

Oct 18 '17

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 17, 1917

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Yesterday and To-morrow

There are two days of the week upon which and about which I never worry. One of these days is yesterday; yesterday with all its cares and frets, with all its pains and aches. All its faults, all its mistakes and blunders have passed beyond the reach of my recall. I can not undo an act that I wrought; I cannot unsay a word that I said. All that it holds of my life, of wrongs, regret and sorrow, is in the hands of the Mighty Love that can bring honey out of the rock, and sweet waters out of the bitterest desert—the love that can make the wrong things right, that can turn weeping into laughing, that can give beauty for ashes, the garment of praise for the spirit of heaviness, joy of the morning for the woe of the night. Save for the beautiful memories, sweet and tender, that linger like the perfume of roses in the heart of the day that is gone, I have nothing to do with yesterday. It was mine; it is God's.

The other day I do not worry about is to-morrow. To-morrow with all its possible absurdities, its burdens, its perils, its large promise and poor performance, its failures and mistakes is as far beyond the reach of my mastery as its dead sister—yesterday. It is a day of God's. Its sun will rise in roseate splendor or behind the mask of weeping clouds, but it will rise. Until then the same love and patience that hold yesterday and hold to-morrow shine with tender promise into the heart of to-day—I have no possession in that unborn day of grace. All else is in the safe-keeping of the Infinite Love that holds for me the treasures of yesterday. The love that is higher than the skies, deeper than the seas. To-morrow—it is God's day. It will be mine.

Robert J. Burdette.

Get Ready--Now

America now has three times as much money as the next richest nation in the world. The great increase in wealth is going very largely to the PEOPLE.

American merchants are bound to have an unprecedentedly big business this Fall—IF THEY HAVE THE GOODS That there will be a shortage of merchandise this Fall everybody knows. Yet, we are at this time placing at our customers' disposal huge stocks of goods that in comprehensiveness and quantity would represent a triumph even in a normal year We can make this announcement because we had the capital, the warehouse room and the world-wide buying organization to go at this big task in a truly big way. The goods are here—the goods that will enable you to make good on your present greatest of opportunities. Get ready now!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 17, 1917

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BANKING READJUSTMENTS.

The banks are husbanding their resources to meet demands and, while business remains active, there is a certain shortage of capital for current use. The natural consequence is that business men needing funds are using their most liquid assets—stocks and bonds—to secure it. This has a natural depression upon prices and investors who purchase now and hang on to good securities are sure of great profits when the market again approaches the normal. Seasonable demands for capital begin in August and continue until December for crop moving and purchase of goods by merchants. This causes a contraction of loans and a higher rate of interest. The cash goes from the big metropolitan banks to the smaller interior country banks, from there to the country merchant, grain buyer and elevator, and from there to the pockets of the farmer and, incidentally, a great deal goes into the pockets of the wage earners of all classes who are more freely employed and, therefore, able to have more pocket money in autumn than at any other season of the year. The outflow of cash from banks is shown all over the country at the present time. The gross farm production in 1916 was \$13,449,310,000, as against \$3,960,822,000 in 1907. Of this 1916 gross \$9,110,868,000 was crop values and \$4,338,442,000 animal products. While Government figures on price averages for this year are not available, later reports show higher prices per unit, and with the moderate increase in production indicate values of \$13,300,000,000 for crops alone and \$5,700,000,000 for animal products, making a value for gross products of \$19,000,000,000. This added value, although mostly of mere price, must be financed with real money.

The Federal Reserve system was proposed and placed in operation as a cure-all for just such a situation through the re-discount privilege and freely issued Federal Reserve notes. The country bankers (those in cities of less than a quarter of a million people), however, are persistently reluctant to avail themselves of the re-discount privilege. Their views are now the same as they have been in the past, that re-discounting commercial paper is a sign of weakness or of an unsound condition of the

banks. Therefore, the country banks are not responding very well to the teachings and pleadings of the Federal Reserve banks in the use of acceptances and re-discount privileges, nor are the trust companies and state banks falling over themselves in a rush to get into the Federal Reserve system. It does not appeal to the country bankers nor the trust companies of the State to endorse the paper of one of their borrowers, thus becoming jointly liable for it, re-discount that paper at the Federal Reserve bank, receive for it (in part) Federal Reserve notes secured by that very paper; and in the meantime also pass over their gold reserves to Federal Reserve banks in exchange for these notes. As John Moody says: "To their conservative minds the whole process looks like getting a lot of little notes in exchange for their big notes, passing the little notes out to the public as cash, becoming jointly liable to the Federal Reserve bank for the paper of the local customer, becoming dependent upon the Federal Reserve bank for additional cash reserves, if needed, and getting into a position where, if they need more cash, they will get circulating notes secured by more paper with their own endorsement upon it, and with the result of getting the bank deeper in debt." This view is what is keeping the state banks and trust companies out of the Federal Reserve system, and preventing the issue of Federal Reserve notes in such quantities as will fully take care of the present demand for money and capital and thereby check the slow liquidation in securities.

It is probable, however, that instead of refusing additional loans to merchants and producers whose paper is perfectly good, when the banks have reached their loaning limit, the country banker will find it advisable to follow the example of the big city banks and take advantage of the re-discount privilege. There is no doubt of inflation, but it will be necessary. War is never conservative and radical measures must be taken to win it, even to unsound financial methods. The country has resorted to such methods in the past, and although it temporarily suffered from deviations from established rules, it always recovered. Paper money, even if secured by Federal Reserve notes, is not real capital and does not serve as such except for a temporary period. It ultimately increases rather than diminishes war burdens.

WISE IN WAYS OF WORLD.

Who said the farmer was lacking in the elements of business acumen? However dense he may be in the higher ethics or economics of merchandising, he understands both the fundamentals and superstructure of

practices which conduce to his own pocketbook.

Here comes the Ohio State Agricultural College Extension service, pointing out to the farmers that marketing chickens which have not been properly conditioned through some method of fattening is an economic waste. Chickens will not reach their maximum development of flesh without special feeding, it says. The farmer who sells his chickens without fattening them deprives himself of a large part of his possible profit, since the increased weight produced by an efficient method of fattening is produced at a low cost. The underfatted chicken loses a much greater percentage of its weight in dressing than the chicken which has been properly fed.

The gains which can be made by crate feeding depend upon the quality of the fowls and the skill of the feeder. Cocks may be expected to make a net increase of from 15 to 20 per cent., hens should gain from 20 to 30 per cent. and broilers from 25 to 50 per cent. in from eight to fifteen days. From 350 to 400 pounds of mash fed to good chickens should produce 100 pounds of poultry meat in from eight to fifteen days.

It used to be considered bad ethics to starve cattle before buying them and then fatten and gorge them with water before selling them. Even now the "cropping" of poultry as practiced by chicken handlers in the large cities is considered highly dishonest. While "fattening" is not exactly a fair comparison with this, artificial fattening might reasonably be open to some question as wholly fair.

By the way, one never finds a farmer nowadays driving hogs or cattle to market; he carries them in a motor truck. Not that the high price in itself has made meat animals patrician, but the farmer has discovered that the exercise of trotting to market by a hog or steer actually works off fat enough to make a loss greater than the cost of haulage.

In precisely the same way farmers have figured out to a nicety just how much value in feed can be put into a hog to produce a gain in value of the meat thereby produced. For instance, corn of a certain price can best be sold as corn in the market; at a lower figure it can be fed to hogs and converted into meat which will produce a higher return per bushel. These are not fancies, however much they may surprise the layman, for the up-to-date farmer has it all figured out on a fine scale.

If you haven't changed any of your methods of doing business in the last ten years, that is more an evidence of your own pigheadedness than the rightness of your methods.

NO POSSIBILITY OF LOSS.

The experience of the market with our own 3½ per cent. loan, as with the preceding war loans in Europe, has been that these are investments whose price will be maintained, even with a general decline in other securities. The 3½ per cent. Liberty bonds have at no time, even in the most unsettled stock market, sold a point below their issue price, and they have sold very recently, even under the prevailing unsettled conditions, nearly half a point above it. Even if one were to take the narrower view of the financial market's fortunes, there can be no doubt whatever of the importance to the future of other investment values that the present loan subscription should be a complete success.

It ought not to be necessary to repeat the reasons why this result ought to be expected. The soundest investment security in the world at the present time, the new 4 per cent. war bonds will yield to the investor as much as he expected to receive a few years ago from bonds of the second grade, subject to all the uncertainties of corporation finance. It is thirty-eight years since the investor, large or small, has been able to buy a United States 4 per cent. Government bond at par, and we have seen the older 4 per cents selling at 130 on the Stock Exchange during that interval.

Five shock attacks virtually along the same front within three weeks, and three of these attacks within nine days—that is the record of the Allies east of Ypres in their advance upon an objective which is now plainly Roulers, the center of railroad communications between Northern France and the Belgian coast. On September 20 the British were about ten miles from Roulers. To-day they are six miles away. That is impressive progress measured by standards on the Western front. It is even more impressive in that the ground has been covered in five successive tries instead of at a single bound. For this can only mean that to a very considerable extent the monotonous routine of trench offensive has been broken, that an advance need no longer halt at its first objective for the tedious business of bringing up the heavy guns. The jubilation in London over the victory of October 4, the reference to that battle as the most significant after the Marne, may thus be explained as arising not from the immediate tactical success, nor yet from further reaching strategic results, but from the discovery of a new method, a solution of the problem of stalemate, a system of advance which may be slow, but indefinitely sustained. We are still, of course, in the realm of conjecture; but if in another three weeks Haig shall have smashed forward another four or five miles to the outskirts of Roulers, then a new phase of modern warfare will be born.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 15—James B. Melody, former soap salesman for Swift & Co., in this territory, who for the past year has been specializing on automobile parts, has accepted a position with the Cornwell Company, with head quarters at Jackson. Jim has many friends throughout Cloverland who will be pleased to note that he is back with the old regime and hope that his work will bring him back in this territory.

"Pay as you go, but save enough to get back on."

The farmers of Chippewa county appreciate the fine work done by the Civic and Commercial Association to secure the \$15,000 creamery which is being built at the Soo. This will mean much to the dairy interests of this country and will be appreciated by the merchants as well as the farmers who will benefit by this large enterprise. The promoters have every confidence in Cloverland and a promising future is in store for the creamery.

W. B. Sprague, one of our leading restaurant men, was the first to observe meatless Tuesdays and wheatless Wednesdays, which will undoubtedly be followed by others in the near future.

The Berry Chemical Co., of Manistique, expects to resume operations next week, after completing a number of improvements to the plant, including a large fuel house and a modern dry kiln constructed of bricks. It will now be in better shape than ever to proceed with the manufacture of wood alcohol and its by-products.

Lawrence Beaudoin, proprietor of the Central meat market, of Manistique, has disposed of his business to Lavine Bros., who are at present conducting the Riverside grocery. Lavine Bros. will take possession of the meat market this week and restock it with a full line of groceries, as well as meat. Mr. Beaudoin, who has been in the business since last January, has succeeded in building up a good trade, but as he was drafted for service in the army, he has been compelled to dispose of his interests as he will, no doubt, have to go in the next draft. He will remain in the store until he has to go into service and collect all outstanding accounts.

F. Birch has opened a new meat market at Rapid River. Mr. Birch will need no introduction to the trade, as he was in the meat business several years ago with Mr. Pfeiffer, the firm at that time being known as Birch & Pfeiffer. Mr. Birch has been with the Steel Corporation, in the Canadian Soo, for the past two years, but his love for the meat game was such that he had to get back to the old town, which he considers one of the best towns for its size on the Soo Line. Mr. Birch will conduct a strictly cash business, handling the best quality of meats. He is considered one of the best butchers at Rapid River and his success is assured.

The many friends of Edward Demar, well known architect, are very sorry to learn of his moving to California, where he expects to engage in a similar line. Mr. Demar has been one of the leading architects here for the past fifteen years and many of our best structures were planned by him. He has made many friends here who wish the family every success in the new field.

The Chippewa County Fair Association have decided to hold next year's fair one month later than it was this year. The dates will be September 18, 19 and 20.

"The early bird may gobble the worm, but it doesn't look like a square deal for the worm."

Chippewa county is asked to raise \$441,000 for the new Liberty Loan. The Upper Peninsula is apportioned \$8,000,000. An aggressive campaign starts here this week. It is expected

that our portion will be more than subscribed, the same as was the case in the First Liberty Loan.

Charles Haas of Uneeda biscuit fame, has added new laurels to his achievements as a hunter, but does not wish his friends to figure on the success he had last Sunday as any criterion. The roads were heavy on account of the heavy rains, but Charlie did not want to get off the straight-beaten path or public thoroughfare. Charlie asked one of the old timers to be directed to good partridge grounds, but he was told that he would have to go back off the road, as the partridge in that section had not been trained to come out on the road to the hunters during the open season. He reported a successful hunt, but was somewhat disappointed in the number of birds secured, which he states will not provide him near enough for the week, notwithstanding the meatless day.

W. H. Lewis, of Detour, was a business visitor here last week, arranging for plans for a new building to be erected in the place of the one destroyed by fire a short time ago. Mr. Lewis expects the new structure will be ready before winter and will be stocked with a full line of staple groceries and general merchandise.

"A word to the wise is sufficient, if he is paying for it at his end of the long distance telephone."

Miss Delia Logan, of the clerical force in the office of the Cornwell Company, was married last week to Dan C. Hall, of Flint, but is now with the machine gun company which left last week for Waco, Texas. Miss Logan has a wide circle of friends here and is one of the popular young ladies of the Sault society. The groom has also made many friends while at the Fort here. The couple received the congratulations of their many friends. William G. Tapert.

Seasonable Scintillations From Saline Saginaw.

Saginaw, Oct. 16—Saginaw is facing a labor panic. We need good men of brawn and brain here to-day in our new factories. A letter was sent out last week by Julius Kirby, Secretary of the local Board of Trade, to each member of the United Commercial Travelers belonging to No. 43, urging each one to get back of Saginaw and tell the people in our travels about the urgent need of laborers in our city. Let us answer the call and do our bit. Don't be afraid to get in the trenches of commercialism.

The World Star Knitting Mills, of Bay City, received a Government order for woolen hose for our soldier boys last week amounting to 600,000 pair. This is the biggest order of its kind placed since we entered the war.

Have you bought that Liberty Bond? Now is the time. Show a ready and willing response to Uncle Sam's call. Is that daughter or wife of yours doing anything for the Red Cross? If not, show her the way. go to Red Cross headquarters or start a knitting circle in your neighborhood and get busy. The ladies of the U. C. T. could be of valuable help in this line if they have not already done so. While we are lounging around our home heated up to 80 degrees, just remember that our soldier boys are shivering in the blood soaked trenches of Europe.

Oct. 1 is past and gone, but cannot be forgotten. It was on this day that God in His all wise way saw fit to take from our midst a spark of life—yes, a spark that was always shining on the needy, always ready to lend its brilliancy where light and help was needed; a spark that will be missed in the loving home circle, where it always longed to linger, for it loved and cherished above all things else to be at home; a spark that has gone from our Senior Counselor's station, that will be hard to fill; a space made vacant that will be sadly looked upon at our next U. C. T.

Enforced Advance In Cigars



I stand for Quality and Service

On account of the remarkable advances which have occurred in every article used in the manufacture of goods in our line, and the increase in the tax provided by the Government, I am obliged to advance my brands of cigars to the following:

Dornbos Single Binder \$37 per M.
Dornbos Perfectos . \$37 per M.

I take this step in order that the goods produced in my factory may be maintained on the high standard which has always been a distinguishing characteristic of the Dornbos line.



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 DORNBOS SINGLE BINDER cigars.

SOLD BY ALL JOBBERS

PETER DORNBOS
Cigar Manufacturer

16-18 Fulton St., West

Grand Rapids, Mich.

meeting, but we must not pine, for it was His will not ours be done when Wm. B. McGregor was called to his eternal resting place. We extend our heartfelt sympathy to those at home.

Mike Conaton, for several years in our midst as the jovial representative for the John W. Ladd Co., of Detroit, recently received what was due him for his earnest efforts in behalf of his company—a promotion. He was sent to Cleveland, Ohio, and given charge of his company's branch there. We congratulate you, Mike, and good luck to you, much as we hate to give you up.

Boys of the Saginaw U. C. T.! It is your duty to answer the call sent out by our worthy Secretary to be on hand at Foresters Temple Saturday night. Don't be a slacker. We need you and you need us. A big time is slated and when you read later down these lines the names of those gentlemen who are knocking at the door for admission to the only secret order of commercial travelers in existence, then I know you will make arrangements to be on hand at the appointed time and help welcome those who gain admission into our midst. Following are those expected:

J. R. Pinnell (Michigan Art Shop, Detroit), living at 1602 Mackinaw, Saginaw;

P. G. Cook, Saginaw, (Carson, Pirie & Scott Co.);

Norman Littledale, Saginaw, (Butler Bros., St. Louis);

Fred W. Rolland, Saginaw, ((Krolik & Co., Detroit);

Frank B. Wallace, Saginaw, (Crowley Bros., Detroit);

A. B. McDowell, Saginaw, (Marcero Cigar Co., Detroit);

Raleigh Griffith, Saginaw, (Cornwall Co.);

M. H. Wonderlic, Saginaw, (Cornwall Co.);

Frank B. Saginaw, (Hart Bros.).

Read them over again and then I know you will be on hand. But we have another drawing feature for this

appointed night. (Now don't forget the date next Saturday night, Oct. 20) and it is always a drawing card, for it is a case of the ladies having their fingers in the pot. At 6 o'clock the ladies of the U. C. T. will give a pot luck supper at the Temple. I need say no more, for it is to be remembered they are a shining light in our beloved order. Just be on hand, that's all.

Miss Edith Runnels, of Port Huron, was a week end guest of Mr. and Mrs. B. N. Mercer. She was here as a delegate to the D. A. R. convention held during the past week.

Frank P. Sheridan has accepted a position with the Somers Match Co. He has gone to the West Coast to take up his new work.

Nov. 7 will be one of joy in our midst and one of sadness at the other end of the line. We are going to be happy because we know we are going to have our annual venison banquet upon their return from the North woods. Whose return? Don't you know who? Mark Brown, the czar of Michigan, and his close friend and old side kicker, Bert Rutherford who have not missed a hunting trip in twenty years. Here is where the sad part comes in at the other end of the line. Some proud old buck of the woody North knows his fate. He knows that he and wifey Doe are doomed. Then, too, he frets for fear that some of his little fawns may have to suffer from stray shot and shell, not intention, dear reader, for Saginaw can boast of these two men as being two of the hardest workers for the preservation and protection of our wild game and fish in the State of Michigan. They have invited B. N. Mercer to go along, but as the cards look now, no chance, as Ben has not shouldered a gun for fifteen years and they know this and for this reason the only real thing Ben could do would be to act as housekeeper and dish washer and, of course, the money he would lose at penny-ante

would go toward defraying expenses. Upon their return from the North the ladies will take charge and give the banquet, so keep your eye open for the announcement.

All Saginaw was shocked to hear of the tragic death of Don McGee, who met death while serving his country last week at Selfridge Field, near Mt. Clemens. The citizens here have started a memorial fund in honor of him, he being the first soldier killed from this district.

Did you notice that the Government engineers said it would only take a little over six million to protect us against floods. That's all.

The convention committee of the Board of Trade has appointed the following committees to look after the arrangements for the coming convention of the Michigan Implement & Vehicle Dealers' Association, to be held here next month: B. N. Mercer, Howard Sullivan, G. S. Garber, Fred P. Cory, G. S. Hoening, H. R. Porter, C. W. Wagner and William Roeser.

Brothers, do you know why we took up a collection at the last U. C. T. meeting, who and what it was for? For the sake of those not present at the meeting, let me tell you the story:

We have eight U. C. T.'s of No. 43 in various camps over the United States and to cheer them on, money was raised to provide them with tobacco. Thirty-five dollars was in the hat the first trip round the hall and the following committee was appointed to buy tobacco and cigars and send away: Geo. Pitts, Bert Rutherford and Mark Brown. The tobacco goes forth this week to the following brothers: J. B. Hanchett, Camp Baker, El Paso, Texas; R. B. Horine, Camp McArthur, Waco, Texas; A. L. Secoir, Camp Custer, Battle Creek; Hugo Werner, Camp Taylor, Louisville, Ky.; Floyd Brown, Camp Taylor, Louisville, Ky.; (the latter is the son of Mark Brown); Charles P. Symons, New London, Conn.; John W. Sy-

mons, Newport, R. I.; H. A. Sowerby, with the 101st U. S. American Expeditionary Forces somewhere in France. They are out to protect American liberty and help quell Kaiser Bloodism, which we pray will soon fade away with its originator to where the rich man was when he spoke to Lazarus. Drop the boys a line and let us show them we are still fellow U. C. T.'s.

Mrs. Clayton Smith, 1018 Tuscola street, delightfully entertained the ladies of the U. C. T. last Thursday.

Will see you Saturday night. Please remember the time, date and place.

L. M. Steward.

Butter, Eggs, Poultry, Beans, and Potatoes.

Buffalo, Oct. 17—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, 25½@26c.

Eggs—Choice, new laid, 44@45c; fancy hennery, 50@58c.

Poultry (live)—Fowls, 20@26c; chicks, 24@28c; old cox, 17@18c; ducks, 21@25c.

Beans—Medium, \$8.50@9.00; pea, \$8.50@9.00; Red Kidney, \$7.00; White Kidney, \$8.00@8.50; Marrow, \$8.50@9.00.

Potatoes—New, \$1.40@1.60 per bu. Rea & Witzig.

A Castor-Oil Crop.

Uncle Sam is planning a large crop of castor beans next year, from which castor oil will be extracted. Since the beginning of the war castor oil has more than doubled in price. It is used as a lubricant for airplanes, being little affected by heat, cold, or high altitude.

DELIGHTFUL

to the eye and taste, is butter colored with Dandelion Brand Butter Color.

It sells readily, for women want it.

