growth later on.

Cheboygan has a good harbor with boat traffic to all Great Lakes ports; two railroads; a compact business district teeming with activity; residential districts marked by pleasant shady streets and beautiful homes; a charming riverside park; pure water from artesian wells; a good school system; fine public buildings; several mills and factories. Illustration shows part of a parade of a recent Cheboygan fraternity gathering.



in knowing your Clientele

The merchant should know the approximate number of families in his immediate territory, the number of these families he serves, and the number of families who do their shopping elsewhere, but are good prospective customers.

Simply knowing these conditions is not enough. The merchant must act on his knowledge. He must stock merchandise of the right kind and in proper quantities. He must devise methods for attracting to his store, many of the people now in his territory, but not his customers.

The displays of merchandise in the store and in the show windows should stimulate a desire for people to do their trading at this store. The very appearance of the store should reflect the merchant's knowledge of his clientele, his knowledge of the needs of the community, and his ability to satisfy these requirements.

Every private and every public gathering offers a special sales opportunity. School opening, graduation exercises, weddings, etc., all offer special opportunities to the merchant who is wide-awake enough to grasp them.

Sales letters, circulars and newspaper advertising at the right time will bring trade. A good mailing list is one of the most valuable assets a merchant can have, and especially so when it is used to the greatest advantage.

A circular letter once a month, with a special list of bargains printed on an enclosure, mailed out to a selected list of names, is sure to attract trade for the merchant, and it helps him to keep in close contact with the clientele he serves.

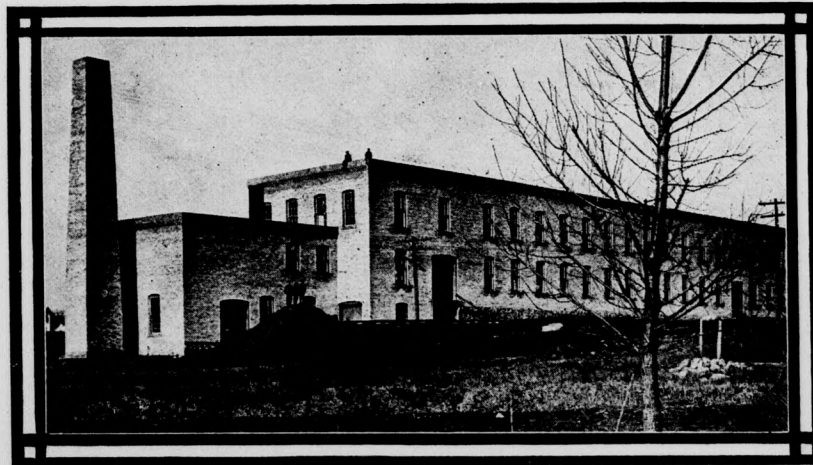
Any merchant who thoroughly studies his clientele and governs his business accordingly, will soon be recognized as a business leader and a power in the community he serves.

The Grand Rapids Wholesale Dealers Association has made a special study of the conditions in Michigan. They know the demands of the merchants and the demands of the public. They keep in constant touch with affairs and conditions, and because they so thoroughly know the requirements of Michigan people and Michigan merchants, they are able to give Michigan merchants better service, and offer more and greater buying inducements, than any other wholesale or jobbing center in the country.

It will pay you, and pay you big, to make Grand Rapids your buying market.

This ad. is No. 6 of a series. Accompanying each advertisement are interesting views and facts regarding cities in Michigan and territory contributing to Michigan's great wholesale market.

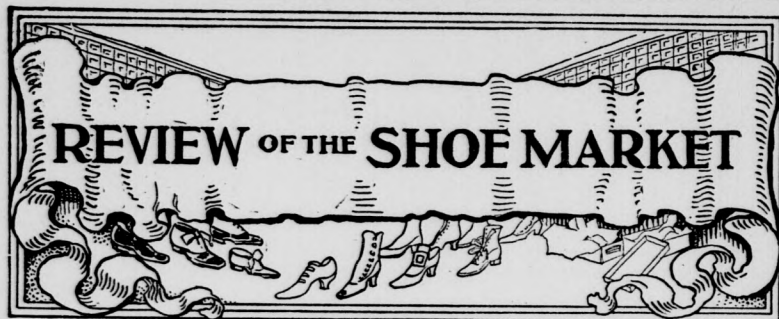
Grand Rapids Wholesale Dealers Association.



Lake Odessa, Michigan

Lake Odessa is located in the southwestern part of Ionia county, 32 miles east of Grand Rapids, on the Detroit division of the Pere Marquette railroad. It is 28 years old, and has 1,500 inhabitants, not counting the summer colony that throngs each year to the summer resort partly within the village limits.

Lake Odessa has two banks, two hotels, two elevators and a fine business section supported by a fertile farming community. It also has a large milk condensery, shown in the illustration, and its Board of Commerce, composed of 75 members, which meets regularly, is on the lookout for other industries, having two good factory buildings at its disposal.



New Developments in Styles for Next Spring.

One of the distinctly noticeable features of the style trend in women's shoes for next spring and summer is the effort of designers and manufacturers to confine colors to a few shades, in contrast to the riot of colors which have characterized styles the past few seasons. This is a new influence that will bear close watching, both as it applies to spring buying and to the personal wishes of women who have been the largest and freest buyers of so-called "novelty" footwear.

Unquestionably, war time conditions have had no little influence in lessening the number of colors shown, also the missionary work of the Economy Board of the National Council of Defense in persuading manufacturers to conserve leather by using fewer and more subdued colors and its desire for them to reduce the number of samples made for retail inspection as measures of economy deemed essential for the conservation of leather.

The early showing of new styles would indicate that oxfords are due for a revival of popularity, with perhaps pumps at least having a sale as large or in excess of oxfords. Unquestionably the oxford is presented as an economical shoe, more than a really stylish proposition. It behooves retailers to give very careful consideration to the probable demand for oxfords and pumps so that whichever model meets with greatest favor that will be the one which has been stocked.

While the military heel on the tan walking boot has developed into a popular selling style, dealers must not overlook the fact that the Louis heel is the correct style for novelties and for dressy, stylish boots for afternoon or evening wear. A continuance of the vogue of pretty footwear ensures the favor of Louis wood heels.

Novelty boots of all kid, or kid vamps combined with colored tops or quarters, has brought imitation buck into greater prominence. A good run on buck tops in one or two shades of gray, fawn and taupe may be reasonably expected next season. With fewer colors to choose from retailers will not find it hard to make their selections for spring.

There was more or less fear several months ago, following the wave of hysterical economy mistakenly promoted by the Government, that the pendulum of style would swing from one extreme to another, or from extremely fancy footwear to the more

staple conservative styles, but it is now a matter of great satisfaction to observe that the women of the Nation desire to continue to wear pretty shoes, while at the same time the shoe trade has met half way the request of the Government to curtail sample lines and attempt to standardize colors. This question has been solved in a way which reflects credit upon the trade and, at the same time, in a manner that makes it possible to maintain the progress the industry has made in recent years in designing and manufacturing artistic footwear.

It seems quite certain that eight-inch boots will be the correct height for spring, with lace patterns predominating.

The array of styles is sufficient for the merchant to be able to place his orders with considerably less anxiety as to the permanency of styles than has characterized buying the past few years.—Shoe Retailer.

SOMEWHERE IN FRANCE.

Written for the Tradesman.
Somewhere in France,
Somewhere war-lance
Takes—the human heart,
Makes—Hell's counter part;
Bringing knives for leaders there,
Bringing waves of poisoned air,
Bringing caves of dire despair,
Bringing graves 'mong flowers fair—
Somewhere in France.

Somewhere in France,
Somewhere perchance
Are—your son and mine
Far—in battle line;
Facing foes with hearts of steel,
Facing those of iron heel,
Facing woes we cannot feel,
Facing throes almost unreal—
Somewhere in France.

Somewhere in France,
Somewhere the glance
E'er—leaves mortal eye
Where—our bravest cry;
Fighting drive from sea to sea,
Fighting strive for liberty,
Fighting give their blood so free,
Fighting live in memory—
Somewhere in France.

Somewhere in France,
Weird cannon-chants,
Dirge in bursting shell,
Merge—where heroes fell;
Dying creep save by a hand,
Dying weep, none understand;
Dying deep in bloodstained sand
Dying sleep in No Man's Land—
Somewhere in France.

Somewhere in France,
Is war's last chance!
Never—shall might make right!
Ever—shall right be might!
Warring ways will be of yore,
Warring pays in only gore,
Warring days will all be o'er
Warring prays love all men more—
Somewhere in France.
Charles A. Heath.

When a widow makes up her mind
to marry again it is as good as done.



The Battle Ship Gray is very popular, right now



Why not put this good gray style in your stock, for it will sell with you?

Price is \$3.35

No. 5550—Gray Kid Vamp,
Lace, Gray Cloth Top. Louis
Heel, Flexible McKay.

Another good number right now is No. 5257
Women's Black Kid Lace with White Cloth Top,
Goodyear Welt for \$3.20.

THESE ARE GREAT VALUES

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Quality is Always Recognized

in whatever form it may be expressed.

No person can fail to see in the

Bertsch and H. B. Hard Pan Shoes

*all that the art of good shoe making can put
into a shoe to form that unusual combination
of STYLE and WEAR RESISTING QUALITIES
which these lines possess.*

*You simply cannot go wrong on the BERTSCH
(dress) and H. B. HARD PAN (service) Shoes,
Mr. Dealer. Every shoe must measure up to
the high standard of quality set for our goods.
That's why there is such a tremendous volume
of sales on shoes which bear our name.*

*Get started on these lines. You'll find them
all high class, honest money makers.*

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Popularity of Military Note in Footwear.

Written for the Tradesman.

So-called army shoes are becoming popular with civilians. Uncle Sam provides his boys with regulation army shoes, but if the rest of the men-folks want to wear soldierly shoes, they've got to buy theirs at the little red shoe store around the corner. A good many men are hot-footing it around to the little shoe store in quest of shoes built on the famous Munson last.

I don't blame 'em. That Munson last is hard to beat. After scientific experiments and tests, innumerable measurements, analyses, and the hearing and weighing of expert testimony from goodness knows how many different authorities on the anatomy of the human foot, leathers, lasts and shoemaking,—the Munson last was accepted by our Government as the ideal last for the comfort and service shoe.

The official stamp of approval placed upon a particular type of shoe naturally makes the people sit up and take notice of that type. After all it does not look so very different from certain lasts with which we have long been familiar.

Undoubtedly it is a good last—for the average foot. Shoes built upon it will be found both comfortable and serviceable. Serviceable they will be if the leather and shoemaking are what they should be, price considered.

As for the regulation army shoe, Uncle Samuel will see to it that they are built right. They'll cost him around \$4.85 the pair; but retail shoe dealers will not be able to get shoes of regulation army standards for that price. Possibly not at any price. But they can get good shoes built along the same well-known lines; and if they stock up with them, and push them vigorously, such dealers will doubtless find civilian calls for them encouraging.

Home Guards, members of the Interstate League of Government Civilian Rifle Clubs, Boy Scouts well in the teens, and many others doubtless, will all be anxious to possess shoes that are nearly like the ones worn by our regular soldiers as they are able to secure. So between the civilian trade and this semi-militaristic source of demand, it would seem that the Munson last is going to have a perfect fall and winter during this good old year 1917. Better size up the situation (always, of course, from your particular angle as a dealer) and decide to get in on this.

Mighty indeed is Mars! Not only does he plunge nations into war, but incidentally also he thrusts them into styles. Witness the increasing vogue of the militaristic note in our appareling both for men and women.

Months ago manufacturers and designers of tailored suits for women decided to add slight touches and suggestions to the smart designs for fall and women. A little before that, or a little (the time is immaterial), the designers and manufacturers of ready-to-wear suits for men decided to go and do likewise. And then manufacturing milliners, at a regular conclave held for the purpose of in-

cubating new and startling conceptions in headgear, listened with profound interest to one of their clan who stood up in their meeting and said: "Mark you, men and brother, what our brother designers in suitings for men and women are doing. See how vigorously—one might almost say how violently—they are incorporating in their modes the militaristic note. Shall we be less wise than they? Shall we sit back in diffidence and nonprogressiveness, failing to enrich ourselves while they are becoming fabulously rich? The question I put to us, Mr. Chairman, is this: Are we shrinking violets, or are we red-blooded men? As far as I am personally concerned, I say to you I think we owe it to ourselves and the noble industry to which we belong, and upon which we are supposed to reflect credit—my opinion, sir, I repeat it, is that we ought to go to it, seize upon this dominant militaristic note, and incorporate the same, in so far as we can, in all of our niftiest headgear. And to this end, Mr. Chairman, I so move you." Overwhelmingly, and without a dissenting vote, the motion carried.

So we also have a regimen of militaristic female headgear.

Later on perhaps we shall have the militaristic note in collars and garters for men, ladies' stockings, and bibs for the babies. When a good idea is found to work, it's hard to refrain from working it over-time.

Along with the army shoe last, which is going big, go also leggings of leather and canvas.

