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GRAND RAPIDS  
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OCT 10 1917

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 10, 1917

Number 1777

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## A ONE-WAY STREET

I used to live in Yesterday; a little sleepy town  
That lay along a valley, where a river rippled down;  
I used to lie and listen to the river's quiet song  
And look beyond the tree tops, where the swallows skimmed along.  
And everything was tranquil then and all the world was fair,  
And days and months and years slipped by before I was aware,  
And Fortune still was far from me and I was like to die,  
Before I ever found it in the town of By and Bye.

And so one day I journeyed forth along the leafy road  
To find the wondrous far-off town, where fortunes are bestowed.  
A grim and grimy town it was, a town of strife and tears,  
And in its crowded streets I toiled for long and grievous years.  
And Fortune sometimes seemed at hand, and sometimes it would seem  
To fly above the sooty roofs—a dim and distant dream.  
And when my shoulders stooped with care and when my hair grew gray  
I turned my weary footsteps back, to seek for Yesterday.

I dreamed about its valley as I took my way along,  
I dreamed about its river, with its quiet, sleepy song.  
"Though Fortune is not mine," said I, "my town is calm and fair  
And I shall find it wonderful, for Happiness is there."  
And then I found a tragic truth, which youth can never learn;  
A sign was set along the road beyond another turn,  
A sign in blazing letters, serving warning to all men:  
"Who Leaves the Town of Yesterday Shall Not Return Again."

*James J. Montague.*

## THE WHINERS

I don't mind the man with a red-blooded kick  
At a real or fanciful wrong;  
I can stand for the chap with a grouch if he's quick  
To drop it when joy comes along.  
I have praise for the fellow who says what he thinks,  
Though his thoughts may not fit in with mine,  
But spare me from having to mix with the ginks  
Who go through this world with a whine.  
I am willing to listen to sinner or saint  
Who is willing to fight for his rights,  
And there's something sometimes in an honest complaint  
That the soul of me really delights.  
For the kickers are useful and grouches are wise,  
For their purpose is frequently fine,  
But spare me from having to mix with the guys  
Who go through the world with a whine.

# PREPARE EARLY

For the Holidays This Year

Get your *FANCY CHRISTMAS PACKAGES* ordered without delay. There is certain to be a shortage this season on account of labor conditions, so buy now and be safe.

## Two Large Complete Lines

Lowney's Fancy Package  
Chocolates

Putnam's Fancy Package  
Chocolates

Putnam Factory, Grand Rapids, Michigan

# PEANUT BUTTER

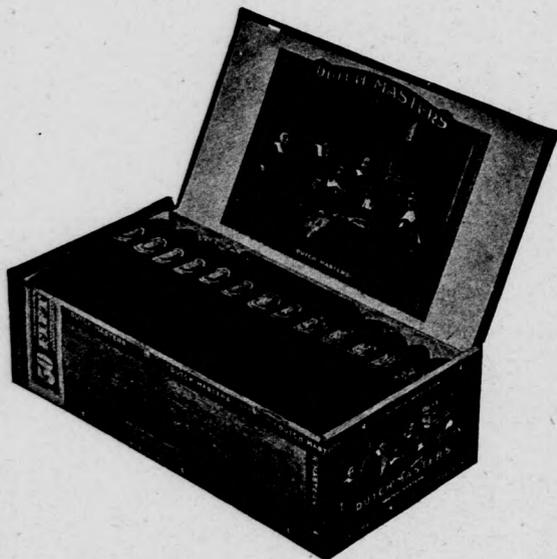
CAN BE COMPARED TO COFFEE  
AS TO QUALITY

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

# DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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



## 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



# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

Judson Grocer Co.  
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN



# MICHIGAN TRADESMAN



Thirty-Fifth Year

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## SPECIAL FEATURES.

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## LEANING ON EACH OTHER.

The guiding thread through the labyrinth of Russian conflicts and perplexities is the undoubted fact that the great majority of the nation is striving towards conciliation, and that Kerensky has made that sentiment his principle of action. He has refused to take orders from the numerous congresses, councils and "soviets" which have spoken for sectional opinion, party opinion, or opinion fluctuating under the stress of events. He has looked for his mandate to the Revolution as a whole. He has based his conduct on the simple fact that the whole nation contributed to the overthrow of autocracy, from the extreme Left of the Leninite street preachers to the Moderate Right represented by men like Guchkoff and Rodzianko, and even to reactionaries like Purishkevitch, one of the leading spirits of the Black Hundred. It was inevitable that after the common victory over Czarism differences, jealousies, and fears should arise. But Kerensky chooses—and rightly chooses—to fix his mind on the national will to put free Russia above party creeds and policies. He is justified by the history of the Congress of Democracy at Petrograd. Summoned at a moment of bitter reaction against the Korniloff threat, this Congress was to make a clean sweep of the "bougeoisie," whose representatives were not to be admitted to the Congress. Yet they were admitted, and the outcome of the Congress has been an unmistakable return towards unity. The disappointed extremists in the Council of Workers and Soldiers now find that the Congress was not sufficiently revolutionary and propose a conference of Councils of Workers and Soldiers from all Russia. But such a conference met months ago, and immediately became a force of moderation against the extremists in the Petrograd Council.

Events in Russia, when put against developments in Germany, present a dramatic "situation" rich with the elements of conflict and suspense. The Russian democracy and the German autocracy have been watching each other for signs of collapse. The safety of one depends on the downfall of the other. Let anarchy settle itself firmly on the Russian people, and the Pan-Germans can turn with an easier heart to

their schemes of world-conquest. Let the democratic stirrings in Germany eventuate in fruitful action and the Russian Revolution is saved, because peace and reconstruction will then be near. Anxious hearts at Potsdam are scanning the Russian horizon for the man on horseback. Anxious hearts in Petrograd—and with them the hopes of civilized mankind—are fixed upon the battle between the mass of the enslaved German people and their Junker masters. The fiery Lenine has promised the Russian people that if it will but make the first gesture of reconciliation the German masses would rise in revolution. That is too much to hope for in the immediate future. But in modified form it is the theory upon which Kerensky, backed by all sober opinion in Russia, is acting—namely, to hold fast with the Allies, to keep the Revolution going, and at the same time to make it plain that Russia is eager for reconciliation with the German people, if only the will of the people, not necessarily through revolution, is imposed definitely on the German government.

## FIRM YARN MAKERS.

Cotton yarn spinners are holding prices very high on many of the staple numbers they were willing to accept low prices for a month ago. So far as correspondence shows the situation, the average Southern spinner has become firmly convinced that cotton markets are going to rule high, and it will be necessary to get high yarn prices in order to ensure a maintenance of profit margins. Many spinners are short of cotton, not in the speculative sense, but through not having been able to cover on the actual staple when prices were low last month. The demand for yarns is of fair volume but at prices below those asked by spinners or local dealers.

The most serious industrial peril at the moment is the shortage and discontent of union labor as made manifest in strikes throughout the country. Wages have been raised by many corporations as much as 10 per cent., but the labor situation continues bad. Of course, it is a serious problem when more than a million men are withdrawn from their ordinary pursuits into military service. But the remainder of the industrial army, if it is patriotic at all, should be willing to meet the demand laid upon it in such an emergency. Many of the unions have seized the opportunity to force unjust and unreasonable demands upon employers because they know there can be an outcome only favorable to themselves because of the present emergency.

Be not arrogant when fortune smiles, nor dejected when she frowns.

## FEELING OF RELIEF.

Business men, in common with many others not of their class, hailed the end of the session of Congress with a feeling of relief. No previous session in the history of the country compares with the latest one in the number and variety of enactments affecting industrial and mercantile activities. Not only have all the domestic industries been subjected to more or less of official regulation, with the fixing of prices or the restriction of transportation of products, but the whole of the foreign trade, inbound and outbound, has been put under rigid control. Then, too, arrangements have been perfected for taking a larger toll of the profits of industry in unwonted ways, some of which appear to impose burdens inequitably. Added to these disturbing factors has been the tremendous enlargement of the fighting forces of the Nation, which has drawn upon the man power of practically every kind of occupation, and the raising of the biggest of National loans, which has and will continue to take from the investment reservoirs and the savings of all the people. A pause in further Government activity is therefore relished, in order that the effects of what has been done may be seen and understood and the requisite adjustments made which the new conditions require. Thus far, aside from the increases in the price of commodities, there has been little evidence of embarrassment. This is due to the stimulation of productive activity resulting from the war needs of this country and its Allies.

## WEIGHED IN THE BALANCE.

The promoters of the Grand Rapids Wholesale Grocery Co. are making a determined effort to secure the permission of the Michigan Securities Commission to launch their questionable project, the Grand Rapids Wholesale Grocery Co., so as to be able to reap a rich harvest from those retail grocers of Michigan who are gullible enough to be victimized by the undertaking.

In additions to the graft there is for the promoters, it now appears that the leading spirit in the movement, L. C. Creasey, of Chicago, exacts another slice in the shape of an iron-clad contract with all of the cooperative concerns organized under his "plans," giving him one-half of 1 per cent. on all purchases made by him for these so-called distributing agencies—and he does all the buying. This, alone, gives him an income of about \$35,000 per year. It is also reported that he exacts a liberal commission from the houses he purchases foods from; in fact, those who claim to be in possession of inside information insist that Creasey's income from

these two sources is not far from \$100,000 per year. Instead of being actuated solely by a "desire to befriend the downtrodden retail grocer," as he expresses it, he is evidently actuated by altogether different motives.

## ERRORS AS TO FACTS.

A lot of misinformation seems current regarding the wool situation. Many who believe they are doing a real patriotic duty in urging certain steps toward the conservation of wool are really helping to make matters worse. Here, for example, is the National Sheep and Wool Bureau, whose purpose seems to be to encourage the breeding of sheep in this country, which has issued a bulletin whose effect will be to alarm people needlessly and aid in raising the prices of domestic wool even beyond the high point already reached. The bulletin states such absurdities as that the United States clip is under 250,000,000 pounds, and that the number of sheep is under 40,000,000 and declining. Both statements are utterly wrong. The clip according to the Government figures, is nearly 40,000,000 pounds in excess of the figure given, and the number of sheep is about 50,000,000, and is increasing. Perhaps the milk in the cocoanut of the bureau is shown in the statement that "everything considered, the present holder of wool has conditions in his favor if his greed does not tempt him to overstep the mark."

No doubt there is a certain amount of truth in the report that Germany faces a possible shortage of ammunition. Some intimations from good sources gave fairly definite intimations as early as last spring that Germany would be approaching a period of ammunition short-comings toward the end of the current year. This situation, it was then said by persons in a position to know, would be due partly to a lack of raw materials, copper, nickel, and cotton. To a greater extent, however, the shortage, when it arrived, would be attributable to exhaustion of manpower. The same anaemia, poverty of labor blood corpuscles, which causes the breakdown in Germany's transportation system, her agriculture, her mines, and, by consequence, faces her civilian population with a prospect of starvation, also results in this threat of an ammunition famine. What is the good of knowing how to extract cellulose from wood-pulp, or recovering all the shells from the battlefields, if physically fit men to do the work are not available? Making substitutes for natural products in most instances proves costly in labor; and it is this labor which Germany can neither import nor manufacture synthetically.

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

Detroit, Oct. 9—Charles Henry Jones, 50 years old, of Jones & Son, bakers, 880 Woodward avenue, died Saturday, following an illness of five months. Mr. Jones leased the first store erected in the Woodward-Forest avenue sections. He was a pioneer member of the Tippecanoe Athletic Club and a Maccabee. Funeral services were held Tuesday afternoon at the residence, 773 Woodward avenue. Interment at Redlawn cemetery, Redford.

The tool makers and dealers of Detroit continue to experience a brisk demand from Canada. In the last half year a great amount of machinery and tools has been shipped over the border, manufacturers there being denied the European markets.

One of the greatest discomforts of farm life has been the inability to have gas for lighting or cooking. This condition no longer exists for there is a company in Detroit which has sold upwards of 25,000 combination gas machines to farmers and those who have country homes. The cost of the gas is no more than in the city.

C. F. Allen, who represents Johnson & Bailey and who lives in Los Angeles, is making his regular fall tour of his Michigan territory. He says he is having the best trip in many years.

Kaplan Barnette, a shoe salesman representing a New York firm, had his sample case containing \$200 worth of shoes stolen recently from in front of a Gratiot avenue store while he was inside talking to the proprietor. The matter was reported to the Detroit police department, but to no avail so far.

The population of Detroit, according to official figures just issued by the local water board, is 904,134, an increase of more than 150,000 over their estimate of 1916. This shows that the mark of one million population set by officials of the Detroit Board of Commerce by 1920 will easily be reached, if the present rate of growth continues. And there is no reason why it will not. Just this week ground was broken for the five million dollar airplane factory to be erected in the Northwest part of Detroit, and which will employ fully 10,000 men. The company comprises men who have heretofore been highly successful in the motor car business, and before they turn a wheel they have an order from the United States Government for something like ten million dollars' worth of motors and equipment.

This week, Detroit, like every other city in the country, is giving all its attention to the new Liberty Bond Loan. The quota allotted to Detroit is \$50,000,000, and while this may seem a lot of money, members of the Board of Commerce and leading bankers believe the city will run ten million dollars over its quota. There is no question that Detroit is enjoying greater prosperity than most cities of this country, traveling salesmen admitting this frankly. The motor car industry is in a large measure responsible, but fortunately Detroit is blessed with many other diversified industries, which are prospering, not on account of the war, but despite the war.

The new building for R. H. Fyfe & Co., at the Northwest corner of Adams and Woodward avenues, will face 105 feet on Woodward and 45 feet on Adams. Looking towards the building from Grand Circus Park one would imagine that the corner is right in the center of this main thoroughfare owing to the peculiar jog in the street at that particular intersection. For this reason it will make the new Fyfe building all the more conspicuous. The actual work on the new structure will start May 1, 1918, and is to be completed by January 1, 1919. It will be ten stories high, with a sub-basement. The Fyfe company will occupy the entire build-

ing. Every effort is to be made to make it the most modern establishment of its kind in the country. The contract for the steel has already been let, the price paid being around \$100 per ton. The style of face brick to be used has not yet been fully decided upon.

In making the rounds of the shoe stores, both down-town and in the outskirts, reports as to business conditions vary. In most instances, those stores catering especially to men's trade report that fall business really has not begun yet. The warm weather during the last two weeks in September was one of the reasons attributed to the dullness, while the uncertainty of the young men who are eligible for war training, is keeping dozens and dozens from buying a new pair of shoes for fall and winter. Dealers look for a big improvement in business just as soon as the last quota of the first selective draft is called, which will be sometime before Oct. 13. In the women's departments, trade is reported as excellent, and this is borne out by the crowds. There is nothing to hold back buying on the part of the fair sex, they are always in the humor for buying as the new seasons approach, and where is there a woman, young or old, who does not want something new for fall. Summarizing it may be said that the men's business is not up to normal, but prospects are good, while women's and children's business is exceeding last year's mark for this time of the year.

W. J. Malts, who recently disposed of his drug store at 1842 Grand River avenue to J. T. Maloney, has accepted a position with Marcero & Co. as city salesman.

The Carpenter Chemical Company recently received an order from the Government for 40,000 tubes of their liquid court plaster, for immediate delivery.

Glenn S. Staines, druggist at 1206 Woodward avenue, must go to war according to a recent ruling of the Exemption Board. Mr. Staines was taken in the draft and appealed to the President on the ground that taking him from the store would result in irreparable loss to him financially and would deprive the neighborhood of his services as a pharmacist. The District Board held that they were not satisfied that a retail store was an industry necessary to the maintenance of the military establishment, as the draft law reads. In this view the President coincides, and the case is generally considered here as settling the exact status of a retail drug store under the exigencies of the draft law.

A. J. Tilley, 171 Victor avenue, has opened a branch store on the Davison Road in Hamtramck to accommodate customers of his who have moved to this new district.

Louis Small is opening a drug store at Hendrie avenue and Hastings street.

Mr. J. Fraser, who has for the past couple of years been in the employ of the J. M. Hackett Co., has purchased the branch store of R. E. Bodimer on Kercheval avenue.

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

Buffalo, Oct. 10—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@26c; chicks, 25@28c; old cox, 18@19c; ducks, 21@25c.

Beans—Medium, \$8.00; pea, \$8.00; Red Kidney, \$7.00; White Kidney, \$8.00; Marrow, \$8.00.

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

Zeal without knowledge is the sister of folly.

### Chicago Packers Reported Back of Chain Movements.

The statement recently made by J. Ogden Armour, that the number of retailers should be "limited to a point which will permit of a big business being done by each," thereby reducing the cost of good products, is so illogical and so glaringly in accord with this man's business policy of building up monopolies that the public will readily see the fallacy of his statement.

The small business of the Nation is the life of the Republic and doing away with the 300,000 retail merchants and the centering of the business done by this vast army into a few units, such as the large department stores, chain stores and mail order houses, is certainly false economy, as it would mean the creating of the most effective monopolies of channels of distribution in the necessities of life the world has ever known.

It is true this ex-czar of the wheat pit does things on a big scale, and when he goes into the field of competition with the retail grocers of the country he naturally wants less numbers. If there were but one retail grocer in a town, or within five blocks of each other in the city, the consumer would pay a handsome profit to this autocrat. A retail grocer in each block means competition that gives the public goods on a very close margin of profit. If there are too many retail grocers in a certain area competition will eliminate those not necessary.

Is it not a well known fact that Mr. Armour is interested in a retail grocery chain store project that comes in direct competition with the retailers, and if so this might be the motive which prompts him to say "there should be less retailers."

It is rumored that a few months ago when rice was 4 cents a pound, Armour & Company owned thousands of bags and kept the rice in storage until it advanced several dollars a bag. This great meat-packing concern, not satisfied with the millions of dollars made each year in its regular business, saw a chance to make big money by speculating in a staple food article and could not resist adding a few hundred thousand to its already big bank account, as only a short time ago, it is said, this concern sold to the United States Government some two millions pounds of rice, and yet Mr. Armour, its President, begrudges the poor retail grocer the little toll he gets and thinks there should be fewer of them.

There are two ways of creating monopolies: First by agreement with a competitor, and second, by destroying a competitor. The later is the most dangerous and effective as one certainly has a monopoly when all competition is done away with. One remembers before the anti-trust laws that if the meat packers could not get a butcher to agree to their plan of selling a butcher shop was opened next door and meat sold below cost until the poor man was put out of business, and then the public paid dearly, as there was but one butcher shop in the neighborhood.

This new king of the Stock Yards also makes another impractical statement when he says: "The quick moving advertised and standardized goods should crowd the slow moving stuff off the shelves." It is well known that million of dollars are spent each year advertising certain food products which, of course, must be added to their cost and the consumer pays the bill. Just an instance of many cases:

A certain greatly advertised brand of catsup containing eight ounces sells at retail for 15 to 18 cents for a bottle, while a non-advertised catsup, the best that can be made, containing twelve ounces, sells for 15 cents, and yet the retailer is urged to sell the advertised brand containing just half as much for more money. If that is the kind of economy Mr. Armour preaches he certainly is not needed in Washington to advise how to reduce the cost of living.

The more retailers we have the more competition, and it is competition that makes any commodity cheap. No one works harder and earns the toil he takes for the services rendered more than the retail grocer, and as his services are necessary it would certainly be false economy to lessen their number.

Oscar B. McGlasson.

### Beware of the Grocers Cash Insurance Company.

A leading merchant of Cass City sends the Tradesman two policies which were recently sent him by the Grocers Cash Deposit Mutual Fire Insurance Co., of Huntingdon, Penn., and enquires as to the responsibility of the concern. It has no legal responsibility, so far as Michigan insurers are concerned, because the company is not authorized to do business in this State. In proof of this statement, the Tradesman herewith reproduces a letter from the office of the State Department of Insurance:

Lansing, Oct. 8—We desire to acknowledge receipt of your communication of Oct. 6, and have to inform you that the Grocers Cash Deposit Mutual Fire Insurance Company, of Huntingdon, Pennsylvania, is not authorized by the Commissioner of Insurance to transact business within this State, and for this reason no Michigan policyholder of this company has any redress under the laws of this State.

For further information, we would refer you to Section 2 of Sub-division 1, Chapter II, Part IV, of the new insurance code, which specifically provides as follows:

"All contracts of fire insurance upon property, real or personal, located in this State in companies not at the time of the making of such contracts duly authorized under the laws of this State to make such contracts are hereby declared to be void and unenforceable and no action at law or in equity shall be maintained on any such contract in any court."

Walter E. Otto, Deputy Commissioner.

The Tradesman has repeatedly warned its readers to beware of having any dealings with this company, because it is continually playing the sneak act and undertaking to foist policies on Michigan merchants which are not worth the paper on which they are written, so far as their legal status is concerned.

**UPPER PENINSULA.**

**Recent News of the Cloverland of Michigan.**

Sault Ste. Marie, Oct. 8—Last week was fair week in Chippewa county and, following the usual custom, all other business was dropped during the fair. There was no news for the Tradesman in consequence. The old saying that "No news is good news" will also apply to our fair, which was one of the best ever exhibited in this county. The attractions were varied and many, consisting of horse races, trick horse back riding by Prof. Paul, the 33rd Michigan Infantry giving an exhibition drill in army manoeuvres, mule races, shooting contest, free for all farmers' horse races, Mons Le-Moin in his thrilling globe of death defying loop-the-loop on a motorcycle, and Prof. Frank Lemon in comedy bicycle and unicycle stunts. This was followed with the usual games of skill all the way from ring-gold watches on canes to seeing Charlie Chaplin behead the Kaiser. The exhibits were unusually good and everybody was more than pleased. The record breaking crowds were entertained by the 33rd Michigan Infantry band. The fair was considered one of the best ever held in Chippewa county which will encourage the directors to plan on a still larger scale for next season.

D. N. McLeod, the good natured lumberman of Garnet, was a business visitor here last week. He is figuring on starting up a set of new camps in the vicinity of Newberry, and if he can get the help required this winter, he will lumber on a large scale.

James Cochrane, proprietor of the Hotel Detour, attended the clam bake here last week. He came in his large Reo touring car at a record breaking speed. It only cost him \$5 to make the trip, but Jim is not one who forgets so small a trifle and he can more than even up at a clam bake. His numerous friends here have been endeavoring to have him enter into the speed king's class, where he could get the banking of the Soo bunch, who would be willing to put up most of their surplus on Jim in the race circuit.

"The fatted calf has no love for the prodigal son."

Lee Thornhill, for many years chief clerk in the Man's Store, died last Monday in his late home in Highland, death following an illness with stomach trouble that had been persistent for several years, despite treatment from some of the most noted sanitariums in the country. Mr. Thornhill made many friends while in the city who extend their sympathy to the bereaved father, who is the only surviving relative.

T. J. Trombley, well-known jeweler here for the past six years with the Otto Supe Jewelry Co., has purchased the jewelry stock of C. G. Younglove, at Newberry. Mr. Trombley has an excellent reputation as a jeweler and, as Newberry is a thriving village with a promising future, Mr. Trombley's future is an assured success.

"Better be a cheerful failure than a morbid success."

George Bailey, the popular manager of the shoe department of the Prenzlauer Bros. Co., did the grand to about twenty of his friends by treating them to a chicken dinner to celebrate the closing of his commodious summer home for the season. The parties left here in Mr. Bailey's private launch, Elizabeth B. Bill Feetham, the famous toastmaster, was on the job, while Nelson Hall, one of our leading druggists, entertained the party with the usual batch of stories. Chester Moran took the honors in the game they call duck on the rock, while Treasurer Herb Fletcher was the easy winner in the shooting contest. Before departing, Mr. and Mrs. Bailey were given a vote of thanks for the splendid entertainment and dinner, which will

be long remembered by those who were fortunate enough to be guests.

The many friends of George C. Sayres, former clerk in the police court here, are pleased to note that since he has moved to Detroit he has been appointed prosecuting attorney of Detroit.

"Our idea of a diplomat is a man who never misses an opportunity of accusing a homely girl of being pretty."  
William G. Tapert.

**This Gets Good Will.**

A bunch of mint, chives, parsley, cress, or other garnish goes free, in a transparent envelope, with every Saturday order from one grocery. The envelope carries a word of appreciation for the customer's patronage. At a cost of 1 cent or less, this merchant is building up considerable good will.

**Wrapped Meats Are Not Packaged Goods.**

That hams and bacon are not "packaged goods" within the meaning of the Pure Food law and the policies of its administrators, has finally been settled by a formal opinion handed to the Secretary of Agriculture by the Attorney General, and it therefore follows that the Federal authorities will not prosecute for sales on a gross weight basis in such products.

It will be recalled that this issue has been more or less on the carpet since 1914, when the packers brought it up, and the Agricultural Department held that hams and bacon were not in packaged form and according to the meaning of the Food and Drugs Act, were not required to be marked

with the net weight. In January, 1916, the National Wholesale Grocers' Association filed a petition with the Secretary of Agriculture asking that this ruling be revoked and that hams and bacon be declared to be in packaged form and required to be marked with the net weight. In February, 1917, a hearing lasting several days was held by the officials of the Bureau of Chemistry, together with the solicitor of the Department of Agriculture. The solicitor held that as a matter of law the original ruling of the Department was correct. The matter was subsequently referred by the Department of Agriculture to the Attorney General of the United States for final decision, and that decision has just been handed down, as stated above.

# A Perfect Financial Statement

The best authorities among the leading banking and industrial institutions of this country have established the following standard for a perfect financial statement.

**THE PERFECT STATEMENT**

(See FOUR details of exact Investment Information in opposite column.)

1. Where Quick Assets are three times the Quick Liabilities:
2. Where Fixed Assets subject to the proper depreciation equal Capital Stock:
3. Where bills and accounts receivable do not average over 45 days sale. (This average is over one year, thus taking in the heavy and light seasons:)
4. Where the Capital Stock of manufacturing concerns is turned over between two and four times:

Statement of  
**VALLEY CITY MILLING CO.**  
for the year ending  
July 1, 1917.