Dandelion Brand Butter Color

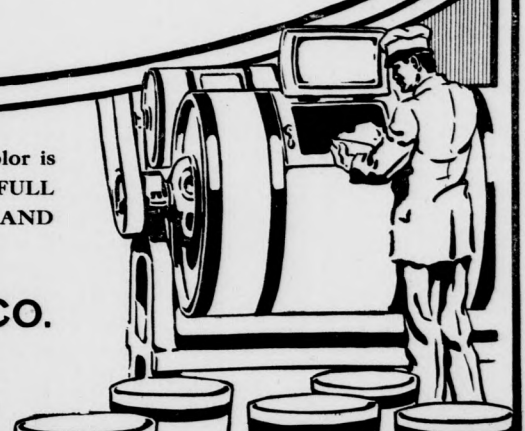


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

And 200 Mountain St., Montreal, Canada



Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Sears—Charles Conn succeeds A. B. Casler in the grocery business.

Lowell—Earle Cole, recently of Greenville, has engaged in the confectionery business.

Dalton—John R. Salter has closed out his grocery stock and removed to Muskegon Heights.

Mason—G. J. Dunn has sold his dry goods stock to the Philadelphia Syndicate Co. and will retire from business.

Munising—A. Kirkish has opened a bazaar store in the Caskanette block, at the corner of Elm avenue and Superior street.

Detroit—Dean & Sherk, 812-820 Woodbridge avenue, have changed their name to the Dean & Sherk Corporation.

Scottville—Drake & Waggoner are closing out their millinery and women's furnishing goods stock and will retire from business.

Mason—C. A. Ries is closing out his grocery stock and will remove to Flint and engage in the tea and coffee business about Nov. 15.

Negaunee—J. A. Torreano has removed his bakery to the building on Jackson street which he recently purchased and remodeled.

Chesaning—Herman Hochshield succeeds C. A. Coy in the hardware business, having traded his farm north of Oakley to Mr. Coy for the stock.

Jackson—Charles T. Lazell has sold his grocery stock to V. C. Barnes, who will continue the business at the same location, 326 North Pleasant street.

LeRoy—C. D. Francisco has sold his potato warehouse to McClintick & Co., of Tustin, who have leased it to Frank Francisco, who buys and sells potatoes.

Kalamazoo—The Kalamazoo Sanitary Carton Co. has increased its capital stock from \$10,000 to \$50,000 and changed its name to the Kalamazoo Carton Co.

Battle Creek—The Detroit Fruit & Produce Co. has opened a branch establishment at 207 West Main street under the management of A. Ciaramitaro and will do a wholesale business only.

Northport—Magnus Fredrickson has purchased the interest of his partner in the grocery and meat stock of Fredrickson & Couturier and will continue the business under his own name.

Ionia—E. N. Lowrey and B. J. Boynton have formed a copartnership under the style of Lowrey & Boynton and taken over the T. J. Banfield undertaking and furniture stock in the Webber block.

Hastings—Fred B. Todd has merged his business into a stock company under the style of the Fred Todd Lumber Co., with an authorized capitalization of \$50,000, which amount

has been subscribed, \$14,840 being paid in in cash.

Alto—The Dailey grocery stock has been purchased by M. T. La Monte & Co., of Clarksville, who will continue the business at the same location.

Bay City—The Nitschky-Grant Electric Co. has been organized with an authorized capitalization of \$1,500, which amount has been subscribed, \$182.79 being paid in in cash and \$1,317.21 in property.

East Jordan—Empey Bros. have sold their furniture stock to Noah French and J. E. Redmon, who will continue the business at the same location under the style of the French & Redmon Furniture & Undertaking Co.

Eaton Rapids—Charles Henry has removed his confectionery stock to the building on Main street which he recently purchased and has opened an ice cream parlor and restaurant in connection with his confectionery store.

Muskegon—The Castenholz Co. has been organized with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash. It will conduct a wholesale and retail meats, provision and packing house business.

Manufacturing Matters.

Ypsilanti—The Michigan Ladder Co. has increased its capital stock from \$6,000 to \$100,000.

St. Johns—The capital stock of the F. C. Mason Co. has been increased from \$30,000 to \$45,000.

Detroit—The Russel Motor Axle Co. has increased its capital stock from \$600,000 to \$750,000.

Detroit—The Standard Screw Products Co. has increased its capital stock from \$250,000 to \$750,000.

Detroit—The S. Viviano Macaroni Manufacturing Co. has increased its capital stock from \$300,000 to \$400,000.

Muskegon—The Campbell Manufacturing & Foundry Co. is building a large addition to its plant. The company manufactures radiator castings.

Evart—The Evart Creamery Co. has remodeled and enlarged its plant and is now equipped to make powdered milk, condensed milk, butter and cheese.

Muskegon—The remaining property of the Moon Desk Co. has been purchased by Dr. F. B. Marshall, who has not made public the use he will put it to.

Detroit—Schwanbeck Bros., manufacturers of bakers' specialties, are erecting a plant at Chesaning and will remove to that place about Jan. 1.

Ludington—The Haskell Manufacturing Co. has changed its name to the Haskolite Co. and retired the preferred

stock, about \$3,500 of which is outstanding. Payment is made in cash or common stock, as the holders prefers. The capitalization remains the same, \$100,000.

Big Rapids—The Big Rapids Furniture Co. has been organized with an authorized capital stock of \$21,000, all of which has been subscribed and paid in in cash.

Muskegon—The Advance Brass Manufacturing Co. has been incorporated with an authorized capitalization of \$25,000, \$12,500 of which has been paid in in cash.

Kalamazoo—The Wolverine Motor Car Co., formerly known as the Wolverine-Detroit Motor Corporation, of Detroit, has engaged in business at this place.

Detroit—The Electric Utility Co. has been incorporated with an authorized capitalization of \$20,000, which amount has been subscribed and \$2,000 paid in in cash.

Detroit—The Wayne Mining Co. has been incorporated with an authorized capital stock of \$200,000, of which \$49,900 has been paid in in cash and \$50,100 in property.

Detroit—The Welsmore Manufacturing Co., 45-49 East Fort street, which deals in automobile parts and accessories, has increased its capital stock from \$10,000 to \$100,000.

Detroit—The F. J. Donahue Varnish Co. has been incorporated with an authorized capital stock of \$25,000, of which \$17,000 has been subscribed, \$4,300 paid in in cash and \$11,200 in property.

Jackson—The Jackson Furnace & Foundry Co. has purchased the equipment of the Lusk Bros. Foundry Co., on Liberty street, and will remove it to its own plant.

Eaton Rapids—The Spicerville grist and flour mill, located two miles southwest of this place, has been sold to John Miller, recently of Detroit, who has taken possession and will continue the business.

Detroit—The Presto Cloth Manufacturing Co., 43 Davenport street, has been incorporated with an authorized capital stock of \$5,000, which amount has been subscribed, \$2,000 being paid in in cash.

Kalamazoo—The New Era Manufacturing Co. has merged its business into a stock company with an authorized capitalization of \$30,000. It manufactures foundry equipment, machine shop and engineering supplies.

Detroit—The Rouse Folding Crate Co. has been organized with an authorized capital stock of \$100,000, of which amount \$61,020 has been subscribed, \$1,020 being paid in in cash and \$60,000 in property.

Three Rivers—The Three Rivers Robe Tannery has merged its business into a stock company with an authorized capitalization of \$50,000, all of which has been subscribed, \$18,000 being paid in in cash and \$32,000 in property.

Detroit—The Crystal-Alloz Corporation, 1344 Vermont avenue, has been organized with an authorized capital stock of \$50,000, which amount has been subscribed and \$5,000 paid in in cash. It will manufacture metal toilet articles.

Ludington—Bonbright & Co., the new owners of the Haskell Manufacturing Co., state that the veneer and canoe factory will be continued here, also that large additions will be built. It is probable that air plane parts will be made on a large scale.

Detroit—F. Long & Son Co., 605 Whitney building, have organized to manufacture builders and foundry supplies with an authorized capitalization of \$75,000, of which amount \$37,500 has been subscribed, \$500 being paid in in cash and \$37,000 in property.

Detroit—The Manufacturers Clearing House Association, 720 Penobscot building, has been incorporated with an authorized capitalization of \$10,000, which amount has been subscribed, \$1,000 being paid in in cash. It will manufacture materials used in the manufacture of autos and other vehicles.

Kalamazoo—As trustee in bankruptcy for the former Michigan Buggy Company, the Detroit Trust Company is preparing to send out to creditors a final payment amounting to 1.048 per cent. The payment will make a total distribution of 23.0848 to unsecured creditors, whose claims against the Michigan Buggy Company have been approved and will bring to a close a proceeding in bankruptcy which developed complications and far-reaching ramifications and was attended by the prosecution on criminal charges of several officers of the insolvent corporation.

Send In Tobacco Inventories.

Retail dealers who had more than the following amounts of tobacco on hand Oct. 4 should send in an inventory to the United States Revenue Collector at once:

1,000 cigars.

1,000 cigarettes.

100 pounds manufactured tobacco.

Blanks will be furnished for this purpose on application to the Collector.

On all tobacco on hand in excess of above amount, the retail dealer is compelled to pay one-half the regular tax, as follows:

50 cents per 1,000 on 5 cent cigars.

\$1.50 per 1,000 on 10 cent cigars.

40 cents per 1,000 on cigarettes.

2½ cents per pound on manufactured tobacco.

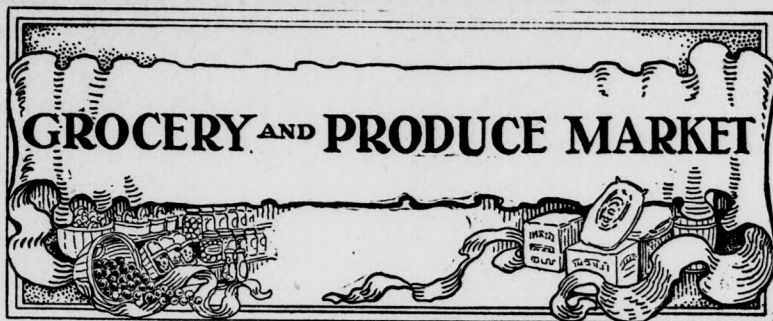
Salt Fish—There is no change in the market during the week. Stocks of shore mackerel are small, but show some good quality fish here and there. Prices are steady to firm.

Heinzman's bazaar store, 611 and 613 Bridge street, has contracted with the United Sales Co. to conduct a ten day remodeling sale, beginning Oct. 17.

C. H. Clement has engaged in the grocery business at Sheridan, the Worden Grocer Company furnishing the stock.

Dykstra's Grocery has engaged in business at 1146 Wealthy street, the Worden Grocer Company furnishing the stock.

The Rysdale Candy Co. has increased its capital stock from \$12,000 to \$30,000.



Review of the Grand Rapids Produce Market.

Apples—Wolf River fetch \$1.75 per bu.; Winesaps and York Imperials, \$2 per bu.; Baldwins, Greenings and Wagners, \$5.50 per bbl.; Northern Spys, \$6 per bbl.

Bananas—\$4 per 100 lbs.

Beets—\$1.40 per bu.

Butter—The market is firm on the various grades of creamery, due to withdrawals from the cold storage warehouses. We look for slightly higher prices in creamery butter in the immediate future, due to a sharp falling off this week in the receipts of fresh creamery and a lighter supply of creamery butter in the cold storage warehouses than in the corresponding time last year. 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 36c for packing stock.

Cabbage—Home grown, 75c per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—20c per bunch.

Eggs—The market is firm, with unchanged quotations. Receipts of strictly fresh eggs are extremely light. There is a good consumptive demand and a firm market is looked for in the immediate future. The withdrawals of eggs from the cold storage warehouses are heavy and there is a good home consumption. No change is looked for on refrigerator eggs at this writing. Local dealers pay 37c for fresh, loss off, including cases. Cold storage operators are putting out their stocks on the following basis: Extras, candled, 40c; firsts, 38c; seconds, 35c.

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

Grapes—Wordens, Concord and Niagara command 20c for 8 lb. climax baskets and \$2 per doz. 4 lb. baskets; Delawares, \$3 per doz. California Tokays command \$2 per crate.

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

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7 for choice and \$7.50 for fancy.

Lettuce—\$1.25 per bu. for garden grown leaf; \$2.50 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, 21c per lb.; filberts, 20c per lb.; pecans, 19c per lb.; walnuts 19c for Grenoble; Brazils, 18c.; Mixed Nuts, 16½c.

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 Lemon Frees and Gold Drops, command \$1.25@1.50 per bu.; New York Elbertas fetch \$1.75 per bu.

Peppers—Green, 50c@1 per basket, according to size.

Pickling Stock—Onions, \$1.50 per box.

Pears—Sickles, Anjous and Duchess command \$2 per bu.; Keefers, \$1.25@1.50 per bu.

Potatoes—\$1.35 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—\$4.75 per bbl. for Virginia.

Tomatoes—75c per bu. for green.

The Grocery Market.

Sugar—The market is completely demoralized, owing to the inability of any one to obtain sugar on any reasonable basis and the misleading information repeatedly published in the daily papers to the effect that sugar will be cheaper. The governing board has promulgated its licensing system which goes into effect Nov. 1. Prices are unchanged, but refiners are very reluctant sellers and stocks are very small. It looks as if the Christmas season was going to be marked by very high prices on candy, not only owing to the scarcity and costliness of sugar, but on account of the condition in glucose. The consumptive demand for sugar is good. The Government has compelled the refiners to enter into a deadlock with the holders of the remainder of the crop of Cuban raw sugar and, as a result, refiners are not buying, although they very badly need raw sugar. Rather than buy at the excessive prices which the holders of raws have placed upon their holdings, refiners have given notice that they will close down. In fact, two refiners have already closed down. The Government wants the Cuban holders to put a price of 5.90 cents, cost and freight, on their sugar, which is much less than they want to sell it for and could get for it, if the Government would keep its hands off. There are about 30,000 tons of Cuban raw sugar left down there and this, while small, is just about enough to tide this coun-

try over until beet granulated comes under way.

Tea—The tone of the market as a whole is decidedly steady, and if the demand continues to expand as expected better prices for the near future are held to be not improbable.

Coffee—The market is in a very weak and unsatisfactory condition. Brazils are gradually sagging lower and No. 7 Rio, the standard grade of Rio coffee, is 8½c. Santos grades are equally weak, and milds also, particularly Maracaibo. The tremendous supply and comparative lack of demand are the reasons for the present situation. Java and Mocha remain unchanged.

Canned Fruit—All classes of fruit are in demand and the market is firmly held. Gallon apples are as scarce as ever.

Canned Fish—Domestic sardines are very scarce and hard to get. Prices show an advance of about 50c per case for the week. Salmon is unchanged. There are larger offerings in New York than there have been and the feeling seems to be a trifle easier.

Canned Vegetables—Practically everything in the canned goods line still presents a strong outward appearance. There is a little hesitation, to be sure, so far as tomatoes are concerned and some jobbers still believe that there may be a reaction, but outside of some few instances where resales have been made below a \$2 basis for No. 3s nothing has developed in that direction as yet. The only hope that the trade has is that ultimately it will be discovered that there are considerable quantities of tomatoes as well as other canned goods, coming out from hiding places where they have been held by speculators and in some directions there is a very strong belief that such is the fact. String beans are in light supply and the market is strong. Offerings of peas on the spot are extremely light.

Dried Fruits—For the present, at least, there is nothing on the horizon that indicates the slightest weakening of the dried fruit situation. On the contrary, there appears to be every likelihood of a firm market for some weeks to come. This is particularly the case with reference to the local market, which is in need of new supplies from the coast. Shipments from there have been delayed by the necessity of attending to the Government wants first. Furthermore scarcity of labor and difficulties of transportation, not only in the shortage of cars, but of engines to pull them, have added to the complications. The result is that there has been an increased local demand to take the place of material that should have been here by this time with a consequent hardening of values. This is particularly true of prunes, the local supplies of which are within a small compass and held at full prices. It therefore becomes a problem as to whether or not there will be any easing of the situation when the new prunes begin to arrive or whether the additional supplies that have been taken on would have been needed, anyway. Oregon prunes are likely to be on a more or less inflated basis for the time being, or until the packers there get their bearings. Thus far, the proportion of large size prunes out of the

first arrivals has been so small that there is a belief among jobbers that there may be a differential of as much as 2c between 30s-40s and 40s-50s. For the present, at least, there is no disposition on the part of Oregon packers to commit themselves for future shipment, except on a high basis of prices. The market is practically bare of currants, as there is said to be no probability of a direct steamer from Greece for another month, at least, and any shipments made would come by a roundabout way. Coast advices state that Thompson seedless raisins are now en route and are due almost any day. Apricots are arriving a little more freely, but there is still a scarcity of fancy and extra fancy Blenheims for which buyers are, in some instances, willing to pay a slight premium.

Sugar Syrups—Trade is rather slow, but in the absence of pressure to sell prices remain firm on the basis of previous quotations.

Rice—The topic of chief interest is the revival of the report that the Food Administration has under consideration the question of extending price regulation to rice. It was understood that no definite action will be taken until initial costs have been figured out so that a sound basis may be established for the fixing of prices at figures which will eliminate speculative profits, at the same time affording a fair margin to all handlers of the product. Present spot market prices are too much out of line with the ideas of buyers to admit of the purchasing of any more than enough to cover the barest current necessities, but with receipts on an unprecedentedly small scale and a renewal of the upward movement reported from New Orleans and Galveston, holders here declare that it is absolutely impossible for them to shade their asking prices.

Molasses—Offerings are of the usual limited character incident to the season, but demand is not urgent and prices are more or less nominal.

Provisions—The market on pure hog lard is very firm, the make being very light, due to the light receipts of hogs and the stock now arriving being very small. We do not look for any material change in the immediate future. The market on compound is very firm following an advance of 1c per pound over last week's quotation. The make is very light and the sharp increase in price is due to the sudden upward turn of cottonseed oil, the raw material. There is a very good home consumptive demand and a moderate supply. Higher prices are looked for in the next few days. The market on smoked meats is very firm, with prices ranging about ½@1c per pound over last week's quotations, due largely to a light supply and a good consumptive demand. Continued high prices are looked for in the near future. The market on dried beef is steady at unchanged quotations, with a light supply and a fair consumptive demand. The market on barreled pork is firm at unchanged quotations, with a light consumptive demand and a moderate supply. Canned meats are very firm at unchanged quotations.

The greatest wisdom in man consists in knowing his follies.

Gabby Gleanings From Grand Rapids

Grand Rapids, Oct. 15—W. J. Smith, owner and proprietor of the McElvain House, Vicksburg, died Saturday, Oct. 6, after a long illness of Bright's disease. For years the traveling men making Southern Michigan territory have found the McElvain House a more than usually comfortable and hospitable place to stop and, as we have stated on several other occasions in Gabby Gleanings, Mr. Smith, by his gentlemanly and courteous attitude, always made the commercial men feel welcome and at home. His hotel followed closely the edicts of the Henry law, both before and after the law was enacted. Because of these fine qualities he had a host of friends among the traveling fraternity and we doubt if there is one who ever shared his bounties who will not bow his head in sorrow upon hearing of his untimely death. Mr. Smith had two hobbies—one was fishing and the other was to run a good hotel. He was a member of the B. P. O. E., Petoskey. We are informed the hotel will continue in operation under the management of Mrs. Smith, who we have every reason to believe will hold it up to its present high standard of efficiency.

Individual towels at the Clifton Hotel, Battle Creek would be a mighty welcome corollary to the slippery elm towels that now prevail there.

F. Eugene Scott, P. S. C., who affiliated himself some time during the early summer with Mr. Oliver's selling force, at South Bend, has acquitted himself so satisfactorily to the big plow manufacturer that he has already secured a promotion. From now and henceforth he will call on the big trade only all over the United States, in the interest of a tractor plow. Before cutting him loose on the big game, however, the manager has set him at work tutoring his successor, which is no snap for the successor, as "Gene" is taking him through the ceremonies at a very rapid rate. We all rejoice in your success, Mr. Scott, and bespeak for you even greater glories in your newly chosen field.

We feel it our duty to warn all traveling men who make Battle Creek to avoid, so far as possible, any plans of stopping there over night, as they are pretty well filled up with the officers and soldiers, their relatives and friends, of the cantonment. We mention this, not because we are not willing for the soldiers to have their first choice of the best Battle Creek hotels can afford, for we believe the best is none too good for them, but that the commercial men, knowing the conditions, may arrange their trips accordingly.

Mrs. Elizabeth Kiely, who has been coming to Grand Rapids with the regularity of clockwork for the past eight years, spent Sunday and Monday in the city, calling on her customers among the dry goods trade Monday. She has never sold anything but women's skirts. For the past eight years she has represented the skirt factory of S. M. Magill, of Philadelphia. Mrs. Kiely resides in Saginaw, where she owns a large and profitable chicken farm, which is managed by her son.

Having exhausted nearly every source of pleasure and entertainment due him here, "Uncle" Louie Winter-nitz leaves Saturday for West Baden, Ind., where he will remain a fortnight or more. He will then spend a few weeks at the Illinois Athletic Club, Chicago, preparatory to taking up his winter residence at St. Augustine and St. Petersburg. His acquaintance is so extensive, due to his globe trotting propensity, that he has correspondents in every civilized country in the world, and the barbarian country of Germany.

Toledo is to have another hotel, the Bond, to replace the historic Boody House, at Madison avenue and St. Clair street. The contract for the

new structure was let last Friday. It is to be thirteen stories high and will cost \$1,500,000. Work of wrecking the Boody House will begin Dec. 1. The Bond will have 500 rooms. It will be built of reinforced concrete and steel. The first two stories will be of Bedford stone. Brick will be used above the stone. Sherman Bond, the proprietor of the Boody House, will be manager.

The Michigan sales force of the Washburn-Crosby Co. gave a banquet and general roundup, at the Pantlind Hotel Saturday evening for the benefit of J. H. Moreau, local manager and H. H. Thomas, of Minneapolis, manager of the Michigan sales department and also manager of sales of the extreme Southwest. There were present at the meeting, besides these two men, J. Farrink, J. L. Thomas, F. Y. Adams, F. Y. Warner, K. C. Butters, B. J. Majchizak, F. E. Hardy, D. L. Compeer, J. W. Looks, J. Fox, J. De Jonge, J. D. Fry, E. Moorhouse, H. L. Wyant and William P. Drake.

F. I. Larrett, Western Michigan traveling representative for Burnham, Stoepel & Co., has resigned. He will be succeeded by H. L. Proper, who has made an exceptional record as underwear and hosiery salesman during the past year.