Boy scouts, members of contingent civilian rifle clubs, motor cyclists, hunters and others whose daily vocations or occasional recreations take them out of doors—all need leggings. The fine Russia tan leather ones built according to army specifications retail at from \$8 to \$10 the pair, which is far more than most people are able or willing to pay. Hence if they get leggings, they must have them in cheaper materials—less expensive leather or canvas. And the less expensive ones will easily and adequately meet civilian requirements.

One dealer recently told the writer he couldn't keep stocked up on canvas leggings so surprisingly brisk was the call. Boy scouts wanted them, hunters called for them, and they kept him constantly buying more to meet the unexpected demand.

In most of our Middle states the game season opens some time in November, usually around the fifteenth. And this will create a demand for heavy boots and stout, strongly-built shoes suitable for outdoor wear. Also it will stimulate the demand for leggings. The local shoe dealer who is right on toes after the business in these piping days of high cost, had better be prepared to meet the local demand. It doesn't do to miss any chances nowadays.

Cid McKay.

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

Is It Worth It? I'll Say So!

To know that the leather that goes into your shoes is tanned from selected hides and in the best manner to make the leather tough and pliable, or in other words, to give comfort and service.

Rouge Rex shoes are made from hides selected by us and tanned in our own tannery.

We put our best into Rouge Rex shoes and that is why they satisfy.

A shoe is no better than the leather from which it is made.

Rouge Rex shoes are better.

Hirth-Krause Co. Grand Rapids, Michigan

Tanners and Shoe Manufacturers, Hide to Shoe

OUR TRADE MARK ON YOUR SHOES

A SMALL
THING
TO
LOOK
FOR



BUT
A BIG
THING
TO
FIND

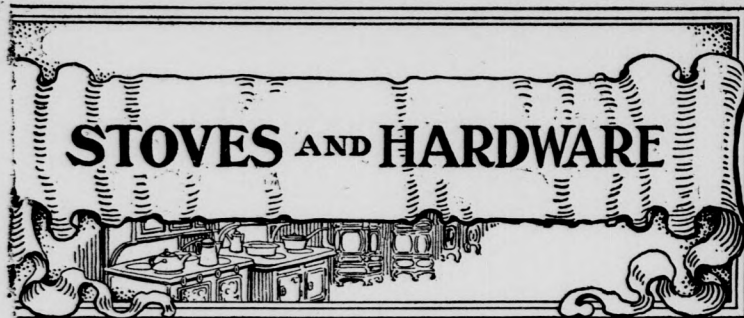
This trademark represents the ground floor plan of our factory. Look for it, ask for it; it stands for wear, comfort and service.

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"



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.

Handling Electrical Specialties in the Hardware Store.

Written for the Tradesman.

Many hardware dealers are more or less active in the handling of electrical specialties. The use of electricity in cities, towns and even villages is becoming steadily more widespread; and this great convenience has spread to many farms, through the installation of individual electric lighting plants. All this represents a new and growing opportunity for the hardware dealer to develop a profitable business.

The competition to be considered is chiefly that of the electrical companies which generate and sell electricity and which usually maintain what are practically retail stores of their own. In some places these companies sell electrical devices at low prices or even give them as premiums where a certain amount of current is used. But, even where the latter form of competition is present, there are still opportunities for the hardware dealer to make sales and secure good profits.

There are two reasons why the present is a good time to push this line. First, the dark evenings are coming on, and the cosiness of an electric study lamp, an electric grate or an electric foot-warmer is appreciated. Hence, on account of the season, the customer will be favorably disposed to buy.

Second, the Christmas season is approaching, and pushing the electrical goods now will pave the way to featuring them as possible gifts when it comes to actual Christmas buying and selling. There are few lines better adapted to gift purposes. The average electric device is at once attractive and useful.

The range of electrical novelties is a very wide one, and new articles are continually being added. It will probably be better for the hardware dealer at the outset to confine himself to the lines that are surest to be in demand. From these he can gradually develop the business. Orders for the less common articles can be taken from catalogue if necessary. "What we haven't got, we'll get for you," is a good slogan in this connection.

Safe lines to carry are electric irons and electric toasters. These are practically staple articles now; they have passed the experimental stage and are in steady demand wherever current is available. Then there is a wide range of electrical cooking de-

vices, such as broilers, coffee percolators, etc. The electric range is coming into use in many homes.

Then, at housecleaning time, the electric vacuum cleaner is a great labor saver, and uses exceedingly little current.

Finally, there are lighting fixtures of all kinds. There are, in the hot weather, electric fans to be sold. There are novelties such as flash lamps, cigar lighters, watch stands, electrical candles, illuminated clocks, electric grates, and a host of other things.

As a starter, it is best to stock the better known articles, and to work from the known to the unknown, gradually building up business, and from time to time, featuring some new article that gives promise of becoming a staple.

The dealer's selling campaign will depend largely upon local conditions. In some places the use of electric current is pretty general. In others it is still a novelty. As a starter, familiarize yourself with these local conditions; and plan your campaign accordingly.

If possible, get a list of users of electricity in your town. This can be made the basis of a direct-by-mail campaign of advertising. Of course, newspaper space should be used. Then, too, electrical devices make handsome window displays. If possible, use your window at times to demonstrate one of the devices. A demonstration attracts a good many more people than a mere showing of the articles. Could you get someone to do a Monday washing in your window? The stunt is feasible, and no better advertisement for an electrical washer and wringer could be imagined. Incidentally, you could show in actual use a lot of the washing accessories you handle: such as clothes baskets, clothes horses, ironing boards, clothes line, etc.

A demonstration that would involve less work and less outlay would be an electric lunch. Here you need merely connect your toaster, percolator or range with two or three of the most convenient electric outlets. Advertise this demonstration for a week or so ahead, send out circular letters, and serve coffee and toast to all comers. If you use the electric range, you can serve biscuits or cookies as well. You need someone who understands the range and who can talk to people to look after the demonstration. Anybody with a reasonable equipment of gray matter can handle the toaster and percolator.

Of course, in planning these or any other stunts, you must have regard to the possibilities. Where the busi-

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

Sand Lime Brick

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

Brick is Everlasting

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

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

HARNESS OUR OWN MAKE

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

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

HORSE SHOE TIRES

Wrapped Tread System

Guaranteed For 5,000 Miles

Made in All Styles and Sizes

The Treads are thick, tough and long wearing. The non-skid prevents skidding and insures uniform speed by clinging to solid bottom on muddy, wet thoroughfares.

Red and Gray Inner Tubes
 Batteries, Spark Plugs
 Auto Shawls and Robes

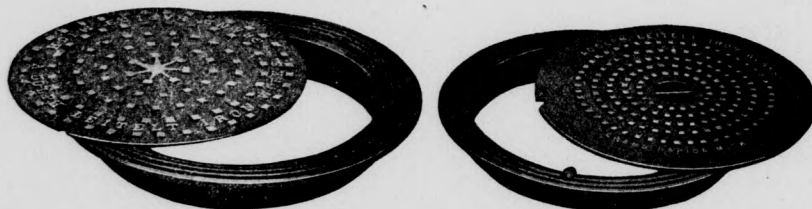
Wholesale Distributors:

BROWN & SEHLER CO.
 GRAND RAPIDS, MICH.

Foster, Stevens & Co. Wholesale Hardware



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



Sidewalk Rings and Covers Cistern Covers, Area Gratings

Many Sizes and Patterns in Stock
 Any kind made to order—Short notice

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

ness prospects are strictly limited, it isn't advisable to undertake advertising stunts that involve a whole lot of expense. At the same time it is worth remembering that this business is a growing one; that electricity is merely in its infancy; that its use is bound to extend; and that the dealer who starts now and builds up this line while the business is comparatively young is laying a sure foundation for a profitable future.

In the early days of the electric iron, a good selling stunt was to put the irons out on trial. Indeed, some companies generating electric current left the irons out for as much as six or eight months. They got their profit on the current, and the risk of damage to the irons was small. In most places electric irons are no longer sent out on trial, simply because people know how to use them and that they are a good thing. But in a community where electricity is still a new thing, allowing the electric iron out for a few weeks on trial will be good business. Of course, only reasonably responsible people should be given this privilege.

Some hardware dealers take orders for electric wiring as a sideline to their tinshop and plumbing business. This line of trade dovetails quite neatly into builders' hardware. Electric fixtures, too, for lighting, may legitimately be worked in conjunction with builders' hardware. The same aggressive methods that are satisfactory in going after plumbing and tin-smithing orders will help in the electric wiring department, if you have one or decide to start one.

It is important, though, to study the business in all its aspects before you plunge too deep. Electrical lines are profitable, they have a big future, and if you take them up, it is well worth while to know more about them than the mere cost and selling prices of individual articles. Knowledge helps to sell any line; and it will help with this one.

Victor Lauriston.

Drawing Country Trade.

Making the country trade comfortable is one of the secrets of merchandising success in a town that draws heavily on the surrounding territory, an Illinois merchant in a city of 25,000 believes. His establishment is a shoe store, and he makes a strong bid for the out-of-town customers' patronage in almost every conventional way.

Not satisfied with the amount of this trade he was obtaining, however, he purchased a few months ago a number of inexpensive go-carts. These he advertised as available, free of cost, for farmers and other visitors to the city. The shopper who comes in and registers may borrow a go-cart. The demand for the vehicles has become so heavy that the merchant was recently forced to increase his "fleet."

The whole supply of go-carts cost the shoe store a comparatively small amount. And the observer who watches the crowds go in and out of the establishment on Saturday and Monday afternoons will realize the value of the plan. John W. Priest.

Give a Flat Discount For Cash and Carry.

The Tradesman is this week in receipt of the following letter from a valued patron:

Oct. 1—Will you kindly give me a little of your time and advice? My father and I have been in the retail grocery business for fourteen years and have run mostly a credit business. Our store is small, our stock will invoice about \$2,000. We are located on the East side, which is the residence district for the laboring people. All who cross the river to go to the business part of the city have to go by our store. Besides, a great many farmers pass our store also. We have a delivery wagon on the road, but one-half of the goods sold are carried away by our trade. We note an increasing disposition on the part of our trade to run from one store to another, looking for prices. They buy all over. Most all the groceries do a credit business—and that is just what I want to get away from. I want to sell spot cash.

My plan is to sell for cash and not deliver anything. I then can sell closer and turn the money over more often. My customers will not have far to carry their goods.

Thought of mailing my trade circular letters, also to all the farmers, telling them they can buy cheaper. Do you think this can be done and win out? If you do, what would you advise me to run as specials for the opening? Any advice you can give me will be greatly appreciated.

To this enquiry the editor of the Tradesman replied as follows:

Grand Rapids, Oct. 2—Replying to your enquiry of Sept. 24, I beg leave to state that if I were situated as you are, I would send out a positive announcement to all of my friends that on and after Oct. 10 I would do business on a strictly cash basis and make no deliveries. In connection with this departure I would also announce that I would give every customer 5 per cent. discount on all purchases he might make at my store. If any merchant in your town makes a leader of any article—even though he sells it at cost—I would meet the price and still give the customer 5 per cent., because your competitor cannot do a credit business and deliver goods for less than 10 per cent. In according your customers 5 per cent., you are getting the best end of the bargain.

In advertising my store, I would call it the "Cash and Carry Store," because the combination of the two words makes an alliterative sentence which will stick in the "noddles" of your customers.

In my opinion this is a very much better method than to reduce prices on everything along the line, because you know under this system that you are getting for your goods the same as other merchants are charging therefor, with this difference: They are assuming an obligation of at least 10 per cent. in giving credit and delivering goods, whereas you are giving up only 5 per cent.

I believe the 5 per cent. plan will mean much more to your customers than any slight reduction on each article and it will also tend to stabilize prices, because the minute you begin to cut prices—with the tendency on the part of each merchant to go his neighbor one better—there is no logical outcome but bankruptcy and the poor house.

E. A. Stowe.

Catch Phrase That Sells.

"Put your duds in our suds," is the catch phrase used by an Eastern laundry. This little slogan causes many a new observer to repeat it to some friend, and thus to aid the laundry in getting publicity.



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

Holiday Goods

IN

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

We are showing choicest selection of goods from over

Eleven Hundred Factories

Our display is a wonderful revelation of

New Goods

Lowest Prices and Immense Variety

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

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

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

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

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

WE TRY TO SERVE YOU

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

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

COME AND SEE US—CORRESPONDENCE INVITED

H. Leonard & Sons

MANUFACTURERS' AGENTS & WHOLESALE DISTRIBUTORS
Grand Rapids, Michigan



Trade in Wool and Woolens.

Little change in the wool situation occurred during the last week. No more definite news has come regarding the shipment of wool from Australia which was to be turned over to the Navy Department, nor has there been shown any further disposition to release other wool for the benefit of the trade here. The impression seems to prevail both in Great Britain and Australia that plenty of wool is available here for all legitimate purposes, and that further supplies would simply help speculation. It is a fact that wool prices in Boston are lower than they are in South America and some other growing countries. About 40,000 bales have been contracted for in South America, and further quantities will be purchased when American buyers now on their way to Buenos Aires arrive at their destination. In fabrics not much is now doing in the primary markets. Retail selling of garments is under way in both the men's and women's wear trades, and the reports from both are quite encouraging. Sales of dress goods have also been good. Much interest is shown in the efforts of the Commercial Economy Board to secure economies in the use of woolens. This object is much easier of accomplishment in the men's wear trade than in the women's. In the latter the element of style cuts the principal figure, and manufacturers will find it hard to cut down the number of their models. Again, the effort to induce the use of fabrics containing only part wool is meeting with considerable opposition, it not having been shown that there is any necessity for it. The figures showing the wool on hand on Sept. 30 are expected to be made public next week. They will, perhaps, furnish data upon which a judgment can be formed.