1. Quick Assets more than three and one-half times the Quick Liabilities.
2. Fixed Assets after ample depreciation are considerably more than Capital Stock outstanding.
3. Average Credits less than eleven days sales.
4. Turn-over more than SIX times.

A comparison of the above figures is conclusive.

When you buy our SEVEN PER CENT. PREFERRED STOCK you are investing in a Corporation whose Financial Standing is way above the Standard.

**CAPITALIZATION**

Common Stock all paid in .....	\$300,000
Preferred Stock authorized .....	200,000
Preferred Stock already sold .....	167,000
Balance now offered .....	33,000

**FEATURES**

- Seven per cent. annual dividend payable quarterly.
- Exempt from State personal property tax and the normal Federal income tax.
- Subject to redemption July 1, 1924.
- Price Par \$10.00 per share and accrued dividend.

Net earnings for the year over four times the dividend required on the entire authorized issue of Preferred.

Principal executives covered with \$100,000 life insurance for the benefit of the corporation.

Surplus of quick assets over quick liabilities much more than the entire authorized issue of Preferred Stock.

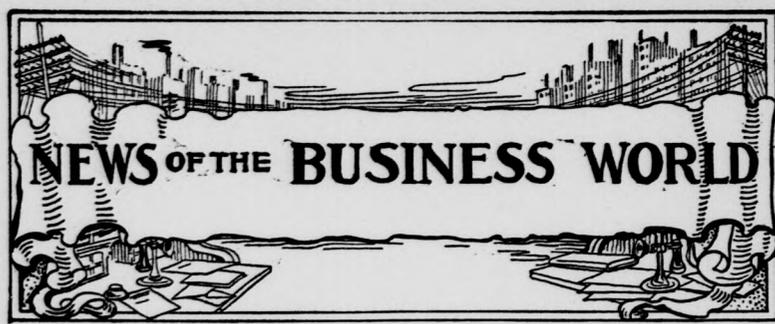
Offered only in blocks of ten shares, or the multiple of ten, for delivery to suit your convenience within sixty days.

Our banking connections are with the Old National Bank of Grand Rapids, Mich.

Reservations booked in order received, until issue is closed.

Only 3,300 shares now available.

**VALLEY CITY MILLING COMPANY**



### Movements of Merchants.

Bailey—E. G. Story succeeds Glen Evans in the hardware business.

Coldwater—George W. Payne succeeds Henry Snyder in the restaurant business.

Alma—Paul Bozzo, of Lansing, has opened a fruit and nut store in the Fraker block.

Howell—Lawrence Yax will open a jewelry store in the McKeever building about Nov. 1.

Battle Creek—The C. A. Crane Co. has engaged in the jewelry business at 77 West Main street.

Portland—Charles Gabriel, recently of Lansing, has opened a grocery store in the Bauer building.

Stanton—A. C. Hall has closed out his restaurant stock and fixtures at auction and removed to Charlotte.

Alma—Frank J. Tucker has engaged in the grocery business at the corner of Wright avenue and Elwell street.

Battle Creek—Raymond Doud has purchased the Reed drug stock, at 420 Maple street, taking immediate possession.

Sparta—Bruno Schumacker, of Newaygo, has purchased the bakery of A. Dagle and will continue the business.

Scottville—Alex Kehlet has sold the Alpha creamery to Bekkering Bros., recently of Martin, who will continue the business.

Battle Creek—The Hub Clothing Co., of Chicago, has opened a military supply store at Custer Park, near Gull Lake Junction.

Hanover—Knowles & Perrott are closing out their stock of agricultural implements preparatory to going to Camp Custer.

Hanover—H. R. Buckles has sold his stock of general merchandise to Byron Beagle, recently of Jackson, who has taken possession.

Manistee—The Hub Clothing Co. has added lines of boy's clothing and furnishing goods to its stock and opened a separate department for boys.

Pullman—Goodwin & Pickitt are closing out their stock of general merchandise, owing to Harry Pickitt having been accepted in the selective draft.

Niles—Ralph King has purchased the H. E. Gohn & Co. clothing and men's furnishing goods stock and will continue the business at the same location.

Battle Creek—Joseph Knopf & Son, of Rochester, New York, will open a branch clothing store in the Arcade under the management of Herbert Carpenter.

Hartford—George W. Kime & Son have sold their cement block plant to W. M. Traver and N. Cook, who have formed a copartnership and will conduct a tractor and farm machinery store under the style of Traver & Cook.

Battle Creek—Clarence J. Barrows, grocer at 114 East Main street, has sold his stock to W. S. Niece, who will continue the business at the same location.

Fenton—Floyd McCollum has purchased an interest in the cold storage plant of the Williams-Lambertson Co. and will devote his entire attention to the business.

Ypsilanti—H. Gishkin and J. Schlarrow, of Detroit, have engaged in the fish and oyster business at 6 North Huron street under the style of the Canadian Fish Market.

Charlotte—Moyer & Chandler, druggists, have dissolved partnership and the business will be continued by Lee E. Chandler, who has taken over the interest of his partner.

Edmore—The Edmore Auto Sales Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Kalamazoo—The Miller-Hoefer Co. of Detroit, which conducts a chain of jewelry stores, has opened a store at 118 Burdick Arcade, under the management of C. O. Deal.

Augusta—Dr. R. E. Weeks has sold his drug stock to Fred J. Fisher and Forrest E. Hutchins, both of Grand Rapids, who will continue the business under the style of the Augusta Pharmacy.

Pontiac—The Pontiac Drug Co. has been dissolved. The stock has been sold to Anthony E. Block, who will continue the business under his own name at the same location, 40 North Saginaw street.

Negaunee—Richard Seefield has sold his bakery to Joseph Rockeleau, formerly engaged in the bakery business with his father at Iron Mountain. Mr. Rockeleau will continue the business at the same location.

Battle Creek—The Marco Stores Co., conducting a chain of cash grocery stores in Wisconsin, Illinois and Ohio, has purchased the L. R. McLeod Co. grocery stock, on East Main street, and will continue the business.

Detroit—The Walsh-Carpenter Sales Co., Penobscot building, has been incorporated with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and \$1,000 paid in in cash. It will deal in general merchandise.

Detroit—Chas. Reeber & Bro., 967-975 Michigan avenue, have merged their business into a stock company under the style of the Reeber Furniture Co., with an authorized capital stock of \$75,000, of which \$52,900 has been subscribed, \$773.89 being paid in in cash and \$51,226.11 in property.

Flint—J. W. Hueston, who recently purchased the F. D. Wright stock of

trunks, travelers' supplies and men's furnishing goods, has closed out the men's furnishing goods and will devote his entire attention to conducting an exclusive travelers' supply store at 525 South Saginaw street.

Owosso—The Albert Todd Co., formerly engaged in the wholesale hay business, has been incorporated with an authorized capitalization of \$20,000, which amount has been subscribed, \$14,540.15 being paid in in cash and \$5,459.85 in property. It will hereafter deal in wholesale and retail farm produce.

### Manufacturing Matters.

Kalamazoo—The Globe Casket Co. has increased its capital stock from \$100,000 to \$200,000.

Detroit—The capital stock of the Federal Brass Works, 362-374 Trombly avenue, has been increased from \$50,000 to \$60,000.

Grand Haven—The Keller Pneumatic Tool Co. has removed its plants from Fond Du Lac, Wis., to its new factory here.

Petoskey—The A. B. Klise Lumber Co. announces the sale of its holdings in the region of Trout Creek, to the Trout Creek Manufacturing Co.

Saginaw—Fire damaged the dry kilns and maple flooring plant of the Bliss & Van Auken Lumber Co. Oct. 6, causing an estimated damage of about \$75,000.

Muskegon—The Advance Brass Manufacturing Co. has been organized with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$5,500 paid in in cash.

Detroit—The General Steel Process Co., 1936 Dime Bank building, has been incorporated with an authorized capital stock of \$2,000, of which \$1,500 has been subscribed and \$700 paid in in cash.

Webberville—Fire destroyed the Thomas Bitton feed mill and the greater part of the John Ballavo lumber yard, Oct. 4, entailing a loss of about \$12,000, which is partially covered by insurance.

Detroit—The Winsor Gravity Dump Body Co. has issued articles of incorporation with an authorized capital stock of \$1,000, which amount has been subscribed and \$500 paid in in cash.

Detroit—The Detroit Clay Products & Sand Co., 709 Smith building, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—Articles of incorporation have been secured by the Detroit Motor Governor Corporation, with an authorized capitalization of \$25,000, all of which has been subscribed and paid in in property.

Orleans—The Earles Milk Co. has sold its creamery to Mr. Liconne, of Mt. Vernon, Ohio, who will continue the business under the management of Chris. Leibum. The Earles Milk Co., which conducted a plant at New Salem also, has retired from business at both places with heavy debts. The loss at Orleans is estimated at \$6,000 and at New Salem at \$12,000.

Jonesville—The Universal Body Co. has been incorporated with an authorized capitalization of \$25,000, which has

all been subscribed and paid in in property. It will manufacture wagons, trucks and all kinds of vehicles.

Detroit—The Hash Distributing Co. has been organized and will manufacture and deal in autos and accessories. Its authorized capitalization is \$15,000, which amount has been subscribed, \$11,000 being paid in in cash.

Lansing—The Four Wheel Drive Motor Truck Co. has been incorporated with an authorized capitalization of \$50,000, all of which has been subscribed, \$1,000 being paid in in cash and \$9,594.95 in property.

Copemish—The Piqua Handle & Manufacturing Co., with branch plant at Thompsonville, has purchased the woodenware plant of the Chapman-Sargent Co. and will install handle making machinery at once.

Lansing—The Diabolo Separator Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash. It will manufacture and deal in cream separators.

Kalamazoo—The machinery and equipment of the Victor Wire Wheel Co., which was shipped here from Detroit, is being installed in the old plant of the Gibson Mandolin-Guitar Co. and active manufacturing will commence about Nov. 1.

Kalamazoo—The New Era Manufacturing Co. has been incorporated with an authorized capitalization of \$30,000, of which \$19,600 has been subscribed, \$1,660 paid in in cash and \$13,000 in property. It will manufacture foundry, machine shop and engineers supplies.

Holly—The Michigan Truck & Lumber Co., recently engaged in manufacturing woodwork for automobiles, has been incorporated with an authorized capitalization of \$17,500 common and \$7,500 preferred stock, of which \$22,500 has been subscribed and paid in in cash. It will manufacture and sell lumber and supplies for builders.

### Status of the Bean Market.

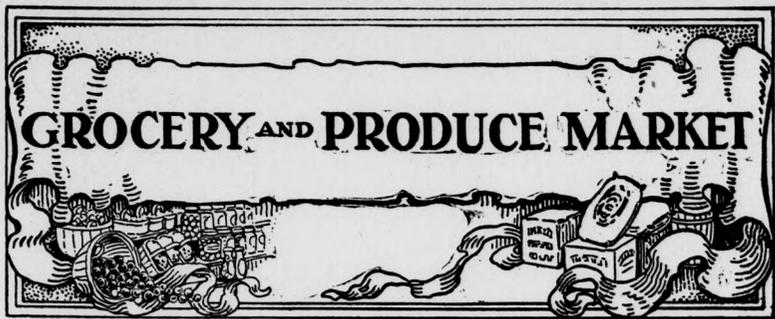
Most of the business in beans now is of a jobbing character and very few Michigan beans are moving from farmers. California shippers are taking the business in all directions on the small and large white at 50c@\$1 per bushel under the price being asked by the Michigan shippers.

Unless conditions change, Michigan elevators will not be in a position to pay the price now being asked by farmers for beans and market them at a profit.

The Michigan situation is such that it opens the markets in all directions of our foreign competition, and we find New York dealers together with the coast brokers offering Manchurian, Brazilian, and other foreign beans at prices that get the business, while Michigan is waiting for something to develop.

Beans are fed to the middle and lower classes, as a rule, and with the present high price demand is sure to be light. Particularly is this the case now, with the present price of wheat and other commodities which serve as substitutes. The general market on white beans is quiet. There is practically no demand for the colored variety.

E. L. Wellman.



### The Grocery Market.

**Sugar**—The Food Administration has made a mess of matters so far. There is little or nothing to be added to what has already been said in these reports concerning the situation. Judging by the tenor of brokers' circulars as well as statements made in refining quarters the situation could not well be more unsatisfactory, and while there is every disposition to refrain from action likely to embarrass the Food Administration's efforts to secure cheaper sugar for consumers, while providing for the needs of our Allies, there are hints of doubts entertained as to the propriety of letting Canada make away with the dwindling stock of raw sugar while American refiners are requested to withhold orders with the view to ultimately inducing Cuban holders to lower their pretensions. Refined remains about unchanged for the week, although raw sugar seems to be working down a little. In Philadelphia the Franklin refinery has closed owing to the difficulty of getting raw sugar. Refined sugar is exceedingly scarce, with at least two refiners withdrawn from the market. Prices, however, have not advanced. California beet granulated, which is selling at the Government price of 7¼c, is gradually coming East and this grade of sugar is now being sold as far East as Chicago.

**Tea**—While compared with the activity prevailing last spring, when it was generally expected that tea would share in the special war taxation, the market has a rather tame look, but nevertheless there is a good deal of business going on not only in the way of line sales but in invoice lots. Much of the activity is confined to Formosas, which are the cheapest black teas in sight, and to Japans of the medium and lower grades except the very lowest, their relative low prices making them attractive for mixing purposes. There is a rather buoyant feeling exhibited among handlers in the tea district, based on confident expectations of increasing activity during the next month or six weeks. Prices throughout the list are decidedly strong as a result of the high markets at primary points and the uncertainties of the shipping situation.

**Coffee**—The market is exceedingly dull and prices, while nominally unchanged, are weaker. The large way price for Rio green coffee is now 8½c per pound, which is the lowest figure reached for a long time. There seems to be every reason to believe that the price will go still lower unless peace comes soon.

**Canned Fruit**—There is an urgent demand for gallon apples of which the offerings are light and quotations large-

ly nominal in the absence of business. Western apples are also in light supply and prices range about \$4.50@5.

**Canned Vegetables**—Jobbers say that the demand from retailers is not particularly urgent at the present time, but that the buying by the Government is keeping the spot market practically bare of supplies. It is becoming increasingly evident that the requisitions already made directly to producers will not be sufficient to meet the requirements of the army and navy, a fact which is demonstrated by the rush orders for supplies being sent in to jobbers practically every day. Many of these items it is impossible for them to figure on, and it is no longer a question of competition among jobbers to supply the Government, but, on the other hand, the problem is to obtain the goods. It also appears that most jobbers have already contracted for about as much new product of various kinds as their normal needs will require, so that it is largely a question now of obtaining the goods, the difficulty of which is increased by the inability of the railroads to get them through. Tomatoes are still held at \$2@2.10 f. o. b. Southern cannery, but demand has diminished perceptibly. There is still complaint that canners are unable to obtain tomatoes owing to the competition of the catsup and soup men, but it is intimated on the other hand that these requirements have been satisfied to a large extent and that canners also have been able to secure the greater part of their raw material. California tomatoes are in demand at about \$1.75@1.80 for No. 2½s f. o. b. coast. Corn is scarce with Western offers ranging anywhere from \$1.65@1.75, and Maine not offered regularly, but with an occasional quotation as high as \$2.25.

**Canned Fish**—The chief feature of the salmon market at present is the anxiety to obtain new goods. Arrivals from the coast are far below what is needed and receivers have no difficulty in disposing of them. Sardines are firmly held at \$5.50 f. o. b. Eastport, for quarter oil keyless.

**Dried Fruits**—From the standpoint of the Prune Association the conservatism that marked the opening sales under the new organization seems to have been vindicated. With the supply under full control speculation by outsiders has been prevented under the policy of distribution to legitimate wholesalers only. While the original idea might have been to prevent the surplus ultimately reaching the hands of speculators, two things have since happened that have proved the wisdom of the course adopted, even if they were not foreseen. The first of

these is the entry of the Government as a buyer for army and navy purposes, with the probability that a great deal of the surplus will be absorbed. The other factor is the shortage of Oregon prunes, which will naturally throw an increased demand on the California variety. It cannot be said that any of these developments justify an increase in prices, and so far as can be learned none is contemplated. Still another development of a different character is the shortage of the large sizes. This is held to confirm a large crop, which would naturally run to small sizes, although it has been to some extent affected by a protracted period of hot weather, which arrested the development of the larger sizes. It has been necessary to fall back on the 75 per cent delivery clause of the contracts in regard to these sizes, but the management hastens to state that any surplus above the 75 per cent delivery will be delivered pro rata among the original buyers at the original price.

**Rice**—Expecting a reaction following the recent advance to prices almost unprecedented at the beginning of the crop season, buyers are refusing to meet what they consider to be extreme views of sellers as represented by present quotations, and the market closed dull at the end of the week both here and in New Orleans. Holders of the limited spot supply declare that they cannot make concessions unless there is a considerable come-down from the levels established in the South, and that buyers will have to pay their prices or go without.

**Cheese**—The market remains unchanged since last week, with a fair consumptive demand. The make is reported to be lighter than usual and the average quality is good. The consumptive demand is good, considering the price, and we are not likely to experience any change in the immediate future.

**Provisions**—Everything in the smoked meats line is firm at prices ranging about the same as a week ago, with a light consumptive demand. Pure and compound lard are both reported in short supply and firm at unchanged prices, with a light consumptive demand. We do not see any prospect of any increase in the supply in the immediate future, and if we do experience any change in price it is likely to be a slight advance. Barreled pork, canned meats and dried beef are in light supply. The demand is good, prices are firm and stock is hard to get.

**Salt Fish**—Mackerel are unchanged for the week. Supply of new shore mackerel small and prices maintained on the previously reported high basis.

### 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.; Wine-saps and York Imperials, \$2 per bu.

**Bananas**—\$4 per 100 lbs.

**Beets**—\$1.40 per bu.

**Butter**—The consumptive demand has been normal for the past week. The average quality arriving is good. The market is in a healthy condition at this

time and we do not look for any change of any consequence during the coming week. 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 receipts of new-laid continue to be very light. The market is in a healthy condition, at unchanged quotations, with a normal consumptive demand reported. The quality of the arrivals is fully up to the average for the season and the market is likely to remain unchanged for a short while at least. 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 and Niagaras command 22c for 8 lb. climax baskets and \$2.25 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**—22c per lb. for white clover and 20c 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**—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 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.; Keefers, \$2 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.

**Sweet Potatoes**—\$4 per bbl. for Virginia.

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

### Gabby Gleanings From Grand Rapids

Grand Rapids, Oct. 8—The United Commercial Travelers Booster meeting was called to order by Senior Counselor, E. J. MacMillan, at 2:30 Saturday afternoon, Oct. 6, in the Council chambers on Ionia avenue.

This meeting was the culmination of several weeks of hard labor on the part of a Booster Committee, appointed by Grand Counselor John A. Hach, to promote and hold a series of rallies in Western Michigan for the purpose of boosting the membership and interests of the traveling fraternity.

The committee, composed of Claude De France, of Kalamazoo, A. W. Stevenson, of Muskegon, and John D. Martin, of Grand Rapids councils, did themselves proud in handling this meeting.

After the regular business meeting of the Council, a large class of candidates was introduced into the mystic circle of U. C. T.ism by the excellent degree team from Kalamazoo Council, No. 156. The uniforms worn by them were unique from the fact that they represented the mailed warriors of old and the precision of their movements indicated hard work in order to acquire it. They worked entirely without the ritual and each one had his part well in hand. The candidates expressed their pleasure in the work after the initiation.

A privilege rarely accorded a class of candidates was offered the initiates at this meeting, that of having the Grand Counselor present them with the emblem of the order—the button which signifies that the wearer is a member of the only organization of its kind in the world and that he has learned the lessons of Unity, Charity and Temperance. The following newly enrolled members were the guests:

John Thorough, Edward F. Bottom, Arthur A. Severens, William Liebler, D. W. Carpenter, Roy G. Hill and Earl P. Morse by re-instatement.

After the initiatory work, Grand Rapids officers took over the meeting, which was closed in due form at 6 o'clock.

Immediately after the close of the meeting, tables and chairs were arranged and a pot luck feed was in order. There have been times when a pot luck lunch was not sufficient, but far be it from such when No. 131 pulls one off. After every one had had more than enough, a bushel of sandwiches, salads, cake, cookies, etc., were left, which the committee turned over to the St. Johns orphan asylum—another place where the big letter C makes good and old H. C. L. gets a kick in the slats. Following the supper a programme which had been arranged by the committee was carried out to the entire satisfaction of all.

The programme and meeting, which was open to every traveling man in Western Michigan, was called to order by committeeman, John D. Martin, at 8 o'clock and opened with the singing of America. At the sound of the first strains of our beloved song, the American flag was slowly lowered from the stage loft and when at rest formed a back ground for the distinguished guests present.

The first speaker on the programme was Mayor Philo C. Fuller, who gave a heartily received talk on his experiences as a commercial man. E. W. Booth, of the Press, followed with a talk on the Liberty Loan question and it was not a hard problem for one to solve in determining his viewpoint regarding German kultur. Another rousing American talk was given by A. P. Johnson, sometimes called "Apple Pie Johnson," of the News. His talk was on patriotism and was handled only as a man of Mr. Johnson's ability could handle it. His talk was well received, as manifested by the ringing applause after he had taken his seat. Grand Counselor Hach talked on what has and that which is being done for the U. C. T.'s

and if John has any say about it, it sure will be done and his past record shows he has done. D. P. McCarthy, the noted Irishman from Fostoria, Ohio, and "the big cheese" on the Supreme Executive Committee, gave a very interesting talk on the insurance features of the U. C. T. Grand Rapids Council was very fortunate in securing Mr. McCarthy, as he is considered the brains of the Supreme Executive body. Eugene Welsh, Past Grand Counselor, of Kalamazoo, broke loose with his usual zest and witticism and brought the house down with his stirring talk on U. C. T.ism. Edward Youe, a talented reader, gave some very good recitations which were well received. The theme of the entire meeting was woven around the most interesting character seated on the stage and one in whose honor the booster meeting and so-called Golden Jubilee was given, William H. Jennings, better known to the traveling fraternity as By Gee Cripe Jennings. Long a member of No. 131, he will have seen 86 years of sunshine and rain on Oct. 8 and has been actively engaged as a traveling man for fifty years, without the loss of a position and only one month's time due to pneumonia. As the grand old man faced his younger brothers, it led us to wonder how many of us would live to that ripe old age and succeed in a business career as he has. Time has dealt lightly with By Gee and he looks barely half the age he boasts, which only proves that a clean and upright life such as he has led is necessary for our welfare.

Mr. Jennings tendered a letter of thanks and appreciation for the honor accorded him which was read by James B. McInnis, a member of the Golden Jubilee committee.

W. S. Burns, the star orator of No. 131 and chairman of the Jubilee committee, presented Mr. Jennings with a handsome cane and his presentation speech brought tears to the eyes of the audience as well as to the recipient of the present.

Music during the program was furnished by Ruppert Cain on the violin, accompanied by Miss Davis on the piano.

Last but not least by a jug-full, George Pierce, the well-known magician, gave an exhibition of legerdemain and sure had the boys going. Some are still wondering how he succeeded in getting a silk flag of every foreign nation (except Germany) and a large 3 x 5 American flag from an urn holding perhaps a quart. Well, he did the stunt and, besides that, he has a faculty for turning bran into candy. No, he sells drugs. The rap of the gavel brought a most successful meeting to a close and none went away happier than our esteemed brother, Wm. H. Jennings.

Somebody has figured out that it cost Columbus \$7,000 to discover America. It will cost the Kaiser more.

What did Sweden think was being sent to Berlin in her diplomatic code—the base-ball scores?

Whilst deploring the obstreperousness of the sugar planters, we cannot help hoping that Chairman Hoover won't succeed in making them raise less cane.

The Kalamazoo and Grand Rapids U. C. T. ball teams crossed bats at the Garfield Park grounds Saturday at 2 o'clock, with the result that Grand Rapids copped the second game, thus winning the championship of Michigan. The Kalamazoo boys played a good game, but the baseball luck didn't break favorably for them. They are a nice clean bunch of fellows and although the spirit of battle predominated throughout the game, they took the loss good naturedly, as only good fellows will.

Don't make any dates for October 27, as that is the opening date of our series of twelve dancing parties. Tickets are in the hands of several members and they will be glad to furnish you with a ticket. Remember those good times you had last winter? Well, there will be as much if not more doing than ever. Come, bring a friend.

Harry Hydorn, who was once one of the most active members in No. 131, still retains his membership in the order and was "among those present" Saturday evening.

The Courtright Hotel, at Newaygo, has been sold to R. W. Swanson, who has started remodeling and improving the building. J. J. Peterson, the former owner, will be in charge temporarily.

The road between Newaygo and Grant, which was neglected for so many years, is being improved and the newly placed gravel makes the road rougher than the cobble stones of —. What's the use?

People sport a big red cross on their wind shields, yet they will pass you by while you patiently wait on the corner for a belated street car.

Among the distinguished guests from out of town present at the booster's meeting were D. P. McCarthy, Fostoria, Ohio, Supreme Exalted Commander; Grand Counselor John A. Hatch, Coldwater; Grand Junior Counselor Thomas Ballamy, Bay City; Grand Sentinel A. W. Stevenson, Muskegon; Past Grand Counselor J. Q. Adams, Battle Creek; Past Grand Counselor Eugene Welsh and District Deputy Frank Clay, of Kalamazoo.

This country grows 6,000,000 bushels of peanuts each year, not including those it sends to Congress.

Will some kind hearted person tell us in accents soft and low just how to pronounce "camouflage" and why? We understand it means a wig or top dressing for a cannon and like some other Wigs we know it covers a big noise producer.

N. B. Curtiss, manager of the hotel at Jennings, has been ill for some time with sciatica and lumbago.

John Thompson, manager of the McKinnon Hotel, at Cadillac, and the New Bancroft, of Saginaw, holds the position of President and General Manager of a stock company building the new Fort Shelby Hotel, in Detroit. The new hotel will contain 500 rooms and will be completed about May 1.