The traveling salesman is the man Hoover is relying on for the heavy work. With upward of a hundred thousand of these busy boys chasing all over the country every day in the year the food administrator expects to push his propaganda into every nook and corner of the land. Every traveling salesman will be asked to join the Food Administration and to pledge himself to urge upon the retailers and through them upon the consumers various measures to save men, food, fuel, energy and materials for war uses. Hardware retailers will be told how to boom the garden seeds end of their business and how to boost the sale of farm implements, especially those handling little tools which are counted upon to make next spring's two million additional gardens. Don't think that every knight of the grip, who begins to talk fruit preserving, has bats in his belfry. And don't think he is trying to sell you a carload of preserving jars. As a matter of fact, he is merely doing his bit for Hoover. The glass jar man will come along later. Incidentally the drummers will do a little work along economic lines of interest to every retailer. They are being coached by the State merchant representatives and will soon have their lessons pat. Tips of how to cut down delivery service and push the gospel of "toting your own bundle" will be distributed, for Hoover is trying to save men, horses, trucks and gasoline for the army. Man power and horse power will both be needed to win the war and every little helps. Another bit of publicity work to be tackled by the drummers will be the spreading of the gospel of prompt collections. Hoover thinks the customers of the average retail merchant make him wait too long for his money and that if the public can be induced to pay up a little more promptly as a sort of war measure everybody will be better off. The man from Belgium has tackled a mighty big job, but that's the kind he likes and everybody will be glad to see him go to it. More power to Hoover's elbow!

The third of a series of U. C. T. rally meetings was held at Kalamazoo, Saturday, Oct. 13. Members from Jackson, Coldwater, Battle Creek and Grand Rapids Councils were in attendance and were royally entertained by Kalamazoo Council. Headquarters were at the new Burdick Hotel. At 2 o'clock the visitors were loaded into autos and a sight seeing tour of the city was made. The first halt was on the summit of college hill. From that high point the beautiful city of Kalamazoo lay in all di-

rections. Dotted about the city church spires and smoke stacks of the various industries arose in dispute of the vantage point of college hill. From there the trail led to the Kalamazoo State Asylum, where over 2,200 patients are quartered, attended by about 450 employees. The institution has inaugurated an industrial feature which is of interest to the many visitors. In the industrial building looms for weaving linen, machines for the manufacture of various pieces of furniture and rows of machines sewing cloth for clothing hum merrily, while on either side you can see busy fingers weaving baskets, knotting rugs, making brooms and stuffing mattresses. The management has found a means to occupy the minds of the patients, thus effecting cures impossible without this means. After successfully collecting all the gang and finding no one in real danger of having to stay for the time being, the motorists wended their way back to the hotel, where the visiting ladies were left in charge of the local U. C. T. ladies, the men going to the Council rooms, where a class of candidates was waiting to receive the solemn rites of U. C. Tism. Senior Counselor Kelly called the meeting to order at 4:30 and, after a short business session, turned the gavel over to Senior Counselor E. J. MacMillan, of Grand Rapids Council, who with his staff of officers exemplified the work on the candidates. The meeting closed about 6 o'clock and from there a pathway led straight and true to the Burdick Hotel, where the ladies were in waiting. At 7 o'clock the banquet room doors were thrown open and about 200 U. C. T.s and their families were ushered in to a feast that would make some rich dyspeptic turn green with envy, for the best of the land burdened the banquet tables and every one did them justice. After the eats had been properly disposed of, the master of ceremonies called on several prominent U. C. T.s for speeches. One feature of the programme was the delivery of the Ray of Hope lecture for the benefit of the ladies by Past Senior Counselor John D. Martin, of Grand Rapids. Permission for the delivery of this beautiful lecture was granted by Grand Counselor John A. Hach, of Coldwater. Following the banquet the crowd was conducted to the ball room, where an orchestra gave them an opportunity to show their skill in the terpsichorean art. Every one present who did not have a good time is a 24 carat pessimist, for the Kalamazoo boys did themselves proud in their effort to give everybody a good time. Thanks, No. 156. We will try and reciprocate.

The Kaiser finds it a lot easier to make a prince out of a general than it is to make a general out of a prince.

The bridegroom's present to the bride was a handsome diamond brooch, together with many other beautiful things in cut glass.

Miss Lydia Magnum, assistant manager of the Wolverine Hotel, at Boyne City, has returned to her duties after visiting friends and relatives in Cadillac, Traverse City and Manistee.

One of the popular sports in Boyne City is throwing sticks for the amusement of Fritz, a big bulldog, while you patiently wait until 1:15 for the 12 o'clock train.

Sid Medalie, proprietor of a dry goods and shoe store in Mancelona, has made preparations to leave Oct. 17 for Battle Creek, where he will train with the new National army for services across the sea.

The G. R. & I. is getting reckless and spending some of their good resort money by putting a new floor in the depot office at Mancelona.

A. J. Cargo, who has been conducting a delicatessen store at Walloon Lake, has closed his place for the season and moved the remainder of the stock to his year-round store at Atlanta. Robert Steele, who has been with Mr. Crago, is now connected with the

Model confectionery, at Petoskey.

This "raised on account of the war" stuff is getting to be irksome. Even bus lines have begun to get the habit and in some places have raised the round trip fare from 25c to 50c. Can you beat the nerve of some robbers?

Shoes may not wear so long, but I think some of us will be conservative enough to help these H.P. bus lines by walking or using roller skates.

Lynn Clark, of Clarion, has purchased the Geyer building and moved his grocery stock into it. His necessity for larger quarters prompted the change.

Wanted—A U. C. T. who is bold but not audacious; handsome as Apollo, yet industrious as Vulcan; wise as Solomon, but meek at Moses—a man all women would court, yet devoted to only the one woman. Speak up now or forever hold your tongue.

L. A. Moon, who conducts a dry goods and grocery store at Boyne Falls and who has been an inmate of a hospital at Petoskey, is slowly improving. Due to the scarcity of help, he was compelled to close his store during his illness.

Mrs. Henry Jaffee, of Boyne Falls, is slowly recovering from a severe illness and has left the Reyeroft hospital, at Petoskey, and returned to her home.

E. M. Colson, popular druggist of Kalkaska, is seriously ill with pneumonia and Ford Robbins, of Boyne Falls, is looking after the business.

E. W. Swaverly, landlord of the Hotel Sieting, at Kalkaska, is motoring through to Minneapolis on a vacation trip.

Frank Paulos, of S. J. Bordo & Co., of Elmira, has lost three brothers in the German army. Although all his relatives reside in Germany, his age alone prevents him taking up arms against the Kaiser and fighting under the colors of his adopted land.

N. W. Wells, manager of the Petoskey and Bay Shore Gas Co., made a business trip to Grand Rapids Thursday.

Barney Stratton, the popular grocery salesman, is laying in his supply of vegetables for the winter. He has a novel way of doing this, inasmuch as he hasn't much faith in the freight or express service. He carries an unusually large traveling bag and the last time we saw him he carried his usual smiling countenance and a grip full of spuds. He said he had six potatoes which would average 134 pounds each. We know the grip was heavy, but about the weight of the potatoes—well, we had no scales.

W. S. Lawton predicts that he and the Mrs. will be on hand at the first U. C. T. dance.

A. P. Anderson, of the Worden Grocer Co., will be replaced on the territory this week by Ed. Hart, better known as "Woodrow Wilson" Hart. Pete says he is compelled to have his teeth repaired, due to the high cost of living. Our only solution of this statement is that steaks have become so tough and the bread so hard that Pete is taking no chances of having to go hungry on account of unpreparedness.

Charles Perkins, of Armour & Company, spent Sunday away from family and friends in Canton, Ohio.

R. J. Ellwanger left Monday for Columbus, Ohio, where he will attend the National dairy show.

The contract has been let for the erection of three more stories on the new part of the Crathmore Hotel.

Bob Ellwanger challenges any cribbage player in the State. He is some player and can back up his boast by a game played at Middleville last week. In seven hands and cribs he scored 129 points or an average of better than seventeen points per hand. In the entire game he and his opponent scored 254 points. Mr. Cribbage Player, think this over. Some game.

John D. Martin exhibited selective exclusiveness at the banquet at Kala-

mazoo Saturday evening. John is a hard worker and if given room can accomplish a multitude of tasks, so he figured he could do more for his share of the cats if he had more room, consequently John D. appropriated an individual table in the corner and what happened to his portion of a broiler was a cleaning.

Have you purchased that season dance ticket yet? Remember Oct. 27 is only two weeks away. Brace yourself.

Won't be much news this week, as R. A. Waite, the star reporter, has a cold and a small bit of news and besides was working the interurban district.

The boys from Grand Rapids were badly frightened Saturday at Kalamazoo, as E. J. MacMillan was missing after the sight seeing tour of the asylum. Mac was looked for, but without reward, so the crowd solemnly and sorrowfully made their way back to the hotel, scarcely hoping to see Mac again, when up jumped the devil and our beloved Senior Counselor appeared on the scene. Upon investigation we found that he had never even left the hotel, but was watching the score board for the returns of the Chicago-New York ball game. Next time we will call the roll before we start.

Miss Della Thebeau, of Cadillac, visited friends in Grand Rapids over Sunday.

Word has been received from C. R. Lawton, who is traveling Northern Michigan, Wisconsin and Minnesota, that he likes his location fine. Claude calls on the jobbing trade only. He is with the Marshall Milling Co., of Marshall, Minnesota.

Attention, Bagmen! A meeting will be held Saturday evening, Oct. 20, at 7:30, for the purpose of laying plans for the big ceremonial. Be on hand and bring your fez.

The first big dance will be in two weeks. Bring a friend.

L. V. Pilkington.

Late News Notes From the State's Metropolis.

Detroit, Oct. 16—W. Laverne Hopper, manager of the Packard Employees Co-Operative Store, located on East Grand Boulevard, is off on a potato buying trip through Northern Michigan. This store is one of the most successful undertakings of the kind now in existence in this country. It started about a year ago. About 1,200 of the 8,000 employees of the Packard Motor Car Co. are members of the organization. The members pay \$3 for a membership card, which amount is reimbursed on their retreating from connection with the institution. Goods are sold at actual cost, with a surcharge of 6 per cent., which has thus far been sufficient to meet the running expenses, which does not include rent, heat or light, which are furnished free by the Packard Motor Car Co. Each member signs an agreement that he will not buy goods at the store for any one but the members of his own family. The goods now handled include groceries, meats and fruits. Later dry goods and shoes will be added. Manager Hopper is an experienced merchant, having conducted a grocery store on his own account at Adrian for several years.

Thomas A. Wadsworth, late business man and manufacturer and founder of the Wadsworth-Campbell Box Co., one of the largest manufacturers of cigar boxes in the West, left on estate of \$200,000 according to the petition of his son, Harold L. Wadsworth, who was appointed special administrator Friday by Judge Hulburt under a \$25,000 bond. Fifty thousand dollars is in real estate and \$150,000 in personal property. According to the petition no will was left by the financier.

The shoe dealers of Hastings street, from Gratiot avenue to the Grand Boulevard, are to be commended for their action to co-operate in the fu-

ture development of that thoroughfare for business purposes. Hastings street, North of Gratiot avenue, is one of the busiest shopping thoroughfares in Detroit. For many months there has been a commercial organization comprising the business men of North Hastings street, but last week a new organization was formed, comprising the merchants of lower Hastings street, which starts out with a membership of seventy merchants. Mr. Halperin of Halperin Bros. & Davis is chairman of the new Association, Mr. Grevessin of Skalnack & Grevessin is Recording Secretary, and Charles Pilscoe is Secretary—all three are shoe retailers. This means that the shoe dealers of lower Hastings street are the prime movers in this new Association. Mr. Halperin has assured the North Hastings street organization of co-operation. It is likely that at some future time the two associations will be merged, and that efforts will be made to change the name of Hastings street, so as to give that thoroughfare a new lease of life and a new meaning to the vast East side population.

As to the North Hastings Street Association, Nathan Hack of 1067 Hastings street is chairman. He is one of the liveliest and most wide-awake merchants in the city. It was largely through his efforts that the two commercial organizations were formed. He is doing everything in his power to promote the welfare of the organizations, in addition to improving conditions for every merchant on Hastings street. He operates the Hack shoe store at 1067 Hastings street, and to stimulate interest in the North Hastings Street Association, and incidentally to keep his own store before the people of that section, for the past two years he has published monthly a four-page newspaper called The North Hastings Leader. While most of the space is given over to his own business and matters of direct interest to that locality, there are ad-

vertisements from other merchants in the same section.

A Detroit woman, who recently returned from a trip through Russia, states that "shoes range from \$60 to \$75. The simple Mary Jane shoes, that can be bought anywhere in Detroit for \$2, are priced at \$15 in Petrograd."

Frank S. Kiyoyana, a Japanese, 32 years old, took out a marriage license Friday to wed Alice Robinson, white, 27 years old. Kiyoyana, who resides at 79 Bagg street, is a traveling salesman for a silk concern in Japan. The bride-to-be has been married once previously. It is the first license issued in Wayne county for a Japanese and an American girl in many years.

Control of the management of the Hotel Pontchartrain passed to Eastern capital represented by Frank W. Harriman, prominent New York hotel man, when the stock of George H. Woolley and William J. Chittenden, Jr., in the Pontchartrain Hotel Co., was purchased last Friday by Mr. Harriman as representative of the Biltmore Hotel Corporation of New York. Mr. Harriman will take over the control of the Hotel Pontchartrain management November 1, as managing director. He announced Friday evening that the new operating company will immediately expend about \$100,000 in improvements, and expects to later put large sums into some alterations in the hotel.

The Metzgar Register Co. has been incorporated with an authorized capital stock of \$150,000, of which \$132,000 has been subscribed, \$3,000 being paid in in cash and \$50,000 in property. It will manufacture and deal in register machines.

Many a man who owes his success to his wife doesn't owe her much at that.



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

Barney says—

"WORDEN searches all the earth—

To get the goods of greater worth."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Three dollars per year, if not paid in advance.

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Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 17, 1917

GETTING DOWN TO WAR BASIS

The slogan of "business as usual" has passed out of the dry goods market in the primary division and it has been replaced by the purpose of getting business down to a war basis. The enactment of a trading with the enemy law has been supplemented with a commandeering of vessels carrying merchandise to neutral and other countries. The transportation conditions are rapidly becoming more serious and production is less full. The character of consumption is changing, a fact that many dealers refused to face until recently. Assent has been given in the trade to the movement to conserve wool supplies, and that is bound to change many of the details of business. Raw silk has undergone a change through the breaking of the speculation in foreign circles and the inability of silk merchants and manufacturers to force full distribution of silks in war times at very high prices. The burlap trade now is threatened with Government control and the scarcity of linens of different kinds is more marked.

The needs of the country for financial assistance is spurring merchants to assist in the floating of the Liberty Loan, and credit conditions are undergoing a change whereby those who want to purchase speculatively are forbidden to do so. The collections throughout the trade are closer and in better shape than usual, showing among other things a desire on the part of all traders to keep their bills paid promptly and to avoid needless extensions.

Confidence is an abundance of cotton has been shaken by the Government report and the near approach of a possibility of the crop being nipped early by frost. The trade has ceased to regard 20 cent cotton as dear under war conditions. If 30 cent cotton is not reached all will feel thankful. The Government requirements for cotton goods are running to much larger volume and the actual details of what is being taken are hidden in ways that provoke criticism. Prices for cotton goods are rising in an uncontrolled market, while merchants are trying in vain to check a further upward movement. They regard values as high enough and fear that they will be hampered greatly in distributing goods through civilian channels if a still higher level is reached.

There is a growing feeling in many

parts of the trade that the war may come to a sudden end this winter through the collapse of Germany or some of her allies, and this is having a disconcerting effect in some places, and is adding to the anxiety of business men. The fact that the Allies themselves have no thought that peace is in sight for some time and until the forces of the enemy are crushed does not seem to be sufficient to give confidence for long future operations.

Underlying all the anxieties of the time is the plain condition that many cloths are growing scarcer for quick delivery, and that conservation of production is in sight. The Government will be called on to do more in overseeing textile output needed for the armies, just as it has done in other lines of industry, and the feeling prevails that civilian needs for some things cannot be met as they have been up to this time unless there is a greater measure of co-operation between merchants and manufacturers in all lines.

One of the features noted in large houses is that normal plans for merchandising the output of mills are being abandoned. Prices are being made from week to week with many lines withdrawn from sale one day and offered out the next. Customers are being convinced that firm orders are essential if prompt deliveries are to be given, and that all deliveries will be subject to new conditions, many of which neither manufacturers, shippers, nor buyers can control. Costs of production are figuring less and less in the prices quoted for dry goods, whether in fabrics or in made up garments. Costs are too elusive to be reliable as a merchandising factor, and the rule of supply and demand prices become firmer and more generally applied in all quarters. If goods are wanted buyers will pay what they have to for them, and mills will accept orders one day without a thought that similar orders can be accepted on the day following, under the same conditions.

In view of the prospective demand for food from not only all parts of this country, but also Europe and other parts of the dependent world, there attaches to the home canning industry more than usual significance and with all lines of canned foods held at record prices and still rising, everyone is wondering just what effect the housewife's efforts at preserving will prove to have had on the available supply. It is commonly believed that the housewife has not saved much, if any, money by having "put up" her own preserves; for jars, sugar, spices and everything else have been unusually high, as has also the products of the home garden, if the truth were known scientifically. But the propaganda of "raise more food" has been more or less superior to price considerations and, whatever the cost, anything the housewife has added to the world's supply is a blessing. And if, as is probable, she has really stored away enough to keep her from the market for ordinary canned goods for several weeks or months, it may ultimately react in the form of fairer prices, all of which is devoutly wished in the food trades, paradoxical though it may seem.

BUY SUGAR JUDICIOUSLY.

The sugar situation is not believed to be by any means hopeless. Dealers admit a shortage at the present time, but lay stress on the fact that, due to the close and efficient co-operation between the members of the Food Administration and the sugar interests, the matter is well in hand, and experts are certain that with the exercise of care and judgment on the part of manufacturer and jobber the next three or four weeks will present no problems which can not be solved.

The thing which is of paramount importance just now is the realization on the part of the consumer that the next few weeks are telling ones. If the public co-operates with the Food Administration and adopts a sane policy in the matter of purchasing this commodity, there will be no hardship. On the other hand, if there is a concerted drive on the sugar market there is no telling just what may happen.

There are several things that should be firmly fixed in the mind of the consumer. First, that there is enough sugar, if used judiciously. Second, that in a few weeks there will be an abundance of the article. Last and most important, that the welfare of the community should be considered, and not the individual interests of people who are inclined to be swayed solely by their emotions.

From a statistical point of view there appears to be at the present time a shortage of approximately 200,000 tons of sugar. This mathematical shortage is likely to obtain until the opening of the movement of raw sugar from Havana and the opening of the crop season in December. In the meantime the movement of beet sugar from the West to the East is proceeding as rapidly as possible in view of the climatic conditions governing the beet crop and the congested condition of the railroads.

The emergency which exists according to reports will probably not materialize in actual experience. All are working together—the broker, the distributor and the farmer—and there will be enough to go around. There will be no such thing as buying by the carload. Orders will be filled strictly in accordance with actual needs. There is no such thing as speculation now. The supply will be distributed evenly among all the refineries. Stress this point out of justice to the trade—there is no cause for worry. We are facing a ticklish situation, but we're going to pull through.

ANOMALY IN CANNED GOODS.

In some quarters there is a growing feeling that canned goods prices have been unduly inflated. While this idea extends to practically everything on the list, excepting such items as sock-eye salmon and Maine corn, of which there is no dispute as to conditions, the particular commodity which arouses suspicion is tomatoes. The trade is continually asking what has become of them. It seems difficult to explain to a reasoning mind how the demand can so suddenly have in-

creased as to practically dispose of the season's pack and also that frost, which did not extend below the New York State line, could have so seriously damaged tomatoes in Southern Jersey, Maryland and Delaware. Some interests openly declare that the missing tomatoes, to say nothing of other canned goods, are to be found in storage warehouses for speculators' account—not for distribution through regular trade channels, or at least until an additional profit or two have been extracted. With the tightening of the control of the Food Administration at Washington there may be some unpleasant surprises for some holders if a census of the warehouses should reveal conditions such as have been intimated. Not even with price fixing on its present basis has the law of supply and demand been permanently superseded and it will control in the end even to the extent of forcing the Government to readjust the fixed price.

WORKING LIKE TROJANS.

Through malicious misrepresentation a false impression prevails regarding the second 4 per cent. Liberty Loan bond sale, which should be corrected at once.

It has been said that the banks and trust companies are receiving a profit from the sale of the bonds; that actual canvassers who are patriotically devoting their time to the sale of the bonds are receiving a commission and that the newspapers giving large space are receiving compensation. There is not one word of truth in these allegations. The banks and trust companies not only do not receive a profit, but the time of their employees is donated and all Liberty bond advertising is an expenditure for which no return is received, except the satisfaction of knowing they are thus "doing their bit."

This war has brought to the front men of affairs—large affairs—who for the sum of one dollar per year are giving their means, their time and their energy for the benefit of their country. The war is being handled as a business proposition through business men who are doing invaluable work, often at a great personal sacrifice.

Every reflection on these efforts, whether through malice or ignorance, is treasonable. If through malice, it should be severely punished. If through ignorance, it should be quickly corrected by the broadest publication of the truth.

It is of interest to those who propose to convert their 3½ per cent. Liberty bonds into 4 per cent. bonds, to know that the new 4 per cent. bonds received in exchange will be dated June 15, the same time as the 3½'s and will draw interest Dec. 15 and June 15. Just how the difference in interest will be adjusted has not yet been determined by the Government.

If your business is not a success to-day, it is because of something you failed to do yesterday, not to-day. Success now is based on what we did some time ago.

The wise man does not say all that he thinks, but thinks all that he says.

THE MONITOR COMES BACK.

Is the monitor again coming into its own? We read recently that Pola, Austria's greatest naval base, was being bombarded "by the great new Italian monitors and their consort British monitors." But this is only one of many similar items. It is the British monitors whose light draught has made it possible for them to keep up an effective bombardment on the German lines on the Belgian seacoast. They have repeatedly shelled the German naval base at Zeebrugge, and it was one of these same monitors which steamed half-around the globe to destroy the German cruiser *Konigsberg*, which high-sided warships had blockaded in the Rufiji River on the East African coast. Perhaps the most interesting thing about it all is that there was not a single monitor in the Allied navies at the outbreak of the war—excepting the statement that these monitors are practically unsinkable by submarine attack because of a double bottom or outer shell.