Silk Goods Demand Slow.

A somewhat firmer tendency in prices in the local silk goods market developed during the last few days of the week, although as a rule buyers were not as numerous, it was said, as many could have wished. The opinion prevails that the downward tendency of prices during the last ten days or two weeks was more the result of a little shading of quotations here and there wherever such action would ensure an order than to any actual market weakness. It was pointed out that, with the slight evidence of activity on the part of buyers during the last few days of the week, prices immediately hardened.

"It is not to be denied," said one authority in the trade, "that buyers have been few, and that demand, for

the moment at least, has been rather limited. But I think the opening of October will see a very decided improvement, and I thoroughly expect to see prices advance to higher levels."

Cotton prices are said to be resulting in enquiries from the South respecting silk, and the West is reported as developing a keen interest for supplies. There is a slight improvement in local buying for retail distribution, and feeling, as a result, is improving in all quarters. Satins, taffetas, and georgettes are said to be the leading weaves, the latter having offset its losses of a week or two back. Pongee is in fair demand, principally for the spring trade.

Cotton and Its Fabrics.

Quotations on cotton have continued to rule high. Advances were made on reports of bad crop conditions, of peace prospects, and of the approach of a tropical storm. Perhaps the concerted efforts in various states to induce growers to hold out for a price have had much to do with making spot prices high. This week the Government crop figures will be made public. In the growing districts there has been much enquiry and also considerable buying recently for foreign as well as domestic account. It would probably have been larger had more actual cotton been in sight. Prices in the goods market have shown strength, in sympathy with the upward trend of the raw material. Printcloths have been firmer, and sheetings have been rather freely taken. Colored goods have more than held their own, ginghams especially so. There is still complaint of lack of deliveries of fall underwear. Export trade, particularly in printed goods, has been fairly active. Lack of shipping facilities is apt to prove a handicap, however, to the expansion which would otherwise be the case. There is still a marked lack of movement in the fine and fancy fabrics.

Spring Suits Dark and Simple.

Predictions as to style and color tendencies in the dress and suit trade generally favor the darker colors and designs whose keynote is simplicity. Said one manufacturer in the trade on this subject: "When I get around to making up my spring sample lines, I am going to steer clear of any freak fashions or novelty features. I think simple suits along straight lines, made up in broadcloths or serges, will be the best sellers. And in colors, I am going to stick pretty close to the darker shades of blue and brown with a fair scattering of black."

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

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.

**TAKING
INVENTORY**

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

The Friendship of a Child

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

**TOY
BALLOON**

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

Children go wild over them.

Dept. 4, **CARNELL MFG. CO.**
338 Broadway, New York

Sample free to requests on business stationery.

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

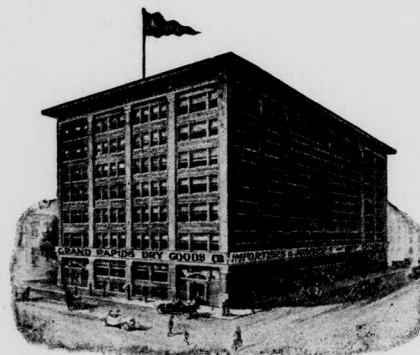
The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



What is it that holds trade—brings constantly growing repeat orders—new customers or friends, who fast become permanent?

SERVICE

That is the answer—SERVICE

Service that provides right goods at the right price—Service that is dependable in every branch—Service that helps to build profits for the retailer—**This is our service.** We are all interested, salesmen, buyer, office, order fillers, packers and delivery man. We invite you to test it.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Sept. 25—Reno Offringa, personally and also doing business under the style and name of the Offringa Decorating Co., of this city, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. Mr. Corwin has also been appointed receiver and George S. Norcross is in charge as custodian for the receiver. The first meeting of creditors has been called for October 4, at which time creditors should appear and prove their claims. The schedules of the bankrupt show indebtedness amounting to \$10,903.19 and assets amounting to \$13,101.13, of which debts due on open account amount to \$2,943.41 and stock in trade assets are scheduled at \$7,031.52. An appraisal of the assets has been taken, which shows furniture and fixtures, \$1,127.00; paints, lead, varnishes, wall paper, borders, \$3,015.53; accounts receivable at 50 per cent of face value \$1,438.47; cash on hand and credit at date of adjudication, \$358.22; total, \$5,939.22. The following are listed as creditors of said bankrupt:

Preferred Creditors.	
City of Grand Rapids, taxes	\$ 66.71
Secured Creditors.	
M. DeGraaf, Grand Rapids	\$400.00
Burroughs Adding Machine Co., Detroit	157.50
S. F. Bowser Co., Fort Wayne	287.15
Unsecured Creditors.	
Am. Varnish Co., Chicago	\$ 27.13
Armour Sand Paper Co., Chicago	4.29
Alabastine Company, Grand Rapids	26.25
M. L. Barret, Chicago	42.64
Canfield-Pearce Co., Grand Rapids	6.09
Century Fuel & Materials Co., Grand Rapids	277.27
Flood & Conklin Co., Newark	25.80
Foster-Stevens Co., Grand Rapids	8.82
Robert Graves Co., New York	62.48
Grand Rapids Cigar Co., Grand Rapids	16.50
Grand Rapids Varnish Co., Grand Rapids	29.56
Heystek & Canfield Co., Grand Rapids	4,964.33
Inland White Lead Co., Chicago	717.90
National Lead Co., Chicago	510.00
W. P. Nelson Co., Chicago	15.37
Patek Bros., Milwaukee	361.28
John Seven, Grand Rapids	40.52
Henry Schaafsma, Grand Rapids	9.00
Great Western Oil Co., Grand Rapids	538.93
Pittsburgh Plate Glass Co., Grand Rapids	403.36
T. J. Haven Electric Co., Grand Rapids	159.87
Wicks, Fuller & Starr, Grand Rapids	53.00
Committee of Christian Reformed Church	1.87
Universal Car & Service Co., Grand Rapids	11.97
C. D. Miller Auto Co., Grand Rapids	1.45
Telephone Directory Adv. Co., Detroit	25.00
Becker Auto Co., Grand Rapids	24.44
Improvement Association, Grand Rapids	1.00
Gerloch Barklow Co., Joliet, Ill.	122.80
Builders & Traders Exchange, Grand Rapids	6.00
Citizens Telephone Co., Grand Rapids	55.21
Grotto Record, Grand Rapids	1.80
Monument Square Realty Co., Grand Rapids	88.25
Rader Tire Repair Co., Grand Rapids	80.58
G. R. Auto Parts Co., Grand Rapids	9.20
Grand Rapids News, Grand Rapids	29.13
Golden & Boter Transfer Co., Grand Rapids	17.11
Herald Publishing Co., Grand Rapids	210.96
Stiles Bros. Co., Grand Rapids	199.42
Reynolds Asphalt Co., Grand Rapids	30.82
Lewis Electric Co., Grand Rapids	63.50
J. Sokup, Grand Rapids	8.96
John Jasners, Grand Rapids	10.77
DeJager-Bultema Fuel Co., Grand Rapids	38.00
Michigan Telephone Co., Grand Rapids	3.30
Fred W. Lawson, of Holland, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. Dick Homkes has been appointed custodian and is in charge of the assets of the bankrupt, which consist wholly of furniture, pictures, wearing apparel, also library and books, all of which is claimed as exempt. A list of the creditors follows:	
Secured Creditors.	
Charles S. Bertsch, Holland	\$111.67
Baldwin Piano Co., Chicago	621.50
Quaker Valley Mfg. Co., Aurora	4.90
Newton & Hoyt, Chicago	385.64
Herbert L. Trube, Chicago	78.23
Unsecured Creditors.	
Meyers Music House, Holland	\$ 11.90
H. Van Ry, Holland	27.29
G. Van Putten, Holland	11.87
Central Meat Market, Holland	10.77
H. City Gas, Holland	4.19
B. of Public Works, Holland	1.70
W. Michigan Laundry, Holland	1.33
Sentinel Publishing Co., Holland	.50
Frank Newhouse, Holland	14.30

Dr. R. H. Nichols, Holland	20.50
Dr. W. G. Winter, Holland	2.00
John Bosman, Holland	3.00
Dr. B. J. DeVries, Holland	7.00
Du Mez Bros., Holland	21.88
Lokker-Rutgers Co., Holland	36.73
Thomas Klomparsens, Holland	2.35
P. S. Boter Co., Holland	31.50
H. R. Doesburg, Holland	14.30
DeVries & Dornbos, Holland	17.00
Vaupell & Aldworth, Holland	3.70
Boone Brothers, Holland	4.50
Damstra Bros., Holland	2.80
Nibbelink & Son, Holland	110.00
Chas. P. Shaw, Chicago	10.00
C. E. McKeen, Vancouver	17.40
Dr. Lyle Telford, Vancouver	15.00
A. J. Taylor, Vancouver	69.00
Western Specialty Co., Vancouver	15.50
Thomson Stationery Co., Vancouver	34.25
R. H. Richardson, Vancouver	15.10
Quality Market, Vancouver	3.45
Almond Ice Cream Co., Vancouver	.70
Clark Harness Co., Vancouver	10.00
Vancouver Gen. Hospital, Vancouver	3.00
Hotel Elysium, Vancouver	.75
Hotel Martique, Vancouver	23.35
J. H. Richardson, Vancouver	19.25
Capitola Pharmacy, Vancouver	6.35
Walter F. Evans Co., Vancouver	265.45
Mr. Morriss, Vancouver	3.25
Oriental Store, Vancouver	11.75
Gold Seal Liquor, Vancouver	3.10
City Taxi Cab & Auto Co., Vancouver	8.00
Princess Tailor & Cleaner, Vancouver	3.25
J. A. Chambers, Vancouver	12.50
McCallum & Sons, Vancouver	25.00
Howard J. Duncan, Vancouver	85.00
Duffus Business College, Vancouver	50.00
A. L. Phillips, St. John, N. Brunswick	50.00
D. E. Brown Hope Macberlay, Vancouver	9.88
Canadian Co-Operative Bond Comp., Denver, Colo.	50.00
Dr. W. C. Sprague, Vancouver	20.00
R. W. Eyster Linen Co., Chicago	20.00
Weinberg & Co., Chicago	10.00
Bernhardt's, Chicago	.96
Theodor Kreuger Hdw. Co., Chicago	55.03
Alexander Hamilton Inst., Chicago	90.00
DeLux Auto Service Co., Chicago	12.95
Herman Mandis & Login Co., Chicago	63.75
Weeland Dairy Co., Chicago	34.70
Stetson Shop, Chicago	10.00
Oscar Bachsel, Chicago	8.90
Home Life Ins. Co., Chicago	360.50
Commonwealth Edison Co., Chicago	1.48
Michael J. Agrew, Chicago	10.72
Wener H. Sommers, Chicago	150.00
American Printing Co., Detroit	124.50
Postal Tel. Cable Co., Detroit	4.04
Carl M. Green, Detroit	10.85
L. C. Smith & Bros., Detroit	6.00
N. Y. Central, Detroit	.75
Detroit Free Press Co., Detroit	141.00
Manufacturers Publishing Co., Detroit	28.00
Edison Illum. Co., Detroit	4.64
Western Union Telegraph Co., Detroit	4.52
Gregory Mayer & Thom Co., Detroit	200.17
George Thom, Detroit	75.00
Hiram Marks Elect. Co., Detroit	4.42
Postal Telegraph Co., Detroit	1.01
Edison Illum. Co., Detroit	12.13
Richmond & Backus Co., Detroit	5.00
Frank R. Austin, Detroit	12.70
McNamara Sign Co., Detroit	6.05
F. L. Rerg Co., Detroit	46.50
Frank M. Pauli Co., Detroit	138.50
Michigan State Telephone Co., Detroit	136.97
R. L. Polk Co., Detroit	10.00
H. H. Hoefr, Detroit	40.00
J. L. Hudson Co., Detroit	55.65
Edison Illum. Co., Detroit	20.40
Western Union Tele. Co., Detroit	5.51
Chicago Telephone Co., Chicago	30.36
London Raincoat Shop, Indianapolis	3.00
Pettis Dry Goods Co., Indianapolis	5.95
H. L. Shrimp, Chicago	.75
Automatic Auto Top Co., Chicago	350.00
Whits Ltd., Vancouver	175.00
Dr. A. J. Schoenberg, Chicago	38.50
Frank X. Walls, Chicago	10.00
Dr. J. A. Larsen, Chicago	4.00
Geo. Edwin Baxter, Chicago	75.00
Roy W. Klaus, Chicago	61.00
Dr. Hollis E. Potter, Chicago	10.00
Dr. E. M. Edward Healy, Chicago	7.00
Dr. G. N. Bussey, Chicago	76.30
Am. Rug & Carpet Co., Chicago	156.30
John Hulla, Chicago	154.00
	\$4,189.60

They Will Sell Better.