Sam Lubetsky, formerly cigar salesman for Lubetsky Bros. and a member of No. 131, is reported to be scrubbing decks and currying cannons, doing his bit on board the S. S. Iowa in the U. S. naval service. If Sam is only given the opportunity to turn some of his comedy loose on the Kaiser, he will laugh himself to death.

Mrs. Bertha Nichols, proprietress of a confectionery store in Cadillac, was married last week to George Van Vranken, who formerly owned a drug business and who is now a member of the city commission of Cadillac.

Although By Gee Cripe Jennings was carried in on the shoulders of two stalwart U. C. T. boys, he is active enough to make the young guys hustle when he gets out on the road plugging for orders.

Past Senior Counselor C. C. Herrick impersonated a milk maid so realistically that he brought down the house, and this without any previous experience at "rushing the can."

Henry Ford is now considered the greatest evangelist living because he has succeeded in shaking the devil out of more people than any one else.

With John A. Hach pitching, D. P. McCarthy catching, W. S. Burns batting and Eugene Welsh as arbitrator, the old ball game started off with a bang. We think our victory of 7 to 5 over Kalamazoo was due to the home run W. S. Burns made (almost).

Leon Blue, who has been associated with his father in the grocery business at Fife Lake, has sold out his interest and will locate in Flint.

Miss Sadie Lyle, the assistant manager of the City Hotel, at Fife Lake, has been ill for some time and unable to look after her duties. She is slowly recovering.

Remember the paragraph on your assessment card which is printed in red ink. It says claims must be filed with

the Supreme Secretary not later than ten days after injury or your claim will be void. If you fail to heed this, you have broken your insurance contract, not the order of U. C. T.

Kalamazoo Council has extended an urgent invitation to No. 131 to attend their booster meeting next Saturday, Oct. 13, in a body and bring their wives. The meeting will start at 2 o'clock and a banquet will be served at the Burdick Hotel in the evening, with an informal dance following. Officers of Grand Rapids Council will put on the work for Kalamazoo. Those who desire to go, make arrangements to leave on the 11:30 Kalamazoo interurban. If a body of fifty go, a special car will be furnished and the fare of \$1.50 round trip allowed. This will be an inexpensive outing and a courtesy to Kalamazoo Council to go en masse. Those desiring to make plans for the special Saturday write or call A. N. Borden, 907 Kalamazoo avenue, Grand Rapids, Citizens phone 32413, and get the dope.

Charles Perkins was the cop of the season Saturday night. With his aldermanic stature and a regulation uniform, he sure made you wonder whether you had ever done any wrong. It is all right, Charles, when you are a make-believe, but we're off of you for life if you ever pin on the shield. A place next door to a red cross station would immediately be sought.

Mr. and Mrs. Wm. Francke will leave for Detroit Tuesday to be gone for a week. While there, Bill will attend a bottlers convention. Bill has been cautioned not to use any red paint.

William Bosman is about as busy now as a one armed painter with the hives. His new home, at 1441 Genessee street, is nearly ready for occupancy and Bill hopes to be at home Sunday a. m. to his many friends who might wish to inspect his new quarters.

R. M. Bielby, hardware dealer at Lake City, has two sons doing their bit with Uncle Sam. George is with the marines at Tampico, and John with the National Army at Battle Creek.

W. S. Burns is another patriotic father who has given two sons to the service, so that Kaiser Bill will be taught the lesson of charity and temperance. Mr. Burns has sold his residence on Franklin street and bought a home in Wyoming Park.

The fact that traveling men are very much underfed while on the road is evidenced by the way they always turn out when "eats" are on.

A. W. Stevenson and C. C. DeFrance proved to be fluent orators when called upon for a talk.

The W. S. Burns Soap Co. has opened an office in the Murray building.

Grand Treasurer Lou K. Burch was unable to attend the Booster meeting, due to pressing business.

We understand Frank W. Wilson, of Traverse City, and a member of the Grand Executive Committee, had ten men pulling beans Saturday and was unable to be in Grand Rapids. We have figured he has "too many beans."

Mrs. John A. Hach, of Coldwater, was entertained Saturday by Mrs. John D. Martin, Mrs. G. W. Ferguson, Mrs. H. W. Harwood and Mrs. L. V. Pinkington. The afternoon was spent in motoring and after dinner at the Pantined they attended the Sarah Bernhardt performance at Powers Theater.

Charles Perkins, a popular member of No. 131 and formerly connected with the Burtless Motor Truck Agency, has accepted a position with Armour & Company, of Chicago, and will handle their soap specialties, calling on drug and department store trade in Southern Michigan and Northern Indiana territory. Charles has had a wide and varied experience in salesmanship and there is every reason to believe that the same success will follow him in his new position that he has enjoyed previously. G. R. Council unites in wishing him success with his new house.

Mrs. Ferry Hanifin, wife of the late Ferry Hanifin, has sold her household

goods and will spend the winter with relatives and friends in Battle Creek and Detroit.

Soldiers, as a rule, are of an uncomplaining disposition, but the \$20,000 worth of foot balls recently sent them by Harvard students will give them something to kick about.

H. W. Harwood has returned from Indianapolis, where he spent a week in conference with his house, the Holcomb & Hoke Manufacturing Co. He reports business conditions never better. While there he met Charles F. Kennedy, who was General Manager of the U. C. T. Greater Grand Rapids Industrial Exposition in 1914, now Secretary of the Indiana State Board of Agriculture. Mr. Kennedy had charge of the State fair, of Indiana, which proved to be the biggest success in years. Mr. Kennedy, through Mr. Harwood, sent his kindest regards to the members of No. 131.

Grand Counselor Hach some time ago received a communication from Governor Sleeper asking for the full co-operation of the U. C. T. in Michigan. He immediately appointed representatives throughout the State to act as members of the auxilliary board on the Liberty loan, as follows: G. O. Gallop, Coldwater; A. G. McEachron, Detroit; Saul Rindskoff, Detroit; B. Hinkle, Hillsdale; G. W. Fiesties, Adrian; C. R. Dye, Battle Creek, J. D. Martin, Grand Rapids; A. W. Stevenson, Muskegon; R. W. Eaton, Flint; G. E. Beach, Petoskey; J. G. Cook, Owosso; J. D. Clement, Kalamazoo; H. D. Bullen, Lansing; H. D. Ranney, Saginaw; Thomas Follis, Marquette; W. T. Ballamy, Bay City; W. J. Devereaux, Port Huron; Harvey Hurley, Traverse City.

After the successful pot luck held last winter and the one Saturday night, it looks like a similar affair for our annual banquet might be a good bet. What is your opinion?

There is a plan being worked out to effect a joint arrangement with Ohio and Indiana and secure interchangeable

mileage and allowing the roads to advance to 3 cent mileage upon this assurance.

It is said to be the death penalty to impersonate an army officer, but so far the Crown Prince has escaped.

G. L. Bernard, 19 Grand avenue, who was run down fair week by a drunken auto driver and received a bad injury of the elbow, is getting along nicely. Mr. Bernard is a member of No. 131.

J. J. Berg (Pitkin & Brooks) celebrated the twenty-fifth anniversary of his marriage at his home, 1014 Caulfield avenue, last Saturday night. The celebration included a 6 o'clock dinner, prepared by one of the noted caterers of the city. A large circle of friends and relatives assisted in making the event enjoyable, including Mr. Berg's son, J. A. Berg, who is employed by the Grand Rapids Dry Goods Co., and his two daughters, Mrs. A. W. Westrate and Miss Elsie Berg.

George T. Smith, 333 Fuller avenue, who fell and injured his elbow while alighting from a Grand Trunk train, is not improving as rapidly as he should. He splintered his bone at the elbow and X-ray examinations show the arm to be in a bad condition. An operation is imminent. He is a member of No. 131 and is drawing the usual \$25 per.

Don't forget Kalamazoo next Saturday on the 11:30 car.

L. V. Pilkington.

**Germans Germinate From Germs.**

Shelby, Oct. 9—This is an actual conversation between my son and myself and it wasn't rehearsed either.

Billy—Because it's full of germs why they strain gasoline?

Daddy—No, Billy, why do they strain gasoline?

Billy—Because it's full of germs and when germs grow big then they are Germans.

Your pen and Ray Barnes' pencil are surely sending bombs after "Old Bill." Keep at it! Bert Swix.

**Bottom Facts From Booming Boyne City.**

Boyne City, Oct. 8—The Farm Products Co. has moved into its new warehouse on Boyne avenue and B. C., G. & A. Railway. This is a completely equipped farm produce warehouse, 100 by 40 feet, with offices and rest rooms, 36 by 40 feet. In the basement are nineteen bins for storing potatoes, holding 40,000 bushels, an onion room of 2,000 bushels capacity and a furnace room. The upper floor has a capacity of twenty car loads of dry products, with a bean picking room with sorting bin of 600 bushels capacity and picking machinery capable of handling 100 bushels per hour. Fronting on Boyne avenue are the offices and a rest room, the latter equipped with comfortable furniture, writing table and bookcase, with toilet rooms adjoining. The warehouse is served by a wagon track on the South side and railroad track on the North. The latter is so arranged that produce may be loaded either from the warehouse or wagon directly into the cars. The whole arrangement is a notable advance in produce merchandising in Boyne City and is made necessary by the very rapid increase in farm development in this section.

The Tri-City Good Roads Association has been doing some very active work in pushing the county bonding idea for permanent and rapid road construction in the county. George Van Pelt, of Norwood, who is the original promoter of the concrete road idea in this county, has been very active in the movement and brought about a series of meetings in the four road centers of the county. At the last meeting at Boyne Falls, at which nearly 200 men from all parts of the county were present, it was decided to petition the Board of Supervisors to authorize an election the coming spring for bonding the county for \$350,000 to be used in the construction of concrete roads.

The work of building two miles of

concrete road through the city will be completed this week, leaving one and one-half miles to be done next year. The weather has been very favorable to road construction this season, so that the work has been completed in good time, in spite of the late start this spring.

The Boyne City Chemical Co. is pulling down six ten-inch wells for supplying condensing water for its plant. These wells will be about 100 feet deep and the one already down gives a head of thirty feet above the ground. The object is to get uniform low temperature of the cooling water and relieve the pumping plant of the work of pumping up from the lake. Work takes coal, coal costs money, but Nature charges nothing for her energy and never goes on a strike.

E. G. Ackerman has arrived and taken charge of the Boyne City Chamber of Commerce affairs. If the first week's work is any criterion, he is to be a very busy man. Maxy.

**Commends the Protest Against Leaf Burning.**

Lake Bluff, Ill. Oct. 8—That is a mighty good point you make in your communication to the City Commission of Grand Rapids relative to the destruction of valuable property in the present practice of burning leaves.

I had it up in my day and I cited the amount of leaves I gathered every year from my property on North Prospect street—a lot 175 x 175—where I gathered enough on my lot and the street in front of it to give me all the plant food I needed; and I had a great flower garden then. I never bought a pound of commercial fertilizer and my garden was the talk of the neighborhood.

I do the same thing here in Lake Bluff. H. D. C. Van Asmus.

Don't attempt any business-getting scheme which has a possible boomerang concealed in it.



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

**Barney says—**

**“Worden’s reached its present size—**

**By Knowing How to Merchandise.”**

**WORDEN GROCER COMPANY**

**GRAND RAPIDS—KALAMAZOO**

**THE PROMPT SHIPPERS**

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E. A. STOWE, Editor.

October 10, 1917

## THE DRY GOODS SITUATION.

A confusion in reports makes it perilous to generalize on the present state of trade in dry goods and possibly in many other lines. For this reason, while there are many evidences of improvement in the market, sight must not be lost of the apprehension expressed in important quarters of the dangers of a condition where prices are on high levels and where all credit factors are limiting purchases. The fundamentals that have brought about high prices are still active, destruction by war not being the least of them. Government demands are very large and are outrunning the expectations of every merchant. Exporting possibilities grow more numerous despite the restrictions placed on many shipments. Curtailment of output in mill centers is being brought on by labor scarcity. Wages and supply costs are steadily advancing.

It is to be borne in mind, however, that the high cost of living, the certainty of higher taxes and the patriotic desire to save in order to help toward an early and lasting peace are factors that offset in part the wonderfully expanded purchasing power of the mass of people in the country. Whether the calls on production for civilian uses are going to be too large to be met, in view of the lessened output and the demands from other quarters, can only be conjectured at best. For the moment, with prices rising in nearly every direction, it would appear as if demand is going to exceed supply for some time at least, and under such a condition, with so many cross-currents of an inflationary character running, forecasts of what may happen are largely guesses.

The irregularity of price and stock conditions in the market indicates better than anything else to what an extent the market is swayed by supply and demand conditions. No one pretends to say that purchases or sales can be measured by costs of production, or that intrinsic values cut a normal figure in merchandising calculations. Some of the largest mill agencies have abandoned any thought of meeting the normal requirements of the trade that was regular with them before the war and they are proceeding on the theory that they will have to make provision

now for a substantial loss of part of their great profits when the after-war readjustment comes.

As a general proposition in dry goods lines, the trend of production and sales shows a lessening in the movement of novelty or fancy fabrics and a steady expansion in the production and use of more staple and more serviceable fabrics. This does not imply a lessening of profits, but it is doing something toward disorganizing normal methods of handling trade. Luxury departments are less active than others and it is possible to see wherein confusing reports of the actual retail distribution arise. Some country stores are doing a splendid trade, while some of the large city stores are barely holding their own in sales after making all allowances for the vast increase in prices.

Catalogue houses handling dry goods in a large way are doing better than similar institutions whose lines are made up of articles that have been regarded as necessities in recent trading experience in this country, but are now being passed on the ground of economy. If sales have been made up of fine furniture, pianos, auto supplies, and so on, in a large way, a decrease is inevitable in totals, while the reverse is true of houses handling the more staple necessities.

The rise of cotton has changed the viewpoint of hundreds of dry goods merchants in three weeks. The strength of the movement to conserve wool supplies through many forms of economy hardly appreciated in the present generation has made dry goods men go more carefully over their business with a view to comprehending how it is likely to be affected. The inability to get many linens, the certainty that some contraction in the use of silk merchandise is inevitable, and the elimination from stocks of a wide variety of fancy art products, are all new problems that grow more important in every dry goods store. Taken in conjunction with the belief that money for business will be held at a high rate, these things should make for conservatism. Yet they may not mean contraction in prices at all. In fact they may mean just the opposite.

Grand Rapids has contributed many capable men to the country's service since we declared war against the arch fiend of the world, but none will bear his honors more gracefully and give his country more faithful service than Van A. Wallin, who has been called to act in an advisory capacity in the hide and leather industry. Still in the prime of life, with full command of an alert mental, moral and physical balance that he has never abused, with an earned reputation for commercial dependability and mechanical expertness, in an environment that is to his liking and that likes him, among associates whose confidence in him is one of his strong assets, Mr. Wallin will do big things in a big way and thus contribute in no small degree to the overthrow of Teutonic superstition and barbarism.

Goods sold by misrepresentation may stay sold, but the customer does not.

## THE CANNED GOODS MARKET.

With all canned goods at record prices, the question now presenting itself to the trade is whether they can go any higher. This question has been asked several times during the war period as the various items on the list started out for new records, but there must be a limit somewhere, so it would seem, based not so much on the public's willingness to pay as on its ability to do so. With every cent's rise in any commodity, a certain percentage of the consumers are automatically disposed of for there is always a bottom layer that has been straining to the last cent to pay the prices demanded and who must eventually give up and resort to cheaper foods as the market gradually is lifted beyond their final limit. Then there is the consideration of the article itself which may assume too high a price in relation to other articles and its use be discontinued for that reason.

Thus, in the matter of the skyrocketing of the tomato market there is a possibility of both of these features having effect on the consumption. With No. 3s selling at \$2 or more, it means that the retailer must obtain 30c across the counter. Naturally the housewife will hesitate whether to use tomatoes or asparagus, or corn, or peas, or some other article around the same price, where formerly tomatoes were chosen because of their cheapness. To be sure this would throw an increased demand on the other items that would tend in time to re-establish relative values, but for the time being it might puncture the inflation that now exists.

## FALL UNDERWEAR LINES.

Just at present, from the way the underwear trade feels, it does not seem likely that the new fall lines for the coming year will make their appearance on the market much before Thanksgiving.

Summing up the knit goods situation to-day, judging from sentiment expressed by leading selling agents in all three branches, it seems as though the new fall sweater lines would be priced earlier, probably around Election Day, and it is strongly probable that hosiery lines for the coming fall will not be priced until some time after the heavyweight underwear lines are marketed.

The argument heard throughout the underwear trade is that there is no need for hurrying. At present the trade has sufficient on its hands to contend with without hastening into a new selling season. Briefly, the mills trying to catch up with back orders are hampered in turning out this season's heavy goods, both for the army and navy and also the regular civilian consumption. In addition, spring lines have been priced, and mills have had this business on their books since the offerings for spring were made, which production for this latter season is being interfered with by the necessary concentration of production on Government goods for prompt delivery.

The army business has caused a number of complications, and many of the largest mills are at present

obliged to devote a very large proportion of their machinery to Federal needs, with the result that civilian trade is sidetracked, necessarily, until these plants catch up. One large manufacturing concern has had more than one suit brought against it by customers for failure in delivery of this fall's civilian orders. Certain other mills have also had suits brought against them.

The manner in which civilian orders have been delayed in shipment to dry goods wholesalers is in a measure responsible for present conditions. The way these goods have been held up seems, in part, a direct cause of the volume of business coming to wholesalers' salesmen at this time who are on the road with their spring offerings. In this connection, on underwear and other lines of knit goods, buyers are covering their needs much more freely than was expected would be the case.

The local market is clean of surplus heavyweight goods for this fall season. The army's emergency needs, in view of inability to deliver promptly because of production difficulties and hindrances at mills, have had to be supplied from jobbing sources, and this has taken up available stocks in second hands, and, together with the acute situation at the mills, has made for a decided shortage. Wool shirts and drawers are exceedingly scarce, and there is a similar shortage beginning to be felt in union suits, which cannot help going into consumption more largely because of the unavailability of two-piece garments.

Those who have laid most stress on the danger of German competition after the war have been emphasizing the supposed advantages which the manufacturers and producers in Germany will have because of governmental partnership. The schemes for business control by the authorities which have been worked out in theory are very alluring. They include the creation of trusts in each industry, with collective buying of raw materials by the government and collective selling by the latter of finished products at certain fixed prices. Then these articles were to be transported over the government-owned railways to government-owned steamships, and sent at low rates of carriage to foreign countries, to be there sold at prices much less than the cost of production in them of similar products. A certain profit was to be set aside for the original owners of the plants, the remainder being retained by the government to help pay its expenses. Practical men in Germany are, however, pooh-poohing the scheme and are organizing a protest against it. They say that bureaucratic management of industries is bound to result in their deterioration as well as in checking improvements in processes, with the consequence that it will be hopeless to try and keep up trade in foreign countries against manufacturers in other lands who are not handicapped by officialdom.

The more you have to ask for goods, the more care you must use in making the goods look worth the money.

**ESSENCE OF CO-OPERATION.**

The essence of co-operative effort is the suppression of selfishness, whether in trade or in other things. The necessity for the suppression of individual selfishness was never greater than it is at this moment. The profits to be conserved through co-operative thought and assistance were never so large, and the losses that may come from improper preparation for the future were never more terrifying. Any inducement that ought to urge prudent men toward greater co-operation may be discovered in the present situation.

It is therefore nothing more than an appeal to the self preservation instinct when it is stated that merchants should become better acquainted with each other's business to the end that assistance shall be given to the working out of a common purpose of profit and a common need for taking precautions against shocks. The bugaboo that open price competition is a form of price boosting against the common weal has been scotched if not killed in textile trades so far as many of the leading producers are concerned. And open price competition is only one form of co-operation.

Mercantile interests have affected to believe that co-operative effort in trading is unnecessary and not for the greater good of business. Nothing is so far away from the truth. It is not necessary to have recurrences of bankruptcies in order to do business profitably. Merchants are co-operating more freely every day in the matter of exchanging credits, pursuing frauds, and in other ways. They can easily come together and make profitable progress in the direction of developing foreign markets and regulating costs of distribution at home. But just now they ought to come together and have a thorough understanding of what it is the Government purposes doing in the war regulations that are imperative.

In all the confusion of utterances in Germany and for Germany there is unhappily not the least evidence of genuine change in the character of its people or the purpose of its government, except that of averting the terrible catastrophe which they have brought upon themselves. They are anxious to have things stop now to enable them to secure terms for which there will never again be an opportunity. They would have us believe that they are longing for the same conditions which their enemies have been fighting for these three years, and that they can be obtained without further fighting; and yet they would apparently save to themselves the power that has brought calamity upon them, under the same direction and with the same spirit with which it has wrought such havoc. There is no convincing evidence that it would be safe to trust to such results. In view of all that has been happening these forty years and culminating in these three years of torment, there is but one thing to be done for the world to be safe, and that is for the German people themselves to demonstrate that they want what so many of them are now pro-

fessing to want, and that they are determined to have it through an exercise of the self governing power which alone can assure it. The government to which they have been submitting and which has been afflicting the world must be replaced with one on radically different principles. If the German people can make the change for themselves now is their chance. If not the way must be cleared for their doing it hereafter with the help and sympathy of those who for their own safety have done the clearing.

Of the English-speaking countries that have adopted conscription—Britain, the United States, Canada, New Zealand—no two have used the same system of classification in enrolling recruits. The three lands under the Union Jack have differed from the United States in calling unmarried men and childless widowers before married men. Canada and the United States have both set out to raise their conscript forces from men with an age-variation of but a decade. Great Britain, on the other hand, has been calling men between 18 and 41, and New Zealand men between 20 and 46—testimony to the hardness of middle-aged New Zealanders. Of course, the reason for the narrower age limits in the United States has been the vast reservoir of men here, and in Canada the smallness of the force to be raised, 100,000. Great Britain, the United States, and New Zealand have also differed in the reasons for exemption, and when Canada's rules are known they will doubtless have peculiarities of their own. It is believed that in Canada agricultural workers, railway and steamship workers, and those engaged in certain industries essential to the flow of supplies will largely be exempted. In New Zealand farmers whose labor is indispensable, gold miners, and coal miners have been exempted. Exemption in Great Britain has been a matter of more careful sifting.

Dr. Rossiter Johnson protests against any attempt to impose the tyranny or the guidance of the professional librarian on the man in camp and in the trenches. With his plea for the open shelf in army libraries we are heartily in accord, even though it may involve a greater amount of wear and tear on books. Dr. Johnson argues that the soldier stands in no need of protection against the peril of demoralizing literature. And he might have made the additional point that there are great educational opportunities in giving the soldier a free run of the book shelves. War, with its searching of the spirit, with its enlightenments and conversions, may create unsuspected literary appetites. To how many a man whom in ordinary times the librarian might appraise as a Robert W. Chambers customer will not the war bring thoughts, aspirations, cravings, problems, puzzles which will seek for an answer in quite another section of the book catalogue?

When a man concedes his poverty he doubles it.

**THE LEADEN COIN.**

It periodically comes to light. Since it cannot be entirely eliminated the only thing is to meet it with a smile. There are two ways of facing the situation, as was impressed upon the writer not long ago at a labor day celebration at a popular summer resort. The cash register was emptied at the close of the day and the proof came that some one had blundered. Between the proprietor and two of his clerks lay the blame. One of these was a supply for the day, and naturally she felt herself the guilty one.

But how was the matter received? The man at the head quietly put out of commission the spurious coin and cheerfully shouldered the blame, "It might easily have been I who took it," he asserted, "in the rush of the day." "It might have been I," was the candid confession of his regular clerk; "I do not know that it was not." And thus the new girl was relieved. It might have been she—but, no one knew, and no one was censured.

Later the man who had run the same stand the year previous was shown the coin. He looked it over critically, he hefted it, he threw it down and listened to the thud in lieu of the metallic ring. "Any clerk who would take in such a piece should be fired," was his final assertion. And now, honestly, do you think that this would help to keep watchful, conscientious helpers about you? The man who confessed that he might have taken in the coin himself, even though both of his assistants felt that he was morally confident he did not was right. It is not fair to condemn one temporarily overworked for not being infallible. The only thing is to charge this to the inevitable losses of the trade and do so without grumbling. Next time there will be more watchful eyes cast out for lead coins, and back of it will be a personal interest which would have been very much less keen had not the owner shouldered a possibility of the blame.

**THE IRONY OF FATE.**

It would be a curious trick of fate if British victory, which seems to be on the march in Mesopotamia, should eventually force the retreating Turks, under German orders, to destroy the Bagdad Railroad. Since the war's beginning, German engineers have been working like beavers to get this railroad finished, at least to the boundary of the territories controlled by their allies, even as far as Mosul. The Taurus tunnels have been excavated by British and Russian prisoners, and every foot of this part of the road has been cursed by their unspeakable sufferings. All but six hundred of the two thousand white prisoners taken at Kut have perished in Asia Minor and Mesopotamia, largely while driven, like slaves, to work without food, clothing, or medical attention, on the Bagdad Railway. The eight thousand Indian prisoners, also forced laborers upon this project of Teutonic ambition, have been entirely wiped out by inhuman neglect and exploitation. At the present time the road is said to

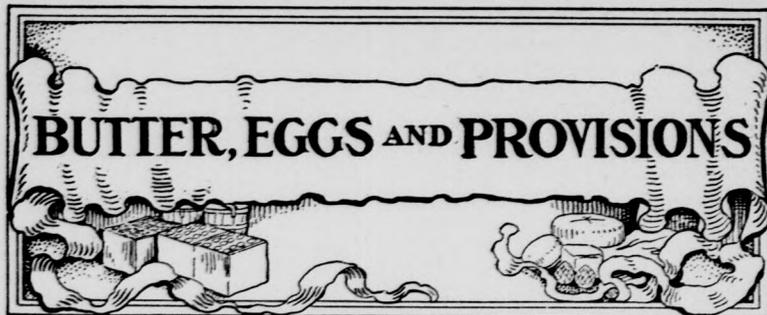
be nearing completion. As long ago as last March light cars were being run through the Taurus, and there were said to be only a few gaps in the whole distance to Mosul. If the Germans, during the Turkish retreat, which all the world, except the Central Powers, hopes will be forced by a British advance, find themselves obliged to dynamite the Taurus tunnels, pull up the rails, and destroy the roadbed of the Bagdad line, then a just retribution will at last seem to have overtaken them.