That this peculiarly American type of vessel, the fruit of Ericsson's genius, is receiving this recognition abroad in the greatest of naval wars, after having been discarded at home in America, need surprise no one: our navy is brilliant in action, dashing in leadership, and fertile in resource when war is on, but when it comes to planning it slavishly follows foreign experience and has repeatedly turned its back upon epoch-making inventions of our own. Fulton invented the first all-big-gun armored steam battleship in 1815, but the navy went right on building sailing vessels until the forties, when it put engines into sailing vessels long after England had taken the lead in building genuine steamships. It was an American who invented the torpedo, but not until three-quarters of a century later did the Washington Navy Department learn the value of this weapon from the Confederates, who also developed the first successful submarine. Our navy experts profited not at all by the latter, made no attempt to develop a submarine, and when Holland perfected such a boat allowed it to go abroad for recognition. This was not for any lack of warning. Ericsson foresaw what was to come. In 1874 he wrote: "I look upon the enormous thickness of armor now being introduced in England and the monster guns building as the expiring efforts of the *Island Queen* to retain her supremacy of the sea. The movable torpedo will inevitably render these efforts unavailing." In 1879 he said: "Take my advice: construct destroyers to sink the ironclads of designing neighbors, but let England cease to build the useless iron citadels." If he is looking down on what is going on in the world he must be amazed at the correctness of many of his prophecies and must take peculiar satisfaction in observing that monitors are the only armored vessels keeping the seas, while the great high-riding battleships hide in harbors, and occasionally blow up with all their crews, like the *Bulwark*, *Vanguard* and others. Just as it was civilians who pushed through the building of the first monitor destined, as many think, to save

the American Union at Hampton Roads in 1862, so it is only civilians who since then have advocated sticking to the Ericsson type of battleship. When the new navy was begun in 1884-1890 we bought our battleship plans in England and have blindly followed British architects from that day to this. Only a couple of modern monitors were built and then ignored. The prejudice against them arises from the fact that they are poor cruising ships from the point of view of parading a marine guard or exercising the men at sea, and the navy man in the pre-submarine days objected to them because their decks were so constantly under water—something which Ericsson planned for because he believed that that made them the steadiest gun-platforms that could be invented. His turret has

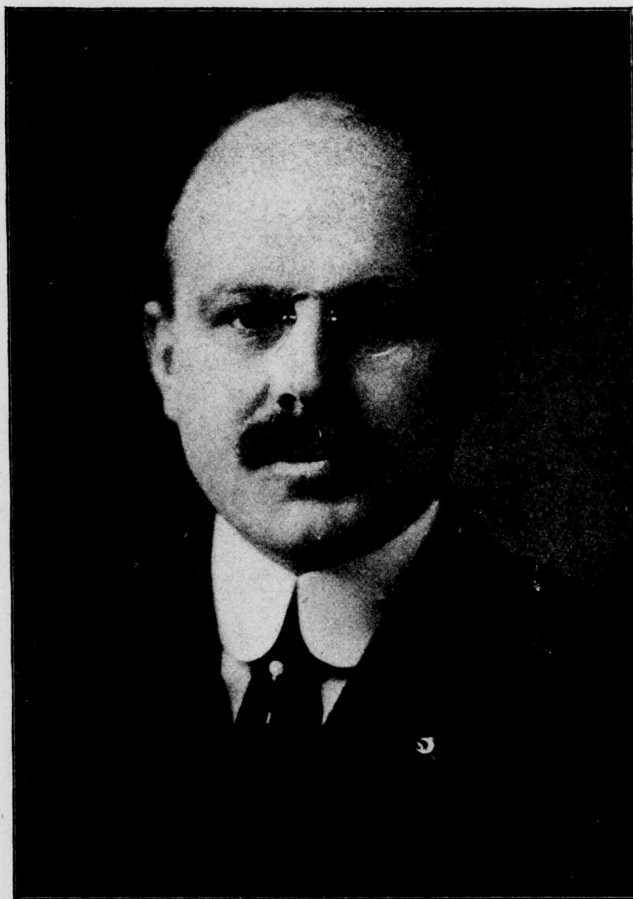
Original points in the monitor's favor are plainly now fully recognized. She can carry as heavy guns as a battleship and yet draw little water, thus being the ideal type for coast defence or for operations like those on the Belgian coast, and she presents a much more difficult target for the enemy's fire than does the ordinary vessel. It is safe to say that if the attempt is made to capture German submarine bases the monitors will lead the way, as they led the way in to Charleston harbor. To our mind, this war has demonstrated the fact that Admiral Sir Percy Scott knew what he was talking about when he declared, just prior to the war, that the day of the battleship was over. He prophesied just what has happened—that the submarine would drive the battleship to cover. As one of

HOOVER IS NOT HURRYING.

It is plain that our Food Administrator, refusing to be hurried by the impatience of people who want to see everything done all at once, has been making an earnest effort to evolve a standardized loaf for the country at large. There had been much complaint, not only about the price, but also the weight and consistency, of bread now sold in various cities, and a demand that Mr. Hoover do something to see that the consumer gets a maximum for his money. It seems that a series of experiences has been in progress to determine upon a standard war-loaf, made, not of pure wheat flour, but of a perfectly wholesome but cheaper mixture. This may appear a simple problem, easy of solution, until one learns that even in efficient Germany, where, moreover, the need for utmost economy existed, it had not been solved satisfactorily as recently as last March. German savants were, at that time, still wrangling about the question of war-bread, how it was to be made, of what mixture, or if it should be made at all. That something should be done to protect our consumers against exploitation by dishonest or over-greedy bakers cannot be denied. But whatever is eventually done will have more prospect of success if done as the result of mature experiment and investigation. The trial in Philadelphia of Mr. Hoover's standardized war loaf will be watched with interest by the whole country.

By voting to adopt commission government, Newark gains the distinction of being the second largest city in the country to have this system, only Buffalo being ahead of her. Thus the twelfth and fourteenth cities in the United States are or soon will be governed by commission. As in the case of Grand Rapids, Jersey City, Buffalo, and other places, Newark's vote for a commission is in reality a vote against the way in which the old system was administered. Long dissatisfaction had bred the belief that no improvement was practicable without a change in the very form of government. If the patience—or the indifference—of the American public is attested by the fact that less than half of the voters who went to the polls a year ago went last week, it is equally noticeable that of those going, three out of every four voted for the new method. This was despite the fact that the existing government made a fight against it. In some cities the two old-party organizations have stood together for the existing charter, but in Newark the Democratic party was against it, and part of the Republican, while the Socialists took the "conservative" side. But an important, if not decisive, influence was exerted by a non-partisan group of citizens. The first election under the commission charter, to be held on November 13, will be watched for what it may indicate of the determination of Newark to reform its government rather than the mere plan of its government.

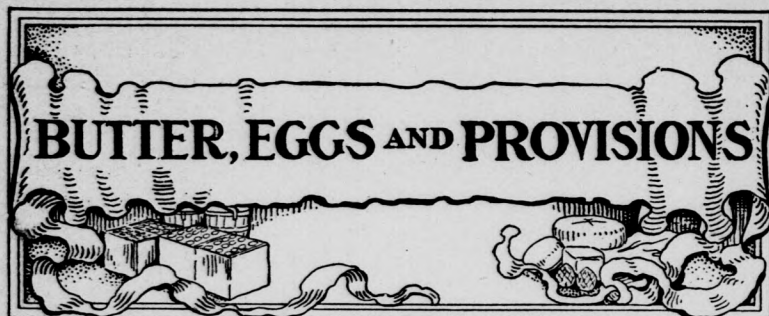
Never was good work done without much trouble.



VAN A. WALLIN,
Executive Officer of the National Council of Service of the Shoe and Leather Industry

been taken for all our battleships, but the greater comfort of the larger craft and the higher gun-platforms they offered have led us, too, into the folly of building Dreadnoughts on the English type. Not being interested in the monitor, we have not devoted ourselves to remedying its defects and making it more livable. The first ones were somewhat hard upon their crews because of the lack of our modern ventilating machinery, refrigeration and many creature comforts now found on every battleship and cruiser. But what men have endured upon the "unlivable" submarines for weeks at a time since 1914 is certain to have its effect in future warship designing, and the men of the British monitor which finished the *Konigsberg* undoubtedly suffered much less than submarine crews.

our ablest admirals pointed out before the war, big men are not necessarily the best fighters. It is perfectly obvious that if the German mine fields are to be invaded, small monitors will be better than large battleships. Ericsson never claimed anything for his boats except that they were floating batteries, with enormous offensive and defensive qualities, with an extraordinary arc of fire and a minimum of vulnerability. Yet here we have the fact that aside from the development of the submarine's tremendous offensive power, the only other naval development of any interest in this vast war is that for offensive purposes English and Italians, and presumably the French, have turned to the exact type of vessel that Ericsson conceived at the time of the Crimean War.



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Canned Beans and Pork.

At a recent meeting of the Bean and Pork Packers' section of the National Canners' Association, a discussion arose relative to the many different sizes of tins used in the packing of beans and pork.

It is recommended, especially as a war measure in the interest of economy, that the packing of beans and pork, be confined to not more than four standard sizes, to wit:

- No. 1—11 ounces.
- No. 2—1 pound, 5 ounces.
- No. 3—2 pounds, 2 ounces.
- No. 4—6 pounds, 14 ounces.

As wholesale grocers generally consider the many odd sizes rather a nuisance, and especially in the interest of economy, which is most important, as well as better service, the Executive Committee of the National Wholesale Grocers' Association of the United States has approved the adoption of the above sizes of beans and pork.

Eggs Spoiled by Wetting.

According to the United States Department of Agriculture, more than five million eggs spoil unnecessarily in cold storage every year because they have been washed, or have in some other way become wet, before being sent to market. Water, says the Department, removes from the shell of the egg a gelatinous covering which would otherwise help keep air and germs from entering the egg. Dirty eggs intended for cold storage should not be washed. It is found that from 17 to 22 per cent. of washed eggs spoil in storage, whereas only 4 to 8 per cent. of dirty eggs spoil in storage. Washing can be postponed until removal from storage just as well as not, and this should be done; or if cleaning is felt to be necessary, a dry process should always be used.

Use Rye Flour Instead of Wheat.

An appeal is made to the wholesale grocers of this country that they assist in increasing the sale of rye flour. As the conservation of wheat is vital, why not bend your efforts toward substituting rye flour in its place? The Grocer's Encyclopedia quotes: "Rye Bread—It is a very important article of diet in Germany, and the principal staple food in Russia." Enlist the aid of your retail customers. Provide a goodly supply of such substitutes, and aid Herbert Hoover in his

conservation of the necessities, which will help win the war, and instruct your salesmen accordingly.

Fish Prices Doubled in Two Years.

George B. Reader kindly furnishes the Tradesman quotation sheets showing relative wholesale price of fish now and two years ago, from which the following compilation has been made:

	Oct. 11, 1915.	Oct. 12, 1917.
Bullheads	12	17
Catfish	11	21
Halibut, mediums	10½	24
Halibut, chickens	9	23
Pickrel, round	5	13
Pickrel, dressed	5½	13
Salmon	10	19
Trout, No. 1	12	19
Trout, headless	8½	17
Trout, medium	8	16
Whitefish	11	23
Yellow Pike	10	16

Showing Customers Possible Uses.

When making a drive on any special article a grocer who owns a large store has four or five good tested recipes printed on attractive cards and placed on the counters in "take one" boxes. The "take one" box with its different weekly recipes is an established institution in his establishment. The cards are gummed on the back so that the recipes can be placed in the special binders that he gives with total purchases of \$10.

Americanizing Sauerkraut.

The sauerkraut manufacturers at their recent annual convention decided to increase the cabbage acreage and the production of sauerkraut. A resolution was adopted declaring that sauerkraut is no longer a hyphenated delicacy, and recommending that it be advertised nationally as a great American dish.

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



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

SEEDS
Reed & Cheney Co.
 GRAND RAPIDS, MICH.

WHEN READY TO SELL, WE WISH TO BUY YOUR
 BEANS, CLOVER SEED, POTATOES, ONIONS, FRUIT

CALL OR WRITE

MOSELEY BROTHERS

WHOLESALE

POTATOES BEANS SEED

Either 'Phone 1217

GRAND RAPIDS, MICHIGAN

LOVELAND & HINYAN 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

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.

Why the Retailer Should Push Advertised Goods.

Evansville, Ind., Oct. 15—"Shall I push advertised goods?" is a question which the retail merchants have been asking themselves. The writer, as manager of a department store, has had experience in the "pushing" of both the advertised and the unknown lines.

Two years ago we bought fifty cases of soap of an unknown brand with the intention of making a "leader" of it. We placed the goods on sale at a very attractive price which was about cost and prepared for a whirlwind sale which would advertise our store. To-day our warehouse holds thirty cases of this same deal of soap. We have "tied up" our money for two years and done some hard work in trying to sell this soap at about cost. It takes time, hard work and good salesmanship to sell unadvertised goods at a profit. If it were not for the fact that we purchased this soap below the present market I do not believe that we would have sold the twenty cases.

A few weeks ago the representative of the soap concern from which we bought this soap deal called at our store with the firm belief that he would again "load us up." "I have a very attractive price to-day," he started, "my brand is exactly \$1 a case less than ——— (naming a similar product which is Nationally advertised.)" "Your profit," he went on, "is just a dollar more than this other brand. We are giving you that dollar instead of giving it to the magazines for useless and expensive advertisements." And then he added, "no siree, we have no high advertising expenses, you get a big profit."

The soap salesman was taken into our warehouse and was shown the thirty unsold cases of his soap. The very low price, which gave us no profit, was pointed out to him. He also had thrust into his hands invoices of shipments of the advertised article which cost us a dollar more per case. He saw that we were selling fifty times more of the advertised article and making a real profit on the rapid turnover. It was not necessary for us to purchase the advertised article in large quantities to "get the price."

Although we make less profit per case on the advertised soap we are making a healthy profit on the quick and ready sale. Our salespeople do not have to spend time in convincing customers that the "off brand" is "just as good." The customer is "sold" the advertised article before entering the store.

To get back to our salesman friend, we pointed out to him the fact that advertising does not increase the cost of the advertised article. The ill-informed salesman jumped at the conclusion that the large sums spent for advertising were simply added to the cost of the good.

National advertising has a tendency to lower prices, it effects increased sales, and increased sales make it possible for the manufacturer to take advantage of the economies of large scale production; as for instance, cutting costs by increasing the purchases of raw material, installing better methods made possible by employing capable and expensive experts, increasing efficiency by making a complete division of labor which is only possible in large concerns, and by the use of labor-saving machinery which is only profitable when the output is large.

These reductions of manufacturing costs are important, but the reduction of selling costs are more important to the dealer. If the total selling expenses is high and the sales small, the price must be fixed accordingly, but if through an expenditure for advertising the sales can be greatly increased, the proportion between selling expenses and sales may be changed so the price can be reduced. This

applies to the retailer as well as the manufacturer.

We have met with success in "pushing" advertised goods among which are: Fisk Auto and Bicycle Tire, Pomeian Olive Oil, Baker's Cocoa and Chocolate, Good Luck Jar Rings, Sunshine Biscuits, Swansdown Flour, Bon Ami, Rat Corn, Columbia Window Shades, Old Dutch Cleanser, Gold Dust, Sani-Flush, Le Pages' Glue, 3-in-1 Oil, Royal Baking Powder, Quaker Oats, Shredded Wheat, Ferry's Seeds, Jap Rose and Palm Olive Soap, Crisco, Ivory Soap, Golden Egg Macaroni, Purina Feeds.

Dealers should not overlook the valuable service which manufacturers of advertised goods offer in the way of window displays and advertising booklets and circulars to be distributed in the store. Arthur E. Miller.

Democracy the Natural Soil of Progress.

Detroit, Oct. 16—I suppose it is no secret that other ruling houses besides those of Hohenzollern and Hapsburg are doing their utmost to roll back the advancing tide of democracy. It is a matter of self-interest. Yet, out of the vicinity of thrones, every one knows that ancient forms of government no longer attract. To-day, there is no hypnotic influence in crowns and sceptres, these may be laid aside as the most useless of talismans. Mind, heart, the desire of the greatest good for the greatest number, such are the modern emblems of power. Democracy should produce them. We know well, if only through the present war, that the autocrat who says "my subjects" means something quite different to the democrat who addresses his nation as "my countrymen."

There is, in my opinion, no clash of ideals between the people of any nation, the opposition is between them and forms of government which deny equal opportunities, equal justice, and liberty to all men. If the demands of the people were conceded, all the kingly puppets would fall; those who set them up know this, and are making a fight of it to keep them in their places and thus, it goes without saying, prolonging the war.

The autocrat says there is another side. He points to Russia (instead of America), he indicates Russia as the terrible example of democratic desires. No regard is paid to the terrible burden that Russia has shaken off and the panting for breath that comes after the strain. Russia has to make the double sacrifice; she started as an autocracy at war with another autocracy, as a democracy she has to begin again. She pays dearer for her democratic ideals than any other country.

It is said, also, that nations are not ready for democratic rule, because only a few persons are fit to govern. If this were true, it only proves what little progress has been made under ancient forms and is in itself a condemnation of anything approaching their semblance. The brutal, the cruel, the selfish, we are told, will flourish under any form of government. It is possible, but these are elements that can only be eliminated by progress and the natural soil of progress is democracy. C. King.



Poultry Shippers:

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

WILSON & CO.

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



Sold in Sanitary Tin Packages—
2, 5, 10, 15 and 25 lb. pails—
by all wholesale grocers
See Quotations in Grocery
Price Current

TAKING INVENTORY

Ask about our way
BARLOW BROS. 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.

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



We solicit shipping accounts from country dealers.



It Is Either Liberty Bonds or Bonds.

We have the choice of two bonds—Liberty Bonds or the bonds which enslave men and nations to the dictates of a few.

Which shall you choose?

Choose now between the bond that will preserve your liberty and bring happiness to the world and the bond which will be levied upon you by our enemies—the shackles and the yoke under which we bowed before the days of freedom.

Choose now, you American, you who have known no other state of being but that of a freeborn child of the earth, whether or not you shall retain that freedom or sell your birthright for a mess of pottage. Think and choose well.

Choose now, you from foreign lands, you who owe more to the Stars and Stripes than you can ever repay, you whose wrists have bled from the bonds which were broken the day you set your foot upon this free soil.

Which shall it be, Liberty Bonds or bonds?

Choose now, you who have grown rich from the fat of this free land, you who never dreamed the day would come when you could hold up your head in the walks of men. Reflect upon what you owe, and choose.

Choose now, you who labor and toil, choose between the sanctity of your home and the wantonness, anguish and despair which follow in the wake of war. Think of your own, and choose.

Choose now, you who waved the flag in time of peace, you whose blood boiled at the overt acts which led to war, you who would have stirred the very stones to rise and mutiny—choose between the bonds.

Choose now, you who would have peace, choose between peace and war. A Liberty Bond is the most effective peace advocate within your reach.

Choose now, you who believe in the gospel of the Nazarene, who believe, as did He, in freedom, in justice and in the survival of the truth. Your forebears fought and died for freedom of worship. The Liberty Bonds will purchase freedom of life.

Back of the Liberty Bonds stands the security of the greatest Nation on earth, and with it the security of your home and your children. They are underwritten by a people who own and control the most precious of tangible collateral, freedom, wealth and enterprise.

American bonds will remain good as long as the earth holds together and American people live thereon, provided you do what is expected of you to-day.

The enemy is watching us from across the sea. Should you fail in your duty, he will take courage. The failure of this loan would quicken every trigger that is trained upon our men and strike hope in the brutal hearts of those who sank the Lusitania.

The country is not asking for your charity. You are not asked to give this money, but to lend it to yourself, for you will benefit by what it will bring.

You are asked to lend yourself the money with which to buy the necessities of a war that will guarantee to you the human rights which you have been taught to respect.

Yes, you must choose. There is no alternative. You have the advantage of choosing while you are rich, for you are rich in strength and in the means necessary to stand up for the right. You are asked to choose before you are forced to give.

Our country will never force itself upon your pocketbook: It will never compel you to act, for you are a free agent and you have the right to say whether or not you will remain such.

But there are other powers less scrupulous. Give the enemy but one chance to reach our shores with his murderous wand and you will pay as no other nation has paid since man began. You will pay in money and in blood, in sorrow, suffering and want. Such has been the history of all time, and such will it be until freedom has been purchased for all mankind.

Every American citizen, whether born such or enfranchised, hails from some other land. Read the history of that land and choose.

Every American citizen, who by the grace of God is permitted to pay homage to the Stars and Stripes, bears a mark somewhere of a bitter past. Look at the mark and choose.

Whichever way you turn, men and women, or whatever view you take, you must choose now between the bonds.

Grip the Liberty Bond with all your heart and soul, and you will have anchored to a rock of ages that will bear up under the storm.

Look well to your choice, for upon it depends all that you hold dear in life.

A. P. Johnson.

If you insist on treating everybody in a strictly business way, making your rule "Business is business," you will one day find that rule being applied to your request for help.

Don't worry over the question of whether there is room enough for you at the top. That will take care of itself when you get there.

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.

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

Money, Munitions and Might.

The United States is now engaged in a great war. It is no ordinary war. It is the culmination of a struggle centuries old between two forms of government opposed to each other—autocracy and democracy.

Under autocracy the government dictates to its people.

Under democracy the people dictate to their government.

Under the one the people are servants of the government.

Under the other the government is the servant of the people.

The Government of the United States is a great democracy. The central thought of its fundamental law is human liberty. It was established by our forefathers and bequeathed to us. For nearly a century and a half we have lived under it in the fullest measure of human liberty that any people have ever enjoyed.

We are now at war to preserve the principle of democracy.

Upon victory depends whether we shall continue to enjoy our liberties or whether they shall be curtailed or terminated by autocratic will.

If there be a man or woman living under the Stars and Stripes who has enjoyed the privileges that our flag symbolizes, it is his or her duty, to ancestors and progeny, liberally to contribute to victory.