A half hour before the doors are open to the public the salesmen in an Eastern clothing store come on duty. The proprietor meets them in a class room and with copies of the day's advertisements before them he goes over every claim made there. He advances arguments, meets possible objections, and sends every man to his work well equipped for the day's selling.

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.

EVERY MERCHANT IN MICHIGAN
Can use the John L. Lynch Sales Co., to build up their business, sell out their store, stock and fixtures, reduce stock, raise money or clean up odd lots left in stock. We can get you a good price for your merchandise. We sold for Blood & Hart, Marine City, Michigan, population 3,500 in nine days, \$17,774.00. Write them! We sold for George Duguid, Gobleville, Michigan, population 350 opening day of the sale over \$2,000.00. Write them! We have worked wonders for others and can do same for you. Write to-day for information, dates, references, etc. Please mention size of stock.
John L. Lynch Sales Co.,
28 So. Ionia Ave.,
Grand Rapids, Mich.

President Suspenders
for comfort

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

Diamond Tires

Squeegee Tread

Certainly, when you save in the first cost of a Diamond Tire, and add to that saving by its service, you will save four times as much by using four Diamonds.

Distributors,

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W. Grand Rapids, Michigan

ATTENTION!



PREPARE YOUR CANDY CASE

ARRANGE FOR DISPLAYS

Beautiful Window Trims
for the Asking

PUTNAM FACTORY

Grand Rapids :: Michigan

SWEATER COATS

Have you anticipated your wants for the Sweater Coat trade?

It will be to your advantage to see our lines, which are the largest and snappiest we have ever shown. Prices ranging from \$13.50 to \$54.00 per dozen.

These are good sellers and pay you a good profit.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids

Michigan

PEANUT BUTTER

CAN BE COMPARED TO COFFEE
AS TO QUALITY

Don't be fooled by price. Buy where quality comes first. Buy Jersey Peanut Butter and notice the difference in taste. Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan



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

Gabby Gleanings From Grand Rapids

Grand Rapids, Oct. 2—Frank L. Day, of Jackson, beamed on his Grand Rapids friends one day last week? He still represents the Turnbull Wagon Co., of Defiance, Ohio.

His Nemesis still pursues him relentlessly. John D. Martin's friends now call him out of bed at midnight to enquire if he "hit anything" with his automobile during the day.

The report that By Gee Cripe Jennings has purchased a halo to wear on the occasion of his Golden Jubilee Saturday is probably without foundation.

"Uncle Louie" Winternitz returns to Grand Rapids this week, after a year's absence, to find that a large tract of land he has long owned in the Northwestern part of the city has come into market as the result of the upgrowth of the United Motor Truck Co. and other manufacturing establishments in that vicinity, lots now selling readily \$500 per which went begging at \$200 a year ago. Mr. Winternitz is so happy over the outcome that he contemplates tendering his friends a banquet before he leaves town. The only obstacle in the way is to find a dining room in the city large enough to accommodate all his friends.

The Grand Hotel, at Mackinac Island, made several hundred bad friends early in September by turning all its regular guests out of doors in order to turn the hotel over to 700 Equitable insurance agents who held a five day convention at the Grand. No distinction was made even in favor of oldtime patrons of the hotel and it is a safe bet that many of the old familiar faces will never be seen on Mackinac Island again. Many of them immediately moved over to Charlevoix and were accorded such courteous attention that they made reservations there for next season before leaving for their homes.

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.

A. G. Wellbrook, the Harbor Springs grocer, spent the most of last week in and around Grand Rapids, accompanied by his wife. Mr. Wellbrook has recently purchased the store building he has occupied for several years and has many improvements and additions to his equipment under consideration.

The Lamb Hardware and Implement Company, of Vermontville, has done a business of \$43,000 in eight and one-half months. Vermontville has a population of only 700.

Charles M. Schwab: The greatest salesman is a man true to the interests of his customer and whose supreme purpose is to quicken the imagination of his customer and make the customer see the true virtues of the goods the salesman is selling: he foresees the needs of his customers and provides against those needs in full faith that the event will justify his foresight; he puts his ideals above his profits, in full confidence that profits will surely accrue to fine ideals intelligently executed; he places his all at the disposal of his country in its hour of need, and now looks forward eagerly to the coming of peace and the opening of the greatest era of constructive effort and rapid development of civilization which mankind has ever known. The salesman of the future will not be merely contented to triumph over his competitor. We are entering an era of co-operation where we are beginning to see that the success of any business does not consist in failure of its competitors. I understand that a year after the Simmons Hardware Company opened its offices in Philadelphia, not only was its own business very much larger than it had anticipated but the business of every other hardware firm in Philadelphia had increased. That is surely one of the romances which make the game of business glorious. The highest salesmanship consists in making a buyer understand the true merits of the article you are seeking to sell. My experience has taught me that the effort to make a man buy something he does not need, in the long run defeats its own purpose. The great salesman must have profoundly at heart the interests of his customer, for no business can develop except as it promotes the interests of those who use its goods or its services. In salesmanship the greatest possible unselfishness is the most enlightened selfishness. The super-salesman will not only study the immediate needs of his customer but he will provide against those needs even before the customer realizes that they exist. The opportunity for the salesman in that new world which will confront us at the close of the war will be one of the great openings of all history. Up to now we have been largely concerned with our domestic problems, both in politics and in business. The end of the war will find us engaged in world politics, in international trade, and in world affairs on the largest possible scale. We should prepare to carry American methods and American ideals to all parts of the world to build and to develop. This war is going to result in the world moving forward in a few years as much as ordinarily would require centuries.

HOTEL HERKIMER
 GRAND RAPIDS, MICHIGAN
 European Plan, 75c Up
 Attractive Rates to Permanent Guests
 Popular Priced Lunch Room
 COURTESY SERVICE VALUE

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

United Agency

Reliable Credit Information
 General Rating Books
 Superior Special Reporting Service

Current Edition Rating Book now ready

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

THE UP-TO-DATE SERVICE

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



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.

Bell Phone 596

Citz. Phone 61366

Joseph P. Lynch Sales Co.
 Special Sale Experts

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



THE SHORT LINE BETWEEN
 GRAND RAPIDS AND
CHICAGO

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

MICHIGAN RAILWAY CO.
 (Steel Cars—Double Track)

Graham & Morton Line
 (Steel Steamers)

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

EVERY NIGHT AT 9:00 P.M.

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

Union
 Station

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



75 Steps East

Fire Proof

Pickings Picked Up in the Windy City.

Chicago, Oct. 2.—The Chicago milk dealers again surprised the people Oct. 1 with an advance of 3 cents per quart on milk. This makes about the third advance in the last two months. Milk up to the first sold shrilleto Milk up to the 1st sold at 10 cents per quart. Now the consumer is paying 13 cents. This advance applies also to cream and buttermilk. Some of the people feel as though they will boycott the firms who have made this advance, thinking this will force down the price.

A correction from last week's items referring to John Dietrich: Mr. Dietrich is Secretary of the G. J. Johnson Cigar Co., instead of Treasurer.

Mayor William Hale Thompson failed to make public his stand on patriotism at the Council meeting, Oct. 1, as it was reported he would do.

About all of the soldiers in Chicago have now left for the training camps and one can readily notice the small number now on the streets. Each and every unit which has left Chicago has certainly been given a royal send-off. This applied both to white and colored troops.

A sight long to remember was that of the great Bandmaster Sousa leaving the city with 500 pieces to participate in the grand Red Cross parade, going to be held in New York this coming Friday.

Base ball is still the topic of conversation, as well as making hundreds of soreheads, the writer included. Certified checks mailed out last week by hundreds of fans for tickets have been returned. The only excuse offered is "oversold." This, no doubt, will cause considerable worry to some of the loyal base ball fans, but we cannot all be lucky. White Sox park has been sold to capacity except about 10,000 seats that will be sold at the box office the morning of the game.

Teddy Roosevelt received one of the greatest ovations ever given to anyone in this country by the Jackies. Over 12,000 men of the ranks passed in review at the Great Lakes Naval Training Station on his trip there last week.

Mayor Thompson keeps himself forcibly before the public by bringing new ideas and new improvements before the Council. He seems to avoid all reference to himself pertaining to his past reported indifference towards the Government, but does not hesitate to suggest improvements, which, perhaps, is just as well if he is able to sidetrack the thoughts of some of the people.

It is the intention of Chief Justice Olson to appoint a special municipal judge to handle automobile theft cases. This, no doubt, would be a great thing for the city, and go a long ways to diminish the number of cars being stolen in Chicago every day. The way matters stand now, a person arrested for stealing a car, when brought up before the speeders' court, brings to bear a lot of pull and, as a rule, convinces the judge that it is his first offense. By having a special court to handle these cases, this way of getting off would be most impossible, and if they were first offenders they would hesitate twice before wanting to be brought before the same judge on another charge.

The Weeghman Restaurant Co. has now in full force what is known as an automatic self service restaurant. Everything you wish is placed in glass containers with the price attached. You drop whatever the required amount is and release the food. It is taking hold very nicely, for it is the first one Chicago has ever had. No doubt this restaurant will pave the way for a number of others. It is perfectly sanitary.

A local salesman handling a high-class line of hosiery has had some unusual experiences lately in taking

orders for spring delivery. The prices on the goods he handles, in common with other lines of merchandise, have advanced materially, much to the displeasure of the buyers. So violent a form did the expression of this displeasure take on one or two occasions that the salesman has stopped arguing about the whys and wherefores of the rise. When a buyer "starts something" now, the salesman gives him a copy of the new price list and departs. Every time he has done this, he said yesterday, he has found that a quiet perusal of the list by the buyer has finally resulted in better business than is produced by the usual way of soliciting an order.

The Chicago Butter and Egg Board has issued a supplementary report on the butter and egg situation, with respect to prices during the coming winter. The report was issued through the publicity bureau of the board. The statement reads: "The prices of butter, eggs and poultry will be as high or higher than that of last winter. The warehouse report for September shows that there is a shortage at the present time in butter and that there is an excess of eggs, but compared with two years ago there is a shortage of eggs. The report follows: 'Butter in 1917, 71,262,000 pounds; in 1916, 83,582,000 pounds; shortage, 12,320,000 pounds. Eggs in 1917, 3,794,000 cases; in 1916, 3,376,000 cases; excess, in 1917, 418,000 cases.' Butter will be higher in price this year than we have known it to be in this country since the Civil War. The reason for this is the fact that a great quantity of milk ordinarily sold to the creameries and turned into butter has been contracted for by the manufacturers of condensed milk. We understand the Government has given large orders for condensed milk for the soldiers in France and has guaranteed the manufacturers a price which enables them to increase considerably the price paid to producer thereby taking large quantities of milk which in the past has been turned into butter. Coupled with the milk shortage situation due to the foregoing reasons is the enormous sale of milk cows for slaughter. In many sections 25 per cent. of the visible supply has been sold to the packers and killed for beef. Indications are that eggs will sell for about the same price as they sold for last year, but of course the demand will govern the situation. The egg situation is not as serious as the butter and poultry conditions. In reference to poultry, reports from producers throughout the country show the farmers have killed a great quantity of chickens for food with which to feed harvest hands during the summer harvest season. Chickens have been much cheaper than all other kinds of meat during the summer, and for this reason the farmer, quick to take advantage of economies, has killed his spring chickens rather than put them on the market. The result is that the storage houses carry only a small quantity of spring chickens killed this year. About the only plentiful commodity on the market at present is turkey. There is a plentiful supply in cold storage and most of the Thanksgiving supply of turkeys this year will come from the cold storage houses."

Charles W. Reattoir.

To Increase Yard Goods Sales.

"Sewing Week" recurs once each month except in December, by agreement among the merchants of a Pacific Coast city. During this week they advertise everything that can be used in home sewing. The sales of these lines of merchandise, particularly of yard goods, has increased steadily since the first "Sewing Week."

Nature heals—but the doctor makes out the bill.

Attorney Wykes' Opinion of the Decision.

Grand Rapids, Oct. 2.—I regret to state that the Supreme Court decision rendered on Tuesday last in the litigation against the Sperry & Hutchinson Company to enforce the trading stamp statute passed by the Legislature of 1911 was adverse to the interests which we represented.

The Michigan law regulating trading stamps and gift enterprises was held to be unconstitutional by reason, principally of defective classification in that the provisions of the act were limited to stamps given out for redemption by third persons or by institutions other than the merchant giving the same. The provisions which permitted merchants to issue and redeem their own stamps and which permitted manufacturers to place stamps in or upon their packages, while denying the right to institutions like the Sperry & Hutchinson Company, were held to violate the provisions of the fourteenth amendment regarding classification.

Neither of these exceptions were in the law as first drawn, but both were inserted for the purpose of removing opposition in the Legislature, as the statute could not have been enacted at the 1911 session without these exceptions.

There is no right of appeal and the only further action which can be taken in the case is to apply for a rehearing. This, however, I do not advise as the case was very fully covered and vigorously presented in the Supreme Court.

Although I am in the position of the man convinced against his will, there is nothing to do, in my judgment, but to submit to the inevitable and to have the interested merchants present to the next Legislature a bill which will not be open to the objections sustained in this particular case.