One of the favorable features of the new tax measure is that making a provision for the capital invested during the year. Under the Senate measure, a corporation was taxed on its excess profits for the year, no matter how derived. In the present bill it is allowed to deduct from its net income an amount equal to the same percentage for this year on new capital invested this year, as the average amount earned in the three pre-war years bore to the average invested capital in those three years. But apparently, no matter how much the company earned on its capital in those pre-war years, it cannot deduct more than 9 per cent. for capital invested this year; no matter how little it earned then, it is allowed to deduct 7 per cent. for new capital this year.

The drone bees do no work. They are the royal consorts. They fertilize the eggs, after which they soon die or are killed. The queen bee lives in the hive and never departs from it except at swarming time. If she be removed the whole swarm will follow her. If more than one queen bee is found in the nest they fight among themselves until only one survives. The superior becomes the queen of the colony. The only exception to this is when another queen is grown and a new home is prepared. On the new queen's appearance the old queen leaves the hive, followed by a part of her workers.

In view of the embargo on imports of American leather into Great Britain, this cablegram to the Department of Commerce from the American Consul General at London, may be of interest: "War Office, having taken possession of stocks of sole leather, now authorizes limited sale of such leather at not exceeding 2 pence per pound in case of butts, back, or bends, or 1 penny in case of shoulders and bellies, the maximum price fixed for sale of same leather for military purposes. The Import Restrictions Department has consented to the importation of 2,000 bales of Australian leather."

Because muffler cutouts on automobiles have no mechanical value and add merely another unnecessary noise to American life, the National Automobile Chamber of Commerce has recommended their elimination from all cars built in this country after January 1, 1918. Nearly half the 110 automobile makers in the chamber do not fit muffler cutouts on their present cars.



### Three Plans to Help Farmers Get Start.

The following letter from the Secretary of the Western Michigan Development Association and the accompanying circular are self explanatory:

Traverse City, Oct. 9—I hand you herewith, a circular lately issued by the State Savings Bank of Manistique, which the writer wishes you, as a personal favor, to read carefully and then tell him what you think of it.

If the banks in Western Michigan would agree to follow the example set by the State Savings Bank of Manistique, we could safely promise to increase the rural population of the territory we cover 20 per cent. at least during the next five years. Perhaps double it before the close of the next decade.

In no other way, not even by assisting as the banks are doing, in the distribution of Liberty Bonds, can the bankers of Western Michigan do their bit so effectually.

It will be difficult to appraise the benefits which would accrue to the Western half of the State by such an increase in rural population as we have indicated above. The average wealth producing power of a farmer and his family is \$1,000 per year.

John I. Gibson, Sec'y.

Farmers! Let us help you clear land. The State Savings Bank will loan you the money. Every acre you clear produces big returns on the cost of clearing, besides making your land more valuable. Borrowing money for clearing land is an investment not an expense.

Farmers and new settlers—this will interest you. We will loan you money for the following purposes:

1. For the fencing of your timber or brush land.
2. For buying stock—dairy or beef.
3. For stumping your land and making it ready for the plow.

Under plan No. 1 we will loan you the full amount necessary to buy wire and fence posts if you will agree to scatter clover seed and pasture stock on this land during the greater part of the season. The pasturing of stock is of great help in clearing land.

Under plan No. 2 we will loan you the entire cost of the stock you buy, providing this stock is tuberculosis tested and is approved by the county representative. It will pay you to buy good cows and heifers and to pasture this stock on your cut-over lands.

Under plan No. 3 we will loan you the entire cost of stumping your land and making it ready for the plow, providing the cost of this stumping does not exceed what we believe to be a fair estimate of what the cost should be. If you will do the work yourself we will pay you by the acre as each acre is completed. As an ex-

ample—if you want to stump and pile ten acres and the estimated cost will be \$150 or \$15 an acre, we will loan you the full \$150. This money is to be left in the bank and to be paid to you at the rate of \$15 per acre as each acre is completed and approved.

Under this plan you can stay at home and get paid for clearing your own land, or you can hire help for clearing and be able to pay this help as each acre is cleared.

Call at the bank and talk these matters over with us or write for more detailed information. State Savings Bank, Manistique, Mich.

### Produce Men Endorse License Plan.

Representatives of the Nation's butter, poultry and egg industry, in conference with Food Administration officials, went on record recently as unanimously favoring the license system. All the large produce markets of the United States were represented.

In addressing the delegates whom he had invited to confer with him at Washington, Mr. Hoover pointed out the necessity of eliminating speculation and the importance of keeping accurate official records of the supplies and movements of food products.

European experience has demonstrated fixed maximum retail prices to be ineffective; they cause the product on which they are fixed to disappear from the market. The most feasible plan of controlling and stabilizing market values is to begin at the producing end and, by rigid control, prevent excessive profits, misleading quotations and speculation as the commodity passes from one hand to another.

The licensing system requires the principal classes of produce handlers—among which are wholesale dealers, butter manufacturers, commission men and those retailers whose business exceeds \$100,000 a year—to make monthly reports to the food administration and to supply such other information as may be desired.

The suppression of profiteering has long been sought by the more stable element in the produce trade and the plan of the Administration, which aims at the same goal, met with general approval after an explanation and free discussion of the system.

In the opinion of market experts, the effect of broad Government control will be a more uniform trend of prices, the elimination of excessive profits and greater public confidence in those who handle the Nation's food between producer and consumer.

Forgive thyself nothing and others much.

### Poultry Shippers:

Give us a trial shipment. We guarantee square deal, quick satisfactory returns, honest weights. We do not charge commission.



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

**SEEDS**  
**Reed & Cheney Co.**  
GRAND RAPIDS, MICH.

### 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.

**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

**LOVELAND & HINYON CO.**  
CAR LOT SHIPPERS

**Potatoes, Apples and Beans**

Write or telephone when you have anything to offer

Association of Commerce Bldg. Grand Rapids, Michigan

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.

**Onions, Apples and Potatoes**

Car Lots or Less

We Are Headquarters

Correspondence Solicited



**Vinkemulder Company**

GRAND RAPIDS :: MICHIGAN

**Urging Shopping Early in the Day.**

There is talk of a movement about to be started by the local department stores urging not only early shopping, but shopping early in the day, during the fast-approaching holiday season. Although this is but one of many plans which the merchants are considering in connection with the holiday trade, they believe that none will do more to facilitate the handling of the rush of business which is expected to start in the course of the next few weeks.

Retailers have been complaining and more as the season progressed, and as the help scarcity began to make itself felt, of the tendency of women practically to ignore the stores during the morning hours and to do the greater part of their shopping in the afternoon. It is said that, out of the total day's turnover in the stores, from 75 to 85 per cent. of the business is transacted between 2:30 and 5 o'clock. Thus, store managers point out, retailers are compelled to maintain a large force of help to take care of the rush hours during the afternoon, which is practically, if not entirely, idle during the morning.

"Preparation of unusual proportions," said the head of one of the stores, "must be made this year for the Christmas buying. The war is not going to figure in the least so far as curtailing business is concerned. What we must consider is that there is no unemployment, in addition to which wages, with but few exceptions, are high. This will result in what I believe will be an unprecedented rush of Christmas buying and, in view of the fact that labor is scarce, we are obliged to plan how to overcome the difficulties that will develop in taking care of this large volume of business when it comes.

"Therefore, since it is becoming impossible for us to get all the additional help we need, we are turning our attention to methods and means of using the help we have to better advantage. Although we have greatly increased the efficiency of our sales force by familiarizing them with certain fundamental principles of salesmanship and by assisting them to a better knowledge of the lines which they are to sell, we have by no means, through this practice, been able to offset the shortage of help. The only solution to the situation, as many of us in the trade see it, is in a more even distribution throughout the entire day of buying activity on the part of the public. Thus the idea was evolved to urge the people not only to do their Christmas shopping early, but to do it early in the day. And just as we obtained their hearty-cooperation for years past, in not waiting until the last week before Christmas to do their shopping, so, I expect, will they help us in the present emergency when the situation has been pointed out to them and the urgent need for such co-operation on their part has been made clear."

"Such a consummation," points out the head of another one of the stores, "would accomplish as much toward remedying the situation as would result from an addition to our sales force, which under existing labor con-

ditions seems practically impossible, as it would amount to 40 per cent. of its present strength. And, as I see it, one of the strongest points for this 'do your shopping early in the day' movement is the benefit that customers will derive from it. They would, by coming early, get much better attention from the salespeople, because of the absence of clamoring crowds impatient to be waited on, which frequently requires, that the salesperson attend to two or more customers at the same time. They would have much better opportunity to make selections from a counter or the table full of merchandise, and there would be a much better assortment from which to choose. There would, consequently, be a great many less unsatisfactory purchases made, and the returned goods evil would be correspondingly lessened. The savings resulting to the merchant would enable him to offer better values in many of his lines, and there again the customer would benefit."

In speaking of the economies which would undoubtedly accrue from a more even distribution of buying throughout the entire day, another authority in the trade says: "Matters of this kind, which would result in a saving to the merchant, whether they are suggestions from Washington or from our own trade organizations, inevitably are met in some quarters with varying degrees of skepticism. An example of this, with which we are all familiar, is the reception given in certain quarters to the 'carry your own package' movement, and the demand that a discount be given on all articles carried home. Manifestly, to those at all familiar with the problems of merchandising, such a discount is utterly impossible. But the point is that in introducing to the public these various and sometimes almost revolutionary plans born of these abnormal times it is necessary that the greatest care be exercised to avoid as much as possible regrettable misunderstandings. I think, in this respect, nothing needs greater emphasis than the fact that any economy or saving accomplished in merchandising, either by the co-operation of the public or by any other means, is forced through the inevitable laws of competition back into the pockets of the buying public. For instance, suppose that, through the co-operation of the women of this locality, buying in the stores is more evenly spread out over the entire day and a saving in the costs of merchandise is accomplished. The other stores will use the money thus saved to improve the quality of their offerings, and if I don't do the same my store will soon be deserted. Although none of us might be able to reduce the price, say, for instance, of a line of \$3 waists, it would be possible for us to raise their standard of quality and workmanship."

In these days of ever increasing costs of doing business the stores feel they will have to depend more and more on the public's co-operation if prices of merchandise at retail are not to be very materially increased. And, in this respect, the local merchants feel that they are particu-

larly fortunate in having, as one department store head put it, "the most broad-minded and intelligent buying public in the country, whose co-operation always has been readily given in the past and whose response, I feel certain, to our latest appeal for shopping early in the day as well as in the season, will be as heartily made."

**Better Price Balance in Retail Stores.**

Sales of fresh fruit and vegetables in retail stores are often restricted because the merchant's general scheme of prices is poorly balanced. Different percentages of profit are charged on different articles and some staples, such as sugar, carry practically no profit at all. The general average of profit is maintained by adding substantial percentages to a few articles, such as perishables, and this practice tends to restrict sales of fruits and vegetables and defeats the very purpose which the retailer has in mind. This trade handicap is one that has been beyond the power of retail merchants to correct in the past, but with the new conditions brought by war, merchants can rely upon a better spirit of co-operation among themselves, and also the aid of the public. By a better arrangement of prices, encouraging a larger turnover of perishables at a small margin, a merchant can increase his profits while giving the consumer more food at lower prices. A better price balance on the whole stock can also be secured by cutting out overhead costs, such as useless deliveries, and by eliminating poor credits.

**He Was a Disciple of Economy.**

"Where," demanded the manager of the picnic, "are you going with that paper plate?"

The shame-faced man smiled apologetically.

"It was going to be thrown away," said he, "and I thought I'd rescue it—and trade it for a potato or two down at the grocery store."

**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.

**TAKING INVENTORY**

Ask about our way

BARLOW BROS Grand Rapids, Mich.

**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**

**EAT SKINNER'S THE BEST MACARONI**



MY SIGNATURE Paul Skinner ON EVERY PACKAGE



**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.

**IT MUST BE GOOD**  
If Quality Counts  
**SCHULZE'S CREAM-NUT BREAD**  
**STANDS SUPREME**

We solicit shipping accounts from country dealers.



### Administration Plans For Financing the War.

Written for the Tradesman.

In view of the floating of the new \$3,000,000,000 4 per cent. Liberty Bond issue, the scope of the war bond and certificate bill recently signed by the President is interesting. The bill authorizes the issuance of \$7,538,945,460 convertible 4 per cent. bonds to retire the \$3,000,000,000 non-taxable 3½ per cent. issue already authorized to cover loans to the Allies and provide for new Allied credits of \$4,000,000,000. The remaining \$538,945,460 is to be used for converting certain outstanding bonds, including the Danish West Indies, Alaskan Railway, Panama Canal and naval construction issues. The bill also provides for the issuance of \$2,000,000,000 each of one year treasury certificates and five year war savings certificates. The interest rate on the certificate is to be fixed by the Secretary of the Treasury. For defraying the expenses incurred in advertising, selling and delivering the bonds and war savings certificates, the bill appropriates 1/5 of 1 per cent. of the total amount authorized, and 1/10 of 1 per cent. to cover the expenses incident to the floating of the new bonds and certificates.

If there is any class which should invest in Liberty Bonds, it is organized labor which has been the recipient at the hands of the administration of outrageously generous treatment. It is to be hoped, in view of the unearned and unfair benefits it has received, organized labor will display a proper spirit of patriotism by buying Liberty Bonds, thus putting to good use some of the unjust increases of wages granted through Government influence. Will it?

Next come the farmers. Not so many years ago "dollar wheat" was hailed with acclamations of joy. Now that better than \$2 is set by the Government as the minimum price, farmers are turning up their noses at it and displaying a deplorable lack of decency, to say nothing of lack of patriotism, by withholding their wheat from shipment, thus blocking the Nation's effort to feed the army and supply the general consumer with bread at somewhere within reasonable prices. There is now an opportunity to remedy, to a certain extent, their utterly selfish blunders by buying Liberty Bonds and forward their wheat to pay for them. Their own future happiness, peace and prosperity and that of their children and children's children depend upon united action in supplying the Government with the money necessary to win this war.

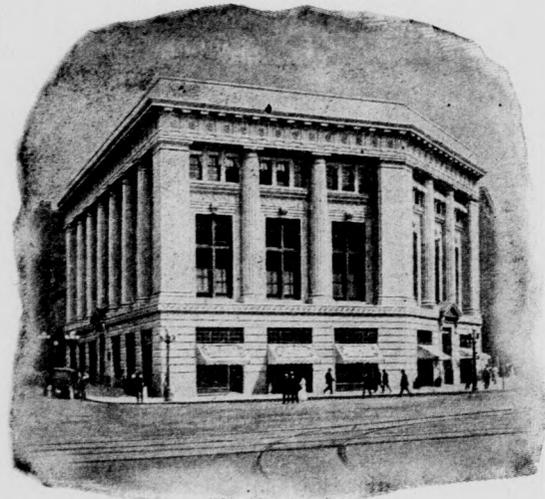
"Big Business" is doing its bit, and the two most favored classes, farmers and laborers, must do theirs and should do it cheerfully.

"It is an ill wind that blows no one good." One feature which speaks well for the future prosperity of the future prosperity of the country is the growing harmony between the Government and large business interests of the country, with the hearty approval of the great public. The services now being rendered the Government by great and small financiers and captains of industry have already done much to brush away the cobwebs of prejudice engendered by the muck raking so popular some years ago. This cannot help but prove beneficial. It is already recognized that patriotic hearts can beat as well under a full dress shirt as under cotton or a flannel one. The facts that those who have amassed fortunes are willingly giving their just proportion for the welfare of the Nation; that through the co-operation of the leaders of the business world the war purchases of the Government are being made on a business basis and that the Government is doing its best to protect the people from exorbitant prices are being driven home to individual consciousness and will have a tranquilizing effect upon the minds of the people when business legislation is introduced in either the National or state legislatures.

This war has brought out the deeper, better feelings of the country and is demonstrating that patriotism is common property and that there is plenty of it. Radical elements in politics fostered in the minds of the President and his cabinet unjust and unfounded prejudices against capital, as represented by the large banks and corporations, but the war has partially changed all this. Industry and banking could no more hold aloof from participation and co-operation in winning the war than our soldiers could help going to France. Sensible men cast their prejudices aside and the announcement that Frank W. Vanderlip, President of a \$50,000,000 National bank, has placed his services at the disposal of the Government, is the climax of the situation—the cap sheaf of the golden shock. Finance, industry and the National administration have struck hands for the accomplishment of the greatest, gravest, most monumental task ever undertaken in the history of the world—the winning of the war now being waged by the Kaiser for his personal aggrandizement.

The war is the dominating factor in business and no calculations can be made in any branch of business

## 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

# Your Executor

## Why Appoint a Trust Company?

### BECAUSE—

It is a permanent institution.

It is never sick or off duty.

It specializes in trust business.

Its sole aim is to carry out the terms of your will efficiently and without prejudice.

There are other reasons which can be found in our booklet on Descent and Distribution of Property.

Send for Blank Form of Will

## 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.

without taking this into consideration.

No matter how drastic its provisions, the war tax law will have a stabilizing effect on business for the reason that the worst is now known and the country can adjust itself to conditions created by it. The excess profit tax is particularly important, now that the conference bill provides for an exemption of from 7 to 9 per cent. (according to pre-war profits) on income from "invested capital," plus a flat exemption of \$3,000 profits and then adjusts a tax based on the percentage earned from such invested capital as follows:

20 per cent. on first 15 per cent. after deducting exemption.

25 per cent. on excess between 15 and 20 per cent.

35 per cent. on excess between 20 and 25 per cent.

45 per cent. on excess between 25 and 33 per cent.

60 per cent. on excess above 35 per cent.

In case of a corporation with a capital of \$100,000 earning \$50,000 a year, the tax would be on an exemption of 9 per cent. or \$9,000, plus \$3,000 flat exemption. This would leave a taxable surplus of \$38,000. The bill provides as a first step for a tax of 20 per cent. "of the amount of the net income in excess of the deduction provided for hereinafter and not in excess of 15 per cent. of the invested capital for the taxable year."

Difficulty in interpretation hinges on whether the 15 per cent. comes after the deduction or is a limit from which the deduction shall be subtracted. It seems obvious that the exemption of 7 to 9 per cent., as the case may be, plus the \$3,000 flat exemption, affords the deduction to be made from 15 per cent. earned on "capital invested," on the remainder of which the 20 per cent. rate of tax shall be applied.

In the case of the hypothetical corporation mentioned, the total deduction from 15 per cent. earned, would be 9 per cent. or \$9,000, plus the \$3,000 flat exemption, a total of \$12,000, leaving \$3,000 out of the first 15 per cent. or \$15,000, as the item subject to the first step in the tax. The table would then be as follows:

20 per cent. on an exemption of \$3,000 equals \$600.

25 per cent. on 5 per cent. of \$100,000 or on \$5,000 equals \$1,250.

35 per cent. on 5 per cent. of \$100,000 or on \$5,000 equals \$1,750.

45 per cent. on 8 per cent. of \$100,000 or on \$8,000 equals \$3,600.

60 per cent. on balance of \$17,000 equals \$10,200.

Total excess profits on \$38,000 equals \$17,400.

With the usual facility for befogging people in tax legislation the law is ambiguous in some of its provisions which are susceptible of several interpretations, with the result that the Internal Revenue Department in its decisions sometimes resolves itself into a legislative as well as an administrative body. This is also true of the exemption clause after the war bond and certificate bill. It looks as if it would take several "Philadelphia lawyers" to unravel the tangle.

The same tendency toward asininity is shown by our State Legislature. At the last session a chapter was added to the village election law taking immediate effect in May, 1917. As the laws are not printed for some months after the close of the session, but few knew that in special elections for bonding purposes, it was decreed that the polls remain open from 7 o'clock in the morning until 8 o'clock in the evening. The old law specified from 7 a. m. to 5 p. m. Several villages in blissful ignorance of the change in the law, held special elections to vote bonds, holding the polls open on the old schedule, with the result that when the proceedings were submitted to attorneys for the purchasers, new elections were demanded in order to make legal the proceedings authorizing the bonds, the expense of which was, of course, borne by the tax payers.

Paul Leake.

#### THE PARADE.

Written for the Tradesman.

They're coming in bright array  
Not for the battle fray  
But Springtime; every year  
They're certain to appear  
With regularity  
Some master must there be.

They come in wood and glen  
In swamp and moor and fen,  
You see them everywhere  
By road and stream; and there  
Do beautify the earth,  
Give fragrance, joy and mirth.

Arbutus leads the host—  
The flower we love the most—  
Spring Beauties in the shade  
Where woods the mold has made,  
Hepatica's rare grace  
Of leaf and flower apace.

The Dicentra there is seen,  
Or Dutchman's Breeches, e'en  
Still better Squirrel Corn;  
By moss grown log each morn  
Through all the month of May  
The Jack-in-the-pulpit pray.

Now—violets do share  
Their beauty everywhere;  
While under all the trees,  
Which drop their autumn leaves,  
The Trillium is found—  
Both pink and white abound.

With head so modest hung  
Blooms now the Adder Tongue;  
By bog along the stream  
The cowslip's golden dream.  
Its usefulness no less  
Than chummy water cress.

And through the forests gray  
The Shad now welcomes May,  
Of more commanding sheen  
Wild cherries soon are seen  
And the floral army grows  
'Till bivouaced 'neath winter's snows.  
Chas. A. Heath.

#### A Future Statesman.

All the talk of hyphenated citizenship has evidently had its effect upon a Grand Rapids youngster, American born, who recently rebelled fiercely when his Italian father whipped him for some misdemeanor.

"But, Tomasco," said one of the family, "your father has a right to whip you when you are bad."

Tomasco's eyes flashed. "I am a citizen of the United States," he declared. "Do you think that I am going to let any foreigner lick me?"

#### For Prompt Payments.

Street-car fare is allowed to tenants who call in person with rent before it is due, by an Eastern real estate agency. The inducement, slight as it sounds, is most effective in those sections where the rents are not large. It is more than paid for by the noticeable saving in a collector's time.

## 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.

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

## 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.

### Clearance of Checks.

The plan of check clearances approximating a par basis that has been brought about by the regulations of the Federal Reserve Board has led several banks, especially some of those not included in the reserve system, to devise ways in which to escape the par collection regulations of the Board and defeat the whole plan, according to the current bulletin of the National Association of Credit Men.

"The result," the bulletin continues, "is that our members complain that they receive every now and then checks marked with certain collection conditions such as 'Not collectable through a Federal Reserve Bank,' or 'Payable only at any bank member of a certain clearing house,' usually one located in a small city. The rules of this clearing house very likely would require the collection of a charge for the payment of a check.

"We believe that the efforts of the Federal Reserve Banks should have the solid support of business, as well as of the banking interests of the country, and that as an effective method our members should refuse to accept checks in payment of accounts when marked with such conditions as have here been cited. They should explain to customers why the refusal is made, so that the commercial interests of the Nation generally shall appreciate what the opposition to the Federal Reserve collection plan means.

"By giving a clear-cut explanation to customers why checks with objectionable conditions attached are unacceptable, we will perform an important business service. We recognize that the bankers do not all see this matter from one viewpoint, but we feel certain that, as the new reserve plan gets into full operation and is better understood, the value of having our checks in settlement of accounts passing from one locality to another with the minimum of expense and complete freedom from taxation will be generally acknowledged."

### Co-operative Delivery System a Success.

Washington, Oct. 8—A study of co-operative delivery systems, undertaken several months ago by the Commercial Economy Board of the Council of National Defense, has shown that such systems have commonly saved from 40 to 50 per cent. in investment and operating costs as compared with the individual systems replaced. The first results of the investigation, covering co-operative systems in forty-seven cities and towns, have just been made public by the board, together with a number of practical suggestions on installing similar systems.

Of the forty-seven cities and towns studied, the board found that the co-operative plan had been a success in thirty, failure in five, and doubtful as to results in twelve, largely because the systems in the twelve places had only recently been installed. These cities and towns are located in twenty different states and range in population from less than 1,000 to more than 200,000.

Several factors, the Board states, contribute to the saving which generally results from co-operative deliveries. Depreciation charges on vehicles are generally reduced because, instead of several wagons or trucks covering a single district at

the same time, one does the work. Several supervisors are replaced by one and a unified and more economical planning of routes is made possible.

The five suggestions made by the Board are intended to help merchants who are not experienced in organizing and carrying on co-operative deliveries to avoid the pitfalls which have generally been the causes of failure.

First, the Board says, particular pains should be taken to obtain impartial valuation of the equipment turned over by the co-operating merchants. In some cases old harness and old wagons have been given in at figures far exceeding their true worth.

Second, the Board suggests that merchants planning to co-operate consider the advisability of establishing a central station where parcels can be brought and grouped, according to routes, where C. O. D. collections can be turned in, and where all the business of the system can be concentrated.

The Board's third suggestion is that all details connected with C. O. D. orders be worked out with great care. This is one of the most important problems. It requires for its solution responsible drivers, a special accounting system, and a definite agreement with merchants as to when they may expect returns.

Fourth, there should by all means, the Board declares, be a competent executive in charge of the work.

The fifth suggestion is that when a co-operative system takes over delivery work for any merchant, under the usual plan of a flat charge for each delivery, it should be understood that all deliveries are to be handled through the co-operative system, and that there are to be no separate deliveries by the merchant.

The Board is continuing its investigation with a view to making available still more complete and comprehensive data on the subject. It is now prepared, however, to supply advice and information in some detail to associations and individual merchants who are considering the establishment of a co-operative delivery system. Enquiries may be addressed to the Commercial Economy Board of the Council of National Defense, Washington, D. C.

### To Prove the Food's Clean.

Cleanliness in preparing good food is about the best argument a restaurant can use to turn prospects into customers. In one Nebraska hotel the restaurant has grown fairly famous for its delicious fried chicken and it has done it by "showing" customers on this point of cleanliness.