To achieve victory, the Government must have might and munitions. Its might is in its young men. It takes money to get munitions. In response to the call for might the young men have come forward unflinchingly—but they are useless without munitions.

The Government now calls for money.

No man or woman who has shared in the benefits of liberty and freedom—guaranteed by our Government and which are now assailed—can withhold their means without failing in their duty to their Government and to the men who have gallantly responded to its call. To withhold money will discourage our armies and give comfort to our enemy.

To provide money the Government is issuing bonds, popularly known as Liberty Bonds, in amounts so small that they are within reach of all.

Just as there is a last straw that breaks the camel's back, so there is a last dollar that will win this war.

I therefore urge everyone who can spare that last dollar to place it at the disposal of the Government with the satisfaction and thought that it may be that last dollar that will win the war and preserve the wives, mothers, sisters and sweethearts from the indignities in the next generation which those of Belgium are suffering now.

Thomas H. Barry,

Major General U. S. Army.

Christianity and the War.

To what extent has the prestige of Christianity suffered as a result of the great war? Aside from scratches and bruises that will heal quickly and leave no scars or traces, has Christianity suffered at all? Has not Christianity really advanced in a strange, mysterious way—gained a newer and a firmer footing in the hearts of clear

thinkers—as a result of the great war?

These are questions that have been discussed from seemingly all possible angles since the nations of Europe caged the principles of arbitration and unloosed the hungry dogs of war. Admittedly, the faith of many an earnest believer has suffered a shock by the mere fact that such a horrible cataclysm could happen in this age and stage of common civilization. But many of the faith discern through the smoke and fire of battle something akin to a Christian renaissance—a rebirth of the precepts and principles of the "faith of our fathers."

A kind of pacifism has developed from the belief that Christianity has wavered under the frightful clash of arms, but some of the most noted thinkers in Christendom insist with all the power at their command that Christianity is serving its purpose at this time—that Christianity is not a namby-pamby, spineless condition, but a declaration of war against all the evils that have arisen from the common enemy's plan of warfare.

America and her Allies are on the side of right in this great war, and while they are fighting their own parts in the conflict they are at the same time serving to stimulate Christianity so that when the smoke of battle has cleared away and the nations meet at the peace table the faith under which our fathers and their fathers fought in the name of liberty, of action and freedom of thought, will reach to new and loftier heights. It is prophecy that when the work of rehabilitating the stricken, scarred nations of Europe is begun the hammers and chisels will first be used in the rebuilding of churches and cathedrals that have felt the material blows of war.

The Bond Behind the Man.

It is not a question of profit, of convenience or of desire—this subscribing to the new Liberty Loan. It is simply a matter of whether we, as Americans, are going to do our duty.

I take it for granted that almost every American citizen would be willing to go into the field in this war. Only a very small percentage in all the population of this country can be used in actual warfare. We men who are at home can help the men at the front; that's our duty as citizens.

One of the ways we can aid is in this new Liberty Loan and that help is nothing more or less than a duty of citizenship.

This is going to be a loan for the man of small means and the man of great means. It will be placed so that almost every able-bodied citizen of our country will be in position to subscribe.

This great, rich America should not be placed before the world as pleading with its citizens to subscribe to this loan. Our Government should only have to send out the call to the men and the women of America, the citizens of America, to meet this, their duty, and meet it generously, promptly and gladly.

Robert J. Thorne.

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.

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.

Protect Your Daughters From the Brutality of Germany.

Never before in history, save in the mind of Plato in his ideal republic, has the economic or financial aid of women been sought by the government of a nation. Since Susan B. Anthony sounded the reveille of equal suffrage, women the world over have been clamoring for their rights. And now that the Government asks our aid, in no way will women gain suffrage more surely than through responding to every call the Government makes upon them.

Washington has asked us to conserve foodstuffs and other necessities of life; to support the Red Cross; to register women for war service; to protect the interest of women and children in industry; to relieve the suffering of our Allies in this great entente; yet at the same time to curtail in no way our aid to home charities. These requests prove that while in some states suffrage is withheld, the Government feels that we are entirely capable of doing any work asked of us; and now the supreme test, from a man's standpoint, is placed in our hands to be of financial aid to the Government of the United States.

These thoughts have been in the mind of every thinking woman and are reasons why every woman should support the Liberty Loan. However, I do not believe them to be the supreme reasons why they will support the Loan.

Every real woman is potentially a mother. In our new National army there are 687,000 first call men; and this means nearly a million mothers anxious that the war should cease before her son is called upon to face the sacrifice required of the boys of other nations. And there are countless other mothers, without sons to offer, but knowing that unless our troops are successful and the war speedily closed, their daughters may have to bear the shame under which the girls of invaded Europe are crushed. Will these mothers feel that they can refuse to support this second Liberty Loan?

No real woman with mother instinct, who has read of the flower of European youth—clean and sweet and strong—enduring the filth of the trenches; facing malignant ruthlessness of the enemy's onslaughts; returning maimed, blinded, and eaten with disease—no woman picturing even faintly the sickening horror which brutal lust has wrought upon the girls of France, Belgium and Serbia—will hesitate for one moment in doing anything to cut short the duration of this war. For the protection of their sons and daughters American women will buy Liberty Bonds. Martha Kimball Wood.

Crop Money to Buy Bonds.

It is essential that much of the cost of this war, which we are fighting abroad in order that we may escape fighting it at home, should be met by bond issues. We are fighting not merely for the present, but for posterity, and the generations to come should help largely to pay for the advantages it will enjoy from the sacrifices of the present.

Most farmers will be left in the furrow. It is essential that they should be. Satisfactory farm help cannot be taken to training camps without limited production. The farmer feels his obligations to feed the Nation and our Allies, and will discharge it at whatever cost. He should also appreciate it as a privilege to lay his last available dollar on the winning side. No loyal American farmer doubts which side will win.

Investment in Liberty Bonds is just as essential as is incessant toil afield from dawn to dark. No investment is safer. Not much capital invested in farm land yields as high return on the average. If farmers have not yet done their share of bond buying it is merely because they have not appreciated the necessity for it. That necessity now sternly faces them. It is a part of their inexorable contribution to the war. It is lending to humanity. The ear of the American farmer is never dull to such an appeal.

Goodly profits will be garnered from the high-priced products of the farm. Doubtless demands arise on all sides for its investment in betterments. In many cases the most patriotic, and hence the most profitable, investment of a large share of such surplus will be in Liberty Bonds. The farmer who lends to the Government in this National crisis lends to the liberty of the world. And with absolute and unquestionable certainty he lends to the liberty of himself and his posterity.

W. R. Goodwin.

The Way It Works.

Advertising will never make a reader do what he doesn't want to.

It does better than that.

Advertising will make him want to.

And that's a mighty noticeable difference.

When you've driven a man to do something he doesn't want to, you've done that and nothing more.

But when you've induced a man to do something because you've convinced him that he wants to, you've done something big and lasting.

Because—

The man who does what he wants to, and is satisfied with the result, is mighty likely to do it again.

That's what brings in the repeat orders.



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3%

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2%

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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 33 1/3% 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 3 1/2 Per Cent SAVINGS CERTIFICATES ARE
A DESIRABLE INVESTMENT

Pickings Picked Up in the Windy City.

Chicago, Oct. 16—Chicago is now reconciled from the fact that the White Sox won the world's series. This, no doubt, will relieve a great many pocket books of some hard earned cash, but I suppose it turned out fifty-fifty, so that it made everything equal, but there are a lot of sore heads in Chicago.

Anyone visiting Chicago to-day wishing to purchase a 5 or 10 cent package of tobacco or cigarettes will find that his favorite brand has been increased from 1 to 3 cents per package, according to the size. Five cent tobacco is selling at 6 cents; 10 cent packages are selling at 12 cents; 15 cent cigarettes are selling at 18 cents. This is not very pleasing to the average consumer, but what is he going to do about it?

One of the conventions being held in Chicago this week of importance is that of the Meat Packers' Association. During the two day convention they will take up matters pertaining to the conservation of meat.

One of the things of importance to Chicago now being agitated is that of impressing on the business men of the city to drop their mail in the tubes and mail boxes as soon as written. This is a general notice sent out to the business men of Chicago. This is to relieve the postoffice congestion night and morning.

The real estate sales the past week in the city were mostly that of flat buildings. This line of business completely overshadowing the business deals.

The Chicago Tobacco Jobbers Association held at the Hotel Sherman last Tuesday night their first annual banquet. This organization has now seen its first year of "get-together" policies. David M. Zolla, one of Chicago's cigar and tobacco jobbers, is President of this organization. In the short space of a year they have accomplished wonderful results in the handling of credits, handling of enquiries pertaining to new accounts and uniform prices, as well as bringing the salesmen up to a standard of efficiency.

Ex-President Taft made Chicago a visit last Saturday. After attending the baseball game with his usual enthusiasm, he spoke before a capacity house at the Coliseum. In his talk anyone who in any way whatsoever has been against the Government's policy received some pretty snappy setbacks, and no, doubt, will be more patriotic in the future.

About all of Chicago's State troops have left for the different cantonments. The last to leave was the 8th Infantry, composed of colored soldiers, and when they left the city they were given as great a send-off as any of the troops who had gone before them.

There are so many bond salesmen selling the second issue of Liberty Bonds in Chicago that a person would have to be a Sherlock Holmes to avoid them, even if he wanted to, but from the way things look there are very few who want to.

Last Sunday was one big day for some of the Great Lakes Training Station boys. All were invited to be at the Y. M. C. A. building on Wabash avenue at 9 a. m. and upon arrival there they were met by hundreds of automobile drivers, who filled their cars to capacity and gave the boys a ride over the boulevard system, which was, no doubt, appreciated by the sailors, as some of them were away from home among strangers.

The city is now overrun with football players. All one can see in the parks and vacant lots is young men and boys practicing football. The enthusiasm of this game seems to hold the boards just a little bit more than baseball does.

One of Chicago's wonders, without a doubt, is that of the Chicago Arena, the world's largest ice skating rink at Thorndale and Broadway, on the

North side of Chicago. It is almost impossible to believe what one reads about this. It must be seen to be appreciated. This building contains under one roof an ice rink which accommodates, without crowding, three thousand people. Four thousand could easily skate, if necessary. The ball room will accommodate 200 couple. The tables on the mezzanine floor accommodate 200 couple. Both the ball room and mezzanine floor overlook the ice palace. The ball room is exquisite, the design of the lamps represent butterflies, as well as that of the wall decorations. The total admission is 50 cents, giving patrons the privilege of the entertainment they wish to partake of. On the main floor, in addition to the ice rink, is a 75 feet ice cream and soda fountain counter. This is one of Chicago's cleanest and best amusement spots. This Arena is under the management of the following gentlemen: Wilson Chase, comptroller and financial manager; H. E. Wood, second vice-president and general manager; T. S. Danks, general superintendent of the entire construction. Anyone visiting Chicago will be well repaid by making a visit to this place. Take a Northwestern Elevated train at any of the downtown stations, alighting at Thorndale or the Broadway surface car line. Charles W. Reattoir.

Balmy Breezes Blown Over From Port Huron.

Port Huron, Oct. 15—Robert Gillow, of the Aikman Bakery Co., broke his arm while cranking his machine a few days ago. Mr. Gillow will have the benefits of membership in the U. C. T., being a new member of Port Huron Council, No. 462.

R. D. O'Keefe, of the Good Roads Department, Lansing, made a tour of inspection in the Thumb district last week.

The Liberty Loan drive in Port Huron and St. Clair county is progressing in fine shape. Bankers report that the subscriptions are far ahead of our quota up to this date.

At a meeting of Port Huron Council Saturday evening, twelve members subscribed for \$2,750 worth of Liberty Loan bonds. We are looking forward to a total subscription from the members of \$10,000.

Three "cash and carry" groceries have been opened in Flint. H. G. Pound is the genial proprietor and we predict for him success in his new enterprise.

The \$40,000 bonus to the Mueller plant was oversubscribed by our business men in a ten day campaign. The buildings for this concern are now under way and it is expected that before spring 400 men will be employed.

Port Huron is at last coming into her own. Located on the finest river in the world, with lots of room for expansion, not an empty house in town. "You'll like Port Huron." Watch us grow. W. J. Devereaux.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

*"The Better Home Means Better Children—
Think This Over".*

Grand Rapids Better Homes Exposition

Klingman Exhibition Building

November 28th—December 8th, 1917

The Show that Every Prominent City, Civic, Commercial, Industrial, Art, Educational and Woman's Organization Has Officially Endorsed, and has appointed Co-Operative Committees to Aid In Its Success.

75% of the 50,000 Square Feet of Educational and Commercial Exhibit Space Now Contracted For.

HAVE YOU JOINED ON?

HAVE YOU SELECTED
YOUR EXHIBIT SPACE?

Write for Floor Plans Showing Spaces Taken.

Address—Louis W. Buckley, Managing Director

BETTER HOMES EXPOSITION

Klingman Exhibition Building

GRAND RAPIDS, MICHIGAN

BUY A LIBERTY BOND

As a duty to your country and yourself.

Then even up your income by
investing an equal amount in
the capital stock of the

Petoskey Portland Cement Company

which is destined to be one of
the greatest dividend payers of
the age. Better get in your order
early, so as to secure your
holding 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

"I have never seen a more attractive holiday package"

That's what dealers are saying who have stocked the President holiday packing. There is no extra charge for these holiday-gift packages. The coming season will be a big one for PRACTICAL giving. Trinkets and novelties are taboo. President's nation-wide advertising to the consumer will influence thousands to purchase.

President Suspenders for comfort

President consumer advertising will run right up to Christmas. No let-up—just keeping continually at it. Presidents are featured in the advertising as sensible gifts. "A pair for every pair of trousers," we advise. Absolute satisfaction to your customer or money back.

You don't risk a penny

by stocking Holiday Presidents. They are not only holiday sellers, they're every day sellers. They are worn every day—and more now than ever. Carry a full line of Presidents. You can't lose. We guarantee to every dealer that his stock of Presidents will always inventory one hundred cents on a dollar. If he cannot sell Presidents he can return them.

Don't be disappointed---order today

Tell your jobber to ship the Holiday packing. Advance orders have been larger than usual. Three million pairs sold last year. Some jobbers' stocks are low. An order to-day will insure immediate delivery.

Place your order with your jobber TO-DAY, display these beautiful boxes and not only get the holiday trade but build for the future—President's REPEAT.



Presidents are known by name—others are just suspenders

—and an army of shoppers will be sent to the dealers to buy

The leading monthlies, weeklies, farm journals and class publications will carry more President holiday advertising than ever before. Presidents will dominate in the mid-December issue of the Saturday Evening Post. You know what that means. You'll have the Post's enormous circulation working for you.

Give him comfort
for his CHRISTMAS
in a pretty Christmas box

**For each pair
of trousers
a pair of—
President
Suspenders
for comfort**

—the comfort not found in a belt

If there ever was a year when *comfort* going was in vogue, this is it. Suspenders are a *useful* gift—particularly Presidents. Careful dressers prefer Presidents. Three million wearers testified to this preference last year. They don't grip the shoulders, nor pull the buttons, will wear for a long time, and hang the trousers *right*, always. There's a President for every preference—light and natty ones for dress and business wear, sturdy ones for rougher service; all lengths, widths and weights, in all the popular colors and serviceable weaves.

**Ask for Presidents
at any of the best stores**

Buy them by name. Complete satisfaction is guaranteed. If the ones you buy are not satisfactory—in every way—after they have been worn—we will repair, replace, or (if requested) refund your money. So you can feel perfectly safe in buying Presidents anywhere, any time. The price is *right*, from your dealer or direct from the factory prepaid. No gift more suitable for men than President Suspenders.

*President Suspenders Company
SHIRLEY, MASS.*

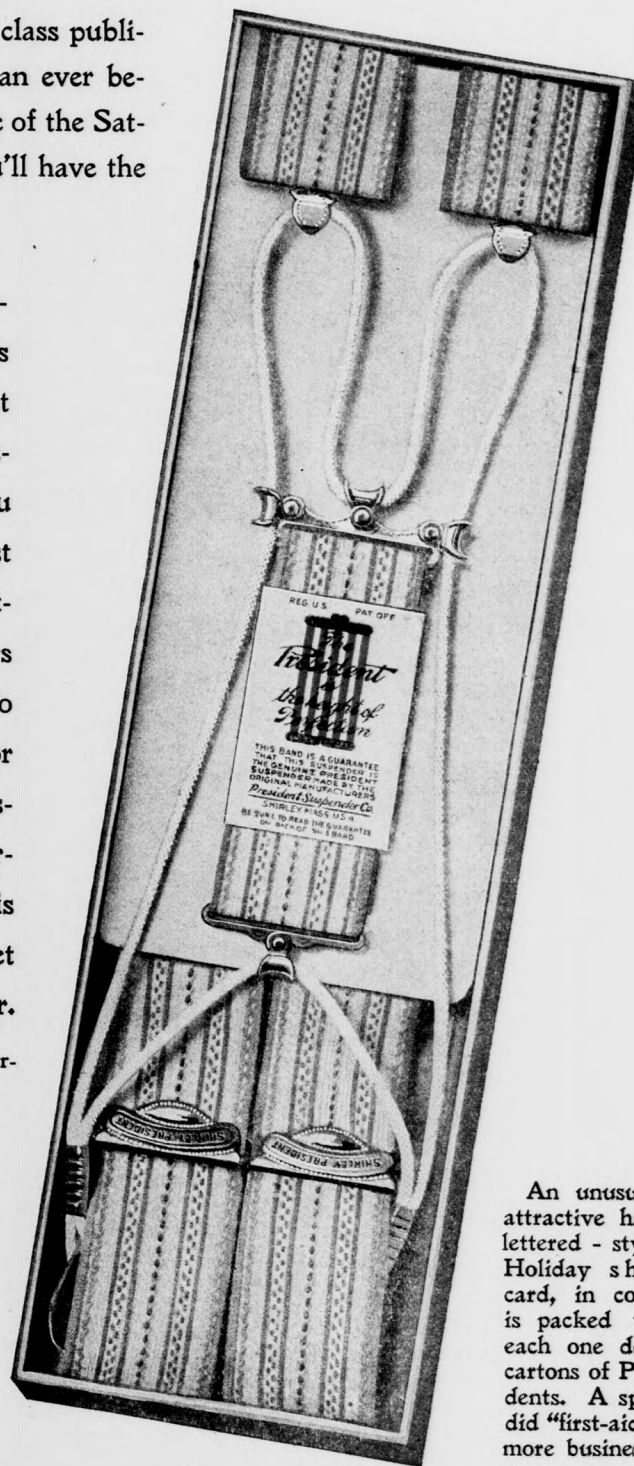


Behind this is twenty-seven years of continuous advertising, and the best quality suspenders it is possible to make. Don't you understand, therefore, just why we can guarantee satisfaction to your customers and sales to you? If you do not carry Presidents—or the Shirley Line—a suspender to suit every preference—this holiday season is the best time to start. Get them through your jobber.

(At left is half-page ad. for Saturday Evening Post of Dec. 15.)

A Double Guarantee

It will profit you—in dollars—to harmonize your selling to TO-DAY'S demand. Every sale turned away is so much trade lost. Handle goods that move. There is no way you can lose by keeping a full line of Presidents. We guarantee satisfaction to your customer. We guarantee sales to you. It's more than a "fair-play" proposition—it's an absolute money-back guarantee in both cases. Tell your jobber you want Presidents.



An unusually attractive hand-lettered - style, Holiday show card, in colors, is packed with each one dozen cartons of Presidents. A splendid "first-aid" to more business.

President Suspenders Co.

SHIRLEY, MASS.



Good Judgment Necessary Factor in Buying.

Just a few years back, we recall when millinery shoes were looked upon as freaks and not as a selling proposition. Little did the rank and file of shoe men dream that in so short a time the millinery shoe would revolutionize the business, both in buying and selling.

The millinery shoe game is not a hit-or-miss one. It is a game that requires thought and planning. Buy your millinery shoes with care and judgment. When they are placed upon the shelves, mark a profit on the cost, plus, if you please, a profit on the style feature, for style certainly is deserving of a profit. In other lines of ready-to-wear, it is not so much what an article actually costs, but what it is worth to the customer. Why not sell shoes along the same lines?

The women of to-day want something different. If you, as a merchant, can supply that demand, you will profit by their business. To merchandise millinery shoes at a profit, it is necessary to know your customers, know what they will pay, and be able to judge in about what quantities they will buy certain modes; that is, in proportion to the more staple styles. It is also necessary to understand the fashions in ready-to-wear and millinery, as to colors, length of skirts, and general style tendencies, as these have great effect upon shoe styles. To be successful millinery footwear must have an excuse for its being.

I firmly believe in giving the customer honest merchandise, even in millinery shoes. It seems to me that in a great many instances this has been overlooked. Shoes have been built for looks, and there has been taken on practically everything possible in order to build a shoe at a price; and when it came in looking well the merchant put on a price suited to an honest shoe, causing much dissatisfaction to the customer and condemning of the shoe merchant.

In handling millinery shoes, the retailer must have quick delivery, or the goods may be dead before they are placed upon the selling shelves. A manufacturer should not submit samples to the retail trade unless he is absolutely certain that he can deliver the goods at about the time specified. He does an injustice to the retailer by giving him goods from four to six weeks late, owing to the fact that nine times out of ten the shoes are dead when they are received. Many times they are placed in stock with the feeling that possi-

bly they may be sold, and then it is found that they must be sold below cost. If the goods had been received in the time specified, they could have been sold at a profit.

Millinery shoes cannot be bought six months in advance of the season, for we do not know what will sell. We may have ideas, think we know, but when the goods are received we find that it is hard even to get the first cost out of them.

If we are going to play the novelty game and play it right, we must play it from hand to mouth, play it across the board. We must make a good profit, because we are all going to pick some lemon; we are only human, and if we could pick winners at all times we would not need to be in the shoe retail business. Then we must get our money out of millinery shoes as quickly as we can, put it in salable merchandise, keeping them clean and our stock turning. If we cannot turn a stock of novelty shoes, it is a losing proposition.