Since our law was enacted the courts of several states and the United States Supreme Court have held legislation prohibiting trading stamps valid. The merchants therefore should come out for square-toed legislation which will cover the subject.

We did our best in this litigation and regret exceedingly the outcome, both because of the effect upon the interest which we served and because of our own personal interest in the proposition.

Roger I. Wykes.

Destroying Kaiserism Not All We Can Do.

Paris, France, Sept. 10.—The French are very friendly, and if we go into this war with the right spirit we can do a lot of good other than beating the Germans. What I mean is that we must remember what France has already suffered and come to help and not to boss the job. You know the usual attitude of Americans abroad—they know it all.

To illustrate how the French feel: Going from Bordeaux to Paris we be-

came acquainted with a bunch of French soldiers and officers through a few who could talk some English and our feeble attempts at French. They asked us to sing, which we gladly did, and soon gathered quite a crowd, very jovial and friendly. The crowd then brought in a French aviator who was greatly respected by them all, (he had three medals,) and asked us to sing the "Marseillaise" in French for him, which we did, much to his delight. Later in the evening we were talking to him (through a young French soldier about 18 who made a pretty good stab at English.) The aviator was, of course, very much interested in what America is planning to do, and we spread it on as thick as possible. He seemed interested, but that was all. Before leaving one of our fellows said that America was mighty proud of the fighting the French had done, and our hope is that we may do half as well. His face lit up and he absolutely beamed all over, shaking every one by the hand, tickled to death.

I was talking to one of our sailors the other day in Paris about the parade on the Fourth, and he said he never saw anything like it in his life. The people simply went crazy, and the men could hardly march, for the crowd would surge around them, giving them flowers, and many girls and women taking the men by the arms and walking along with them. We have a great opportunity to make a lasting friend or enemy of France, according to our behavior in their country.

J. S. White.

Joseph J. Frost has engaged in the confectionery and grocery business at 571 Division avenue, South.



Five Stories Completed April, 1917

HOTEL BROWNING GRAND RAPIDS NEWEST

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

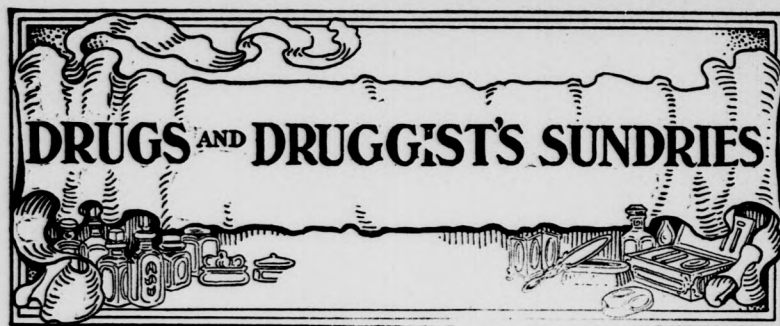
Pocket Cutlery

We have just received a large consignment of the celebrated "Universal" line which we hereafter will carry in stock and will always have an attractive proposition for our retail hardware dealers. Take it up with our salesmen the next time he calls and we know he can interest you.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Michigan



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.
Next Examination Session—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.

Status of the Drug Market.

The market in general remains firm. There are some developments of importance in the matter of price changes. Glycerine has been advanced by prominent refiners. Crude glycerine is also stronger owing to scarcity. Quicksilver has been reduced sharply by selling agents. Caffeine alkaloid is lower, owing to a lack of demand of consequence and freer offerings. Benzoates continue weak, owing to competition, and offerings are reported at a further decline. Offers of Canada and Oregon fir are reported at lower prices. Powdered cinchona bark is higher on smallness of supplies. A further advance has occurred in coriander oil, while the general list of essential oils is well maintained. Gum Arabic has received a good enquiry of late and with supplies reduced the market is strong, with higher prices demanded for some varieties. Senna leaves, larkspur seed and serpentaria root are firmer on a decrease in stocks. Acetone has been advanced by some dealers, although there was no change in prices as quoted by leading manufacturers. Supplies of red prussiate of potash have diminished of late and the market is higher. Ammonia alum is stronger, influenced by an increase in demand. Higher prices are demanded for gray granular sal ammoniac. Sicily sumac is advanced on a diminution in supplies. Refined glycerine has been advanced by well-known refiners to 69c per pound for C. P. in drums and 70½c in cans. Sales are reported at 70c per pound in drums. Crude glycerine is also stronger. Supplies are small and there seems to be more obtainable at less than 54c per pound for saponification and 49c for soap lye. Dynamite glycerine is quiet but firm at 68½c per pound in carloads. Caffeine alkaloid is weaker, owing to a falling off in demand and competition and offerings are reported at \$10.50 per pound. Quicksilver has been reduced by selling agents to \$105 per flask, showing a decline of \$5. Menthol is in fair demand and the market

apparently remains firm. Bay rum is receiving a good enquiry. Supplies are comparatively small and the tone of the market remains firm.

Detection of Arachis Oil.

The presence of arachis oil, in quantity as low as 5 per cent. in olive oil, cottonseed oil, soya bean oil and corn oil, may be detected as follows:

About twenty grammes of the suspected oil are saponified by aid of alcoholic potassium hydroxide solution, and the excess of alkali neutralized by aid of a 25 per cent. solution of acetic acid in 95 per cent. alcohol, phenolphthalein being employed as indicator. The mixture is then treated with fifty mls of a 5 per cent. solution of magnesium acetate in a mixture of equal parts of water and 95 per cent. alcohol. After heating to boiling, it is allowed to cool to room temperature with occasional shaking, and then set aside for about twenty-four hours at a temperature of about 10 to 15 degs. C. The resulting precipitate is then removed by filtration, and washed twice with 50 per cent. alcohol and three times with distilled water. It is then mixed with 100 mls of hot water and a sufficient quantity of diluted sulphuric acid to ensure complete decomposition of the magnesium salts. The separated fatty acids are now washed with water, dissolved in 90 per cent. alcohol, and set aside, when arachidic acid separates in crystal form.

Look to Your Teeth.

Bad teeth are now believed to be an important source of rheumatism, heart disease and kidney trouble. The germs producing these diseases may get into the system from an unexpected abscess at the root of a tooth, whose presence may be revealed only by an X-ray photograph. Doctors tell of children recovering from Bright's disease as soon as their teeth are properly cared for. In fact, the teeth have come under suspicion along with the tonsils, and X-ray picture of them are part of a thorough physical examination.

Children's Soap Week.

Once each year comes the "Children's Soap Week" of a Wisconsin druggist. At that time he sends out with baskets of toilet soap all the children that apply for them. They make a small percentage on sales, and also get a prize if they are among the dozen whose sales are the highest. First prize is usually the choice of a doll or a football. Besides the publicity he obtains, the druggist increases his soap sales materially.

Suggests Economy in Displays.

"Economy of operation in every possible way," said the head of one of the largest retail establishments in the city, "is required in these days of high price levels, not only by individuals but by the large industrial organizations of the country as well. In the case of the big department stores, this should be exemplified in one way by less extravagant and elaborate splurges, both in the matter of displays and of additional service during the holiday season. We could very easily stand, in this respect, considerable toning down from the practices of former years and, as our patrons would be the ones who would benefit ultimately from any economies accomplished in the methods of merchandising, I am sure any such

action on our part would meet with their hearty indorsement.

Higher Grade Goods Selling.

Reports from the department stores of this city and from the country at large indicate that there has been a marked raising of the standard of merchandise purchased this year over former years. Even among those of the buying public who, because of their circumstances, must confine themselves to the lower priced things, there is said to be evident greater discrimination and a demand for merchandise that will be serviceable, although it may be a little higher in price. Optimistic predictions as to the coming holiday season are numerous, and many believe that the entire winter will be one of the best on record.

DON'T OVERLOOK CRITERION QUALITY HOUSE PAINT

The chances are you've got some painting to do. We strongly urge that before you purchase paint, that you investigate our "CRITERION QUALITY."

It is made especially for Michigan needs—gives perfect protection—maximum spread and costs little compared with brands that offer less.

HEYSTEK & CANFIELD

Criterion Quality

HOUSE PAINT
MIXED FOR MICHIGAN

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

Activities in Michigan Cities.**Written for the Tradesman.**

The local gas company at Marquette has advanced the price to \$1.60 on account of increased cost of operation. It is stated that coal is 100 per cent. higher than it was two years ago and that labor has increased 40 per cent. The gas company has never made money. It hasn't even paid the interest on the bonds each year since installing the plant. H. J. Waterbury, manager of the plant, has resigned.

Sturgis is using hoboos on the street cleaning force and this genus homo is steering clear of that town.

Niles will buy electricity from the Indiana & Michigan Company, the service charge being \$1 per horse power, with a minimum charge not less than 75 horse power or \$75 on a one year contract.

The Common Council of Menominee has authorized the City Clerk to act as purchasing agent for people who organize clubs and buy in car lots. This action was instituted by Mayor Lloyd and because it is believed present prices of coal in the city are exorbitant. Orders are being sent direct to a mine in Ohio and eight cars have been ordered at \$4.50 per ton.

Mayor Cambrey, of Pontiac, is on a tour to learn what other Michigan cities are doing in the way of safeguarding public health.

Starting this month Bay City has turned its clocks back an hour and now runs on Central time again. The "more daylight" plan which prevailed during the past three months will probably be adopted again next summer.

Saginaw will need 3,000 more workmen for its industries this fall, including the new plants of the Shipbuilding Co. and the Malleable Iron Co.

Woodland feels that it is being left in the woods by Uncle Sam through recent orders reducing the mail service to a pouch system. If this takes effect Woodland will get one mail a day, a service like the one which prevailed before the C., K. & S. Railroad was built.

St. Johns voted down the proposition to bond for \$30,000 to build a new electric unit at the lighting plant.

The corner stone was laid Sunday for the new Mercy Hospital at Jackson. It will be a modern fireproof structure, four stories and basement, and occupies the site of the Austin Blair homestead on Lansing avenue.

Holland has added two new motor trucks to its fire fighting equipment.

Almond Griffen.

Boomlets From Bay City.

Bav City, Oct. 2—Mayor H. W. Schultzy, West Branch, is erecting a ford sales and service garage, 62 feet wide and 110 feet long. The building is to be onestory cement block with brick front.

Stanley Warchock, for several years manager of the Wahla Mercantile Co. Store, at Minden City, has engaged in farming. His successor in the store is T. W. Nieristile, formerly manager of the Leszczynski-Clark store, at Palms.

Herbert J. Smith, Minden City, has sold his stock of general merchandise to Peter Gliencki, and will soon

be one of many Michigan boys at the front fighting for democracy.

There is an opening at Palms for a live merchant, as it is now a store-less village.

A hotel is badly needed at Kinde. There are three saloons, but no hotel. Therefore, it is an easy matter to satisfy one's thirst, but difficult to appease hunger.

There is rejoicing among commercial travelers who visit the towns on the Detroit division of the P. M. because a morning train South has been added. The train will leave Bay City at 6 a. m., make all local stops and arrive in Detroit at 11 a. m.

The village of Oscoda, which was almost destroyed by fire in July, 1916, is slowly but surely recovering. Besides a number of houses which are being built, a town hall, 91 x 98, brick and cement, is being erected at a cost of \$15,000.

Joseph Solomon, general merchant at Glennie, and Henry Solomon, engaged in general merchandise business at Comins, visited friends in Bay City and Detroit this week.

Rice & Prosetal, Rose City, who a few months ago purchased the meat business of the late Robert Edmunds, have sold the same to Charles Morse, who will take possession Oct. 1.

W. T. Ballamy.

Open Letter to City Manager of Grand Rapids.

Grand Rapids, Oct. 2—For several years it has grieved me to see the city burn the leaves which are raked up from the yards, parks and cemeteries of the city—the almost priceless heritage Nature has provided to perpetuate her tree and plant life.

I have for years protested against this destruction of one of our most valuable resources and I now make a personal appeal to you as the head of our city government to find some way of preserving this wealth of fertilizer for the benefit of present and future generations.

As near as I can estimate the loss we sustain through this waste, it amounts to \$100,000 per year—that being approximately the sum we pay for artificial fertilizer to restore to the soil the fertility we deprived it of by destroying the fertilizer Nature provides with such a lavish hand.

In these days of stress, when we are importuned to improve every available resource to the fullest extent and avoid all waste, it would seem to be a good time to solve the problem of leaf waste.

E. A. Stowe.

Butter, Eggs, Poultry, Beans, and Potatoes.

Buffalo, Oct. 3—Creamery butter, extras, 44½@45c; first 43@44c; common, 41@42c; dairy, common to choice, 35@40c; dairy, poor to common, all kinds, 32@35c.

Cheese—No. 1 new, fancy, 26@26½c; choice, 26c.

Eggs—Choice, new laid 44@45c; fancy hennery, 48@54c.

Poultry (live)—Fowls, 22@25c; chicks, 25@28c; old cox, 18@19c; ducks, 21@25c.

Beans—Medium, \$7@7.50; pea, \$7.50; Red Kidney, \$6.00; White Kidney, \$7.50; Marrow, \$7.50@8.00.

Potatoes—New, \$1.35@1.50 per bu. Rea & Witzig.

Tying Advertising to News.