The kitchen where the orders of chicken are prepared is not located simply "somewhere behind the swinging doors" through which the waiters go. Instead, the manager has brought this part of the kitchen up front. It is right near the entrance to the restaurant; and through a vine-covered window, guests can look in upon "Aunt Dinah" in her cheerily lighted immaculate quarters. She may be taking a pan of steaming hot biscuits out of her oven, or perhaps she is just "dishing up" an order of choice pieces of chicken done to an appetizing brown.

If you like fried chicken with hot biscuits and gravy it's ten to one you'll never patronize any hotel in that town except the one where you can get "Aunt Dinah's" and see it prepared right before your eyes.

James H. McCullough.

## 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

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

**Essentials Necessary to Make a Contract Legal.**

Every contract must contain certain things, viz.:

1. Valuable and sufficient consideration.
2. Legality of object.
3. An offer and acceptance or an agreement.
4. Absence of fraud.
5. No duress.
6. Competent parties.

**Consideration.**

It is true that, generally speaking, a contract under seal need have no consideration. The origin of this is traced back to the days when the sealing of a contract was a very important matter. To-day you buy a box of seals for 10 cents and the thought that a party must take care and deliberation before sealing any document is no longer existent. It is better to rely absolutely on a definite consideration clause which will make "the mutual covenants and agreements" part of the consideration.

**Legality of Object.**

Any contract which has an illegal object is obviously illegal itself. A contract to commit crime is worthless. In criminal law a contract agreeing not to prosecute a party who has committed a crime is in itself a crime, viz: compounding a felony.

**Offer and Acceptance.**

Every contract must have an offer and an acceptance or else a mutual agreement. This needs no explanation because it is the very reason of the contract.

**Absence of Fraud.**

Every contract can be declared void if fraud can be proved. In actual practice fraud is one of the most difficult things to prove. Mere misstatement of fact is not fraud. There must always be deliberate intent to defraud. Intent is in many cases obvious and yet it cannot be proved. A party might make a promise to do certain things and might never really intend doing them at all and yet it would be a difficult matter to prove that intention.

You might be told only a part of the facts and the defendant might claim that he had no knowledge of the untold facts at the time the contract was made, and you would find it difficult to prove what he knew, or did not know. Fraud, however, is the one thing which will upset any contract if proved.

**No Duress.**

Duress consists of threatening either the party, his wife or his family with violence or imprisonment. No contract made under duress is valid or enforceable.

**Competent parties.**

Competent parties exclude insane people, infants and married women, alien enemies, drunken parties, etc. The parties to a contract must be of age and must, in short, have legal capacity to make a contract.

**General.**

If every contract was prepared so that no dispute as to its interpretation was possible a large percentage of cases brought before the courts would be eliminated. Usually misunderstandings and ambiguities are

responsible for court proceedings, and it is a good axiom to say that no contract can be too explicit and too clear in its meaning. The courts will always try to arrive at the true intention of the parties concerned, and the decisions handed down will be the result of their understanding of the intention. Great care should always be taken to see that two clauses do not conflict with one another, thereby rendering both open to question.

When contracts are made in duplicate, state so and also when in triplicate or quadruplicate.

It is an excellent plan to have a typed copy of all contracts made to be used around the office. The original will be placed in safety deposit boxes or at the bank. This prevents loss and keeps the original contract in good condition.

In conclusion I would try and set right a very popular misunderstanding regarding contracts made on Sunday. Generally speaking it may be laid down that a contract made on Sunday is quite legal except where a statute specially prevents, but a contract to be performed on Sunday is always illegal.

At common law a contract made on Sunday is as valid as if made on any other day. Edmund Walker.

**The Greatest Asset of the Employee.**

Elbert Hubbard, in an epic on business loyalty, once wrote, "If you take a man's money, for goodness sake be loyal to him."

A text it will pay the climbing salesman to take to heart.

Disloyalty is a canker that destroys the person who harbors it. Every man under salary or not is working only for himself. Ordinarily he gets back what he gives. If he develops a grouch against the house and does as little as he can and gets by, he may harm his employer, but he harms himself infinitely more.

The man who is loyal in deed as well as in thought, who dedicates himself to the good of the store, who lets loyalty find expression in punctuality, conservation of time and full carrying out of his duties will find that such loyalty is rewarded.

If the man for whom he works is blind some one else generally sees and recognizes the worth of such service.

**This Year's Model.**

The fussy old gentlemen asked the chance traveling companion: "Have you any children, sir?"

"Yes, sir; a son."

"Does he smoke?"

"Ah, sir, he never so much as touched a cigaret."

"So much the better, sir; the use of tobacco is a poisonous habit. Does he frequent clubs?"

"He has never put his foot in one."

"Allow me to congratulate you. Does he never come home late?"

"Never. He goes to bed directly after dinner."

"A model young man, sir; a model young man. How old is he?"

"Just six months."

Our grand business is, not to see what lies dimly at a distance, but to do what lies clearly at hand.—Carlyle.

**Open Letter to Charles M. Alden.**

Grand Rapids, Oct. 9.—My attention has been called to the fact that the local mutual insurance company of which you are President is using a rider containing the obnoxious word "concurrent" which was devised by the stock fire insurance companies as a trick to trap the unwary.

The use of this word has been unanimously condemned by the Retail Grocers and General Merchants' Association of Michigan by the adoption of the following resolution:

Whereas—The word concurrent on insurance riders is not necessary to conform to any law or court decision; and

Whereas—It is maintained solely to annoy and embarrass the insured in the event of loss by fire; therefore

Resolved—That we refuse to accept any policy bearing this obnoxious word of uncertain meaning and fearful portent in the eyes of the insurance adjuster.

I have had several of your policies submitted to me for examination and report and have been compelled to advise the holders that the interpolation of this word in the riders invalidates the policies.

My suggestion is that you destroy the riders you have had printed with this word in and substitute therefor a form which will be fair to your patrons as well as your company.

E. A. Stowe.

**Under No Obligations.**

The teacher sought by every known means to stimulate her small pupil's somewhat undeveloped sense of gratitude.

"Now, Charley," she said, "ought you not to be very much obliged to the cow for the milk she gives you every morning?"

"Oh, I don't know," said Charley, "she has no use for it herself."

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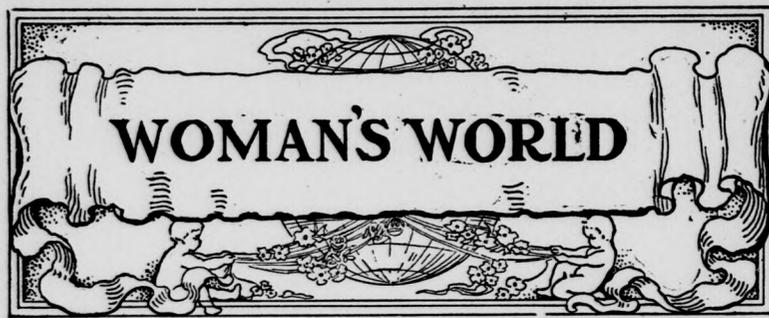
You cannot own a better investment than the stock of the Petoskey Portland Cement Co. With the volume of business it is now doing and with the number of orders for crushed stone now coming in, the company is literally swamped with business. In fact, it could at this time sign contracts with three concerns for 500,000 tons of crushed stone per year, but will be unable to do so until next spring, when it will have its slip and stone docks completed. Investors who contemplate purchasing this stock would do well to get their orders in early, so as to secure what they want at \$10 per share. The price will positively be advanced to \$11 per share January 1, 1918.

**Deuel & Sawall, Inc.**

Financial Agents

Murray Building

Grand Rapids, Michigan



### Your Relations With Your Absent Children.

"Daughter, you are now 18, ready for college, and I hope ready to take your place in the new world to which you are going. It is now your part, alone, to show what you are made of, and what sort of place you can make for yourself. I have done all for you that I can."

"But, mother!" gasped the daughter, "you surely haven't finished with me?"

"No, not exactly, but I feel that my part in forming your character is quite finished. If by now you have not developed a strong character, a feeling that you have something within yourself to help you along, I fear you never will. Anyway, I can't give it to you if I have not done so already."

This conversation between herself and her own mother was related to me the other day by one of the finest women that I know. And she added:

"I never felt so queer in my life—as if I had been pushed out into deep water and told to sink or swim, alone. But it certainly left me with the impression that if I didn't make good it would be a discredit, not only to my parents, but to myself."

Now that the sons and daughters have left home for college, and the relationship between them and home never again will be quite the same, how is it with their relationship to you? How do you feel about it? How do they feel about it? Have you been to them and done for them all that you could? Have you led them into the kind of self-reliance that will keep them strong and safe? What sort of connection abides between you as they take their first steps now in the world of which they have become a part? Have you fitted them to get along without you, and at the same time kept a chord of harmony and sympathy to vibrate even when your only communication will be by letters?

The bond between parent and child ought to continue very close when the boy or girl goes away to school; but when at 18 he or she goes to college there should be a distinct recognition of the fact that the time has come for a large measure of self-management, self-government. For his or her own good the youthful man or woman should be left to govern activities and make even pretty important decisions. At that distance the parent cannot go on as if there were close touch, even if it were desirable.

You want your letters to be full of home news, and son's or daughter's

to you to be full of the college doings, studies, athletics, social activities, and so on; but it is time to stop fussing about details. For one thing, you must make the impression, if you never did before, that you are big, that you have neither desire nor necessity to nag and fuss and worry about trifles. I know boys and girls who almost dread to receive mother's letters, because they invariably are full of petty commands and complaints and worries—attempts to keep on with the kind of trivial oversight from which they are at least by physical absence set free. If your home training has been of the right kind, they are perfectly capable now of taking care of themselves in the minor matters of daily life. If it hasn't, it is too late now. To be sure, I realize perfectly that if you are a "natural-born" or habituated fusser, you will be one to the end of your days. But by a little effort you can keep the fussing out of your letters.

Your relations with your absent children now ought to be more and more that of a warm friend, writing intimately about everything, and showing the keenest interest in their doings and thinkings and aspirations; but quite as often consulting as being consulted. If you haven't tried it, you can have no idea of the fine result upon your relation with your nearly grown son or daughter of your writing for advice about something that interests you both. It is your open recognition of the fact that they are on the eve of maturity, and that you value their judgment.

I have recently had a peculiarly good opportunity to watch the relationship of a mother and son who seem somehow to have very little in common. They never seem to be able to "get together" about anything. All the time they are managing to hurt each other because they never take each other in the least intimately. At one time, when the lad needs "mothering," she treats him as if he were a middle-aged man, at best a distant relative; at another, when there is opportunity for self-reliance and exercise of judgment upon his part, she acts toward him as if he were a child. While he was at college, she wrote to him intermittently, and usually on the strictest basis of tit-for-tat. "I write to him when he writes to me," she said to me once.

There was a horse, an old family pet, of which the children were deeply fond. The boy used to write about him from college as he wrote about members of the family. I recall that one of his college themes, a really beautiful composition, was about that horse. This summer the mother sold

that horse, without consulting or even informing her son. By the time he heard about it, weeks had passed. A small thing, perhaps, and she had every legal right to do it; but what do you think it typified as to their relationship, and what do you think it did to that relationship? Happen to know the answer to both questions. For the boy told me about it, and made no secret of his feelings.

It is better, but not much better, to treat your nearly grown children as if they were still merely your children. To keep the bond too close is better than to keep no bond at all; but when are you going to set them free? Whose fault is it if their judgment cannot be trusted? Who is to blame if by this time they have not,



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No scooping, no weighing, no wrapping, no waste—the neat, sturdy packages are always ready to sell. Domino Granulated Sugar satisfies your customers because it is high quality clean cane sugar protected by carton or bag.

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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

or better are not, fine, strong reliable characters, beginning to take the place of men and women in the world? When do you expect them to begin?

The early mental and moral environment that you gave your boy or girl has established a certain spiritual background, a certain soil, so to speak, in which his life will grow. The persons and activities which surround him now that he is thrown with other people serve to test all the work that you have done throughout the years of childhood. If in his own home he has learned to give and take, to do things with you and with the others of the family with mutual consideration, and at the same time with upstanding personality of his own, he can be trusted to do teamwork in college, and choose right paths and make right decisions. The more self-reliant he is there, the more credit to the work you have done in the past. If you have brought up a sheltered, weak, timid offspring who cannot be trusted beyond the length of his mother's apron-strings—how will it go with him when mother and her apron-strings are no more?

Up to this time he has taken your ideals and standards, in life and religion. Now he is out in the big world, meeting students and professors, men of varying mind and point of view. He must choose for himself. Do not be alarmed if he seems to be thinking along lines unfamiliar to you. If you grounded him deeply in sound things, he will not go far astray. In any event, if his mind and character are worth worrying about, he must find and make his own choices in these matters, too. There is no moral action worthy of the name when the individual does not have freedom to think things out and choose ways for himself. If your relations with him at home were right and sound and strong, nothing that you gave him will be lost in the long run.

This working out of ideals by each individual is the big business of life. Our part is to have given them before this time high ideals to imitate and live by, good companions and the taste for them, well-aimed desires and aptitudes, responsiveness to the highest impulses. Whether in the former days you did well or ill, now comes the time of test. See to it that the relationship you maintain now encourages all that you did to make the boy or girl start forth with good courage to make good, while at the same time preserving the bond between you. Prudence Bradish.

#### The Song of the Slacker.

Somebody else can march and drill,  
Somebody else the soil can till,  
Somebody else can foot the bill,  
Somebody else, Not me!

Somebody else can lead the van,  
Somebody else the void can span  
Somebody else can be the man,  
Somebody else, Not me!

Somebody else can die for "Right,"  
Somebody else can master "Might,"  
Somebody else can make the Fight,  
Somebody else, Not me!

Somebody else can give their Sons,  
Somebody else can man the Guns,  
Somebody else can meet the Huns,  
Somebody else, Not me!

Somebody else can face our foes,  
Somebody else can bear our woes,  
Somebody else can breast the blows,  
Somebody else, Not me!

#### LICENSED CHARITIES.

##### How the Public Is Protected Against Imposters.

Ann Arbor, Oct. 8—Probably never in the history of our country have merchants been solicited for money for the upkeep of churches, charities and philanthropies of all sorts more than at the present time.

The writer has been a solicitor of a State charity over two years and comes in touch with men in cities and villages engaged in all sorts of industries and professions. He is, therefore, in a position to feel the public pulse probably as well as any person in the State. Touch a man's purse and you have a very delicate job on hand if you succeed in keeping him in good humor and go out of his presence with either a donation or, at least, a feeling on his part that your cause is a most worthy one, and regrets at not being able to give something toward helping along the good work you represent. Were all purses as large as hearts, the care of the unfortunate would be a very easy matter. The time was when solicitors could, if they wished to be dishonest, put 50, 60—yes, even as high as 90 per cent. in their own pockets.

The State Board of Corrections and Charities realized that the public needed protection and, consequently, examined all organizations dependent on voluntary offerings for their support. Two years ago last July all charity organizations were examined and those found worthy of support were given licenses. Since then very few have ventured to solicit without licenses, as the penalty is far from agreeable, as some found to their sorrow, as they had time to repent in Jackson prison.

There are fourteen licensed charity societies privileged to solicit in Michigan, as follows:

Star Commonwealth for Boys at Albion.

St. Vincents Orphan Home at Saginaw.

House of the Good Shepherd at Grand Rapids.

Society of St. Vincent de Paul at Detroit.

St. Johns Orphan Asylum at Grand Rapids.

Good Will Farm Association at Houghton.

Michigan Children's Home Society at St. Joseph.

Michigan Hospital School—a consolidation of the Michigan Child Welfare League and the Van Luvembrown Hospital School at Detroit.

The Handy Home at Jackson.

Chicago Industrial Home for Children at Chicago.

The Newport News Training School, Inc., at Newport News, Va.

Evangeline Home and School for Girls at Grand Rapids.

Psychopathic Hospital Association at Cutlerville, near Grand Rapids.

Salvation Army Rescue Home at Detroit.

These fourteen organizations are all known to be worthy of all the support they can get. Most people are charitably inclined, especially when children are involved. Nothing touches the heart like an orphan or physically defective, helpless child. I am often asked why the State does not do all this work. My reply is, "Why burden the State with the keeping up of these fourteen organizations when the general public voluntarily and cheerfully gives enough to maintain them? Take from men the opportunity to participate in dispensing charity and you deprive them of the very thing which keeps them kind, gentle and loving in their dispositions."

When solicited, some men pleasantly and frankly state that it is an utter impossibility for them to donate. It is a very poor solicitor who ever asks for a donation or even shows disappointment or temper at not securing a subscription. If he properly presents his case and shows his State

license, which of itself is an endorsement of the cause, it will not be necessary for him to ask for a donation, because it is only necessary to show a subscription list and down goes name and amount and the subscriber feels as though a favor had been conferred on him. The psychology of being a good solicitor is in leaving a man as cheerful when nothing has been given as though he had received a check for \$50.

"Watch your step." Keep this copy of the Tradesman where you can lay your hand on it at a moment's notice. If approached by a solicitor, ask to see his license. If he cannot produce it, turn to the list of charities licensed, and if his alleged society does not appear among the fourteen, send him (or her) to Jackson. Every merchant is willing to help the worthy charities. "Watch your step" and don't give away more in a year than you can afford to. Solicitors with licenses are worthy of courteous treatment and should receive it, even as they are courteous. Always smile. It won't hurt much and you and the solicitor will both be happy, even if you have not been able to contribute to the work he represents. S. I. Howard.

##### Highly Educated Spiritual Rottenness of the Germans.

"These things indicate a highly educated spiritual rottenness," recorded a magazine writer the other day, in describing the indignities which are heaped on French and English prisoners by the civilian population of Germany. In all cases prisoners being conveyed by train for internment in the interior of Germany are met at each stopping place by crowds of German women who spit in the faces of the prisoners and besmear them with human and animal excre-

ment. No food or drink is furnished prisoners for days at a time. Although there is water running from the taps at every station, the prisoners are denied water. Red Cross German nurses go to the taps, obtain pitchers and pails of water and pour it on the ground within a few feet of the men whose tongues are literally hanging out of their mouths because of thirst. Men burning up with raging fevers are tantalized by having containers of water held to their lips and then emptied on the ground.

When the prisoners are finally landed at the prison camps, they are starved, frozen, bitten by dogs, kicked and bruised by brutal German keepers and subjected to the greatest indignities which the brutal mind of the German fiends can conceive and execute—including emasculation. Nothing to compare with this conduct has ever occurred in the history of the world. No people described in the pages of history—savages, barbarians or cannibals—have ever descended to the depths of depravity which the German people of the present day have reached. They resort to practices which would be scorned by the lowest devils in hell. There is no hope for the future of the world so long as there is any chance for the fiendishness and moral rottenness which has taken possession of every resident of Germany—men and women alike—to obtain the upperhand. Unless the Germans are completely crushed in the present conflict the decent people of the world might as well get off the earth.

### "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 your exhibit space rapidly. Therefore—HURRY.

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

#### IMPORTANT

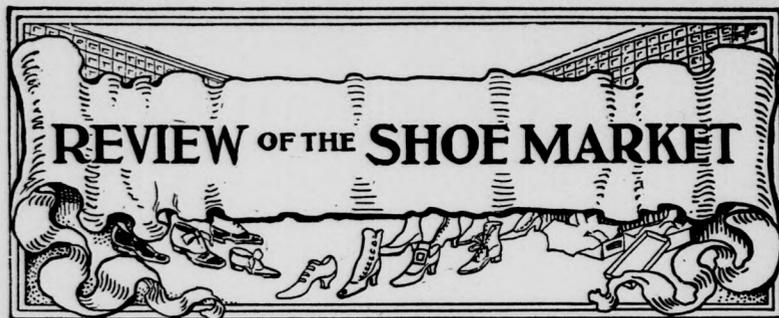
Only one or two of a kind of food products exhibits will be accepted, as we cannot spare the room of the 50,000 square feet of floor space we have for any more; besides, one exhibit of each line will illustrate our one hundred point food and thrift conservation campaign just as well as a dozen of each 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



### Function of the Shoe Dealer in Distribution.

Written for the Tradesman.

To get at the kernel of the message in this communication, I shall begin by telling the story of how it fared with one shoe manufacturer who tried to eliminate the retail shoe dealer.

Some years ago, when he was about 30 years old, he was a foreman in a factory making high grade shoes for men.

He was a pretty good foreman as foremen go. But unfortunately for himself, as it worked out, he got an ambitious bee buzzing in his bonnet. He wanted to become the whole works in a little shoe factory of his own.

He didn't have much money to put into the business—possibly not over \$5,000, but he was willing to stake himself to the limit; and, being a man of excellent presence and a good talker, he believed he could organize a company and dispose of sufficient stock to get a new business on a paying basis.

So the company was organized, and some \$50,000 of the stock was sold. It was bought by his friends and acquaintances of the community. A nice little concrete factory building was put up, the machinery installed—not much, to be sure—but enough to make a beginning.

They planned to make shoes for men only, and of course could not have a great variety of lasts or leathers, for they were starting in a small way.

But such lasts as they had were good ones. They covered a range of some twelve styles put out in three or four different leathers, and in shoes or low-cuts as desired.

The stock was carefully selected—the president of the company being a good judge of shoemaking materials. And the shoes were well made. He had a tip top man at the head of his mechanical department.

The plan of the enterprise was to sell direct to the consumer, making each pair according to individual measurements and making them finished in detail according to the customer's wishes. Agents were sent out to take orders, and orders were solicited by mail. The concern advertised in the local papers and did quite a lot of direct advertising. They sent out circular letters and catalogues.

The advertising was rather clever. It played up strongly the importance of accurate fitting, and recited horrible instances galore where human feet suffered all manner of tortures because the feet had been carelessly fitted. It stated that an agent would

call and personally take the measurement, or, if one lived out of town, he could measure the foot for himself. A card for such purposes was inclosed in the catalogue. It marked the place to put the heel of the foot and instructed that a lead pencil outline of the foot should be drawn on the card, beginning at that point.

And then it told about the different essential measurements with the tape—the measurement about the ball of the foot, at the instep and waist, etc.

In addition to this, it devoted quite a lot of space to an argument against overhead; and sought to prove to the prospective customer that the local shoe merchant is unnecessary. It proposed to save the customer all this overhead.

As all this happened before the war broke out—five years before—prices were less than half what they are to-day. The firm proposed to sell its shoes at from \$3 to \$4.50 a pair.

And those who bought their shoes at these prices assuredly got good values. The shoes were certainly well made. And they fit. Perfectly they fit. And they were comfortable. Satisfactory were they in every way.

But the business failed.

Why?

Because it proposed to eliminate the retail shoe dealer. And that cannot be done.

It took a tremendous lot of newspaper talk to convince a customer. It required a lot of direct advertising to make one sale. And every order taken by an agent who did soliciting, cost an agent's commission. In spite of the fact that the scheme lauded the idea of eliminating overhead, they had their overhead just the same. It was probably as large (if not actually larger) than that of the average dealer.

Once they failed and re-organized, then they failed again. Whether they try it once more is doubtful. Local investors are beginning to become wary. I don't blame them.

Any scheme of shoe distribution that proposes to eliminate the retail dealer is economically unsound. It may look easy and sound plausible, but it won't stand the acid test. It has been tried time and again. Always it fails.

Good fitting is essential to proper shoe distribution all of us must admit. The retail shoe dealer admits it as frankly as anybody else. And, if he's a good merchandiser and a progressive man, he's doing his level best to improve his service at this point and make it just as nearly error-

## A Good Shoe for the Money, but it is more The "Bertsch" Goodyear Welt Shoe for Men

has demonstrated its superiority in every way.

Thousands of first class dealers are enthusiastically pushing the sale of the "Bertsch" shoe line today.

In all parts of the country, thousands upon thousands of men in every walk of life are demanding the "Bertsch" shoe from their dealers.

The reason is simple. Each and every one of them have been so impressed with the comfort and service-giving qualities of the "Bertsch" shoe line that they will be satisfied with no other.

The "Bertsch" shoe won its reputation through its uniform wearing qualities. These will remain so.

You can recommend the "Bertsch" shoe line to your trade—Because it IS the best comfort and satisfaction giving line offered you to-day.

THEY WEAR LIKE IRON

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## Logan Shoes Still on Top

### The Leading Money Saving Line

### You Can Save by Buying These Great Specialties



No. 452 Blucher

and

No. 461—Men's Brown Cordo Bal, English last @ \$3.00

GREAT VALUE TO-DAY

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Gun Metal Stock with  
Dull Goat Top

Rinex Fibre Soles

Goodyear Welts

No. 452 Men's Blucher  
No. 453 Men's Button  
No. 451 Men's English bal

\$2 60

proof as he possibly can. He is prodding his salesforce up along this line, and laying down the law to them.

And, in view of certain advantages which he possesses over the distant mail order concern or the remote direct-to-consumer factory, he is in a better position to render adequate fitting services than these people can be possibly. He knows his people personally. Many of them have dealt with him for years. And, moreover, there are the feet right before him. That's strong point number one. The second is his stock right there on his shelving—shoes assembled from the several factories from which he buys—selected with a view to supplementing each other. Some of them carry length, others width; some are built on straight lasts, others on lasts of more or less swing. The customers can look them over, try them on, stand up in them, flex his toes backward and forward, size them up in the mirror, and decide, as an intelligent man with all the evidence before him, just what he should do; which pair he should secure in order to get the thing he really needs in a pair of shoes.

And long service at the fitting stool has made your shoe dealer and his clerks proficient. They have acquired the knack. They can express opinions that carry the weight of authority; they can give advice that is almost professional in its nature, so highly technical has been their training.

All sorts of improvements may be made in shoe production. We may have better lasts, and fresh styles year after year—each seemingly more attractive than which has gone before; and the materials of which shoes are made may be refined ad infinitum—but we'll still have to retain the little old red shoe store around the corner. That's the logical place for the people of that community to go when they want shoes. It's convenient. It's a nice little place in which to shop. And the people know the dealer and salespeople. And they know they'll find there the very latest and niftiest thing in footery. And, these things being so, they'll keep coming.