At this time we are wondering what will sell in millinery shoes for fall of 1917. Many military boots of the army type are being sold in some high grade lines and if their sales provide any criterion, they surely must be a good selling proposition for fall. I do not necessarily mean the Munson last, such as used in men's, but a conservative custom walking boot with medium heels, in both tans and blacks, some with cloth tops.

There seems to be a question in many retailers' minds as to what extent novelty shoes will sell during the fall. I have talked with a number of merchants who felt that it would be a matter of only black and tan shoes. I feel that if the public is allowed to go back to these staple shoes, the retailers who have built their business on the novelty proposition, will be up against the real thing. I do not doubt for one minute but novelty shoes will sell just as strong this fall as they have the past few seasons, perhaps not as loud in colors, perhaps not as gaudy in pattern, but more conservative, high-grade, "tailored" shoes.

The millinery shoe has been the life of the shoe business, so why let it die? If we do, our volume is gone, and so is our profit to a certain extent. If you are losing money on millinery shoes, it is not the fault of the footwear. You have not given it proper study, you have not bought right, or there is something radically wrong. Study yourself, get in the game, and you'll see more profit and the shoe business especially will be

TO TEST the advertising value of this space we will sell No. 434 at **\$3.50**, as long as they last, to all customers mailing their order to us on or before Nov. 1, if they make mention of this advertisement. The regular price is \$3.75.



434 Black Wolverine Blucher, Kip Vamp and Veal Quarter, Nickel hooks and eyes, two full soles, Chrome outsole 6-11

Price \$3.50

Hirth-Krause Co.
Grand Rapids, Mich.

Tannery & Shoe Factory
Rockford, Mich.

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.

greater this fall than for years, owing to the fact that more women are working at a better wage than ever. If we, as retailers, can present merchandise that appeals to the American woman, as being something different, something extra stylish, at a reasonable price, I believe we have nothing to fear in the next six months. Many manufacturers complain that retailers are not placing their business for fall, and the factory capacity is away down, but when they consider that for the past few seasons the retailer has plunged on shoes, has bought more than he had reason to expect that he would sell in a given time, they will see that the time has come when he must unload and play close to shore.

We have arrived at a critical time in the shoe industry, and it behooves retailers to get together, work with each other that we may ride through the storm safely and come out on the right hand of the ledger when things become normal again.

F. H. Spargur.

Reflection of Prosperity in the Shoe Business.

The shoe-manufacturing business is to have a period of larger sales than at any time since the war started, according to a large Brockton manufacturer.

"Practically the only factories that are extremely busy are those making Government shoes," he says. "This fact is absolutely true, with very few exceptions. Domestic business the past season has been very light compared with previous runs; in fact, we feel we are conservative in saying that very few concerns received over 60 per cent. to 65 per cent. of their normal business.

"In summing up the whole shoe situation at the present time, from our point of view, it would seem that since war was declared by our country, all retailers started at once to curtail buying. But we feel that things have adjusted themselves and that with the volume of money being spent by the country to-day, business will boom and there will be a good demand for shoes from all sections of the country, and this along with the tremendous amount of army business which our Government has placed and will continue to place, should keep the shoe factories running to their fullest capacity.

"We can see a great change for the better in domestic business the last few weeks, duplicate orders coming in in greater volume than for months. Practically all the salesman for the different shoe concerns are in their respective territories at the present time. So far as we are concerned we are receiving very gratifying reports from salesmen in all sections of the country, and we see no reason, under existing conditions, why the shoe industry will not have a very successful business from now on.

"England went through practically the same experience that we have been going through since war was declared. During the early part of the war, business in England was very dull for some time, but as soon as every one realized that it was absolutely es-

sential that business be conducted along progressive and prosperous lines during war times, it began to boom and has been booming ever since."

Hymn of Anti-Hate.

John Philip Sousa, which is to say Lieutenant John Philip Sousa, which is to say further Lieutenant John Philip Sousa of the United States Navy in command of the three-hundred-piece band at the Great Lakes Naval Training station, has pledged himself to write a march which shall memorialize in rhythm the most martial of all the wars of history. The suggestion that he apply his genius to this endeavor was made to Sousa upon the occasion of the first Liberty Loan last June, and he made this splendid characteristic reply:

"I want to do this thing. But when I do it I want to do it right. I want it to be the best effort of my life if I am capable of expending that effort under the stress of the grief which has smitten the loved country of my adoption. I should say that such a composition should not be a march as much as it should be a dedication. That is how deeply I feel about the outrages which have been flung into the face of civilization and been scattered like filthy pebbles against the folds of the Stars and Stripes. If the soul of a poet could be aroused by any human situation, that situation now exists. If I can make the soul of a poet breathe itself into music, that shall be my ambition when I write, if I can, the World's War Hymn. But you will understand that such things are not done without the divine spur of inspiration which goads the flanks of effort. We shall see."

Close the Stock Exchange.

Philadelphia, Oct. 15—Some time ago you published one of my letters, so you know just what my views are when it comes to sound and careful business that is a benefit to the country and is in sympathy with moderate and sensible trading.

The New York Stock Exchange at the present time for a number of good reasons should be closed. The lotteries have been closed, race track gambling has been stopped, and to-day millions of money from the East and West is lost yearly by a class of investors who are not posted as to the workings and methods of those interested in the Stock Exchange. The N. Y. Cotton and Coffee exchanges are already closed.

You are aware what has been done by a number of large corporations? In one instance the Government was robbed for years. The stock of this company was sold on the Exchange and the ruling powers made no effort to advise the public or in any way stop the trading in stocks of companies monopolizing, and demoralizing the moderate trader doing a clean legitimate business and satisfied with one store.

As I expect to have a number of letters of mine published, I would like to have your views, and will greatly appreciate them.

William Grieve.



For this Rough and Stormy Season Buy

The MICHIGAN DAIRYMAN'S Shoe



The two shoes shown herewith are **DEPENDABLE AND STRONG.**

Made from 1st selection of upper and sole stock.

The Black is 2316
The Brown is 2376

The price is
\$3.35

YOU CAN'T GO WRONG

NOTE—These shoes on to-day's cost basis would be \$4.00 per pair wholesale. We divide with and stand by our customers to the last minute, when advances come.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

OUR TRADE MARK ON YOUR SHOES

A SMALL
THING
TO
LOOK
FOR



BUT
A BIG
THING
TO
FIND

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

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"



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.

The Problem of the Second Hand Stove.

Written for the Tradesman.

There is a diversity of opinion among hardware dealers as to the advisability of taking second hand stoves in part payment for new ones. There are merchants who leave it to the purchaser of a new stove to dispose of the second-hand article. There are others who take the second hand stove and make an allowance for it, but do so grudgingly and in their own minds disapprove of the practice. There are still others who declare that taking the second-hand article is a profit-making stunt, in that it involves two profits instead of one.

Here are the views of a number of dealers with regard to this phase of the stove business. Most of them are merchants in small communities, where it is difficult to get away from the practice and where there are no regular second-hand or junk dealer to afford an outlet for old stoves.

One merchant says: "We do a much larger stove business because we take old ones in exchange. They are a paying line if handled properly. We keep a man to clean them up and when a stove comes in, we do not handle it like old iron. We are not ashamed to show our second-hand stoves, for the simple reason that we put them in shape and make them look their best before trying to sell them. We figure to make the same percentage on an old stove as on a new one; and we sell a range on the understanding that, if it doesn't bake satisfactorily, it can be exchanged on a new one."

Another dealer states that he has had several years successful experience in this line. "When a second-hand stove is taken in part payment, we of course figure on what we can get for it plus the cost of necessary repairs. We always put our old stoves in shape so that they will give satisfaction to the purchaser and stay sold. In some instances it is a difficult matter to get a handy man for this class of work. We have a separate show room for second hand stoves and find that it works out to good advantage. Occasionally a dealer gets stung, particularly in base burners. These we examine very closely. Some base burners break up very badly in the bottom, thereby causing obstruction or a check to the draft, which naturally causes them to leak gas. In such cases, where they are not worth a new bottom,

a steel patch can be riveted or bolted over the break and cement placed between. Then, again, when base burners are old you find that the cement has fallen out of the joints. In such cases, it is necessary to dismount your stove, cement every joint, and re-mount again. Many a base burner we have put together from bottom to top."

A dealer in a town of 5,000 states that he tries to get as good a line of second-hands as possible. "This part of the stove trade has become a very important branch of our business. There is a good market for cheap stoves here, and if they are properly fixed up, there is no difficulty in disposing of them."

A dealer in a town of 2,000 people or less has carried on the second-hand trade, side by side with new stoves, for fifteen years, with what he terms "varied success." He says: "In the first place, you must be a good judge of old stoves. In the second place, you must know whether you can get repairs for the stove or else repair it in your own shop, and what the cost will be. After this add a small profit for your deal; and your own good judgment will tell you what to allow for the old stove."

"There is another thing. You must know the man with whom you're dealing. I've found the stove deal, in many cases, as bad as the 'hoss trade.' Only an experienced man can make money out of old stoves. I've had my ups and downs. I've lost as much as 40 per cent. on an old stove, and I've made as high as 75 per cent. An old stove well bought is half sold."

"We are obliged to handle quite a few second hand stoves," writes a firm in a town of 5,000 people. "Our plan has been to allow for the old stove simply enough to permit a reasonable selling profit after repairs have been put on the stove. In other words, we do not propose handling two stoves and taking the chance of putting the old one in the scrap heap merely for the sake of the one profit on the new one."

"We approach our customer by asking him what he would consider a fair price to pay if he were buying the old stove instead of selling it. Then we explain that we must have a profit for our trouble in fixing the stove up and re-selling it. To come out on the right side of the ledger, one must be careful not to allow too much, for most stoves require more to put them in shape than appears on the surface."

Here are some pointers from a firm operating in a city of 20,000:

"We do not by any means believe

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.

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

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.
203-207 Powers Theatre Bldg., Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

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

that a second hand stove should never be refused. Taking stoves into stock indiscriminately at too high a price or in very poor condition is sure to result in loss. We never buy a stove—that is, take it in trade—without first giving it a thorough examination. Then we put our own price upon it, naming as high a price as we feel we can profitably allow. We are careful to explain to our prospective customer the expense involved in handling and overhauling a stove, and, as a rule, we do not find the customer unreasonable in his demands. If, however, he absolutely refuses to accept our offer, we suggest as an alternative that he advertise the stove in the local papers, find his own buyer and secure his own price; which he frequently does, coming back to us for his new stove.

"We never guarantee a second hand stove and are always careful to explain this to the purchaser. Because of this we frequently sell a new stove where we would otherwise have sold a second hand one. When we say that we never guarantee such a stove, we mean that we never make the guarantee a talking point in order to put across a sale. In the rare instances where a second hand stove proves unsatisfactory, we are glad to allow the price paid for it on a new one. We find that our customers appreciate this more than had we guaranteed the old stove.

"In this locality we find during the summer months quite a demand for second hand wood stoves. This comes principally from summer cottages, though we dispose of quite a number for use in summer kitchens in the city."

Other dealers have found quite frequently that purchasers of new stoves can be persuaded to use the old stove in the summer kitchen instead of trading it on the new one. This saves the purchaser the expense of moving the one stove to and fro twice every year. Or, the new stove can be used for regular cooking in the upstairs kitchen, and the old stove transferred to the basement for summer cooking, washing, etc. Much, of course, depends upon the locality and the individual.

Victor Lauriston.

Wanted the House Repaired.

At one time there lived in the East end, an old negro who had considerable influence, religious and political in the settlement where he lived. He occupied a little house owned by a prominent banker, but had successfully evaded the payment of rent for many years. No trouble came, however, until the banker was nominated to run for a political office. The next day the old negro came hobbling into his office.

"Well, Sam," said the banker, "I suppose you've come in to pay me some rent."

"Oh, no, boss," replied the old man, "I've just come in to say I've glad yo is nominated, and will tell de res' of dese no 'count niggers to vote fo' you, and to mention to yo' at de same time dat de roof of my house is a leakin,' an' if it 'tain't fixed I'll have to move out directly."

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 9—Jacob Temple, a merchant, of Muskegon, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show liabilities amounting to \$1,779.39, while the assets are scheduled at \$558.91, of which \$250 is claimed as exempt. Following is a list of the creditors:

S. Steindler, Muskegon	\$ 14 38
Martin Birch & Sons, Muskegon	39 45
Gastenhof Bros. & Co., Muskegon	145 69
F. D. Smith & Co., Muskegon	15 58
Wilson & Company, Chicago	27 75
W. C. Foote, Muskegon	7 50
Muskegon Chronicle, Muskegon	57 65
Magoon & Kimball Company, Muskegon	19 73
John Albers Sons, Muskegon	51 66
Gustav Meske, Muskegon	975 00
Gustav Meske, Muskegon	75 00
Name Unknown	350 00

Anton Jacobsen, of 349 Monroe avenue, Grand Rapids, doing business as a baker, has filed a voluntary petition in bankruptcy. The matter has been referred to Referee Corwin, but a meeting of the creditors has not as yet been called. The bankrupt schedules show liabilities amounting to \$2,441.02 and assets amounting to \$1,478, of which \$500 is claimed as exempt to the bankrupt. A list of the creditors follows:

Preferred Creditors.

City of Grand Rapids	\$ 12 00
Clara Johnson, Grand Rapids	5 00
Marion Mitchell, Grand Rapids	5 00
Ernest VandenBerg, Grand Rapids	8 00
Iva TenEyck, Grand Rapids	7 00
Mr. Brany, Grand Rapids	3 00

Secured Creditors.

John J. Thompson, Grand Rapids	\$ 900 00
Worden Grocer Co., Grand Rapids	99 54

Unsecured Creditors.

Roper Transfer Co., Grand Rapids	\$ 11 35
Consumers Ice Co., Grand Rapids	17 06
Hydraulic Water Works, Grand Rapids	33 05
Friedman Mfg. Co., Chicago	2 00
E. T. Cotton Electric Co., Grand Rapids	41 10
J. L. Kraft & Bros. Co., N. Y. City	4 20
Ried-Murdock & Co., Chicago	24 13
National Biscuit Co., Grand Rapids	8 76
New Century Company, Detroit	131 00
Herpolsheimer Co., Grand Rapids	22 73
Wurzburger Company, Grand Rapids	7 54
Grandville Dairy, Grand Rapids	13 82
Alexander Molasses Co., Cincinnati	7 90
Bear Bros. Co., Chicago	14 85

G. R. Grain & Milling Co., Grand Rapids	38 50
G. R. Gas Company, Grand Rapids	33 39
Wolverine Spice Company, Grand Rapids	82 53
C. W. Mills, Grand Rapids	42 22
Armour & Co., Chicago	22 80
Swift & Company, City	54 10
The Grand Market, Grand Rapids	12 50
S. Steindler, Muskegon	14 40
Wilson & Company, Grand Rapids	43 86
Valley City Ice & Coal Co., Grand Rapids	21 30
Voigt Milling Co., Grand Rapids	22 70
Watson Higgins Milling Co., Grand Rapids	16 10
Washburn Crosby, Grand Rapids	12 83
Consumers Power Company, Grand Rapids	19 07

John A. Thompson and O. A. Pound, Grand Rapids	480 00
Eagle Clothing Company, Grand Rapids	8 00
Dr. J. R. Montgomery, Grand Rapids	45 00
Dr. Oscar Fry, Grand Rapids	76 50
Leonard VanHuelen, Grand Rapids	19 19

In the matter of Reno Offringa, doing business as the Offringa Decorating Co., Grand Rapids, the sale of the assets of this bankrupt has been held. The highest offer received was that of Heystek & Canfield in the sum of \$2,875. The same was accepted and the sale immediately confirmed.

Why He Gave Up Smoking.

"Meanness has ruined more business than open-handedness will ever do," recently remarked Charles M. Schwab. "Meanness spoils everything. When ever I am tempted to be mean I think of the old man who stopped smoking."

"Why did you give up your pipe?" his pastor asked him. "It was your one comfort, apparently."

"The old man sighed and answered:

"No. It wasn't such a comfort after all. You see, if you smoke your own tobacco it costs like the very old Harry, and if you smoke your friends you have to ram it down so darn tight that your pipe won't draw."

Automobile Robes

Largest and finest assortment in the State "Chase Quality." 54 in. x 60 in. single plush, double plush, rubber faced, rubber interlined, ranging in price from \$3.25 to \$11.00.

54 in. x 72 in. auto robes for rear seat, double plush, rubber interlined, muff robes, mohair and fur effects: \$7.50, \$9.50, \$10.50, \$11.50, \$12.50, \$14.00, \$15.00, \$20.00 to \$40.00.

Auto shawl and steamer robes, all wool, scotch clan patterns, 60 in. x 80 in., \$6.50, \$8.50, \$10.00, \$11.00, \$12.00, \$15.00, \$17.00.

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

What we might do—What we don't do—What we do do—

AND WHY

We might make matches out of cheaper wood . . . But We Don't.

We might save money by using cheaper chemicals . . . But We Haven't.

We might shut down our scientific department and cease trying to make the BEST match ever made BETTER . . . But We Won't.

BECAUSE

40 years of pre-eminence as the leading match makers of the world is something to live up to, so . . . We're Doing It.

The safest match science can produce is none too good for the greatest nation on Earth, and so . . . That's What We Make.

There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . We're On The Move.

Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

DIAMOND MATCHES

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

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



You Can Sell More Table Oilcloth.

Where do you keep your table oilcloth? Is it out where your customers can see it or do you keep it stuck away in a corner and bring it out only on demand? If the latter is true, you are losing sales you might otherwise make.

In almost every home, more or less table oilcloth is used. If you doubt this statement, look about the kitchen in your own house and in those of your friends and you will be convinced of its truth. You will see many a kitchen table covered with a worn out oilcloth which would long ago have been replaced by a fresh one if you and other merchants had not taken it for granted that women would buy this common household necessity no matter where the stock was kept or how poorly it was displayed.

There is nothing difficult about a proper display of this merchandise. A simple rack, holding from eighteen to twenty-four rolls, will occupy possibly two square feet of floor space. It is simply neglect that keeps this much used commodity out of sight and consequently out of mind.

And while we are talking about display, why not go a step further and associate this staple with another which is naturally its near relation. Many stores which sell table oilcloth also sell kitchen tables. Have you ever seen an oilcloth cover displayed on any of those tables? I never have; yet nine out of ten women who buy a kitchen table will also buy oilcloth for it sooner or later. Why not suggest the purchase of the one when she buys the other?

This matter of sales by suggestion is one that is occupying a big place in modern methods of merchandising. There is no need of confining its operation to the high-priced fashion stuff exclusively. It works quite as well when applied to everyday staples.

He Has Windows All Over Town.

A manufacturer of overalls helped his distribution in his own city by using an idea secured from a shoe dealer in another town. As is sometimes the case this manufacturer found that his goods were treated coldly by local buyers, who seemed to prefer manufacturers from other cities to their own.

Then he saw the plan used by the shoe dealer, who had but one small display window. He displayed his goods to better advantage by renting a number of windows in vacant store rooms.

The overall maker had a patented overall, and he lived in a factory town. He had his sales manager rent every window that could be rented, and had

windows trimmed by a retail merchant's window trimmer. In the windows were not only posters bringing out the selling points, but also cards showing where the overalls could be bought.

The manufacturer at once noted an increase in the demand through his regular dealers; and in a week or so some of those who had previously turned down his salesmen stocked the brand. Year after year he had passed vacant store rooms, but the advantage of using them had never occurred to him until he learned of the plan used by the shoe man in another city.

C. A. Goddard.

A Spring Opening.

The spring opening is a common sales idea in clothing and similar retail stores. A lumber merchant in a Mississippi Valley town recently has applied the plan with considerable success to his business.

The opening last year consisted of a two-day open house; the dealer invited the people of the town to come in and inspect his samples and to look at plans for houses, models, and various kinds of building material that he had on hand. They were also invited to go over the yard, office, and service department.

In the town of 5,000 people over 1,200 visited the opening in the two days. This year the affair was more elaborate than last, with a correspondingly larger attendance. The orders received from the crowds did not attain a startlingly large total, but the indirect and deferred results the lumber dealer considers well worth while.

R. T. Huntington.

Brocaded Gowns.

Brocade will rise to a splendid height this fall and will be considered the fabric of the hour for formal gowns. The mills at Lyons, which control the silk fashions of the world, have turned out miles of marvelous brocades. Rodier, the great master designer of fabrics, has put his stamp on full moons, palm branches and odd flowers subdued in masses of color, and he calls the achievement silk.

A New Way of Saying It.

To popularize its bargain-basement department a Middle-West department store has a standing offer of a \$1 reward to any person who, after purchasing an article there, finds a similar article priced lower in any other store. It is a convincing way to put the trite statement that here may be found "the biggest bargains in the city."

A spoken word cannot be called back.

Why Customers Switch From Store to Store.

The average storeman doesn't have to be shown that the reason why one store gets the customers and the other doesn't lies in the difference in service rendered, says Women's Wear. Some buyers who are so involved in fractional differences in merchandise values perhaps do not appreciate the tremendous importance of service to the customer—but the following table which is printed in the house organ of a Middle West store shows that of 198 reasons advanced by consumers for changing their buying channels, only one reason has to do with merchandise, while all the others deal with some branch of store service or policy.

The figures were obtained, says the house organ, by an "expert" who wanted to know why people stopped buying at one store and went to another. He wrote letters to a number of people, including both sexes, asking why they changed stores and received 198 replies. These were tabulated and the answers ranged in this order:

Indifference of salespeople	47
Attempts at substitution	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople	16
Insolence of salespeople	16
Unnecessary delays in service	13
Tactless business policies	11
Bad arrangement of store	9
Ignorance of salespeople concern	6
Refusal to exchange purchases	4
Poor quality of goods	1

The way to treat clerks is the way you yourself would like to be treated, the way you used to wish you would be treated when you were a clerk.

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.

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

UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Mich.

EXPERT SALE PROMOTERS
For Merchants Any Line
WRITE FOR PLANS FREE

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.

United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book
now ready

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

THE UP-TO-DATE SERVICE

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

BLANKETS

Nothing is more essential to a well regulated dry goods stock than a good supply of blankets. We still maintain the high standard lines such as Woolnaps, All Wool Plaids and Cotton Bed Blankets.

These are excellent values and will stimulate your fall sales.

QUALITY MERCHANDISE—RIGHT PRICES—PROMPT SERVICE

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids

:::

Michigan

Boomlets From Bay City.