Recently a burglar smashed a window in a clothing store and took a suit from a dummy. The morning paper contained a news story of the case. The window man almost at once placed on the window this sign: "Risked A Jail Sentence to Wear Our Clothes—However, we can give you better service if you use our front door in the future." This clever use of the event caused considerable "word of mouth" publicity for the firm.

Late News From Byron.

Byron, Oct. 2—Wm. Meier has purchased a Grant six.

Frank Tillman is driving an Overland touring car.

Ida Tillman, of Kalamazoo, is visiting relatives at Byron.

L. E. Tower was in Owosso on business last Tuesday.

John Lynde has traded his home on Railroad avenue, and paid the difference for the farm of Mrs. Holcomb, West of Byron.

Charles Bruce moved the household goods of Ed. Lemon to Flint Saturday.

Clayton Harp has made several trips to Flint of late on account of the serious illness of his mother. Dr. Ruggles, of Byron, is now administering the medicine and she is gaining as rapidly as can be expected.

William Telling, Sr., is out again and calling on Byron people. He has been sick since the latter part of May.

Allen Hathaway and Roy Alden motored to Flint last week and brought back peaches.

R. E. Tower.

Trimnings For Millinery.

Ostrich feathers, according to the bulletin of the Retail Millinery Association of America, are in vogue again after a long period of inactivity. At least, ostrich "fancies" in many effects are enjoying a period of popularity. French plumes, too, it says, are being used, but not nearly to the extent of the "fancies." Ostrich in the guise of burnt effects has been in use for some time, but now it is being seen in its true light.

"This revived demand," the bulletin goes on, "is along normal and natural lines. The public generally, much interested at last in trimmed hats that

are really trimmed, is seeking a proper and beautiful ornamentation and is calling, therefore, for hats trimmed with ostrich. Plumes and French curled tips, short or medium, are selling well, especially in fine extra wide and full effects. Fine pompons and other 'fancies' also are active. Flat bands of fine ostrich are reported in demand in certain quarters. The leading colors are black, taupe, purple, brown, navy, beige, and old rose."

The bulletin goes on to say that pompons, the popular trimming of the moment, are shown in several materials—wool, ostrich, fur, burnt feathers, ribbon, chenille, and cut pasted feathers; a novelty is a large pompon showing the use of uncurled ostrich, sometimes combined with silver cloth.

Old and New Liberty Bonds.

The old law under which the 3½ per cent. Liberty Loan bonds were issued differs in one respect from the new law authorizing the new issue of 4 per cent. securities. The holders of 3½ per cent. bonds, while they must exercise the privilege of conversion into the 4 per cent. bonds within the period of six months beginning Nov. 15, if they desire to exercise it at all, will have the right, if subsequent loans are issued at a still higher rate, (say 4½ per cent.) again for a period of six months beginning at the date of issue of those bonds, to convert their bonds into 4½ per cent. bonds, even though they had not made an intermediate conversion into the 4 per cent.

HOLIDAY GOODS

Druggists' Sundries

Stationery

Books and Novelties

The sample line or the above are now in our show room in Grand Rapids. Our stock was bought early this season and the greater portion of it has arrived so that we are already filling orders for goods in the above lines.

On account of the conditions among manufacturers and the large demand for merchandise of this class, we are advising our customers to buy early and allow us to ship at the earliest dates.

We, therefore, ask you to let us know by an early mail at what time you can make us a visit and inspect this line. Our Mr. L. W. Hoskins is in charge and together with our Mr. J. H. Hagy will arrange dates with you so that customers may receive prompt and satisfactory service.

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
Canned Blackberries	Cloves	Flour
Canned Raspberries	Vinegar	
Evaporated Apples		
Citron		
Curranis		
Olives		
Pickles		
Mustard Seed		

Index to Markets

By Columns

Col	1	2
A	Ammonia	AXLE GREASE
B	Baked Beans	BATH BRICK
C	Candles	BLUING
D	Dried Fruits	BREAKFAST FOODS
E	Farinaceous Goods	BROOMS
F	Fishing Tackle	BRUSHES
G	Gelatine	BUTTER COLOR
H	Herbs	CANDLES
I	Jelly	CANNED GOODS
J	Jelly Glasses	Apples
K	Mapleline	Blackberries
L	Meats, Canned	Beans
M	Mince Meat	Blueberries
N	Molasses	Standard
O	Mustard	No. 10
P	Peanut Butter	
Q	Pickles	
R	Pipes	
S	Playing Cards	
T	Potash	
U	Provisions	
V		
W		
X		
Y		

3

Adams Black Jack	62
Adams Sappota	70
Beeman's Pepsin	62
Beechnut	60
Chiclets	1 33
Doublemint	64
Flag Spruce	62
Hershey Gum	48
Juicy Fruit	64
Sterling Gum Pep.	62
Sterling 7-Point	62
Spearmin, Wrigleys	64
Spearmin, 5 box jars	3 20
Spearmin, 6 box jars	3 85
Yucatan	62
Zeno	64
Smith Bros. Gum	62
Wrigleys 5 box lots	61
O. K. Gum	75

German's Sweet	24
Premium	35
Caracas	28
Walter M. Lowney Co.	35
Premium, 1/2s	35
Premium, 1/4s	35

No. 40 Twisted Cotton	1 30
No. 50 Twisted Cotton	1 20
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 40
No. 50 Braided Cotton	1 75
No. 60 Braided Cotton	2 50
No. 80 Braided Cotton	2 00
No. 50 Sash Cord	2 50
No. 60 Sash Cord	3 00
No. 60 Jute	1 25
No. 72 Jute	1 40
No. 60 Sisal	1 30

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

Baker's	39
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/4s	33
Epps	42
Hershey's, 1/2s	32
Hershey's, 1/4s	30
Huyler	36
Lowney, 1/2s	38
Lowney, 1/4s	37
Lowney, 1/2s	37
Lowney, 5 lb. cans	37
Van Houten, 1/2s	12
Van Houten, 1/4s	18
Van Houten, 1/2s	36
Van Houten, 1s	65
Van-Eta	36
Webb	33
Wilbur, 1/2s	33
Wilbur, 1/4s	32

1/2s, 5 lb. case	32
1/4s, 5 lb. case	31
1/4s, 15 lb. case	31
1/4s, 15 lb. case	30
1s, 15 lb. case	29
1/2s & 1/4s, 15 lb. case	30
5 and 10c pails	4 25
Bulk, pails	20
Bulk, barrels	18 1/2
Baker's Brazil Shredded	70 5c pkgs., per case 3 00
36 10c pkgs., per case 3 00	
16 10c and 33 5c pkgs., per case	3 00
Bakers Canned, doz.	1 10

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Fair	24
Choice	25
Choice	25
Fancy	26
Guatemala	25
Fair	25
Fancy	28
Java	26@30
Private Growth	31@35
Mandling	30@32
Aukola	30@32

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28
Bogota	24
Fair	26
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	21 50

4

McLaughlin's XXXX	95
McLaughlin's XXXXX	1 15
package coffee is sold to	
retailers only. Mail all orders	
direct to W. F. McLaughlin & Co., Chicago.	

Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

Carnation, Tall	6 20
Carnation, Baby	6 10
Dundee, Tall	6 50
Dundee, Baby	5 40
Hebe, Tall	5 10
Hebe, Baby	5 00

Stick Candy	Pails
Horshound	16
Standard	16
Standard, Small	17
Twist, Small	17
Jumbo	17
Jumbo, Small	17 1/2
Big Stick	17
Boston Sugar Stick	20

Broken	Pails
Cut Loaf	17
French Cream	17
Grocers	12
Kindergarten	18
Leader	16
Monarch	15
Novelty	17
Paris Creams	18
Premio Creams	21
Royal	14
Special	14
Valley Creams	18
X L O	14

Auto Kisses (baskets)	19
Bonnie Butter Bites	22
Butter Cream Corn	20
Caramel Bon Bons	18
Caramel Croquettes	18
Cocoanut Waffles	16
Coffy Toffy	19
National Mints 7 lb tin	22
Fudge, Walnut	19
Fudge, Choc. Peanut	18
Fudge, White Center	17
Fudge, Cherry	18
Fudge, Coconut	18
Honeyuckle Candy	20
Iced Maroons	20
Iced Orange Jellies	14
Italian Bon Bons	16
Jelly Mello	15
AA Licorice Drops	16
5 lb. box	1 60
Lozenges, Pep.	18
Lozenges, Pink	18
Manchus	16
Molasses Kisses, 10	20
lb. box	20
Nut Butter Puffs	20
Star Patties, Asst.	19

Assorted Choc.	21
Amazon Caramels	22
Champion	19
Choc. Chips, Eureka	25
Climax	19
Eclipse, Assorted	20
Ideal Chocolates	20
Klondike Chocolates	25
Nabobs	25
Nibble Sticks, Box	30
Nut Wafers	25
Ocoro Choc Caramels	23
Peanut Clusters	28
Quintette	21
Regina	17
Star Chocolates	19
Superior Choc. (light)	20

Cracker Jack with	3 50
coupon	
Cracker-Jack Prize	3 75
Checkers Prize	3 75

Putnam Menthol	1 35
Smith Bros.	1 35

Almonds, Tarragona	21
Almonds, California	
soft shell Drake	
Brazils	
Filberts	
Cal. No. 1 S. S.	
Walnuts, Naples	
Walnuts, Grenoble	
Table nuts, fancy	13@14
Pecans, Large	
Pecans, Ex. Large	
Shelled	
No. 1 Spanish Shelled	
Peanuts	16 1/2@17
Ex. Lg. Va. Shelled	
Peanuts	16 1/2@17
Pecan Halves	@80
Walnut Halves	@55
Filbert Meats	@42
Almonds	@45
Jordan Almonds	

5

Fancy H P Suns	
Raw	11 1/2@11 1/2
Roasted	12 1/2@12 1/2
H P Jumbo	
Raw	13 1/2@13 1/2
Roasted	14 1/2@14 1/2

Barrels or Drums	60
Square Cans	64
Boxes	62

Evap'd, Choice, blk	@15
Evap'd Fancy blk.	@

California	@25
Corsican	@26

Imported, 1 lb. pkg.	22 1/2
Imported, bulk	22

Muir's—Choice, 25 lb.	12
Muir's—Fancy, 25 lb.	13
Fancy, Peeled, 25 lb.	

Lemon, American	20
Orange, American	21

Cluster, 20 cartons	
Loose Muscatels, 4 Cr.	9
Loose Muscatels, 3 Cr.	8 1/2
L. M. Seeded 1lb. 10 1/2	@11

90-100 25 lb. boxes	@10
80-90 25 lb. boxes	@10 1/2
70-80 25 lb. boxes	@11 1/2
60-70 25 lb. boxes	@12 1/2
50-60 25 lb. boxes	@13
40-50 25 lb. boxes	@15

California Prunes	
90-100 25 lb. boxes	@10
80-90 25 lb. boxes	@10 1/2
70-80 25 lb. boxes	@11 1/2
60-70 25 lb. boxes	@12 1/2
50-60 25 lb. boxes	@13
40-50 25 lb. boxes	@15

Med. Hand Picked	10
Brown Holland	8

25 1 lb. packages	2 50
Bulk, per 100 lb.	9

Packed 12 rolls to container	
3 containers (40) rolls 3 80	

Pearl, 100 lb. sack	6 00
Maccaroni and Vermicelli	
Domestic, 1 lb. box	75
Imported, 25 lb. box	

Chester	6 50
Portage	8 00

Green, Wisconsin, bu.	7 00
Split, lb.	13 1/2

East India	15
German, sacks	15
German, broken pkg.	