The function of the retail shoe dealer is perennial. Cid McKay.

**Various Kinds of Planners.**

The man who can see no further ahead than the present is mentally blind.

The man who can plan for a year is a general.

The man who can plan for a lifetime is a genius.

The man who can plan for generations yet to be is a seer, a prophet.

There are business and professional men to-day who are so gaining the confidence and so thoroughly satisfying their patrons that they are practically ensuring the patronage of the children of their present patrons.

Yes, they are even going far towards ensuring the patronage of the children of their patrons' children.

Thus are they planning their work for generations yet to be.

**Shoe Sales Larger in Dollars.**

In the vortex of agitation over economies to be practiced during the continuance of the war, the shoe and leather people have been thrown. Six months ago the Commercial Economy Board called to Washington a number of representatives of the trade and urged them to make none but black shoes, and those not more than six and one-half inches high. The idea was to save leather. The shoemakers urged that there was plenty of leather, and that to do as the board wished would destroy the business of about one-third of the retailers of the country. On this statement the matter was put in abeyance for six months to enable retailers to move their stocks and the manufacturers to fill the orders they had taken. The other day another conference was held. Manufacturers reported a large reduction in the number of styles they were putting out, so that in 1918 there would be only ninety-four styles of women's shoes, instead of the 173 there were in 1916, and, of men's varieties, only 112 in place of the former 175. If the styles dropped are those which have been giving so much trade to chiropodists, the whole country, aside from them, will be thankful. Apart from this the action taken, so far as the adopted resolutions go, seems rather lame and inconclusive. A wider use of low shoes is recommended, as well as a reduction in manufacturers' samples, and a limitation in the use of expensive cutting leathers. Other suggestions are that manufacturers concentrate on the kinds of goods they are best equipped to make, the curtailment of the slaughter of calves, the checking of cancellations of orders and return of goods, and arranging of deliveries so that they may be evenly distributed. Nothing was said, however, as to making shoes cheaper for the consumer. Unless this is done, there will be less buying of shoes and more cobbling. Something of this kind is already apparent. Mr. Pierre Jay, Chairman of the Federal Reserve Bank Board for the Second District, called attention to one phase of this the other day, saying that "shoe sales have been larger in dollars, but smaller in the number of pairs sold, the tendency of retailers being toward reducing stocks and extreme caution in buying."

**No Parcel Post to Greece.**

Parcel post service between this country and Greece will be discontinued until further notice. The action is taken because of existing conditions which prevent the smooth operation of the service. Postmasters have been notified to refuse to accept parcel post packages for mailing to Greek points until otherwise instructed.

It is easier to prevent ill habits than to break them.

**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

**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"**

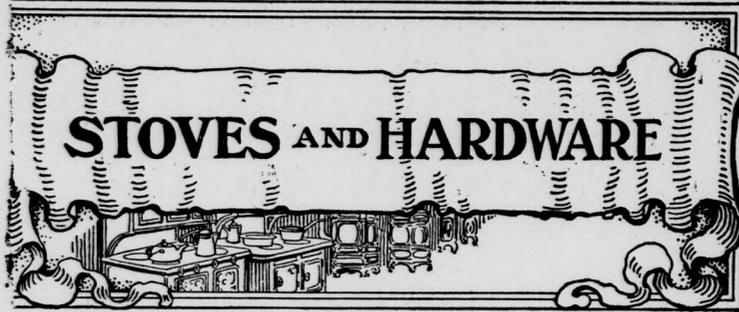
**It Is More Than a Shoe**

When it bears the Rouge Rex stamp it is a particular grade of shoe manufactured by particular people for particular customers.



- No. 482—Black Wolverine Nine Inch Blucher, Nailed, 6-11..... \$4.50
- No. 483—Chocolate of same ..... 4.50

**Hirth-Krause Co. Grand Rapids, Michigan**  
Tanners and Shoe Mfrs. From Hide to 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.

#### It Pays to Go Out After the Paint Trade.

Written for the Tradesman.

The hardware dealer who would secure more than ordinary results in the paint department must put forth more than ordinary efforts. He cannot afford to sit in his store and wait for business to come to him; he must, metaphorically and actually, go out after business.

The paint business is still an avenue of opportunity. It has developed notably in the past decade; this development is the result of widespread advertising and good salesmanship, and is merely an earnest of the results which the same agencies will secure in the coming ten years. In most communities a majority of the property owners paint only as a matter of necessity, and hence at rare intervals; the hardware dealer's opportunity lies in instilling into such people a realization of the actual value of paint from a financial, sanitary and aesthetic point of view. The man who realizes that a house rents more readily, sells for a better price, is healthier and more attractive and lasts longer, as a result of regular painting, will paint regularly.

Thus it is that the dealer who goes out after business, in the sense of stimulating public interest in paint, reaps larger rewards than the competitor who is satisfied to wait for business to come to him. The unambitious dealer relies on existing business; the ambitious dealer creates new business, and, in that very process, helps to secure the larger share of existing business.

What a difference aggressiveness can make in the retail paint business is illustrated by the experience of one small town hardware firm. One of the partners was imbued with the paint gospel, if ever a man was; he looked at paint, not merely as a source of revenue, but almost as a religion. He talked paint to his customers at every opportunity. In painting matters the community, when he joined the firm, was decidedly unprogressive. The dealer simply went out and talked paint. On dull afternoons he drove through the country, meeting farmers, finding out where paint was needed, and persuading property owners that where it was needed it was also wanted. In spare time he strolled about town, chatting with builders and house owners. He kept a close watch on new construction, wrote letters to build-

ers and owners of houses in town; got into touch with barn builders and sheet metal contractors. Although, in a small community, he met most of his clientele personally every week or two in the regular course of business, the dealer thought nothing of writing paint letters. Particularly, he wrote to country customers. This was good strategy. As a rule, country people receive little mail. A letter is often a notable event; and a paint letter, personally signed by the dealer, is sure to be read, every word of it.

In such letters, helped out by personal knowledge of individuals and their property, the dealer didn't talk generalities; he went right into specific details, giving estimates on the amount of paint required for a job, how long it would take a farmer to paint a barn with the hired man to help; just when the job could be wedged into the ordinary run of farm work; how the life of a building would be prolonged by regular painting and thereby more than reimburse the owner for the outlay. The letters were personal in the strictest sense of the word.

Whenever opportunity offered, the dealer talked paint to his customers personally. In short, his aim was to keep in direct personal touch with everyone interested in painting.

The business that resulted was something notable for a small town. Later, the partnership was dissolved, the paint man went West, his old partner sold out, and a new man took hold who knew not paint, or at least gave it little attention. The new man waited for business to come instead of going after it—and, although past customers were almost invariably well satisfied, and the same good brand was handled, sales dropped almost immediately. Right now the paint business done by that store is merely nominal; perhaps 10 per cent. of what it was when one of the men at the head of affairs made a practice of going out after business.

Personal canvassing for orders is not always feasible, particularly in large communities; but the aggressive merchant can transmute his personality into vigorous advertising, striking window display, persistent selling efforts, and novel business getting ideas.

One firm which handled paint as a side line decided to make a determined bid for rural trade. Personal solicitation, except in rare instances, was out of the question. A carefully selected mailing list was compiled, however, containing the name of representative farmers—men who were rated high financially, or were other-

## 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

OFFICE OUTFITTERS  
 LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

## 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.

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

# Pipe and Fittings

Boilers, Radiation, Valves, Covering

Steam and Water Heating Supplies

Power Plant Equipment

Complete Power Plant Installations

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

# Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

wise leaders in the community. The head of the paint department then prepared a series of picture post cards containing on the address side brief, pointed talks regarding paint. For an entire year, one of these cards was mailed every two weeks to every name on the prospect list. Each card presented a new argument. In some instances prices were quoted—sometimes the price per gallon of the paint, sometimes an estimate on a certain sized barn—but in most instances quality talks were used. One phase of painting was emphasized, and only one, in each of these post card talks. The theory of the campaign was, that the brief post card message, couched in few words and going straight to the point, would more likely be assimilated and remembered than a lengthy circular letter.

This, or the steady dinning it in which the campaign involved, boosted the annual business in the paint department to \$10,000, or a little more, and this on stock that except in rush seasons ran only a little above \$1,500.

The dealer needs to start things—new things—in order to broaden his business. But it is not enough to start things. He should follow up the start. Aggressiveness is worth very little unless backed by steady determination.

The effectiveness of any form of paint publicity lies in its continuity. One circular letter can never make a campaign, let alone a successful one. It is the constant hammering which eventually educates the recalcitrant customer to the value and importance of regular painting. The mailing list campaign must comprehend a series of letters, circulars, booklets or post-cards, mailed at weekly or fortnightly intervals, for three or six months or a year if need be. The window display must be backed by aggressive salesmanship inside the store. If you meet a man whom you are circularizing, don't hesitate to talk paint to him. Printers' ink, window space and personal salesmanship must all co-operate to make a campaign effective.

Victor Lauriston.

#### Patriotism For To-day.

Those who go into the horrors of war to maintain with valor the honor of our country and preserve the liberty of the world, shall never find the glory that is theirs, dimmed or clouded by any lack of our appreciation. But, there are millions of us who cannot go. Upon us rests the duty of sustaining them. And, of a sudden, business has become a duty. The money the very life of these boys in the trenches depends on, must, in the last analysis, come from American business. It must be big and prosperous. The niggard to-day is the slacker. The man who fails in his utmost duty as a buyer, a maker or a seller, is by just that much reducing the efficiency of the man in the trench. The press and the people must insist upon such volume of buying and selling as we never saw before, if the enormous sums that are needed shall be forthcoming. Good business is good patriotism.

William Ellis.

#### Return Goods Evil and Patriotism.

Sweeping campaigns are being launched in various cities to put a stop to the approval method of defrauding merchants and the return goods waste, the latter caused by careless buying in the majority of cases. The former evil is one that calls for drastic action, the methods employed by those who wish to put on a big front but have a small purse places the instigators in the class of common "beats."

It is not unusual to have exclusive gowns (women, by the way, being the chief offenders) sent on approval only to be returned the next day. Incidentally the previous evening, there was a society function, or theater box party mayhap. Merchants as a rule are too well versed in this phase of the business to go into further detail. The question that agitates them most is what method of procedure to take to eliminate the practice. In Detroit, there is talk of "blacklisting" those caught red-handed.

The returned goods evil is coming in for its full share of attention. Patrons have been known to return goods from two weeks to a year from date of purchase. Usually after the goods have been opened it is impossible for the average person to fold them as the manufacturers do, thus causing them to lose their freshness and subsequent loss is the result for the merchant.

Experts say there are enough men employed for delivery work in the United States to man the front line of trenches in France and enough women and girls to nurse and care for all the wounded. One-third of these employes do needless work. An amazing loss of manpower.

Greater New York stores have made a rule that, on and after August 1, no goods will be received for credit or exchange that are not offered within seven days from receipt.

By following common sense rules, women can help their country as much in proportion as the boys in the army. It isn't necessary to utilize the services of a dozen or more people in the purchase and delivery of an article that could be placed in a hand-bag without crowding the bag.

It isn't the individual incident that counts in itself, it's the aggregate large number that is serious.

A little thoughtfulness in merchandising on the part of women will be a patriotic deed on their part.

James M. Goldstein.

Two men fought a duel. One man was named Shott and the other Nott. Some said that Nott was shot, others that Shott was not. Hence it was better to be Shott than Nott. There was a rumor that Nott was not shot, and Shott avows that he shot Nott, which proves either that the shot Shott shot was not shot, or that Nott was shot notwithstanding. On trial it was proved that the shot Shott shot shot Nott, or, as accidents with firearms are frequent, it may be possible that the shot Shott shot shot Shott himself, when the whole affair would resolve itself into its original elements, and Shott would be shot, and Nott would be not. Apparently the shot Shott shot shot not Shott but Nott.



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



### Complications Incident to Maintaining a Charge Account.

Young Mrs. J. Hoppington Smith had an alliterative and overwhelming passion for two things—sweets and shopping. Because of her great liking for the former her figure had assumed proportions that could not, in all honesty, be called lithesome; her love of the latter brought her pretty close to being personna non grata in more than one retail shop and store. The reason for this was that, while she bought great quantities of things, and kept many of them, she had a mania for buying hats, gowns, coats, and what not which she had no idea of using. Consequently she returned them, and to such an extent did she carry this habit that only the size of her account saved her from commercial ostracism.

Spending most of her leisure time in the stores and shops, young Mrs. Smith naturally was exceedingly well posted as to what was what in the matter of style. Therefore when the new bustle silhouette appeared on the horizon, nothing would do but that she must follow the mode. She spent half a day at Jones' department store looking over the pretty things to be seen there, and finally came away after ordering a dress of the most ultra bustle type sent to her home.

It has been said before that young Mrs. Smith was fond of sweets, and that her indulgence in them had rounded her figure to the type which is seen chiefly in women who have reached the "comfortable age." The result was that when she bedecked herself in the new bustle dress in her boudoir even her sedate young maid could barely suppress a smile. Her "dearest friend," who was present, took greater liberties, as was her privilege.

"Oh, my dear," she advised, in a horrified voice, "take it off. Why, it make you look simply immense." One glance at the mirror was even more convincing than the shocked voice of the friend. Off came the dress, with the terse order to the maid, "Send it back."

Now, this seemed a simple thing to Mrs. Smith, even though it was exasperating not to be able to adopt the new mode. But this is what it did at the store:

When Mrs. Smith ordered the gown sent home, the clerk who made the sale took her name and address on a charge check and sent this check to the package desk, where the dress was wrapped. The address label on the charge check was then torn off and pasted on the package,

after which both the package and the check went to the delivery department, where the charge was authorized because the account was in good standing.

Having passed this stage, the package was then routed and given over for delivery. In the meantime the original of the charge check, which had been made out in duplicate by the clerk at the time of the sale, had been filed at the authorization desk. The duplicate had been sent out in the package containing the dress. But even here the transaction did not stop. Pretty soon a messenger from the auditing department came to the authorization desk and took the check, among others, back to the audit office. Here it was sorted out and put with others from the ready-to-wear department. The next morning it was compared with the clerk's book, in order to see that all charges were accounted for and that there were no discrepancies in the amounts.

And yet the matter was not ended. After this and other charge checks for that day had been accounted for they were all sorted according to ledgers by the book-keeping department. Each ledger was then debited with the total amount of charge sales made to the persons whose names appeared on it. On the day Mrs. Smith bought her bustle dress there had been more than 30,000 charge sales made, the work of recording which was by no means light.

Still the routine of the sale of Mrs. Smith's dress traveled on, and her charge check, with the others, next went to the head book-keeper's staff, who distributed them to a force of girls for folio numbering. After the numbering was completed, the checks were sorted numerically for each ledger. Following this they were sent to the book-keepers for posting, and, once posted, they were bundled up and filed for reference.

It so happens that the book-keeping at Jones' is done pretty largely by machinery, which simplifies the work considerably, but even at that every book-keeper has several hundred active accounts to look after each month. The physical labor of doing this work is by no means small, and a mental strain is present also, in spite of the mechanical accuracy of the machines. For when the posting of the ledgers is completed the total charges must agree with the amount charged that ledger by the auditing department. This agreement of totals must be assured each day, and any error results in the work being checked back by the person who makes it until it is found. If young Mrs.

## 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.

## CONGRESS TIRES

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

Yet Congress Non-Skids are moderate priced.

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

Distributors,

**Sherwood-Hall Co., Ltd.**

Ionia Ave. and Louis St. Grand Rapids, Michigan

## ELI CROSS

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

**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.

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

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

*President Suspenders*  
for comfort

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

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

## The Goods! Net Prices!

When you receive "OUR DRUMMER" catalogue regularly you always have dependable answers to these two important questions:

*What is the lowest net price at which I can buy goods?*

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

The prices are net and are *guaranteed* for the time the catalogue is in force.

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## C. M. C. Crochet Cotton

Regardless of the excessive knitting craze, the art of crocheting will be just as popular as ever.

If you desire a share of this business it will pay you to look into our special proposition.

*We are sole distributors for Western Michigan.*

QUALITY MERCHANDISE—RIGHT PRICES—PROMPT SERVICE

**Paul Steketee & Sons**  
Wholesale Dry Goods  
Grand Rapids :: Michigan

Smith had ever had to hunt for an error of this kind "at the end of a perfect day" she doubtless would not have bought and returned a dress that her own judgment must have told her she could not wear—thereby complicating the book-keeping process and increasing the chances of a mistake creeping in.

So far so good. But at Jones' the "boss" wants to be able to know at any time, on any day, just what each charge customer of the store owes. The importance of this is obvious in the conduct of a charge business, but it does not lighten the work any. For against the amount charged to any customer must each day be deducted any payments made or any credits that may be allowed in the case of returned goods. So again Mrs. Smith and others like her make unnecessary work for the book-keepers.

Now comes the time when the bills must be sent out to indulgent husbands and fathers. At Jones' these bills are made out in duplicate, the original going to the customer and the duplicate for each ledger being bound in book form for ready reference. This gives the book-keepers data with which to make out a new bill if necessary, or for price comparisons in the case of goods returned for credit. When bills are paid wholly or in part the necessary credit is given the customer on the books and the incident is closed for the time being.

There is not space enough available here to go into the details of what the other departments of the store have to do when a returned article comes to their attention, but the foregoing gives a pretty fair idea of the trouble returned goods make in the auditing departments. For not only does the process of recording the sale have to be reversed, at least in part, in order properly to credit the customer with the return, but the work of recording that particular sale is doubled by taking care of the credit in the books. Also there is provided an added chance of error in the work of making totals agree, with the prospect of some girl or man burning the "midnight oil" until things have been straightened out.

Not only is the amount of detail set forth above—and it must be said that, for business reasons, there are some points that have not been told, but which complicate the work—a reason why the return of goods should be reduced to the smallest possible limits, but it further appears that the enormous detail a charge business involves on a store is a strong argument for prompt payments of accounts. In the final analysis, it is pointed out, the charge account is not a right, but an accommodation.

The successful business is the one with a personality. Its customers may live thousands of miles from it, but when they buy its goods they feel that they are dealing with an individual. When they see its advertising it is a personal message to them from a distinct personality. This is successful merchandising.

#### Sales of Millinery.

Millinery sales in the month of September showed a considerable increase over the corresponding month a year ago, according to the bulletin of the Retail Millinery Association of America. Especially was this true of stores in this and other large cities. The bulk of the business, however, was done in the first half of the month, when the weather was particularly autumn-like. Most of the sales were made on trimmed, tailored and ready-to-wear hats, the movement of untrimmed hats showing unfavorably in comparison with sales of these goods in September, 1916.

The bulletin reflects reports from the wholesale market as to what will be "good" during October in this way:

"Narrow gros grain ribbons, principally black, and in widths ranging from No. 5 to No. 16, are reported to be the best selling items in trimmings of this kind. Various effects in fur ornaments continue good, as do tinsel and tinsel novelties. Beaded ornaments, in colors, are active sellers.

"As for shapes, smart little turbans of velvet, combined with fur, are good. Some are seen with chamois crowns. Large, hand-blocked velvet hats, with soft, draped crowns, some showing crowns of silk in the same colorings, are doing well especially in the form of pokes, sailors, and effects showing turned-up backs.

"Among the other good things are velvet or plush hats in the various fur colors, combined with electric blue, sapphire or silver and gold cloth. Velvet hats combined with beaver, and the reverse, have been selling well. The same is true of beaver hats combined with hatters' plush."

#### Old Opportunity Disguised in Shabby Garb.

A man of rather uncouth outward appearance browsed around the furniture departments of several stores in a certain city. His shopping investigation covered a period of several weeks. He did not seem inclined to buy. The salespeople appeared to avoid him, and most of them seemed pleased when he was out of their sight. He was looking at high-class decorative pieces which they believed were beyond his means and station in life; in short, he was declared crazy by one supposedly illustrious sales winner.

It took a young man in an up-town store to properly size up this gentleman. He got in conversation with him and was somewhat surprised to learn that he had traveled in foreign countries and was a collector of fine pieces, not only of furniture, but of china, laces, etc. This young salesman interested the uncouth gentleman so thoroughly that the largest single sale in the history of the house was the result.

The man proved to be a millionaire, had plenty of money and plenty of brains. Several scores of salespeople had given him what we might term the "go by." We are inclined to believe that any one of the salespeople who had slighted this man would to-day be delighted, not only to sell him some of their wares, but

to have the honor of a conversation with him for at least a few minutes.

#### High Finance.

A man went into a local store which allows 50 cents for old straw hats on purchases of new two-dollar hats and finally made a bargain for a hat.

"You give 50 cents for this straw?" he enquired of the clerk.

"Certainly, Sir."

"Well, do you mind if I take the 50 cents and have the hat charged?" pursued the customer.

#### Velvet Popular in Bustle Gowns.

Demand in the local market for velvets and velveteens is reported as being very keen. Dress and suit manufacturers are said to be large purchasers, especially of the darker shades appropriate for street wear. One reason, it is said, for the increased market for these fabrics is their particular adaptability for dresses in the new bustle effect, which is the most striking feature of the fall styles and which in spite of adverse criticism and predictions to the contrary, is said to be meeting with a high degree of public favor.

#### Making Them "Get the Feel."

Passers-by looked into a clothing dealer's window and thought "wool," for as his display he had a mounted sheep and several sheepskins. The display added force to the claim, "You get real wool right from the sheep's back when you invest in these suits and overcoats."

What is dishonorable is always dangerous.

#### Small Boy Sympathies.

He was a very small boy. Paddy was his dog, and Paddy was nearer to his heart than anything on earth. When Paddy met swift and hideous death on the turnpike road his mother trembled to break the news. But it had to be, and when he came home from school she told him simply:

"Paddy was accidentally killed today."

He took it very quietly. All day it was the same. But five minutes before he had gone to bed there echoed through the house a shrill and sudden lamentation. His mother rushed upstairs with solicitude and sympathy.

"Nurse says," he sobbed, "that Paddy has been run over and killed."

"But, dear, I told you that at dinner, and you didn't seem to trouble at all."

"No; but—but I didn't know you said Paddy. I—I thought you said daddy!"

#### He Was Shot on the Spot.

On a road in Belgium a German officer met a boy leading a jackass, and addressed him in heavy jovial fashion as follows:

"That's a fine jackass you have, my son. What do you call it? . . . Albert, I bet!"

"Oh, no, officer," the boy replied quickly. "I think too highly of my King."

The German scowled and returned: "I hope you don't dare to call it William."

"Oh, no, officer, I think too highly of my jackass."



GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Michigan

## House Bargains

There are always items in the house, odd lots, only a few left of a color-size-lot.

Not so called "Jobs," but new, bright merchandise.

Quality not sufficient to warrant men carrying samples.

It always pays to come to Grand Rapids and to make your headquarters at the

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale



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. 9—William T. Ballamy, who will be Senior Counselor of Bay City Council after the next annual election, was in Grand Rapids for the first time Saturday and Sunday. He was greatly impressed with the substantial appearance of the Second City, but was so busily engaged with Grand Counselor Hach and others in furthering the plans of the order that he had to decline many tenders of entertainment which would have increased his acquaintance with the city. Mr. Ballamy is known best to Tradesman readers as Bay City correspondent—a position he has filled with credit to himself and with satisfaction to readers of the Tradesman for many years. Speaking for himself and for hundreds of Tradesman subscribers with whom he has talked on the subject, Gabby Gleanings trusts that Mr. Ballamy will never sever his relations with the Tradesman so long as he remains a working member of the U. C. T.

"Uncle" Louie Winternitz (Fleischmann Company) finds himself in great demand during his stay in the city. Last Thursday night he was the guest of honor at a dinner party given at the home of an old friend in celebration of the thirty-third anniversary of his landing in Grand Rapids direct from Prague, Bohemia. There were fourteen covers laid and the decorations and menu were in keeping with the occasion, being distinctively Bohemian in tone and effect. Friday evening he was guest of honor at the regular meeting of the local B. P. O. E., at which time he improved the opportunity to extend his thanks to the lodge for the many courtesies shown him while he was ill in Blodgett hospital a year ago. Saturday evening he was the guest of honor at another social function, held at the home of a friend. His time is so fully occupied with demands of a social character that he hardly finds time to attend to pressing business affairs which require his attention.

John Hach looked forward to the year when he would be Grand Counselor of Michigan with fond anticipations, believing it would be a restful period of his career as a Grand Council officer. Instead of being restful, it is proving to be the most arduous year of his life, due to the culmination of so many lines of activity this year. Instead of taking a trip to Florida during the winter, as he had planned, he will remain at his post of duty and superintend the various activities he and others have launched for the good of the order. During the month of October he proposes to devote much time to the second Liberty Loan, so that the U. C.

T. of Michigan will make a creditable showing in furnishing funds for the destruction of kaiserdom. Mr. Hach recently wrote all local U. C. T. secretaries in Michigan, instructing them to send the Tradesman a weekly news letter and the Sample Case a monthly letter, unless the locality is already represented by a regular correspondent.

Traveling men can do their mercantile friends a valuable service by urging them to give more attention to their fire insurance policies, so as to secure greater uniformity and the elimination of the word "concurrent" from the riders. This word is interpolated into the riders solely to confound the insured in the event of a fire. As a matter of fact, it renders the policies in which it is used invalid nine cases out of ten, but, of course, the courts will not stand for sharp practice of this kind and invariably instruct juries to bring in verdicts for the insured where crooked practices are pursued by the agents acting under instructions from the companies. The mere fact that the word is used is proof that the transaction is shady and that the insurer is undertaking to gain a technical advantage over the insured. The Retail Grocers and General Merchants' Association, at its annual convention at Kalamazoo last February, unanimously adopted the following resolutions on this subject:

Whereas—The word concurrent on insurance riders is not necessary to conform to any law or court decision; and

Whereas—It is maintained solely to annoy and embarrass the insured in the event of a loss by fire; therefore

Resolved—That we refuse to accept any policy bearing this obnoxious word of uncertain meaning and fearful portent in the eyes of the insurance adjuster.