Bay City, Oct. 15—The Farmers Auto and Machinery Co. will soon open a new branch at Richville. The company was organized two years ago and capitalized at \$50,000. The business has grown rapidly and at a recent meeting of the stockholders it was voted to raise the capitalization to \$500,000. The building occupied by it, on the West side of the river, was erected last year and is one of the finest store buildings in the city. Peter Oswald is manager and the company's success is due to his efficient management.

Bliss & Van Aukin's hardwood flooring plant, at Saginaw, was almost entirely destroyed by fire Saturday night, the damage being estimated at \$50,000. This is the third serious fire the company has experienced in the past five years.

The Lewis Manufacturing Co., one of the largest woodworking plants in the city, has found it necessary, owing to its rapidly increasing business, to enlarge its plant and has started work on a large addition.

The Michigan Tourist and Resort Association, organized for the purpose of advertising the resort possibilities of Northern Michigan, will hold its first meeting in this city Nov. 25. It is expected that representatives will be present from all cities from Detroit to Mackinaw. J. Lee Barrett, Secretary of the Detroit Convention and Tourist Bureau, will be present and give valuable assistance to the new organization.

Conrad Zeiler, who has been engaged in the manufacture of flour and feed in Rose City for a great many years, has sold his entire plant to Sandbank & Shodin, Bay City, who have taken possession.

James Glasure Standish, who held the office of sheriff of Arenac county for several terms and is one of the most popular men who ever held the office, has been appointed Deputy Game Warden by Governor Sleeper. His appointment is a guarantee that this branch of the State service will be well taken care of in Arenac county.

Andrew B. Perkins, of the firm of A. B. Perkins & Co., wholesale fruits and commission merchants, died very suddenly Thursday morning at his home in this city. His death was due to an attack of acute indigestion.

John C. Hewitt, of this city, was elected President of Kuhlman Electric Co., to succeed the late E. A. Kuhlman, at a meeting of directors held this week. J. Thane Kuhlman was re-elected Vice-President and J. A. Johnson, Secretary-Treasurer and General Manager.

J. W. Ellison, of the firm of Ellison, Son & Co., Kinde, has bought the general stock of S. E. Balfour, Kinde.

The United Co-Operative League, Saginaw, has been incorporated with \$10,000 capital stock and will engage in the mercantile business and carry a general line.

Herman Reeck, shoe merchant, 458 Dix avenue, Detroit, has closed out his stock and leased the store to E. Ritzer, formerly in the shoe business at Sturgis.

The General Store Corporation, Ypsilanti, recently organized, has broken ground for a new up-to-date department store building.

Moore Bros., Wayne, are closing out their shoe stock.

W. A. Shaffer, Hamburg, it is reported, will close out his mercantile business and engage in farming.

James F. Tatman & Son, Clare, are closing out their shoe stock and will specialize in groceries and produce.

The Goldberg Grocery Co. is the name of a new store at 1110 Columbus avenue which recently opened for business. Mr. Goldberg was formerly in the retail trade, being a member of the firm of Goldberg & Berner, who recently sold their business to Peter Smith & Sons.

Peter Smith & Sons, who a few

months ago purchased the Baumgarten grocery stock, on Center avenue, have been branching out and have stores on both sides of the river. Saturday two new stores were opened for business—No. 11 at Garfield and Twenty-First streets and No. 12 at Broadway and Thirty-Second streets.

The writer had the pleasure of attending the booster rally meeting of Grand Rapids Council on Saturday, Oct. 6, and the privilege of renewing old acquaintances and making new ones. It was my first visit to Grand Rapids. On account of the short time I was there, I was unable to see much of the city, but what I saw of the business part convinced me that it is an up-to-date, wide-awake, progressive city. I can now understand why the boys from the Second City are all boosters for their home town. I also had the pleasure of making the acquaintance of Editor Stowe, of the Tradesman, and enjoyed a short visit with him. My regret was that I could not accept his cordial invitation to make him a two weeks' visit—more or less. Will endeavor to do so in the near future.

W. T. Ballamy.

The Position of Cotton.

Violent fluctuations in the quotations for cotton during the week were evidences of the nervousness on the part of speculators, who know that the price of the article has been forced up by artificial stimulation and who have no way of reasoning out which way it should ultimately go. A suggestion of frost in the growing district sent up the price of cotton \$5.50 a bale, which is equivalent to adding nearly \$70,000,000 to the cost of the crop. There are evidences that the high prices are proving attractive enough for some holders in the growing regions despite the organized efforts to induce them to hold for a 30-cent minimum figure. But it is also apparent that the ease with which loans can be made is inducing many to hang on in the hope of securing every bit of possible profit. The exports of cotton thus far since the new cotton year began seem to indicate a possible total for the entire year of about 4,500,000 bales. The domestic takings are hardly likely to exceed 7,250,000 bales. Unless things improve there will be a sizable carry-over to add to the surplus on hand. Statistically, it does not augur well for those who pin their faith in the maintenance of high prices, but other factors, especially the ability of holders to keep the cotton, may be controlling. In sympathy with the raw material quotations, prices of cotton fabrics were firmer, and some constructions advanced during the week to new high records. The strength of prices for colored and printed cloths has been more than maintained, and the same is true of bleached fabrics. Belated deliveries of knit goods are being welcomed in view of a possible scarcity.

Late News From the Cereal City.

Battle Creek, Oct. 16—Armour & Company will spend \$500,000 on the buildings bought of the Maple Flake food mills. Two five story buildings are to be added at once. They will manufacture macaroni in connection with flake foods. New expansion work will begin at once and will add 400 employees to the institution. With the additions the plant will have a daily capacity of 5,000 cases of flaked food and 100,000 pounds of macaroni. The entire plant will be operated un-

der the name of the Maple-Flake Mills, with Ralph Helmus as manager.

A good friend of the U. C. T., William Smith, landlord of the McElvain House, of Vicksburg, passed away last week. Will, as we all knew him, had been ailing for the past year, but always put the bright side out when the boys met him. Mrs. Smith will continue to manage the hotel for the present.

Seven members of Battle Creek Council and their wives partook of Kalamazoo Council's hospitality Saturday night and those who did not attend have something to regret. Kal-

amazoo always goes the limit and sets the pace for other councils. The meeting, banquet and dance certainly will not be forgotten by the members of No. 253.

It is estimated that thirty cars per day will be needed to supply coal for Camp Custer in severe cold weather and fifteen cars per day will have to be maintained throughout the winter. There are thirteen heating plant systems to be kept fed with coal, besides the plant at the hospital and another at the laundry. Jack.

Wise men, although all laws were abolished, would lead the same lives.

SERVICE

SERVICE

PREPARE

IS THE SAFETY
WORD OF THE

NATION

HOW
ABOUT
IT
IN
YOUR
BUSINESS?



If you don't
PREPARE
ahead of
time,
success passes
you by
and smiles
on the
other fellow

Have you seen the *Spring Merchandise Lines* of the
GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

SERVICE

SERVICE

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.



Grand Council of Michigan U. C. T.
 Grand Counselor—John A. Hach, Coldwater.
 Grand Junior Counselor—W. T. Balamy, 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—Al. W. Stevenson, Muskegon.
 Grand Chaplain—Chas. R. Dye, Battle Creek.
 Next Grand Council Meeting—Jackson.

Auto Equipment Helps Salesman Sell More Goods.

Regarding the value of an automobile to the traveling salesman and the house he represents, the advantages in this territory are many. I cannot see why they would not be valuable on other territories.

There is a diversity of opinion as to whether the house or the salesman should own the car. I, however, prefer to drive my own car, as results are more satisfactorily to all concerned. I purchased this car from a purely business standpoint, believing that my services to my house would be more valuable in increased business. There are many hours wasted waiting for trains that are reported on time that finally come from two and a half to five hours late.

When a town has been thoroughly worked and business all cleaned up a car will take the salesman to the next objective point quickly and he can be on the job all the time. For instance:

Sunday night arrangements are made to start early Monday morning. The car is carefully looked over and everything put in readiness for the start. It is a pleasure to get up at 4 a. m. on a bright, sunny summer morn, with the air cool, fresh and invigorating. It is a joy to trot out your car, turn on the juice and spin to the first town open for business. Get an early breakfast and you are on the spot ready for business as soon as the dealer is ready to buy the goods.

Finish with the dealer and take all the time necessary to clean him up thoroughly, without rushing matters. Regardless of the running of trains, pack your cases in your car, turn the little handle and hie away to your next town. Often after supper it is a pleasure to drive to the next town in the cool of the evening and you are on the job bright and early the next morning.

The salesman is now toward the middle or the last of the week. He has called on a few dealers who are not ready to buy, or maybe did not have enough for a shipment and arrangements are made to take these orders on the return trip. It can

readily be seen that orders can be taken both going and coming, and an advantage is taken of seeing the dealers oftener and securing more business than would be possible if the trip had been made by train and the dealer had been called on only once during the two, three or four weeks' trip as the case might be.

There is one objection I might mention connected with the salesman making his territory in an automobile. That is trying to make too many towns in one day. Some salesmen seem to take delight in telling of the number of towns they have made instead of the amount of business secured.

A salesman once told me he had made seven towns in a day. I don't care what line a man sells, it is an impossibility to make seven towns in one day and do justice to the business. I never get in a hurry with my customers when I am selling them goods. I want all the business the dealer has for me and I figure that I must take time to get it. But when I am through with him and have my car standing in front of his store I am away in short order, and if I work two towns and get into the third or maybe sometimes the fourth in one day, I am then working one or two more towns than I could have done by train.

I have four towns on the main line East that takes me three days by train, reaching home the fourth day. With my car I can make these same towns and return in two days.

My car has also been the means of increasing my sales of automobile accessories. I have just commenced using a new tire chain. I drove into a garage to have some repair work done. The dealer noticed my chains, and as a result I sold him twelve pairs and took an order from him for other accessories amounting to about \$200. I had never sold him before.

An incident last week proves the value of a car in doubling on the territory. I made one of my towns and left there for the first town West and stayed all night. I found that on account of bad roads I could go no further West. In order to catch one of the through trains I had to double back to the town I made the day before. When I arrived there I went in to see my customer and sold him another order amounting to \$60. I would not have made this sale had I not had my car.

At the present price of automobile accessories it is, of course, somewhat expensive to run a car, but the expense is a good deal up to the owner or driver. The less brains a man has

the more fearless he is and the faster and more reckless driver he makes. In other words, the less brains a man has the more of a speed lunatic he becomes. He hasn't brains enough to get frightened. The faster and the more reckless a man drives the sooner he uses up his car and the more is expense incurred.

A man who loves a good pair of horses and who can take them on a long all-day's drive without injuring them usually makes a good automobile driver.

I flatter myself that I am a judge of good horseflesh and was never known to injure one on the road. I handle and care for my car as I would a pair of horses and a good carriage. Consequently I make my territory with my car with a very little trouble. The automobile is fast becoming the very best means of transportation for the up-to-date traveling salesman.—L. H. Fountain in Hardware Age.

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



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

GRAND RAPIDS
MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 FIRE PROOF
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

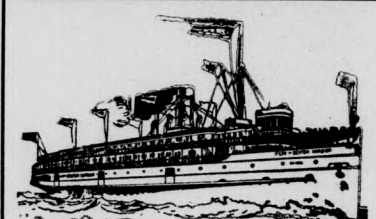
European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

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



THE SHORT LINE BETWEEN
 GRAND RAPIDS AND

CHICAGO

FARE—\$3.00 one way

\$5.75 round trip

via

MICHIGAN RAILWAY CO.

(Steel Cars—Double Track)

Graham & Morton Line

(Steel Steamers)

Boat Train CONNECTING FOR THE BOAT

Leaves Grand Rapids Interurban Station
 Rear Pantlind Hotel

EVERY NIGHT AT 9:00 P.M.

SAVE TIME



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

TIME IS MONEY

Call Contract Dept. 4416.

Citizens Telephone Company

Death of Well-Known Dry Goods Salesman.

Ishpeming, Oct. 15.—The many Marquette county friends of James Lindsay Reid, the well-known traveling salesman, were grieved to learn of his death, which occurred Saturday in St. Mary's hospital, Marquette, where he had been a patient since the previous Monday, when he was removed from the residence of James F. Mullins, on West Ridge street, this city, where he and his family made their home.

Mr. Reid had not been in his usual health for more than a year past and some six weeks ago, while in Detroit on business, consulted a specialist, who advised an immediate operation. He went to Harper hospital, where the operation was performed. He recovered sufficiently to make the trip home without difficulty. He was accompanied by Mrs. Reid, who had been with him most of the time that he was confined to the hospital. He arrived home Sept. 25 and was up and around for couple of days, when he was compelled to go to bed. He sank rapidly from that time and during the few days that he was confined to St. Mary's hospital his condition was critical and it was evident that he could not survive.

Mr. Reid was a native of Edinburgh, Scotland, where he was born thirty-one years ago. He came to America about eight years ago, locating in Detroit, where he accepted a position with Edson, Moore Co. Two and a half years later he was sent to the Upper Peninsula to take charge of the company's business in the territory between Sault Ste. Marie and Ishpeming. His territory also included Menominee, Marinette and other points in that vicinity. He was a most successful salesman and a man who soon won the esteem and confidence of his patrons. As a result of his untiring efforts the concern that he represented now controls a very large trade in the territory he covered.

The deceased, who is survived by his widow and one son, Jack, who is 28 months old, was married in his native city in Scotland about a year after he was placed in charge of this territory with the Detroit house and he had made his home in Ishpeming ever since.

The funeral was held to-day under the auspices of the local Masonic society, of which the deceased was a member. He was also a member of Sault Ste. Marie lodge of the Knights of Pythias. Rev. H. M. Allburt, pastor of the Presbyterian church, conducted the services at the Mullin's home and Masonic services were held at the cemetery.

J. B. Francombe, a special representative of Edson, Moore Co., and W. H. McIntosh, who covers another part of the Upper Peninsula for the concern, were here to attend the funeral.

Cost of Maintaining Delivery and Credit Business.

Cadillac, Oct. 15.—I note your solution of a problem presented to you by a Northern Michigan grocer in the Michigan Tradesman of Oct. 3 and beg leave to state that I think you are dead wrong in advising any retail merchant to sell goods at 5 per cent. discount on a cash-and-carry basis. It can't be done. The merchant who shrinks his profits 5 per cent. in this day and age will soon find himself headed for the poorhouse or the bankruptcy court. Unless you can show me to the contrary, I shall insist on thinking that the man who has been a safe and efficient adviser of the retail merchants of Michigan for more than thirty years has slipped a cog in this particular instance.

Merchant.

Let's see: The best authority we have to-day on the cost of doing business in the grocery line is the carefully compiled reports of the Bureau of

Business Research of the Harvard University. This Bureau recently secured detailed reports from a large number of retail grocers—commonly understood to be 1,000—and then carefully compiled and summarized the reports, so as to secure absolutely accurate information on the subject. The computation discloses that the cost of conducting a delivery and credit business is as follows:

	Highest	Average
Wages of delivery force	3.05	1.5
Other delivery expenses	3.04	1.5
Losses, bad debts	2.02	.5
Book-keeping expense	2.50	1.5
Interest on capital tied up in credit accounts	2.	1.
Total	12.61	6.

In the light of this investigation and these figures, the accuracy of which has never been questioned by any one competent to pass upon them, I think I am within the bounds of safety in stating that any retail grocer who is conducting a credit business and maintaining a delivery system can make money by abolishing both and giving his customers a flat discount of 5 per cent. I do not think that any merchant doing business in the town in which the original enquirer lives can conduct his business on the credit and delivery plan for one penny less than 10 per cent. If so, he would be money ahead on every day's sales and every year's transactions if he were to adopt the plan recommended by the writer.

E. A. Stowe.

Trading Stamps Based on Deception.

While the State Supreme Court has declared unconstitutional the law prohibiting the use of trading stamps in Michigan, it is to be hoped that the decision will not open the way to the flooding of the State again with these abominations. It should require no law to keep them out. The good sense of the merchants and the scorn of the public should operate more effectively than any mere legislative act.

The trading stamp is a bad thing for the merchant, a bad thing for the public and a benefit only to the trading stamp companies. Millions of dollars have been made by those who originated and developed the trading stamp idea; they are the only ones who benefited, and the fact that a law prohibiting the use of trading stamps was actually placed upon the statute books of Michigan is eloquent testimony to the public appreciation of their evil. The fact that that law was so loosely drawn that the Supreme Court has failed to sustain it in no way renders void the facts on which that law was based, and from which the legislators were convinced that the trading stamp evil was serious enough to warrant legislative attention.

The trading stamp is based on deception. It poses as a gift by the merchant to the purchaser—something that is "thrown in" with the purchase. But it is not. In the long run the public pays for all trading stamps and trading stamp goods, and pays in addition a handsome profit to the people who run the trading stamp

game. And yet the public is not buying what it wants. It is getting trading stamps which may ultimately be cashed in for something that has been more than paid for and that may not be really wanted by the person who gets it.

The thing that appeals to the popular fancy about the trading stamp, that gives it appeal, is the false aspect of giving something for nothing. As a matter of fact every person who buys a pound of coffee and gets trading stamps in addition is not only paying for the coffee, which he presumably wants, but is making a small payment toward an imitation briar pipe, a piece of crockery, or something else that he has no idea at the time of buying. Why should he be taxed for something besides the thing that he actually wants?

Saginaw merchants long ago wisely threw out trading stamps. The decision they made then should stand. We do not want them. They are not sound business for the merchant, or the public. It is to be hoped that the rest of the State also is alive to the evil of the trading stamp practice and that the mere knocking out of the law against trading stamps does not mean that the State is to be flooded with them.—Saginaw Herald.

Something New in the Exposition Line.

The first Better Homes Show, or Exposition, to be presented in the United States, will be held in the Klingman exposition building from November 28 to December 8, 1917. The need for some such movement as a "better home exposition" became so apparent to a number of far-seeing progressive, public spirited men and eminent educators of the Nation that a meeting was called in New York City and the great movement launched. Grand Rapids was, indeed, very fortunate in being selected as the place in which to present the first exposition. Having the endorsement and co-operation of the Grand Rapids Association of Commerce, Greater Grand Rapids Association, the Builders and Traders Exchange, Real Estate Association, Federation of Woman's Clubs, Drama League, Ladies Literary Club, Grand Rapids Art Association, Business Girl's Co-operative Club, and many other organizations, there is small chance for the show to be other than a success from every angle.

The space for exhibits is being taken up very rapidly and that there will be wonderful displays in every line is assured by the enthusiasm expressed by the various firms and organizations who have made space reservations. The official displays and entertainment which will be arranged by the management promise to excel anything of like nature ever attempted in this city.

The real helpful work being done by the various women's clubs of the city in the interests of this exposition, which they have defined as the most splendid movement they have ever been affiliated with, is remarkable. When the net results for good have been recorded, the work accomplished by the women's organizations will

surely measure up to the achievements of their brother organizations.

From the moment the Grand Rapids "Better Homes" Exposition and its aims received the hearty endorsement of the Association of Commerce, and Robert Irwin was chosen as permanent chairman of the Advisory Board, there has been great activity in every line to further the interests of this exposition. From all indications it would seem that Grand Rapids and vicinity is due for a wonderful surprise when the doors of the Klingman exposition building are thrown open to the public, on the opening night of Grand Rapids First Annual Better Homes Show.

Necessity of Standardization in Bread Prices.

Reports on bread prices made by consumers to the United States Food Administration from fifty-two points in all sections of the country for the four weeks ending September 22, show a wide difference for the same size loaf and emphasize the need for bread standardization.

In Pleasantville, N. N., for the week ending Sept. 1, a 16-ounce loaf of bread was selling for 6 cents. This was the lowest price record reported for the United States. For the same week a 16-ounce loaf was reported selling for 15 cents in Rock Falls, Illinois, Eastport, Me., Red Bank, N. C., Miami, Oklahoma, Gallitzia, Pa., Nashville, Tenn., Laramie, Wyoming, and Newport, Conn. The high price record went to Paragould, Arkansas, where, in the week ending Sept. 8, 20 cents was being charged for a 16-ounce loaf.

In Eagle Pass, Texas, a 16-ounce loaf sold for 7½ cents. It sold for 8 cents in Lansing, Mich., Houston, Texas, and Chippewa Falls, Wisconsin, and for 15 cents in Grinnell, Iowa West Point, Miss., and Lowell, Mass.

A 14-ounce loaf sold for 6 cents in Lock Haven, Pa., and Nashville, Tenn., for 7 cents in Winfield, Kansas, Grafton, West Va., Evansville, Ind., and Ann Arbor, Mich., for 10 cents in Jefferson, Iowa, West Point, Miss., and Corvallis, Oregon; and for 15 cents in Paragould, Arkansas, Ridgewood, N. J. and Abington, Mass.

A 12-ounce loaf sold for 5 cents in Rock Falls, Ill., Brownsville, Texas, and Douglas, Arizona; for 6 cents in Santa Monica, California, Annapolis, Md., Westminster Md., Camden, N. J. and Renovo, Penn.; for 10 cents in Paragould, Arkansas, Ridgewood, N. J., Gloversville, N. Y., Lock Haven, Penn., Herrin, Illinois, Peru, Indiana, Monongahela, Penn., and Nashville, Tenn.; and for 12 cents in Laramie, Wyoming.

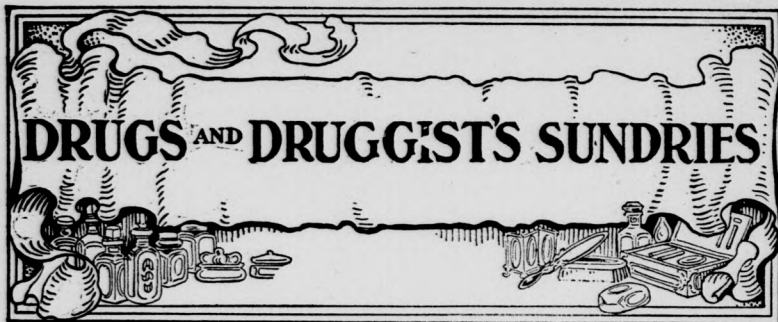
Late News From Byron.

Byron, Oct. 16.—William Cole is now working for Fred Close.