Flake, 100 lb. sacks	15
Pearl, 100 lb. sacks	15
Pearl, 36 pkgs.	2 75
Minute, 10c, 3 doz.	3 25

1/2 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20

No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Small	20
Medium	26
Large	34

Bamboo, 16 ft., per doz.	60
Bamboo, 14 ft., per doz.	55
Bamboo, 13 ft., per doz.	80

7 dram Panel	95
1 1/4 ounce Panel	1 35
2 1/4 ounce Panel	2 40
2 1/2 ounce Taper	2 25
2 ounce Flat	2 25

7 dram Panel	95
1 1/4 ounce Panel	1 35
2 1/4 ounce Panel	2 40
2 1/2 ounce Taper	2 25
2 ounce Flat	2 25

6

FLOUR AND FEED

Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	11 65
Fancy Spring	13 00
Wizard Graham	11 00
Wizard, Gran. Meal	10 75
Wizard Buckw't cwt.	6 00
Rye	11 00
Valley City Milling Co.	
Lily White	11 85
Light Loaf	11 45
Graham	4 90
Granena Health	5 00
Gran. Meal	5 40
Bolton Meal	5 30
Watson-Higgins Milling Co.	
New Perfection	11 85
Tip Top Flour	11 35
Golden Sheaf Flour	10 95
Marshall's Best Flour	12 50
Watertown Wisconsin	
Rye	10 00
Worden Grocer Co.	
Quaker, paper	11 50
Quaker, cloth	11 50
Kansas Hard Wheat	
Worden Grocer Co.	
American Eagle, 1/2s	12 50
American Eagle, 1/4s	12 40
American Eagle, 1/8s	12 30
Spring Wheat	
Judson Grocer Co.	
Ceresota, 1/2s	13 00
Ceresota, 1/4s	12 90
Ceresota, 1/8s	12 80
Worden Grocer Co.	
Wingold, 1/2s cloth	12 75
Wingold, 1/4s cloth	12 65
Wingold, 1/8s cloth	12 55
Meal	
Bolton	10 55
Golden Granulated	10 75
Wheat	
Red	2 05
White	2 03
Oats	
Michigan carlots	70
Less than carlots	72
Corn	
Carlots	2 28
Less than carlots	30
Hay	
Carlots	19 00
Less than carlots	20 00
Feed	
Street Car Feed	78 00
No. 1 Corn & Oat Fd	78 00
Cracked Corn	85 00
Coarse Corn Meal	85 00
FRUIT JARS	
Mason, pts., per gro.	7 00
Mason, qts., per gro.	7 40
Mason, 1/2 gal. per gro.	9 85
Mason, can tops, gro.	2 75
GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 75
Knox's Sparkling, gr.	20 50
Knox's Acidu'd doz.	1 85
Minute, 1 doz.	1 25
Minute, 3 doz.	3 75
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 40
Plymouth Rock, Plain	1 25
Waukesha	1 60
GRAIN BAGS	
Broad Gauge, 12 oz.	24
Climax, 14 oz.	29
Stark, A, 16 oz.	
HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25
HIDES AND PELTS	
Hides	
Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	1 25
Calfskin, green, No. 2	23 1/2
Calfskin, cured, No. 1	27
Calfskin, cured, No. 2	25 1/2
Pelts	
Old Wool	75@2 00
Lambs	50@1 50
Shearings	50@1 50
Tallow	
No. 1	@12
No. 2	@11
Wool	
Unwashed, med.	@60
Unwashed, fine	@55
HONEY	
A. G. Woodman's Brand.	
7 oz., per doz.	
20 oz., per doz.	3 90
HORSE RADISH	
Per doz.	90
JELLY	
5lb. pails, per doz.	
15lb. pails, per pail	1 05
30lb. pails, per pail	2 00

7

Jiffy-Jell

Straight or Assorted	
Per doz.	1 15
Per case, per 4 doz.	4 60
Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pineapple, Mint.	
JELLY GLASSES	
1/2 pt. in bbls., per doz.	25
1/2 pt. in bbls., per doz.	27
8 oz. capped in bbls., per doz.	27
MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per doz.	18 00
32 oz. bottles, per doz.	30 00
MINCE MEAT	
Per case	3 45
MOLASSES	
New Orleans	
Fancy Open Kettle	56
Choice	52
Good	
Stock	
Half barrels 2c extra	
Red Hen, No. 2 1/2	3 20
Red Hen, No. 5	3 10
Red Hen, No. 10	3 00
MUSTARD	
1/2 lb. 6 lb. box	16
OLIVES	
Bulk, 1 gal. kegs 1 20@1 30	
Bulk, 2 gal. kegs 1 15@1 25	
Bulk, 5 gal. kegs 1 05@1 15	
Stuffed, 5 oz.	1 10
Stuffed, 8 oz.	1 60
Stuffed, 14 oz.	2 50
Pitted (not stuffed)	
14 oz.	2 50
Manzanilla, 8 oz.	1 10
Lunch, 10 oz.	1 60
Lunch, 16 oz.	2 60
Queen, Mammoth, 19 oz.	5 00
Queen, Mammoth, 28 oz.	6 25
Olive Chow, 2 doz. cs.	2 25
per doz.	2 25
PEANUT BUTTER	
Bel-Car-Mo Brand	
4 oz. 4 doz. in case	3 60
7 oz. 2 doz. in case	2 90
8 oz. 2 doz. in case	3 30
18 oz. 1 doz. in case	3 00
5 lb. pails, 6 in crate	5 25
10 lb. pails	18
15 lb. pails	17 1/2
25 lb. pails	17
50 lb. tins	16 1/2
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	10
Red Crown Gasoline	21.5
Gas Machine Gasoline	34.9
V M & P Naphtha	21
Capitol Cylinder, Wood	
Bale	33.9
Capitol Cylinder, Iron	
Bale	32.9
Atlantic Red Engine	20.4
Winter Black	11.6
Polarine	37.9
PICKLES	
Medium	
Barrels, 1,200 count	10 00
Half bbls., 600 count	5 50
5 gallon kegs	2 35
Small	
Barrels	12 00
Half barrels	6 50
5 gallon kegs	2 50
Gherkins	
Barrels	15 00
Half barrels	8 00
5 gallon kegs	3 00
Sweet Small	
Barrels	24 00
Half barrels	12 50
5 gallon kegs	4 20
PIPES	
Clay, No. 216, per box	
Clay, T. D. full count	80
Cob, 3 doz. in box	1 25
PLAYING CARDS	
No. 90 Steamboat	85
No. 15, Rival assorted	1 50
No. 20, Rover, enam'd	1 75
No. 572, Special	2 00
No. 98 Golf, Satin fin.	2 25
No. 808, Bicycle	2 25
No. 632 Tour'n't whist	2 50
POTASH	
Babbitt's, 2 doz.	1 90
PROVISIONS	
Barreled Pork	
Clear Back	44 00@45 00
Short Cut Clr	42 00@43 00
Bean	40 00@41 00
Brisket, Clear	46 00
Pig	
Clear Family	35 00
Dry Salt Meats	
S P Bellies	24 00@25 00
Lard	
Pure in tierces	24@25
Compound Lard	10@19 1/2
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4

8

20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Smoked Meats	
Hams, 14-16 lb.	25 1/2@26
Hams, 16-18 lb.	21 @22
Hams, 18-20 lb.	20 1/2@21
Ham, dried beef	
sets	29 @30
California Hams	20 1/2@21
Picnic Boiled	
Hams	19 1/2@20
Boiled Hams	36 @37
Mince Hams	17 1/2@18
Bacon	33 @36
Sausages	
Bologna	15
Liver	12
Frankfort	17
Pork	14@15
Veal	11
Tongue	11
Headcheese	14
Beef	
Boneless	25 00@27 00
Rump, new	30 00@31 00
Pig's Feet	
1/2 bbls.	1 75
3/4 bbls.	40 lbs. 3 40
1/2 bbls.	6 00
1 bbl.	12 00
Tripe	
Kits, 15 lbs.	90
1/2 bbls.	40 lbs. 1 60
3/4 bbls.	80 lbs. 3 00
Casings	
Hogs, per lb.	35
Beef, round set	19@20
Beef, middles, set	45@55
Sheep	1 15@1 35
Uncolored Butterline	
Solid Dairy	22 @25
Country Rolls	25 @27
Canned Meats	
Corned Beef, 2 lb.	6 25
Corned Beef, 1 lb.	3 25
Roast Beef, 2 lb.	6 25
Roast Beef, 1 lb.	3 25
Potted Meat, Ham	
Flavor, 1/2s	55
Potted Meat, Ham	
Flavor, 1/2s	95
Deviled Meat, Ham	
Flavor, 1/2s	52
Deviled Meat, Ham	
Flavor, 1/2s	1 00
Potted Tongue, 1/2s	55
Potted Tongue, 1/2s	1 00
RICE	
Fancy	8@8 1/2
Blue Rose	@8
Broken	
ROLLED OATS	
Monarch, bbls.	10 25
Roller Avena, bbls.	10 50
Steel Cut, 100 lb. sks.	5 20
Monarch, 90 lb. sks.	5 10
Quaker, 18 Regular	1 75
Quaker, 20 Family	5 60
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 00
Durkee's, small, 2 doz.	5 20
Snider's, large, 1 doz.	2 40
Snider's, small, 2 doz.	1 45
SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 10
Wyandotte, 100 3/4s	3 00
SAL SODA	
Granulated, bbls.	1 40
Granulated, 100 lbs. cs.	1 50
Granulated, 36 pkgs.	1 40
SALT	
Common Grades	
100 3 lb. sacks	3 15
70 4 lb. sacks	3 05
60 5 lb. sacks	3 05
28 10 lb. sekks	2 90
56 lb. sacks	28
28 lb. sacks	47
Warsaw	
56 lb. sacks	26
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	43
Common	
Granulated, Fine	1 80
Medium, Fine	1 90
SALT FISH	
Ced	
Large, whole	@11
Small, whole	@10 1/2
Strips or bricks	12 1/2@16
Pollock	@9
Holland Herring	
Standards, bbls.	13 50
Y. M. bbls.	15 00
Standard, kegs	85
Y. M. kegs	96
Herring	
Med. Fat Split, 200 lbs	8 00
Laborador Split 200 lb	10 00
Norway 4 K, 200 lbs.	16 50
Special, 8 lb. pails	70
Scaled, in boxes	17
Boned, 10 lb. boxes	17
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 3 lbs.	75

9


Mackerel	
Mess, 100 lbs.	16 50
Mess, 40 lbs.	7 00
Mess, 10 lbs.	1 85
Mess, 8 lbs.	1 56
No. 1, 100 lbs.	15 50
No. 1, 40 lbs.	6 70
No. 1, 10 lbs.	1 75
Lake Herring	
100 lbs.	4 00
40 lbs.	2 35
10 lbs.	58
8 lbs.	54
SEEDS	
Anise	35
Canary, Smyrna	9
Caraway	75
Cardamon, Malabar	1 20
Celery	45
Hemp, Russian	7 1/2
Mixed Bird	9
Mustard, white	22
Poppy	70
Rape	15
SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	86
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rapple in jars	43
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	9@10
Allspice, Jg. Garden	@11
Cloves, Zanzibar	@42
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger African	@15
Ginger, Cochlin	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-80	@85
Nutmegs, 105-110	@90
Pepper, Black	@30
Pepper, White	@32
Pepper, Cayenne	@22
Paprika, Hungarian	
Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@50
Cassia, Canton	@32
Ginger, African	@24
Mace, Penang	@1 00
Nutmegs	@36
Pepper, Black	@30
Pepper, White	@40
Pepper, Cayenne	@30
Paprika, Hungarian	@45
STARCH	
Corn	
Kingsford, 40 lbs.	9 1/2
Muzzy, 48 lb. pkgs.	9 1/2
Kingsford	
Silver Gloss, 40 lb.	9 1/2
Gloss	
Argo, 48 5c pkgs.	2 40
Silver Gloss, 16 3lbs.	9 1/2
Silver Gloss, 12 6lbs.	9 1/2
Muzzy	
48 lb. packages	9 1/2
16 3lb. packages	9 1/2
12 6lb. packages	9 1/2
50 lb. boxes	6 1/2
SYRUPS	
Corn	
Barrels	
Half barrels	
Blue Karo, No. 1 1/2.	
2 doz.	3 05
Blue Karo, No. 2, 2 dz.	3 80
Blue Karo, No. 2 1/2, 2 doz.	4 60
Blue Karo, No. 10, 1/2 doz.	4 45
Blue Karo, No. 10, 1/2 doz.	4 30
Red Karo, No. 1 1/2, 2 doz.	3 20
Red Karo, No. 2, 2 dz.	4 05
Red Karo, No. 2 1/2, 2 dz.	5 00
Red Karo, No. 5, 1 dz.	4 85
Red Karo, No. 10 1/2, 1 doz.	4 60
Pure Cane	
Fair	16
Good	20
Choice	25
Folger's Grape Punch	
Quarts, doz. case	6 00
TABLE SAUCES	
Halford, large	3 75
Halford, small	2 26
TEA	
Uncolored Japan	
Medium	20@25
Choice	28@33
Fancy	36@45
Basket-fired Med'm	28@30
Basket-fired Choice	35@37
Basket-fired Fancy	38@45
No. 1 Nibs	30@32
Siftings, bulk	9@10
Siftings, 1 lb. pkgs.	12@14
Gunpowder	
Moyune, Medium	28@33
Moyune, Choice	35@40
Moyune, Fancy	50@60
Ping Suey, Medium	25@30
Ping Suey, Choice	35@40
Ping Suey, Fancy	45@50
Young Hyson	
Choice	28@30
Fancy	45@56

10

Oolong	
Formosa, Medium ..	25@26
Formosa, Choice ..	32@35
Formosa, Fancy ..	50@60
English Breakfast	
Congou, Medium ..	25@30
Congou, Choice ..	30@35
Congou, Fancy ..	40@60
Congou, Ex. Fancy	60@80
Ceylon	
Pekoe, Medium	28@30
Dr. Pekoe, Choice ..	30@35
Flowery O. P. Fancy	40@50
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 Brands	
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	36 00
300 assorted	35 00
2500 assorted	34 00
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 14	
White Wine, 80 grain 19	
White Wine, 100 grain 22	
Oakland Vinegar & Pickle Co.'s Brands	
Highland apple cider	
Oakland apple cider ..	
State Seal sugar	
Blue Ribbon Corn ..	
Oakland white picklg	
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 45
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, m'm	
Butter Plates	
Ovals	
¼ lb., 250 in crate	35
½ 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
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	
4½ inch, 5 gross	65
Cartons, No. 24, 24s, box	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 75
12lb. cotton mop heads 1	75

SPECIAL PRICE CURRENT

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

AXLE GREASE



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



Morton's Salt

Per case, 24 2 lbs. 1 80
Five case lots 1 70

THE ONLY
5c CLEANSER

Guaranteed to equal the best 10c
kinds. 80 can cases \$3.20 per case.