#### Had Time Left.

A man stood on the public square waiting for a suburban car. A newsboy came up and said, "Paper, mister?" The man muttered a "No," and the boy went away. Five minutes later the newsboy approached again and enquired, "Paper?" "No," said the man angrily, "I told you a few minutes ago that I don't want a paper." In a few minutes the newsboy returned. He looked at the waiting man and then said, "Shine, mister?" This time the man replied with a roaring, thunderous, "No." The boy departed. A fourth time the newsboy came back to the man and in meekest accents enquired, "Please, mister, what time is it?" The man pulled out his watch and then replied, "Ten minutes to one." "At one o'clock you can go to hell," answered the boy as he started to run. The infuriated man took after him. The boy dodged around a corner and past a policeman, but when the man came running the bluecoat decided to investigate. "What's the matter?" asked the cop. "That young whelp you see running told me to go to hell at one o'clock," was the

answer. "Well, what's your hurry. You've got eight minutes yet," said the policeman as he replaced his watch.

#### A Versatile Clock.

At Beauvais cathedral there is a clock which is composed of 92,000 separate pieces, having fifty-two dial plates. This clock gives the time in the big capitals of the world, as well as the local hour, the day of the week and month, the rising and setting of the sun, the phases of the moon and tides, as well as considerable other information.

#### For the Boys at the Front.

To help create good will and help make sales a Chicago dealer in cigars and candies prints small labels in a form that makes it easy to address soldiers properly at military establishments. It is natural that people who buy his kinds of merchandise to send to soldiers buy from him.

Bell Phone 596 Citiz. Phone 61366

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

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



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.

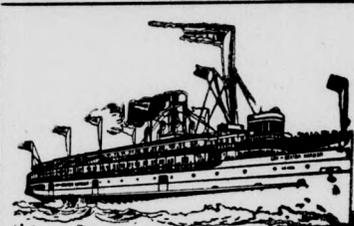
733-35 Ottawa Ave., N. W., Grand Rapids, Mich.



Five Stories Completed April, 1917

#### HOTEL BROWNING GRAND RAPIDS NEWEST

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



#### 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 GRAND RAPIDS

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

CAFETERIA IN CONNECTION

#### OCCIDENTAL HOTEL FIRE PROOF

CENTRALLY LOCATED  
 Rates \$1.00 and up

EDWARD R. SWETT, Mgr.  
 Muskegon Mich

#### HOTEL HERKIMER GRAND RAPIDS, MICHIGAN

European Plan, 75c Up  
 Attractive Rates to Permanent Guests  
 Popular Priced Lunch Room  
 COURTESY SERVICE VALUE

## SAVE TIME



An extension telephone at a small cost  
 saves many unnecessary steps.

### TIME IS MONEY

Call Contract Dept. 4416.

## Citizens Telephone Company

### Pickings Picked Up in the Windy City.

Chicago, Oct. 9—Chicago got safely through entertaining both the baseball clubs and fans Saturday and Sunday and really the town was like a madhouse. Every hotel in the loop was doing business to their capacity, both in wagers being made and the shouting and howling going on. No doubt this series will be talked over the most in time to come for the reason that there were twice as many people dissatisfied as were satisfied. This was caused by the way the tickets were disposed of. The individual fan who cared to see but one game was eliminated from this, on account of being obliged to purchase tickets for three games, and even those who wished to do this had their money returned. For this reason it made it very disagreeable to the baseball fans. Tickets were selling at a premium, beginning Saturday morning until game time Sunday afternoon. For instance, the writer was offered a book of tickets, three in the book, for five people, making a total of fifteen all told, for the small sum of \$250. Other individual ticket holders, who were fortunate enough to get tickets for one game at the regular prices were selling them at \$25 per game. This, no doubt, will make baseball unpopular.

The negroes in Chicago are forging ahead with their hospital plan. They are in need of \$15,000 more to meet the deficit. This, no doubt, will be secured within the next ten days.

The second Liberty Loan Bond selling has started off in Chicago with a rush, being handled by some of Chicago's very best bond salesmen. This includes some women who are making a great success in selling the bonds, and it is quite a sight to see thousands of automobiles on the streets with a Liberty Bond notice pasted on the wind shield. No doubt by the time Oct. 27 rolls around the Germans will know that somebody is after them.

One of the big leases made in Chicago is that of George A. McKinlock, to Ederheimer Stein & Company, wholesale clothiers—the fifth, sixth, seventh, eighth, ninth and tenth floors of the building at Jackson and Fifth avenue.

There were so many baseball fans from different towns in Michigan in Chicago on Saturday and Sunday, that it was most impossible to get a record of the names.

The Drake Hotel Co. has applied for a permit to build a twenty-one story annex to the Blackstone. Some trouble is experienced in going ahead with the work on account of the city ordinance prohibiting building more than 200 feet high. The permit calls for a 265 feet building. It should be allowed to go ahead, according to some of the arguments put up by some of the city fathers.

Building in Chicago continues to show a considerable decrease as compared with last year, new permits issued in September showing a falling off of approximately 50 per cent. as against the same month a year ago.

The jury is being inpaneled and the suit of the city to acquire part of the land on the North side of the Chicago river, owned and occupied by James S. Kirk & Co., will soon be on hearing. The land comprises 67,156.49 square feet, part of which is occupied with the Kirk soap factory. It is proposed to take for the extension of Michigan avenue on the North side of the river 19,778.49 square feet for which the commissioners awarded them \$571,916 and assessed them \$25,087.50 for benefits to the remainder on their works stand.

The live poultry receivers of the city are much concerned over the efforts of the railroads in Southern classification territory to advance rates on live poultry. Notice has been received by members of the National Poultry, Butter and Egg As-

sociation and the Chicago Butter and Egg Board of a meeting which is to be held at Cincinnati, on Oct. 9, at the Hotel Sinton. A spirited fight is to be made against the efforts of the railroads to advance these rates, since it is realized that an advance will practically kill the Southern live poultry shippers so far as this market is concerned. They are already paying all the traffic they can stand. In addition to poultry, the railroads seek to advance rates on butter and eggs, but from this territory poultry is about the most important item for Chicago trade. A great deal of poultry comes from Tennessee to this market. There is a widespread demand among receivers of poultry, butter and eggs here, who are getting tired of seeing the railroads get away with advance after advance, that some high grade attorney, experienced in traffic matters, should be employed to fight all efforts of the roads to advance rates, where such advances in the opinion of the trade, are not brought about by necessity. It is possible that this matter may be brought up for attention at the approaching convention of the National Poultry, Butter and Egg Association, which is to be held in this city. It is realized that if such an attorney is employed, the National organization should have charge of the matter.

Starting with Oct. 1, the price of retail milk was advanced to 13 cents per quart, from 10 cents. Cream was advanced from 12 cents to 15 cents per half pint. All the dairy companies in the city joined in the advance, which was caused by a demand for higher prices on the part of the Milk Producers' Association, an organization with 12,000 dairy members in the territory shipping into the city. Following the announcement of the price advance, Maclay Hoyne, prosecuting attorney of Cook county, who is strong on doing the proper thing at the right time for its political effect, raided the Chicago headquarters of the Milk Producers' Association at 29 South La Salle street. All officers of the organization, stenographers, clerks and office boys were seized, as were the records. The advance went into effect just the same, and there seems little doubt that the milk producers will win their fight when it gets into the courts. They claim, and with reason, that the increased cost of maintaining their business entitled them to more money for their milk. If the advance should not stand, they declare they will have to go out of business. There are rumors of a Federal investigation of the milk advance, as it is understood the dairymen went directly counter to the wishes of Mr. Hoover in advancing their prices at this time. Mr. Hoover wished, in case an advance became necessary, that prices should not be fixed for more than one month ahead.

Evanston is to have a new family hotel which, with the land, will represent a total investment of \$870,000. Louis M. Nelson, John Lundquist and Frank H. Anderson have purchased from the Avenue House property, Northeast corner Davis street and Chicago avenue, in Evanston, 17 x 264, reported price \$17,000. This would be at the rate of \$1,000 a front foot for Davis street, with the improvements disregarded. The present buildings will be razed in ten days and there will be erected in their place a six-story fireproof hotel building to cost \$700,000.

Charles W. Reattoir.

Charles Greene, for fifteen years employed at Peck's drug store, has purchased the stock of Charles Greene, at 700 Wealthy street, and assumed charge immediately.

The Francis O. Lindquist Co. has opened a branch retail clothing store at Lansing.

### Late News From the Cereal City.

Battle Creek, Oct. 9—Seven members of Battle Creek Council attended the Grand Rapids rally Saturday, Oct. 6. If any one would like to know how they enjoyed themselves just ask any one of the boys who was there.

A magnificent new flag has been purchased by the Chamber of Commerce for Camp Custer dedication day. The flag, which is all wool, is twenty-four feet long and twelve feet wide and is one of the most beautiful banners ever seen in Battle Creek. With the flag will go a staff, also purchased by the Chamber of Commerce, which will be 125 feet high, of galvanized steel and equipped with revolving halyard and gilded ball and steel cords. The flag raising will be an important part of the dedication ceremonies out at Camp Custer on Oct. 23.

Camp Custer was open last Sunday to relatives and friends of the soldiers, but the ban on vehicles was in effect. Those who drove out tied their automobiles outside the reservation.

Battle Creek Council has an invitation to attend Kalamazoo Council rally Oct. 13. A number of the boys and their wives expect to attend. When the boys of No. 213 visit Kalamazoo, they always say they have the time of their lives. Let's all go who possibly can. Phone C. B. Whipple for information.

Ed. Winters, of Ft. Wayne Council, is at Camp Custer, Barracks No. 339, Co. A. Ed. is as good a looking soldier as he was a salesman. Jack.

### Live Notes From a Live Town.

Owosso, Oct. 9—Fred Hanifan and wife are spending their vacation in Milwaukee with Mr. Hanifan's mother.

Brown & Gray have remodeled and redecorated their billiard room and tobacco store into a modern, up-to-date place, one of the finest in Central Michigan. The decorating effect is brown and gray, with a green border (Jim's Irish).

P. C. Beemer, of Bannister, has sold his general stock of merchandise to Paul Izaakowih, of New York, who has taken possession.

C. H. Clement, of Sheridan, is stocking his store, which was recently vacated by Cutler Bros., with a line of new goods—groceries, notions and dry goods—and is now open for business.

Ashley is again to the front with new sixteen foot cement walks in front of the business places, with a cement curb and gutter two feet wide, preparatory to paving the streets. If you feel dull at any time, go down to Ashley and wake up.

Honest Grocerymen.

### Oldest Traveling Man Working in Maine.

Bangor, Me., Oct. 8—The oldest traveling man in Maine, possibly the oldest in the United States, was in Bangor this week on one of his regular visits. This is C. I. Bailey, of Winthrop, Me., who made a million or more in the manufacture of oilcloths at Winthrop and who now in 95 years of age. When Mr. Bailey comes to town he never rides in a street car or any other conveyance from the railroad station, but walks to his hotel, which now owing to a change in the location of the station, is a journey of half a mile. When he arrived here on Tuesday, Mr. Bailey walked to the hotel as he used to fifty years ago, dined, met friends and then took a walk about town. He looks and acts younger than many men of 70.

### Infamous German Doctrines.

Rochester, Oct. 8—If present-day Germans, who are dreaming of world conquest and world domination, would dig up the teachings of Martin Luther they might experience a new birth of liberty and freedom. They

need to go back to first principles. The silly, mischievous, and heinous doctrine, that "might make right," which has become the German national slogan, shows that the nation has gone adrift from its moorings and is in extreme peril. As proof of this, the pan-Germans have marked Christianity for destruction, and all the teachings dependent upon it. They propose to substitute for it "German Kultur" and a kind of Atheism that recognizes no restraint and no authority but the might of the German nation to do its own will. The name of God is never so profaned as when the Kaiser uses it. This is the great menace that has arisen to modern civilization, and which Prussian militarism is seeking to impose on the world. It is to combat these monstrous teachings that America and the Allies are fighting.

F. L. Fishbaugh.

### Drafted Into the Government Service.

Van A. Wallin, manager of the Wallin Leather Co., Grand Rapids, and the Central Leather Co., New York, has been chosen Vice-Chairman and Secretary of the National Council of Service of the Shoe and Leather Industry. Mr. Wallin has been given leave of absence by his companies to remove from Grand Rapids to Washington. He will act as a general clearing house and point of contact for the several National Associations of the industry which form the National Council of Service and various departments of the Government, but principally the Committee on Shoe and Leather Supplies of the National Council of Defense.

It is the intention of the National Association of Tanners to place at the Government's disposal all its elaborate statistics bearing upon the supply of hides and skins of all descriptions; the amount in process of tanning, and stocks of finished leather on hand, so that the Government at all times shall be fully informed of every change in the hide or skin markets of this and other countries of the world, and also of conditions bearing upon the supplies of finished leather.

Mr. Wallin's headquarters in Washington will be in the Union Trust Building.

Edward Frick (Judson Grocer Company) and his especially selected chauffeur, H. T. Stanton, made a trip to Ludington last Saturday in record time. The distance to Muskegon—50 miles—was accomplished in one hour and thirty minutes. Mr. Frick takes a pocket full of money with him on these trips to settle with the country justices.

J. H. Haukamp succeeds Mrs. J. P. Garrison in the grocery business at 463 North College avenue.

## Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

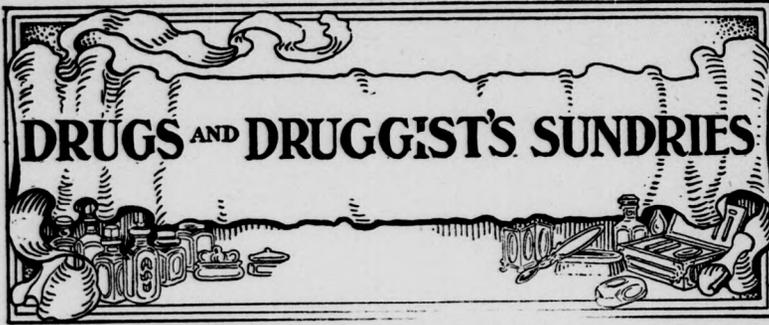
Good Food

Prompt Service

Reasonable Prices

What More Can You Ask?

LADIES SPECIALLY INVITED



#### 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.

There are few developments of importance in the way of price changes. Caustic soda is the leading feature of the market. It is distinctly weak, prices falling sharply on the spot under freer offering, due to the difficulty of shipping to foreign destinations following the recent decision of the Exports Administrative Board to issue export permits only under certain conditions. Spot soda ash is also offered more freely and at lower prices owing to the weakness in caustic soda. Quicksilver has been reduced sharply by selling agents, the demand of late having been very slim. Refined glycerine has been advanced by well known Western refiners. Leading distillers of pure alcohol have not announced new quotations on their product, stating that revised figures will be given out in a day or two. Nitrate of silver is reduced further by manufacturers. An increase is noted in the demand for quinine and the market is firm. Bay rum is materially higher owing to the increase in the tax on alcohol. Cedar leaf and genuine mustard oils are firmer. Gum senegal is higher on a decrease in supplies. Sales of Honduras sarsaparilla root have been reported at an advance. Potash alum is stronger on a diminution in supplies. Shellac continues easy owing to lack of enquiry of consequence and some further shading of prices was reported. Quicksilver is weak and materially lower owing to a lack of demand of consequence. Exports have been prohibited, it is stated, while domestic consumers have limited their purchases of late to small quantities for current needs. Prices have been reduced by selling agents to \$100@102.50 per flask. Refined glycerine meets good enquiry and the market is stronger. Prices have been advanced by well known Western refiners to 69c per pound for C. P. in drums and 70½c in cans. Nitrate of silver is reduced further by manufacturers to 56½c per ounce in lots of 500 ounces. Bay rum is materially higher owing to the increase in the

tax on spirits. In one prominent quarter \$3.60 per gallon is demanded. Para and Surinan tonca beans are firmer at 65@70c and 70@75c, respectively.

#### Why My Jobber Is My Best Friend.

The jobber is our main source of supply. The many different articles which are now supposed to be carried by the retailer, and which he can only buy profitably in small quantities, he must obtain through his jobber, for it is to him that he appeals first and last for items. Considering the many new items that are now placed on the market, besides the many difficulties with which the retail druggist is confronted, it relieves him of a great deal of worry by being able to appeal to his nearest jobber for anything he needs.

Many retailers do not relish the idea of buying in quantity lots, and do not relish the idea of being made rich by every salesman that comes along. The commercial end of the drug business is to turn your stock over as often as possible. The oftener you turn your stock over a year the more money you are making. It does not speak well for the retailer who has a lot of dead stock on hand. If we had more retailers who would confine themselves to making purchases in such quantities as are actually demanded, then so many of them would not be just a block behind the sheriff at the end of every month. It is the fault of over-buying that hurts the retailer more than possibly extending credit. In these days when the retailer is expected to carry almost everything under the sun, if he were compelled to buy these items in factory lots his store would be so full that he would be compelled to start a branch in the sky. The manufacturer realizes that he must have the jobber as well as the retailer, for he must get his goods distributed through the jobber.

If a retailer is in trouble the first one he appeals to is his own jobber; very rarely he ever appeals to his own bank or anyone else but his jobber. An up-to-date jobber sells standard goods, which are in actual demand at standard prices, in such quantities to suit the needs of the individual retailers, enabling them to do business on the smallest possible investment and large variety, thus turning his stock quickly, reinvesting his capital often, which is the proven fundamental principle upon which successful modern retailing is based. As an example, for instance: Five dollars' worth of any good selling patent medicine is a sufficient stock where we are in touch with the job-

ber; we discount, say 2 per cent. for cash, which is 10 cents; we turn the stock of five dollars once a week or four times a month, which equals 40 cents, or \$4.80 a year, discount alone on a five-dollar investment.

Another advantage of buying through the jobber is, you get your goods promptly, save delivery charges and delays, and save loss in sales. When we are in distress we can also take the advice of the jobber as he is a buyer like the retailer; the only difference is that he must buy in larger quantities and take the risks and also keep better posted than the retailer, for there are many points to which the average retailer pays little attention.

My advice is to buy all you can from your jobber and stock in small quantities only. This buying in large quantities to save 5 per cent. or possibly 10 per cent. is an illusion, and the worst which they may befall a retailer. The best plan is to buy only such goods as you can dispose of in a reasonable time. We must give the people service nowadays and we cannot give them the right kind of service if we haven't a jobber in the neighborhood.

Remember, however, that there is such a thing as too many jobbers in certain territories. I find that wherever there are too many jobbers there are also more retail drug stores than are needed. The fewer jobbers in a territory the more successful the retailer will be, as he will have less competition. The jobber, of course, has to have a reasonable margin, and as a rule there is no difference in the prices whether there are a number of jobbers or not. L. H. Lockhart.

#### Old-Fashioned Remedies.

The resourceful physician will ever make use of the most humble remedies, if his therapeutic equipment is limited and the more elegant and positive agencies not easily available. After all, we have only a few dependable drug agencies, notwithstanding our many years of research in the therapeutic field. The longer one practices medicine the fewer remedies he uses, but those to which he clings he uses with greater skill and efficiency. We believe it was Oliver Wendell Holmes who said the young doctor had twenty remedies for one disease, but later in his career he had one drug for twenty diseases.

Generally speaking, the homely and despised therapeutic agencies are the most effective. We have seen physicians become roaring mad when an onion poultice was suggested. Now the writer of this paragraph has seen quite a bit of service, and he is frank to confess that he has observed results from the judicious employment of onion poultices that never seemed to come from any other remedial agencies. Oppressed breathing due to acute bronchial irritations in both children and adults is usually relieved promptly, especially when backed up by other appropriate remedies.

It should not be forgotten that kerosene is a dependable remedy in many types of dyspnea, especially that due to edema of the larynx and trachea. Often more elegant remedies are not available, while this homely agency is to be found in every home.

Turpentine is seldom thought of only as an embrocation in sprains and muscular soreness. It is one of our most efficient intestinal antiseptics, while, locally, it is a dependable bactericide. Turpentine is also a respiratory stimulant of no mean action, although no one thinks of it in that sense nowadays. The physician of many years ago gave his half moribund patient a teaspoonful of turpentine, much after the same fashion that we now administer strychnine, digitalis, etc.

The moral to this is that the successful physician should always be resourceful.

#### The Drug Clerk's Limitations.

The new clerk in the drug store in an Ohio town returned a prescription to an old customer with a request that he wait until the boss returned. "But why can't you fill it?" asked the customer.

"I could fill it if you were a stranger," said the new clerk, candidly, "but I ain't supposed to fill 'em for folks that lives about here."

Short pleasure often brings long repentance.



It's Pure, That's Sure

Piper Ice Cream Co.  
Kalamazoo, Mich.

## 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



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.

Table with columns: ADVANCED, DECLINED. Items include Canned Hominy, Canned Pumpkin, Citron, Prunes, Flour.

Index to Markets

By Columns

Index to Markets table listing various goods and their corresponding column numbers (1-11).

Main market index table with columns 1 and 2, listing items like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, etc.

CHEWING GUM section listing items like Adams Black Jack, Beemham's Pepsin, Beechnut, etc.

CHOCOLATE section listing items like German's Sweet, Premium, Caracac, etc.

CLOTHES LINE section listing items like No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

COCOANUT section listing items like Baker's, Cleveland, Colonial, etc.

COCOA section listing items like Dunham's, Fair, Fancy, etc.

COFFEES ROASTED section listing items like Common, Fair, Choice, etc.

COFFEES ROASTED (continued) listing items like Maracaibo, Mexican, Guatemala, etc.

COFFEES ROASTED (continued) listing items like Bogota, Java, Mocha, etc.

McLaughlin's XXXX section listing items like package coffee, Holland, etc.

CONDENSED MILK section listing items like Carnation, Tall, Baby, etc.

CONFECTIONERY section listing items like Stick Candy, Horehound, Standard, etc.

Mixed Candy section listing items like Broken, Cut Loaf, French Cream, etc.

Specialties section listing items like Auto Kisses, Bonnie Butter Bites, etc.

Chocolates section listing items like Assorted Choc, Amazon Caramels, etc.

NUTS-Whole section listing items like Almonds, Tarragona, soft shell Drake, etc.

Peanuts section listing items like Fancy H P Suns, Raw, Roasted, etc.

CREAM TARTAR section listing items like Barrels or Drums, Square Cans, etc.

DRIED FRUITS section listing items like Apples, Evap'd, Choice, etc.

Apricots section listing items like California, Corsican, etc.

Peaches section listing items like Muirs-Choice, Muirs-Fancy, etc.

Raisins section listing items like Cluster, 20 cartons, Loose Muscatels, etc.

California Prunes section listing items like 90-100 25 lb. boxes, 80-90 25 lb. boxes, etc.

FARINACEOUS GOODS section listing items like Beans, California Limas, Med. Hand Picked, etc.

Original Holland Rusk section listing items like Packed 12 rolls to container, 3 containers (40) rolls, etc.

Pearl Barley section listing items like Chester, Portage, etc.

Sago section listing items like East India, German, broken pkg, etc.

FISHING TACKLE section listing items like 1/2 to 1 in., 1 1/2 to 2 in., etc.

Cotton Lines section listing items like No. 1, 10 feet, No. 2, 15 feet, etc.

Linen Lines section listing items like Small, Medium, Large, etc.

FLAVORING EXTRACTS section listing items like Jennings D C Brand, Pure Vanilla, Terpenless, etc.