You Can Avoid

CHARCOAL

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

All the losses and annoyances of the
Pass Book and other charging systems
by adopting the Economic Coupon
Book, manufactured by Tradesman
Company, Grand Rapids, Mich.

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

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Bread is Doing Its Bit



It is the most wholesome,
least expensive, and most
nourishing food of all.

Sell More Bread

The best bread is made with
Fleischmann's Yeast

The Home of the Quality
Dornbos Single Binder Cigar

The Blend Is Different
The Taste Is There

You would pay 10c for that flavor if there were
no DORNBOSS SINGLE BINDER for 5c straight.
ASK YOUR JOBBER

PETER DORNBOSS
Cigar Manufacturer

16-18 Fulton St. West. Grand Rapids, Mich.

Buy the Best



Sold in Sanitary Tin Packages---2, 5,
10, 15 and 25 lb. pails.

Encourage your customers to pur-
chase these goods in bulk as a matter of
war economy.

Sold by all jobbers.

See quotations in Grocery Price
Current.

THREE CO-OPERATORS

There are three parties to each of your telephone
connections: YOU, the OPERATOR and the PAR-
TY YOU CALL.

All three must co-operate to insure the highest
quality of service.

YOU co-operate for good service when you look
in the book first and make sure you call the right
number.

THE OPERATOR co-operates by giving you
the desired connection quickly, accurately and courte-
ously.

THE PARTY CALLED co-operates by answer-
ing his telephone bell promptly.

ALL CO-OPERATE for good service by speak-
ing clearly and distinctly, and by practicing telephone
courtesy under all conditions.

Michigan State



Telephone Company

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Hardware and implement stock. Located in Livingston county, Michigan; no competition; good farmers' trade. Will sell at cost price which is about 20 per cent. less than present wholesale price. Stock and fixtures inventory about \$6,000. Address 342, care Tradesman. 342

Wanted—Position with some good hardware firm, either as salesman on road or manager of store. Have had ten years' experience in the buying and selling end. Best references. Address 343, care Tradesman. 343

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—Drug stock and fixtures. Nearest drug store to Camp Custer and to Gull Lake, Michigan summer resort. Only drug store in town. Owner wishes to practice medicine exclusively. Terms cash. R. E. Weeks, Augusta, Michigan. 301

For Sale—Public garage, 50 x 160 ft., equipped up to date with general repair shop, office and show room; fire-proof construction. Located in one of the most progressive little cities in Michigan and on popular highway between Detroit and interior cities. Address H., care Tradesman. 325

For Sale—Dry goods stock. One of the best towns in Ohio. Will inventory \$15,000. Can be reduced to suit purchaser. Alex. Crisman, Barberton, Ohio. 327

For Sale—First-class, two story, solid brick business block in first-class location; located in one of the best farming districts in Southern Michigan. \$3,000 to handle it, balance on time. Am retiring from business. No trading for other property. Lock Box 172, Webberville, Michigan. 332

To Exchange—Farm and income property for merchandise. Address Real Estate Exchange, Stanton, Michigan. 316

For Sale—Steam roller feed mill and blacksmith shop combined with Studebaker Auto Agency service station. Work for two men. Write owner. W. H. Chambers, Lancaster, Wash. 317

For Rent—Store building; fine location in North Dakota town; only two other stores in town; will sell building or rent at \$20 per month. Investigate this at once. Lock Box A, Englevalle, North Dakota. 345

Western Openings—We have a number of desirable positions open with leading western concerns for retail salesmen of dry goods, shoes, clothing, hardware, groceries and general merchandise; also window trimmers and card writers. Write The Business Men's Clearing House, Denver, Colorado. 347

I will invest \$1,000 to \$5,000 with services in sound business of minimum risk. Unless full details are given, no answer may be expected. P. O. Box 27, Kokomo, Indiana. 356

For Sale—Live mercantile business. Established twenty years. Shows a profit of \$2,400 per year. Easy clerical work. Fine opportunity for college graduate or young business man. Splendid reasons for selling. Easy terms with good security. Address Allen Law Corporation, Quincy, Illinois. 359

For Sale—General bazaar stock. Clean goods. Bought under old prices. Act quickly. Apply Box 552, Harbor Springs, Michigan. 360

For Sale—A quantity of small dimension oak sawed to order. West Jefferson Lumber Co., West Jefferson, Ohio. 361

Wanted—Stock of goods or small piece of land near northern town, for good orange grove in Florida, or small farm of forty acres in Florida. J. P. Phillips, Manchester, Tennessee. 362

For Sale—Best hardware, tin and furnace shop in Wichita, Kansas. Population 75,000. Center of oil belt. Business extra good. Owner interested in oil wants to give full time to it. Sales \$40,000. Stock and fixtures \$15,000. Can easily reduce if too large. No trades considered. Address No. 363, care Tradesman. 363

For Sale—High grade tailoring and gents' furnishings stock, also fixtures. Will inventory about \$6,000. Located in Detroit near factories employing 12,000 men. Best reasons for selling. Cash proposition. Address No. 351, care Tradesman. 351

For Sale—199-acre stock and grain farm, all under cultivation and well fenced. Will take property in part payment. Southern Michigan. Wm. Wallace, 1419 Forres Ave., St. Joseph. 352

For Sale—An old established hardware business, with the only tin shop; stock and fixtures will inventory about \$5,000. Most all stock was bought at the old price; will sell at inventory for quick sale. If interested address Box 320, care Tradesman. 320

Safes Opened—W. L. Stocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

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

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

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

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

Weickgenants Dept. Store,
Battle Creek, Mich.

Collections everywhere. We get the money and so do you. No charge unless collected. United States Credit Service, Washington, D. C. 57

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

Cash Registers—We offer exceptional bargains in rebuilt National or American Cash Registers. Will exchange your old machine. Supplies for all makes always on hand. Repair department in connection. Write for information. The J. C. Vogt Sales Co., 215 So. Washington Ave., Saginaw, Michigan. 335

COLLECTIONS.

We collect anywhere. It costs you nothing unless we get the money for you. Send us your delinquent accounts. Arrow Mercantile Service, Murray Building, Grand Rapids, Michigan. 336

U. S. Government just released thousands of acres Oil Lands in Wyoming heretofore held for Navy. Our Bulletin tells how to secure 20 acres. U. S. Claimholders Assn., 703 Schiller Bldg., Chicago. M. T. 349

For Sale—Complete hardware and harness stock. Business established for 32 years, will invoice from \$12,000 to \$15,000. Located in Central Nebraska. Broken Bow, Custer County, population 3,000. Farming community as good as any in the State. Good reason for selling. Traders need not apply. G. W. Apple, Broken Bow, Nebraska. 348

Wanted—To hear from owner of good general merchandise store for sale. State price, particulars. D. F. Bush, Minneapolis, Minnesota. 364

For Sale—General stock. Good farming country. Town about 700. Stock \$6,000 No. 365, care Michigan Tradesman. 365

HELP WANTED.

Wanted—Shoe Clerk. Must be reliable and good salesman. P. C. Sherwood & Son, Ypsilanti, Michigan. 358

POSITION WANTED.

An experienced business man, having disposed of his business, is open for responsible position. Would show ability and results—compensation afterwards. Geo. W. Allen, Boscobel, Wis. 357

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

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

Economic Coupon Books

They save time and expense.

They prevent disputes.

They put credit transactions on cash basis.

Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

Review of the Grand Rapids Produce Market.

Apples—Wealthys, Maiden Blush and Wolf River fetch \$1.50 per bu.; Strawberries, \$1.75@2 per bu.

Bananas—\$3.75 per 100 lbs.

Beets—\$1.40 per bu.

Butter—The market is firm and unchanged. The fresh receipts are in very moderate supply, with a good consumptive demand. Even lighter receipts are looked for in the near future, and doubtless higher prices. Holdings in storage are considerably lower than last year, in fact, about 15,000,000 pounds (20 per cent.) below last year's record. Local dealers hold extra creamery at 44c in tubs and 45c in prints. Centralized brings 1c less. Local dealers pay 38c for No. 1 in jars and 34c for packing stock.

Cabbage—Home grown, 75c per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—Home grown, 20c per bunch.

Eggs—The market is steady and 1c lower. The receipts of fresh are moderate. Consumptive demand is good. This has had a temporary marked effect on the demand. No material change is looked for in the near future. There are plenty of eggs in storage and some of them are being withdrawn, but they were put away at high price, and unless sacrificed will probably ensure the market holding up. Local dealers pay 37c for fresh, loss off, including cases. Cold storage operators are putting out their stocks on the following basis: Extras, 40c; first, 38c; seconds 35c.

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

Grapes—Wordens command 23c for 8 lb. climax baskets and \$2.35 per doz. 4 lb. baskets. California Tokays command \$2 per crate.

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 \$6.50 for choice and \$7 for fancy.

Lettuce—\$1.25 per bu. for garden grown leaf; \$1.50 per hamper for home grown head.

Limes—\$2 per 100 for Italian.

Maple Syrup—\$1.75@2 per gal. for pure.

Mushrooms—75c per lb.

Musk Melons—Home grown Osage \$1.25 per crate; California honey dew, \$2.50 per crate of 6 to 10.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble; 15½c for Naples.

Onions—Home grown command \$3.25 per 100 lb. sack; Spanish, \$2 per crate.

Oranges—California Valencias, \$4@4.25.

Peaches—Home grown varieties, such as Prolifics, Lemon Frees and Gold Drops, command \$1.75 per bu.; New York Elbertas fetch \$2.25 per bu.

Peppers—Red, 50c per doz.; green, 50c@51 per basket, according to size.

Pickling Stock—Cukes, \$3.50 per bu.; onions, \$1.50 per box.

Pears—Sickles, Anjous and Duchess command \$2.25 per bu.

Plums—Lombards command \$2@2.25 per bu.; German Prunes, \$2.50 per bu.; Green Claud, \$2.25 per bu.

Potatoes—\$1.25 per bu.

Poultry—Local dealers pay as follows, live weight; heavy hens, 25@26c; light hens, 21@22c; 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—\$2 per bu.

Summer Squash—\$1 per bu.

Sweet Potatoes—\$4.75 per bbl. for Virginia.

Tomatoes—\$2.25 per bu. for ripe; 75c per bu. for green.

Water Melons—\$3.25 per bbl. for 12 to 14 for home grown.

Wax Beans—\$2 per bu.

The ascent of an Italian officer carrying twelve passengers with him

seems to establish the aeroplane definitely as a commercial possibility. This will be one of the few welcome by-products of the war. Flying has made greater strides during the last three years than, in all probability, it would have made in twenty years of peace. The aeroplane now is much further advanced in development than was the automobile of the late nineties. War has done more rapidly for the aeroplane what last generation's rich people did for the automobile. It has paid the expense of the experimental period. Cost has not figured in the calculations of the various bel-ligerents; aeroplanes ceased to be dangerous toys and became military necessities. Now experts tell us that the war is to be won in the air. When peace finally arrives, mankind will have at its disposal a new mode of transportation, ready-made. And since it has been improvements in transportation facilities, from the anonymous but revolutionary invention of the wheel down to that of the Wright plane, which have contributed

most to mankind's advancement, the world may look forward to a new era of civilization after the war.

Before marriage a man's display of affection is apt to be overdone; after marriage it is more likely to be rare.

BUSINESS CHANCES.

For Sale Cheap—Show cases, millinery cases, out-door display cases, electrical store fixtures and millinery tables. We also have 300 yards fine velvet Wilton carpets, green color, cost \$4 per yard, slightly used, just the thing for lodges, for sale at 60 cents a yard. Francis O. Lindquist Co., opposite Union station, Grand Rapids, Michigan. 366

For Sale—Grocery stock and fixtures, located in a town of about 700 population. Doing a good business, but owner wishes to retire. Address Grocery, care Tradesman. 368

For Sale—General stock occupying double rooms, each two-story, both rooms 24 x 90 feet. The firm is doing about \$40,000 of business annually. One room has dry goods, boots, shoes and carpets. The other has groceries, 5, 10 and 25 cent goods and wall paper. The stock will average about \$25,000. If interested write for further particulars to Chas. D. Grisier, Wauseon, Ohio. 367

For Sale—Drug store in prosperous country town, doing good business, and a money maker. Good chance for extra side lines. Best reasons for selling. Twelve miles to nearest drug store. Address G. R., care Tradesman. 369

OUR PLAIN DUTY

Is to help win this war.

We who cannot be in the battle line or in the trenches can, and **must**, see to it that our brave soldiers are equipped to go "over the top" and conquer.

We who do not man the guns or command the ships of our navy can and **must** see to it that they are fully equipped to meet and overcome the enemy and secure the freedom of the seas.

We who remain at home are individually responsible for the proper care of those who have gone to fight, and only through our contributions can our forces be equipped for victory.

Generously participate in this great work now by buying a

SECOND LIBERTY LOAN 4% BOND

If this entails a sacrifice, make it cheerfully, realizing it is but temporary, as you will get your money back.

Subscribe now to the limit of your ability.

The Country Needs Your Help!

THE MICHIGAN TRUST CO.