6

7

8

9

10

11

**FLOUR AND FEED**  
**Grand Rapids Grain & Milling Co.**  
**Winter Wheat**  
Purity Patent ..... 11 35  
Fancy Spring ..... 12 50  
Wizard Graham ..... 11 00  
Wizard, Gran. Meal 11 00  
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  
Bolted Meal ..... 5 30  
**Watson-Higgins Milling Co.**  
New Perfection ..... 11 85  
Tip Top Flour ..... 11 35  
Golden Sheaf Flour 10 95  
Marshalls 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, 1/8s 12 50  
American Eagle, 1/4s 12 40  
American Eagle, 1/2s 12 30  
**Spring Wheat**  
Judson Grocer Co.  
Ceresota, 1/8s ..... 12 80  
Ceresota, 1/4s ..... 12 70  
Ceresota, 1/2s ..... 12 60  
**Worden Grocer Co.**  
Wingold, 1/8s cloth .. 12 75  
Wingold, 1/4s cloth .. 12 65  
Wingold, 1/2s cloth .. 12 55  
**Meal**  
Bolted ..... 10 55  
Golden Granulated .. 10 75  
**Wheat**  
Red ..... 2 08  
White ..... 2 05  
**Oats**  
Michigan carlots ..... 65  
Less than carlots ..... 68  
**Corn**  
Carlots ..... 2 14  
Less than carlots ..... 2 17  
**Hay**  
Carlots ..... 19 00  
Less than carlots .. 20 00  
**Feed**  
Street Car Feed ..... 75 00  
No. 1 Corn & Oat Fd 75 00  
Cracked Corn ..... 80 00  
Coarse Corn Meal .. 80 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. .... 25  
**HERBS**  
Sage ..... 15  
Hops ..... 15  
Laurel Leaves ..... 15  
Senna Leaves ..... 25  
**HIDES AND PELTS**  
**Hides**  
Green, No. 1 ..... 18  
Green, No. 2 ..... 17  
Cured, No. 1 ..... 20  
Cured, No. 2 ..... 19  
Calfskin, green, No. 1 28  
Calfskin, green, No. 2 26 1/2  
Calfskin, cured, No. 1 30  
Calfskin, cured, No. 2 28 1/2  
**Pelts**  
Old Wool ..... 75@2 00  
Lambs ..... 50@1 50  
Shearlings ..... 50@1 50  
**Tallow**  
No. 1 ..... @12  
No. 2 ..... @11  
**Wool**  
Unwashed, med. ... @60  
Unwashed, fine ... @55  
**HONEY**  
A. G. Woodman's Brand.  
7 oz., per doz. ....  
20 oz., per doz. .... 3 90  
**HORSE RADISH**  
Per doz. .... 90  
**JELLY**  
5 lb. pails, per doz. ..  
15 lb. pails, per pail .. 1 05  
30 lb. pails, per pail .. 2 00

**Jiffy-Jell**  
Straight or Assorted  
Per doz. .... 1 15  
Per case, per 4 doz. ... 4 60  
Eight Flavors: Raspberry,  
Strawberry, Cherry, Lem-  
on, Orange, Lime, Pine-  
apple, Mint.  
**JELLY GLASSES**  
1/2 pt. in bbls., per doz. 25  
1/4 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 dz. 18 00  
32 oz. bottles, per dz. 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 50  
Lunch, 16 oz. .... 2 60  
Queen, Mammoth, 19  
oz. .... 5 00  
Queen, Mammoth, 28  
oz. .... 6 25  
Olive Chow, 2 doz. cs.  
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 ..... 46 00@47 00  
Short Cut Clr 45 00@46 00  
Bean ..... 44 00@45 00  
Brisket, Clear ..... @46 00  
Pig .....  
Clear Family ..... 35 00  
**Dry Salt Meats**  
S P Bellies .. 32 00@33 00  
**Lard**  
Pure in tierces 27 @28  
Compound Lard 20 @21  
80 lb. tubs ..... 1/4  
60 lb. tubs ..... 1/4  
50 lb. tubs ..... 1/4

20 lb. pails ..... advance 3/4  
10 lb. pails ..... advance 7/8  
5 lb. pails ..... advance 1  
3 lb. pails ..... advance 1  
**Smoked Meats**  
Hams, 14-16 lb. 28 @29  
Hams, 16-18 lb. 27 @28  
Hams, 18-20 lb. 26 @27  
Ham, dried beef  
sets ..... 29 @30  
California Hams 23 @23 1/2  
Picnic Boiled  
Hams ..... 19 1/4@20  
Boiled Hams ..... 38 1/2@39  
Minced Hams ..... 20 @21  
Bacon ..... 37 @45  
**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  
1/4 bbls., 40 lbs. .... 1 60  
3/8 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 Butterine**  
Solid Dairy ..... 23 @26  
Country Rolls ..... 28 @29  
**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, 1/4s ..... 55  
Potted Meat, Ham  
Flavor, 1/2s ..... 95  
Deviled Meat, Ham  
Flavor, 1/4s ..... 52  
Deviled Meat, Ham  
Flavor, 1/2s ..... 1 00  
Potted Tongue, 1/4s .. 55  
Potted Tongue, 1/2s .. 1 00  
**RICE**  
Fancy ..... 8 @8 1/2  
Blue Rose ..... @8  
Broken .....  
**ROLLED OATS**  
Monarch, bbls. .... 10 25  
Rolled 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 20  
Durkee's, small, 2 doz. 5 00  
Snider's, large, 1 doz. 2 40  
Snider's, small, 2 doz. 1 45  
**SALERATUS**  
Packed 60 lbs. in box.  
Arm and Hammer .. 3 10  
Wyandotte, 100 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. scks ..... 2 90  
56 lb. sacks ..... 48  
28 lb. sacks ..... 27  
**Warsaw**  
56 lb. sacks ..... 26  
28 lb. dairy in drill bags 20  
**Solar Rock**  
56 lb. sacks ..... 48  
**Common**  
Granulated, Fine .... 1 80  
Medium, Fine ..... 1 90  
**SALT FISH**  
**Cod**  
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 .. 7  
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

**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 85  
**SNUFF**  
Scotch, in bladders ... 37  
Maccaboy, in jars ... 36  
French Rattle in jars .. 43  
**SODA**  
Boxes ..... 5 1/2  
Kegs, English ..... 4 1/2  
**SPICES**  
**Whole Spices**  
Allspice, Jamaica @9@10  
Allspice, lg. Garden @11  
Cloves, Zanzibar ..... @42  
Cassia, Canton ..... @20  
Cassia, 5c pkg. doz. @35  
Ginger African ..... @15  
Ginger, Cochin ..... @20  
Mace, Penang ..... @90  
Mixed, No. 1 ..... @17  
Mixed, No. 2 ..... @16  
Mixed, 5c pkgs. dz. @45  
Nutmegs, 70-80 ..... @35  
Nutmegs, 105-110 ... @30  
Pepper, Black ..... @30  
Pepper, White ..... @32  
Pepper, Cayenne ..... @22  
Paprika, Hungarian  
**Pure Ground in Bulk**  
Allspice, Jamaica .. @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. 5, 1 dz. 4 45  
Blue Karo, No. 10, 1/2  
doz. .... 4 30  
Red Karo, No. 1 1/2, 2  
doz. .... 3 20  
Red Karo, No. 2, 2 dz. 4 05  
Red Karo, No. 2 1/2, 2 dz. 5 00  
Red Karo, No. 5, 1 dz. 4 85  
Red Karo, No. 10 1/2  
doz. .... 4 60  
**Pure Cane**  
Fair ..... 16  
Good ..... 20  
Choice ..... 25  
**Folger's Grape Punch**  
Quarts, doz. case ... 6 00  
**TABLE SAUCES**  
Halford, large ..... 3 75  
Halford, small ..... 2 26  
**TEA**  
**Uncolored Japan**  
Medium ..... 20@25  
Choice ..... 28@33  
Fancy ..... 36@45  
Basket-fired Med'm 26@30  
Basket-fired Choice 35@37  
Basket-fired Fancy 38@45  
No. 1 Nibs ..... 30@32  
Siftings, bulk ..... 30@32  
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

**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 Brand**  
Dutch Masters Club 70 00  
Dutch Masters Inv. 70 00  
Dutch Masters Pan. 70 00  
Dutch Master Grande 65 00  
**El Portana**  
Dutch Masters, 5c  
S. C. W.  
Joe 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 hand .. 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, me'm  
**Butter Plates**  
**Ovals**  
1/2 lb., 250 in crate ... 35  
1/2 lb., 250 in crate ... 35  
1 lb., 250 in crate .... 40  
2 lb., 250 in crate .... 50  
3 lb., 250 in crate .... 70  
5 lb., 250 in crate .... 90  
**Wire End**  
1 lb., 250 in crate .... 35  
2 lb., 250 in crate .... 45  
3 lb., 250 in crate .... 55  
5 lb., 20 in crate ..... 65  
**Churns**  
Barrel, 5 gal., each .. 2 40  
Barrel, 10 gal., each .. 2 55  
**Clothes Pins**  
**Round Head**  
4 1/2 inch, 5 gross ..... 65  
Cotton, No. 24, 24s, bxs. 70  
**Egg Crates and Fillers**  
Humpty Dumpty, 12 dz. 20  
No. 1 complete ..... 42  
No. 2 complete ..... 35  
Case, medium, 12 sets 1 30  
**Faucets**  
Cork lined, 3 in. .... 70  
Cork lined, 9 in. .... 80  
Cork lined, 10 in. .... 90  
**Mop Sticks**  
Trojan spring ..... 1 35  
Eclipse patent spring 1 35  
No. 1 common ..... 1 35  
No. 2, pat. brush hold 1 35  
Ideal, No. 7 ..... 1 35  
12lb. cotton mop heads 1 75

**Pails**  
10 qt. Galvanized .... 3 50  
12 qt. Galvanized .... 4 00  
14 qt. Galvanized .... 4 50  
Fibre ..... 5 50  
**Toothpicks**  
Birch, 100 packages .. 2 00  
Ideal ..... 85  
**Traps**  
Mouse, wood, 2 hoels .. 22  
Mouse, wood, 4 hoels .. 45  
10 qt. Galvanized ... 1 55  
12 qt. Galvanized ... 1 70  
14 qt. Galvanized ... 1 90  
Mouse, wood, 6 hoels .. 70  
Mouse, tin, 5 hoels ... 65  
Rat, wood ..... 80  
Rat, spring ..... 75  
**Tubs**  
No. 1 Fibre ..... 16 50  
No. 2 Fibre ..... 15 00  
No. 3 Fibre ..... 13 50  
Large Galvanized ... 12 50  
Medium Galvanized ... 10 75  
Small Galvanized .... 9 50  
**Washboards**  
Banner, Globe ..... 3 75  
Brass, Single ..... 6 75  
Glass, Single ..... 4 00  
Double Peerless ..... 6 25  
Single Peerless ..... 5 50  
Northern Queen ..... 4 75  
Good Enough ..... 4 65  
Universal ..... 5 00  
**Wood Bowls**  
13 in. Butter ..... 1 90  
15 in. Butter ..... 7 00  
17 in. Butter ..... 8 00  
19 in. Butter ..... 11 00  
**WRAPPING PAPER**  
Fibre Manila, white .. 5 1/2  
Fibre, Manila, colored  
No. 1 Manila ..... 6 1/2  
Butchers' Manila .... 6 1/2  
Kraft ..... 9  
Wax Butter, short c't 16  
Wax Butter, full c't 20  
Parchm't Butter, rolls 19  
**YEAST CAKE**  
Magic, 3 doz. .... 1 15  
Sunlight, 3 doz. .... 1 00  
Sunlight, 1 1/2 doz. ... 50  
Yeast Foam, 3 doz. ... 1 15  
Yeast Foam, 1 1/2 doz. 85  
**Window Cleaners**  
12 in. .... 1 65  
14 in. .... 1 85  
16 in. .... 2 30  
**SOAP**  
**Proctor & Gamble Co**  
Lenox ..... 4 75  
Ivory, 6 oz. .... 5 25  
Ivory, 10 oz. .... 8 65  
Star ..... 4 35  
**Swift & Company**  
Swift's Pride ..... 4 75  
White Laundry ..... 4 85  
Wool, 6 oz. bars ..... 5 15  
Wool, 10 oz. bars ..... 7 00  
**Tradesman Company**  
Black Hawk, one box 3 50  
Black Hawk, five bxs 3 45  
Black Hawk, ten bxs 3 40  
**Scouring**  
Sapolio, gross lots .. 9 50  
Sapolio, half gro. lots 4 85  
Sapolio, single boxes 2 40  
Sapolio, hand ..... 2 40  
Scourine, 50 cakes .. 1 80  
Scourine, 100 cakes .. 3 50  
Queen Anne Scourer 1 80  
**Soap Compounds**  
Johnson's Fine, 43 2 3 25  
Rub-No-More ..... 4 50  
Nine O'Clock ..... 3 85  
**WASHING POWDERS**  
**Gold Dust**  
24 large packages ... 5 75  
100 small packages .. 5 60  
**BAKING POWDER**  
**K C**  
Doz.  
10c, 4 doz. in case ... 95  
15c, 4 doz. in case ... 1 40  
25c, 4 doz. in case ... 2 35  
50c, 2 doz. plain top 4 50  
80c, 1 doz. plain top 7 00  
10 lb. 1/2 doz., plain top 14 00  
Special deals quoted up-  
on request.  
**K C Baking Powder** is  
guaranteed to comply with  
ALL Pure Food Laws, both  
State and National.

### Activities in Michigan Cities.

Written for the Tradesman.

The Saugatuck Commercial Club has elected the following officers: President, W. G. Phelps; Vice-President, W. R. Takken; Secretary, W. R. Gardner; Treasurer, Fred Wade. A Chicago concern making gasoline engines will remove there, provided a block of stock is taken by Saugatuck people. A committee is working on same.

Flint has voted a wage increase to its patrolmen, the pay of beginners being raised from \$80 to \$90 a month and, after the probationary period, \$100 a month.

Pontiac school officials are studying the school systems elsewhere, with reference especially to the advantages of having a business manager.

Manistee has over 500 vaults not connected with sewers, but the city council defers taking action requiring that connections be made because of the high prices of plumbing supplies.

Because of saloons and vice conditions at Jackson, the head officer at Camp Custer has forbidden the soldiers going there.

Marquette now has a potash factory in operation, a war-born industry.

Jackson has voted to try out the plan of feeding hogs on city garbage, a system which is being successfully followed in Lansing and Battle Creek.

Mayor Cambrey, of Pontiac, is sending out a questionnaire to all important cities of the State to learn how they are handling the garbage disposal problem.

Mayor Begole, of Marquette, criticizes the efforts being made by Mayor Lloyd, of Menominee, to get coal and says: "Marquette has no more right to engage in the coal business than she has to engage in the grocery business, unless drastic action is necessitated by excessive prices. This city will have coal enough to last her all winter and need not fear a coal famine. Marquette people buy coal from their own dealers at a price less than that named by the Federal Government as fair. Marquette will not go into the coal business this year."

The American Logging Tool Co., of Evart, is shipping cant hooks and peavies to England for use in handling the heavy timbers used in fortifications and trench work along the battle lines in Europe.

Alma has awarded contracts for paving East and West Superior streets, Michigan and Bridge avenue. Almond Griffen.

### Economy Measures in Women's Wear.

In the dress goods market neither fall goods nor ordering for the coming spring is brisk. The talk of conservation of wool and the utilizing of a larger proportion of manipulated goods is as vitally interesting to dress goods merchants and manufacturers of women's apparel as to the clothiers. Some reserve opinion as to how it will work out, pending further enlightenment as to what will actually happen, while others ask how a garment made of cloth heavily adulterat-

ed with cotton or other substitute will make up and what element of style appeal can be worked into such garments. Others object to the idea, but admit that whatever conserving of wool is done will be for the common good and that they will give their full co-operation.

Another economy measure which has come up in the past week has been the decision to establish a clearing house or piece goods bureau, National in its scope, for the sale and exchange of surplus woollens. The men's clothing industry of this country may be asked to co-operate in making the scheme broader in its scope.

The retail trade of the country has been urged to push women's suits and realize on them early in the season. It has been argued that after last fall's experience of the retail suit trade it has been demonstrated beyond a shadow of doubt that for fall and winter suits can be sold to best advantage early in the season—that the demand for separate coats is coming along a little later, when the weather becomes colder. The fur trimmed variety of the latter garments have been well received, and the dress goods market seems to expect a fair demand for coatings through this fall season. As for suits and dresses wool jersey is said to be showing even more popularity, with such garments of the higher price varieties giving good account of themselves.

The bustle seems to be a fairly well liked style feature among the younger and more slender women. On the other hand, though only a little over a month and a half old, it has been so changed and modified that this style hardly can be called "bustle" with any degree of accuracy. The trade agrees that the American public never would have accepted it in its extreme form, but many find it in its less extreme modification a relief from the straight line silhouette that has held sway so long. It is therefore sure of a certain amount of popularity, not alone for street dresses but especially for evening wear.

Sales of the "bustle" style thus far at retail have demonstrated that most of its popularity lies with the younger set. It is more becoming to the more slender type. The more mature woman, it was agreed, would not accept it favorably anyway, all of which was forecasted in these columns when the innovation made its appearance.

### On a Par With Prussian Efficiency.

A lady rang up the club the other evening.

"Please call my husband to—," she began, but she was interrupted.

"Your husband ain't here, ma'am," said the attendant, blandly.

"My goodness gracious me!" the lady exclaimed. "You're mighty sure about it, aren't you? And I haven't told you my name yet, either. Look here, mister, how do you know my husband isn't at the club when I haven't told you my name?"

The attendant answered more blandly than ever:

"Nobody's husband ain't never at the club, ma'am."

## SPECIAL PRICE CURRENT

Royal	
10c size ...	1 00
¼ lb. cans	1 45
6 oz. cans	2 00
½ lb. cans	2 55
¾ lb. cans	3 95
1 lb. cans ..	4 95
5 lb. cans	23 70

### AXLE GREASE



1 lb. boxes, per gross	\$ 70
3 lb. boxes, per gross	23 10

### CHARCOAL

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

DEWEY - SMITH CO., Jackson, Mich.  
Successor to M. O. DEWEY CO.



### 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

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

### 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 DORN BOS SINGLE BINDER for 5c straight.  
ASK YOUR JOBBER

PETER DORN BOS  
Cigar Manufacturer  
16-18 Fulton St. West. Grand Rapids, Mich.

## 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**

# 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.

### ACT QUICK GENERAL STORE FOR SALE

Good clean stock of Dry Goods,  
Shoes and Groceries.

All cash business. Stone building,  
furnace and cellar. Nice fixtures. Bargain

O. M. VERMEULEN

WEXFORD. MICH.

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—Best general store in Northern Michigan. Fine modern store at low rental. Will sell all or part of business on terms. Splendid opportunity. Write No. 370, care Michigan Tradesman. 370

To trade for stock of merchandise a Minnesota \$10,000 sheep ranch and stock farm 240 acres—all stock, fences, machinery and buildings included. All new in past two years and worth more to-day. Boys going to war. Full particulars by letter. What have you? Address No. 372, care Michigan Tradesman. 372

For Sale—Bazaar stock. Will inventory about \$2,000. Only store of kind in busy town of about 1,500. Three year lease of new building. Best location in town. Buy now and get benefit of large holiday trade. Ralph Mellor, Scottville, Michigan. 373

For Sale—One of the finest summer homes in Michigan. 800 feet Lake Michigan frontage. Seventy-five miles from Chicago. 1 1/4 hours by train, 3 hours by auto. Owner has spent three years completing same, is now obliged to sell. The property contains about eighteen acres, half of which is under cultivation. The house is beautifully situated on bluff overlooking the lake; eleven rooms, hardwood finish throughout; electric light, hot water, steam heat, screened porches. Grounds are covered with beautiful trees and shrubs; sunken gardens and electric fountain. Must be seen to be fully appreciated. Any one looking for summer home, investigate. For further particulars, James C. Barsaloux, 1501 E. 63rd St., Tel. H. P. 10, Chicago, Ill. 374

Unusual Opportunity—For dry goods man. I have a prosperous and long established dry goods business carrying stock of about \$15,000 dry goods, coats, suits, rugs, ladies' shoes. Live Michigan town of 3,000. Wonderful farming community. Modern store, long lease, low rent, turn stock about three times. Will sell all or half interest to right party for part cash and time on balance. Have other business that demands all my time. Address Opportunity, care Michigan Tradesman. 375

For Sale—Drug store doing fine business. Best of reasons for selling. Address No. 376, care Tradesman. 376

An Opportunity—Stone bank building with complete set of bank fixtures, like new, and a fine farming center—a nice place to do business—can be bought right. Address H. W. S., care Michigan Tradesman. 377

For Sale Cheap—Grocery fixtures and nice building at Interlochen, Michigan. Address H. W. S., care Michigan Tradesman. 378

For Sale Cheap—One of the finest summer resort grocery stocks and only bakery in town, doing business of \$250 per day. Fenton is one of the best towns in Michigan, with monthly payrolls aggregating \$2,500. Winner to right party. Nelson & Nelson, Live Wire Real Estate Dealers, Fenton, Michigan. 379

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

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

### FOR SALE—Owner Drafted

I will sell at a sacrifice the finest men's furnishing goods store on East Jeffers n Avenue, Detroit. Excellent location.

Write No. 1000, care Michigan Tradesman

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—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

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

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

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

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 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

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

### HELP WANTED.

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

### POSITION WANTED.

Experienced hardware man would like position with chance for advancement. Address No. 371, care Tradesman. 371

## 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.

## The Iron Safe Clause

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

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

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICHIGAN

### Organization of Michigan Potato Shippers Association.

A meeting of the potato shippers of Michigan was held at the Association of Commerce rooms in this city Friday, Oct. 5, at which time the gentlemen of the trade were addressed by E. Percy Miller, of Chicago, who is now the potato dictator of the United States.

After a prolonged discussion, it was decided to form an organization under the name of the Michigan Potato Shippers Association. The election of officers resulted as follows:

President—F. W. Hinyan, Grand Rapids.

Vice-Presidents—C. L. Randall, Oxford; J. S. Dennis, Brutus.

Secretary—H. J. Cheney, Grand Rapids.

Treasurer—John J. Bale, Lakeview.

Executive Committee—Jos. F. Gibson, Greenville; Frank Miller, Grand Rapids; J. B. Conger, New Era; John Litch, Traverse City; William Buckley, Cadillac; Ross Squires, Rockford; Charles Overacker, Kalamazoo; John Wallace, Hart.

It is the intention of the organization to elect a regular salaried secretary. When this has been accomplished by the Executive Committee, Mr. Cheney will resign.

The following telegram was sent to Mr. Hoover at Washington:

"The Michigan potato shippers in session at Grand Rapids, representing 90 per cent. of the State output, formed an association along the lines suggested by your representative, E. Percy Miller, and wish to assure you of their hearty co-operation in your effort to prevent waste, excessive speculation, unfair or unreasonable profits. The Association also pledged itself to grade in accordance with the regulations given in Document 7. President Wilson and yourself, E. P. Miller and C. W. Ward, Secretary of the Michigan State Potato Growers' Association, were elected to honorary membership, thus further indicating our desire to co-operate with the United States Food Administration, the United States Department of Agriculture, the State Agricultural College and the Growers' Association."

The Executive Committee was instructed to prepare a draft of a constitution and by-laws for presentation at another meeting of the Association, to be held in Grand Rapids about a month hence.

### No Time For Sitting on the Fence.

A house was burning. All of the neighbors, except one, were trying to save the building. He sat on the fence. Some one suggested that he should help.

"They don't need me," he replied, "The others are so blamed energetic that probably the fire will be put out without me turning a hand."

A ship was sinking. The captain ordered all hands to the pumps. "Keep the pumps going and I will land you safely," that was the captain's assurance.

All of the sailors, except one, sprang to the pumps. This one sat on a coil of rope and smoked his pipe. "Do you want to drown?" asked a shipmate.

"I won't drown," was the cool reply. "Not while you boys are doing my share

of the work. I know you've got to keep the pumps going whether I help or not."

Once a great republic, in real need of the loyal assistance of every citizen, called for subscriptions to a bond issue of enormous dimensions.

One kind of man said, "I don't believe I'll subscribe. The country is full of fellows that are all keyed-up and patriotic and when it comes to a show-down, they'll make a few sacrifices and take care of my part of the subscription, rather than see the enterprise flat-ten out and fail."

Don't perch on the fence when your neighbor's house is burning.

Don't sit on a coil of rope when the ship is sinking.

Don't fail to subscribe for the second issue of Liberty Loan bonds.

George Ade.

### Pledged to Increase Their Subscriptions.

William Judson, acting as unofficial chairman for the wholesale and produce trades of Grand Rapids, secured \$160,000 in subscriptions to the first Liberty Loan. He handled the work so adroitly and effectively that when the time came to select a man to cover the jobbing trade for the Second Liberty Loan no one else was thought of in that connection. Mr. Judson issued an informal call for a meeting of those interested for Tuesday afternoon, which was well attended. The following resolution was adopted after due discussion:

At a meeting of the wholesale dealers and produce merchants of Grand Rapids, held Tuesday, Oct. 9, it was unanimously decided to give hearty support to the second Liberty Loan and the gentlemen present pledged themselves and the Grand Rapids market to increase their subscriptions for the Second Loan at least one and one-half times the amount of their subscription to the First Loan.

### Clever Book of Travels.

George Clapperton, the well-known legal light, has just issued for private circulation among his friends a beautifully illustrated pamphlet entitled "The American Mediterranean." It contains descriptions of one or more trips to Porto Rico, Cuba, Jamaica and Panama and is written in the breezy style peculiar to Mr. Clapperton. No more graphic descriptions of semi-tropical scenes and localities have ever been presented than those included in the volume. The illustrations were reproduced from actual photographs, most of which were taken by the writer.

### Good Opening For Bank.

There is an excellent opening for a bank at Wexford. A building containing fixtures and safe can be purchased at less than first cost. The country round about is peopled with well-to-do farmers who might be inclined to join in an undertaking, of this kind, providing it was deemed best to organize under the State law. Until the preliminaries could be arranged the institution could be conducted as a private bank. All the purchaser of the property would have to provide himself with would be a supply of stationery.

### Average Yield of Crops in Michigan.

According to reports compiled by the Secretary of State, the average yields—in bushels per acre—in Michigan this season are as follows:

Wheat	18.41
Oats	37.17
Rye	14.27
Barley	28.15
Buckwheat	29.96
Corn	22.70

These figures—except in the case of corn—are based on reports made by threshers and may be accepted as substantially correct.

Jackson—The Jackson Welding Co. has increased its capital stock from \$50,000 to \$150,000.

### BUSINESS CHANCES.

For Sale—\$35,000 stock of merchandise,

less than wholesale value to-day, consisting of dress goods, silks, wash goods, cottons, sheetings, laces, ribbons, corsets, women's and children's underwear and hosiery, notions, etc. Party wishes to retire from business on account of age. Also \$7,000 worth of curly birch fixtures made by the Winter Lumber Co., as good as new. A clean, bright new stock of merchandise, one of the finest in the State. Many lines cannot be bought today. Will sell for cash only at a great reduction. Best opportunity you have ever had. Address No. 381, care Michigan Tradesman. 381

General Merchandise Store—Account of military service will sell; growing suburban district, near Sacramento; electric railroad, macadamized highway; also eighteen acres good fruit land adjoining same townsite; ideal location for home. Address Owner, Postmaster, Rio Linda, California. 383

For Sale—Modern store building \$3,500. Cash or terms. Splendid location for business in live town near Grand Rapids. Address No. 380, care Michigan Tradesman. 380

Wanted To Buy—Good second-hand store refrigerator about seven or eight feet wide. Address P. E. Woldendorp, Vicksburg, Michigan. 382

### WE COVER MICHIGAN

## M. PIOWATY & SONS

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

Branches: Saginaw, Bay City, Muskegon, Lansing, Jackson, Battle Creek, South Bend, Ind., and Elkhart, Ind.

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids :: Michigan

**THE NEW INCOME AND EXCESS PROFIT TAX LAW** calls for returns based mainly on average net income and capital invested. The proper interpretation of these terms is of the utmost importance to all business men in arriving at correct figures.

Our Public Accounting Department is ready to audit and examine books and records for the purpose of obtaining reliable data touching on all phases of the new law.

Systems installed complying with certain governmental requirements.

Consultations and work strictly confidential.

Full particulars given upon request.

Call, telephone or write.

**THE MICHIGAN TRUST COMPANY**

Audit Department.