Tom Benton has sold out and is preparing to make his home with his daughter, Mrs. William Crossman, of Otisville.

While Harold Close was out hunting Friday, he accidentally shot the hound which they were using. The hound belonged to Bert McKinney.

George Hammond has closed his ice cream parlor for the winter. He is going to the city for a while. George has been on the job every minute.



Michigan Board of Pharmacy.

President—Leonard A. Seltzer, Detroit.
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President—W. F. Griffith, Howell.
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Acetanilid Raised by Makers to 65 Cents.

The number of changes reported in prices is small but include some developments of importance. The leading event of the day is another sharp advance in morphine salts. This is due to the marked scarcity and high cost of opium. Acetanilid has also been advanced again by manufacturers owing to the strength of basic material. Quinine is quieter, but supplies among second hands is small and the market retains a firm tone. Naphthalene is firm with a moderate enquiry noted. Arabic meets with a fair demand and the market remains firm. Mexican products are strong and in some instances higher. Sarsaparilla root has been advanced sharply by some prominent interests. A moderate rise has taken place in damiana leaves. Jalap root is scarce and prices are nominal. Laurel leaves are firmer on a decrease in supplies. Malaga olive oil has advanced further on increasing scarcity. The demand for celery seed has increased of late and the market is stronger. Morphine salts have been advanced sharply by manufacturers owing to the scarcity and high cost of opium. The new basis for sulphate is \$13.80 per ounce in bulk. Acetanilid has been advanced 5c per pound by manufacturers to 65c per pound in barrels. The rise was due to the strength of raw materials. Quinine is quieter among second hands, but supplies are small and the market retains a firm tone. The London Chemist and Druggist of September 22 says: "Makers are well sold up to the end of October, and are not eager to book large orders. Meanwhile prices are unaltered, but we hear one of the agents has been trying to obtain an advance. The spot price in second hands is from 2s 10d to 2s 9d per ounce for sulphate." Saccharine is stronger. An increased demand is noted, partly for export, and sales were reported at \$42.50 per pound for soluble and \$47 for insoluble. Nitrate of silver has been reduced by manufacturers to 54 7/8c per ounce in lots of 500 ounces. Wood al-

cohol is in a good demand, and the market is firm with \$1.15 per gallon demanded by some second hands for 95 per cent. Pure alcohol continues easy with reports current of offerings at \$5.20 per gallon for 190 proof. Witch hazel is higher at \$1.10@1.15 per gallon, the rise being due to the increased cost of alcohol. Naphthalene receives moderate enquiry and the market remains firm. Quicksilver is maintained by selling agents at \$100 per flask.

How He Brought Trade Back.

I had the only drug store in a small Minnesota town, when a competitor established himself next to the post-office. The larger proportion of the population made a practice of coming down for the mail in the evening, visiting, and making small purchases.

The newcomer gained practically all of this trade by his favorable location.

I had known of music dealers who gave free recitals to draw customers into their places of business, and I decided to try a similar plan. I advertised that I would give free phonograph entertainment at my store; anyone might come in at any time and request that any of my 200 records be played.

The first evening most of the post-office trade came back to my store. Enquiries about my machine led to my securing an agency, and within a few months the original cost of my new musical outfit was repaid in commissions on this added line. I recovered my former trade and more, too, by this method; and since I was not cramped for space, I did it at a very slight cost. A. Vance.

A Hotel Sign Sells Drugs.

A druggist noticed on the door of his room in a St. Louis hotel a small sign that read: "Have you forgotten anything?" When he got home he had the same sign lettered on the inside of the door of his store.

It has been up for several weeks now. Scarcely an hour passes, he says, that a customer does not start out, see the sign, and then come back to purchase something he would otherwise have forgotten. J. B. Powell.

This Light Is Under No Bushel.

Small flashlights are part of each salesman's equipment in a Western drug store. The salesmen use them to display transparent soap. The light shining through the cake shows the customer the cleanness of the product and generally convinces him of its purity, the druggist says.

Announcement Which Stopped Discount Abuse.

Many a business man finds himself put to it because customers take the 2 per cent. discount after the ten-day time limit.

So common had this practice become among our customers at the time I took this job, that I left it necessary to call a halt. It had to be done, however, without giving offense.

We prepared a letter printed on nice white stationery in clear, strong shades of red and blue. It read:

Our country is facing a crisis. As loyal Americans, we wish to do our "bit" in the way which will count most.

As you know, business conditions have changed almost overnight; we realize that we can render an important National service helping to keep business going at a profit.

To do this, we must make some changes. We are sure that we shall meet with your hearty co-operation. Certain concessions which we have gladly granted in the past we can no longer continue, in justice to those who are paying their bills promptly and thereby enabling us to take advantage of the best market conditions for the benefit of all.

It has become necessary to rearrange our discount schedule, which, beginning the first of January, will be upon the following basis:

Ten days 2 per cent.
Fifteen days 1 1/2 per cent.
Twenty days 1 per cent.

We are sure that you appreciate our desire to serve you well, and to do it with fairness to all.

This letter did not call forth a single protest and effectually silenced any grumbling concerning our change of policy. It cut out those who were trying to get something to which they

were not entitled, and has helped materially to get our cash in on time.

Edgar L. Mills.

Sidelights on Celery City and Environs.

Kalamazoo, Oct. 16—Mrs. E. T. Duffield, who was seriously injured in an auto accident in May, is now able to be at her store on Locust street.

Miss Nida Vanderbilt, who for the past few years has been chief clerk at her father's store on South Edwards street, is one of Kalamazoo's fall brides and has moved to Ypsilanti.

John Dankert, of 1605 Portage street, has accepted a position with the L. C. Mercantile Co., of Chicago. Mrs. Dankert will continue to conduct the Dankert grocery at the above location.

Ed. Longwell, of Paw Paw, has been succeeded by T. B. Clapp & Co. Isaac Voorhees, of Decatur, has sold his stock of fixtures to William G. Truitt.

Samuel Geib succeeds E. Pennels, of Cloverdale, in the grocery business.

Van Dam, Lingbeek, & Ofman have been succeeded by Lambertus Lingbeek, who has purchased the interests of his partners. W. S. Cook.



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

"CRITERION" House Paint, Flat Wall Paint and Finishes

THE CRITERION PAINT LINE is made especially for Michigan needs—gives perfect protection, maximum spread and costs little compared with brands that offer less.

SOME MICHIGAN TERRITORIES are still open for the right kind of agent. **Write for our agent proposition NOW.** Know the facts—then you will make no mistake.

Heystek & Canfield Co.
GRAND RAPIDS MICHIGAN



It's Pure, That's Sure

Piper Ice Cream Co.
Kalamazoo, Michigan

HOLIDAY GOODS

Druggists' Sundries

Stationery

Books and Novelties

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

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

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

Yours respectfully,

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,

Freight Traffic Manager,

Detroit, Michigan

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

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cubebs 8 50@8 75			Capsicum @1 95		
Boric (Powd.)	17@	25	Eigerson	2 75@3 00		Cardamon	@2 00	
Boric (Xtal)	17@	25	Eucalyptus	1 25@1 35		Cardamon, Comp.	@1 50	
Carbolic	61@	65	Hemlock, pure	1 50@1 75		Catechu	@1 33	
Citric	90@	95	Juniper Berries	20 00@20 20		Cinchona	@2 25	
Muriatic	3 1/4@	5	Juniper Wood	2 75@3 00		Colchicum	@2 25	
Nitric	9@	15	Lard, extra	1 90@2 00		Cubebs	@2 25	
Oxalic	60@	70	Lard, No. 1	1 85@1 95		Digitalis	@2 25	
Sulphuric	3 1/4@	5	Lavender Flow.	7 00@7 25		Gentian	@1 40	
Tartaric	1 05@	1 60	Lavender, Gar'n	1 25@1 40		Ginger	@1 40	
Ammonia			Lemon	2 00@2 25		Guaiac	@1 75	
Water, 26 deg.	11 1/2@	15	Linseed, boiled bbl.	@1 16		Guaiac, Ammon.	@1 80	
Water, 18 deg.	7 1/2@	12	Linseed, bld less	1 26@1 35		Iodine	@1 60	
Water, 14 deg.	6@	10	Linseed, raw, bbl.	@1 15		Iodine, Colorless	@1 70	
Carbonate	14 @	16	Linseed, rw, less	1 25@1 35		Iron, clo.	@1 50	
Chloride	25 @	35	Mustard, true, oz.	@2 25		Kino	@1 50	
Balsams			Mustard, artifil oz.	@2 25		Myrrh	@1 55	
Copaiba	1 40@	1 65	Neatsfoot	1 80@1 95		Nux Vomica	@2 10	
Fir (Canada)	1 25@	1 50	Olive, pure	3 00@4 50		Opium	@1 55	
Fir (Oregon)	40@	50	Olive, Malaga,	2 40@2 50		Opium, Camph.	@1 50	
Peru	5 50@	5 75	yellow			Opium, Deodorz'd	@9 00	
Tolu	75@	1 00	green	2 50@2 65		Rhubarb	@1 20	
Barks			Orange, Sweet	4 25@4 40		Paints		
Cassia (ordinary)	25@	30	Origanum, pure	@2 50		Lead, red dry	12 1/4@12 3/4	
Cassia (Saigon)	90@	1 00	Origanum, com'l	@2 50		Lead, white dry	12 @12 1/2	
Elm (powd. 35c)	30@	35	Pennyroyal	2 25@2 50		Lead, white oil	12 @12 1/2	
Sassafras (pow. 35c)	@	30	Peppermint	4 50@4 75		Ochre, yellow bbl.	@ 1 1/2	
Soap Cut (powd.)	23@	25	Rose, pure	26 00@28 00		Ochre, yellow less	2 @	
Berries			Rosemary Flows	1 50@1 75		Putty	3@	
Cubeb	1 40@	1 50	Sandalwood, E.	15 00@15 20		Red Venet'n bbl.	1 1/2@	
Fish	20@	25	Sassafras, true	1 50@1 75		Red Venet'n less	2@	
Juniper	10@	15	Sassafras, artifil	50@		Vermillion, Amer.	25@	
Prickley Ash	@	30	Spearment	4 25@4 50		Whiting, bbl.	@ 3	
Extracts			Sperm	1 85@2 00		Whiting	3 1/4@	
Licorice	55@	60	Tansy	3 50@3 75		L. H. P. Prep'd	2 15@2 25	
Licorice powdered	85@	90	Tar, USP	30@		Miscellaneous		
Flowers			Turpentine, bbls.	@ 57		Acetanad	85@	90
Arnica	@3 00		Turpentine, less	60@		Alum	10@	12
Chamomile (Ger.)	75@	1 00	Wintergreen, tr.	5 50@5 75		Alum, powdered and		
Chamomile Rom.	2 00@	2 20	Wintergreen, sweet	4 00@4 25		ground	12@	15
Gums			Wormseed	9 50@9 75		Bismuth, Subni-	3 60@3 70	
Acacia, 1st	75@	80	Wormwood	4 75@5 00		trate		
Acacia, 2nd	65@	75	Potassium			Borax xtal or		
Acacia, Sorts	40@	50	Bicarbonate	1 90@2 00		powdered	10@	15
Acacia, powdered	60@	70	Bichromate	55@		Cantharides po	2 00@2 00	
Aloes (Barb. Pow)	30@	40	Bromide	1 70@2 00		Calomel	2 56@2 60	
Aloes (Cape Pow)	20@	25	Carbonate	@2 00		Capsicum	35@	40
Aloes (Soc. Pow. 60)	@	55	Chlorate, gran'r	95@1 00		Carmine	6 50@7 00	
Asafoetida	@2 25		Chlorate, xtal or			Cassia Buds	@ 40	
Asafoetida, Powd.			powd.	70@		Cloves	55@	60
Pure	@2 50		Cyanide	80@1 00		Cloves Prepared	6@	8 1/2
Camphor	89@	95	Iodide	3 50@3 60		Cloves Recipitated	@ 1 1/2	
Guaiac	45@	50	Permanaganate	@ 25		Chloroform	85@	93
Guaiac, powdered	@	60	Prussiate, yellow	@1 75		Chloral Hydrate	1 92@2 12	
Kino	70@	75	Prussiate, red	@3 50		Cocaine	10 45@10 60	
Kino, powdered	75@	80	Sulphate	@ 90		Cocoa Butter	50@	60
Myrrh	@	55	Roots			Corks, list, less 55%		
Myrrh, powdered	@	60	Alkanet	2 00@2 10		Copperas, bbls.	@ 2	
Opium	40 00@	40 20	Blood, powdered	20@		Copperas, less	2 1/2@	
Opium, powd.	42 00@	42 20	Calamus	50@3 50		Copperas, powd.	4@	10
Opium, gran.	42 00@	42 20	Elecampane, powd.	15@		Corrosive Sublim.	2 30@2 40	
Shellac	70@	80	Gentian, powd.	30@		Cream Tartar	65@	70
Shellac, Bleached	85@	90	Ginger, African,			Cuttlebone	65@	70
Tragacanth	2 50@	3 00	powdered	20@		Dextrine	10@	15
Tragacanth powder	2 50		Ginger, Jamaica,	30@		Dover's Powder	5 75@6 00	
Turpentine	10@	15	powdered	22@		Emery, all Nos.	6@	10
Insecticides			Golden seal pow.	8 00@8 20		Emery, powdered	5@	8
Arsenic	23@	30	Ipecac, powd.	3 25@3 50		Epsom Salts, bbls.	@ 5 1/2	
Blue Vitriol, bbl.	@	11	Licorice	35@		Epsom Salts, less	6@	10
Bule Vitriol less 11 1/2	@	16	Licorice, powd.	30@		Ergot	1 25@1 50	
Bordeaux Mix Dry	20@	25	Orris, powdered	30@		Ergot, powdered	2 75@3 00	
Hellebore, White			Poke, powdered	20@		Flake White	15@	20
powdered	38@	45	Rhubarb	75@1 00		Formaldehyde lb.	19@	25
Insect Powder	40@	60	Rhubarb, powd.	75@1 25		Gelatine	1 90@2 00	
Lead, Arsenate Po	34@	44	Rosinweed, powd.	25@		Glassware, full cs.	58%	
Lime and Sulphur			Sarsaparilla, Hond.			Glassware, less 50%		
Solution, gal.	15@	25	ground	75@		Glauber Salts, bbl.	@ 1 1/2	
Paris Green	55@	65	Sarsaparilla Mexican,			Glauber Salts less	2@	5
Ice Cream			ground	45@		Glue, Brown	25@	35
Piper Ice Cream Co.,			Squills	35@		Glue, Brown Grd.	25@	35
Kalamazoo			Squills, powdered	45@		Glue, White	30@	35
Bulk Vanilla	80		Tumeric, powd.	13@		Glue, White Grd.	30@	35
Bulk Special Flavored	95		Valerian, powd.	@1 00		Glycerine	80@	95
Brick, Plain	25		Seeds			Hops	45@	60
Brick, Fancy	30		Anise	35@		Iodine	4 50@4 60	
Leaves			Anise, powdered	40@		Iodoform	5 68@5 70	
Buchu	1 75@	1 85	Bird, ls	@ 10		Lead, Acetate	21@	25
Buchu, powdr'd	1 85@	2 00	Canary	10@		Lycopodium	2 75@3 00	
Sage, bulk	67@	70	Caraway	85@		Mace	85@	90
Sage, 1/4 loose	72@	78	Cardamon	1 80@2 00		Mace, powdered	95@1 00	
Sage, powdered	55@	60	Celery (Powd. 50)	35@		Menthol	4 25@4 50	
Senna, Alex	90@	1 00	Coriander	36@		Morphine	16 00@16 65	
Senna, Tinn.	40@	45	Dill	30@		Nux Vomica	22 1/2@	20
Senna, Tinn. pow.	50@	55	Fennel	90@1 00		Nux Vomica, pow.	@ 20	
Uva Ursi	18@	20	Flax	7 1/2@		Pepper, black pow.	35@	40
Oils			Flax, ground	7 1/2@		Pitch, Burgundy	@ 15	
Almonds, Bitter,			Foenugreek pow.	19@		Quassia	12@	15
true	15 00@	16 00	Hemp	8 1/2@		Quinine	90@1 00	
Almonds, Bitter,			Lobelia	40@		Rochelle Salts	48@	55
artificial	7 00@	7 20	Mustard, yellow	19@		Saccharine, oz.	@ 4 00	
Almonds, Sweet,			Mustard, black	19@		Salt Peter	36@	45
true	1 35@	1 60	Mustard, powd.	22@		Seidlitz Mixture	41@	45
Almonds, Sweet,			Poppy	@1 00		Soap, green	20@	25
imitation	65@	75	Quince	@1 25		Soap mott castile	22 1/2@	25
Amber, crude	1 75@	2 00	Rape	15@		Soap, white castile	@13 00	
Amber, rectified	2 50@	2 75	Sabadilla	35@		less, white castile	@1 40	
Anise	2 00@	2 25	Sabadilla, powd.	7@		Soda Ash	5 1/2@	10
Bergamont	8 00@	8 25	Sunflower	@ 25		Soda Bicarbonate	3@	6
Cajeput	1 35@	1 60	Worm American	@ 25		Soda, Sal	2@	5
Cassia	2 75@	3 00	Worm Levant	1 00@1 10		Spirits Camphor	@ 75	
Castor	2 70@	2 80	Tinctures			Sulphur, roll	4 1/2@	10
Cedar Leaf	1 50@	1 75	Aconite	@1 55		Sulphur, Subl.	4 9-10@	20
Citronella	1 00@	1 25	Aloes	@1 20		Tamarinds	15@	20
Cloves	4 25@	4 50	Arnica	@2 55		Tartar Emetic	@ 85	
Cocunut	40@	50	Asafoetida	@3 60		Turpentine, Ven.	50@4 75	
Cod Liver	4 75@	5 00	Belladonna	@2 25		Vanilla Ex. pure	1 00@1 50	
Cotton Seed	1 75@	1 85	Benzoine	@1 80		Witch Hazel	1 30@1 70	
Croton	1 75@	2 00	Benzoine Compo'd	@3 00		Zinc Sulphate	10@	15
			Buchu	@2 25				
			Cantharides	@3 75				

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Brooms	
Candles	
Catsup	
Canned Raspberries	
Evaporated Apples	
Pickles	
Mince Meat	
Vinegar	

Index to Markets

By Columns

Col	1	2
A	ARCTIC AMMONIA 12 oz. ovals, 2 doz. box 2 40	Clams Little Neck, 1 lb. 1 45 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50
B	AXLE GREASE Frazer's 11b. wood boxes, 4 doz. 3 00 11b. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00	Corn Fair 1 85 Good 1 85 Fancy 1 85 French Peas Monbadon (Natural) per doz. 1 25 Gooseberries No. 2, Fair 1 25 No. 2, Fancy 1 25
C	BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75 BATH BRICK English 95	Hominy Standard 1 25 Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80
D	BLUING Jennings' 1 2 Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40 Folger's Summer Sky, 6 oz., per doz. 45 Summer Sky, 12 oz., per doz. 85	Mushrooms Buttons, 1/2s @30 Buttons, 1s @50 Hotels, 1s @44 Oysters Cove, 1 lb. @120 Cove, 2 lb. @180 Plums Plums 1 50@2 00 Pears in Syrup No. 3 can, per dz. 2 50@3 00 Peas Marrowfat 1 25@1 35 Early June 1 50@1 60 Early June siftd 1 60@1 75
E	BREAKFAST FOODS Bear Food, Pettijohns 2 90 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Cream of Rye, 24-2 4 30 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Bkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatena 5 10 Evaporated Sugar Corn Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Maple-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80	Pineapple Grated 1 75@2 10 Sliced 1 45@2 60 Pumpkin Fair 1 30 Good 1 40 Fancy 1 50 No. 10 3 90 Raspberries No. 2, Black Syrup 2 00 No. 10, Black 10 00 No. 2, Red Preserved 3 00 No. 10, Red, Water 10 50 Salmon Warrens, 1 lb. Tall 3 20 Warrens, 1 lb. Flat 3 30 Red Alaska 2 75 Med. Red Alaska 2 40 Pink Alaska 2 00
F	GELATINE Gelatine 6 Grain Bags 6	Sardines Domestic, 1/4s 6 25 Domestic, 1/2 Mustard 6 25 Domestic, 3/4 Mustard 6 00 Norwegian, 1/4s 11@16 Portuguese, 1/2s 22@30 Sauer Kraut No. 3, cans 2 75 No. 10, cans 2 75 Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40 Succotash Fair 1 80 Good 1 80 Fancy 1 80 Strawberries Standard 2 00 Fancy 2 75 Tomatoes No. 2 1 40 No. 3 1 40 No. 10 1 40
G	HONEY Honey 6	Tuna Case 1/4s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00 CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 75
H	JELLIES Jell O 7 Jiffy Jell 7 Jelly 6 Jelly Glasses 7	CHEESE Acme @29 Carson City @30 Brick @32 Leiden @ Limburger @32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @
I	MAPLEINE Mapleine 7 Meats, Canned 8 Mince Meat 7 Molasses 7 Mustard 7	COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 25@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28
J	NUTS Nuts 4	Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong Package New York Basis Arbuckle 21 50
K	OLIVES Olives 7	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
L	PETROLEUM PRODUCTS Peanut Butter 7 Pickles 7 Pipes 7 Playing Cards 7 Potash 7 Provisions 7	CONFECTIONERY Stick Candy Horehound 16 Standard 16 Standard, Small 17 Twist, Small 17 Cases Jumbo 17 Jumbo, Small 17 Big Stick 17 Boston Sugar Stick 20 Mixed Candy Broken 17 Cut Loaf 17 French Cream 18 Grocers 13 Kindergarten 19 Leader 17 Monarch 15 Novelty 18 Paris Creams 19 Premio Creams 21 Royal 15 Special 15 Valley Creams 19 X L O 14 Specialties Auto Kisses (baskets) 19 Bonnie Butter Bites 22 Butter Cream Corn 20 Caramel Bon Bons 19 Caramel Croquettes 18 Cocoanut Waffles 17 Coffy Toffy 19 National Mints 7 lb tin 24 Fudge, Walnut 19 Fudge, Choc. Peanut 18 Fudge, White Center 17 Fudge, Cherry 18 Fudge, Cocoanut 18 Honeysuckle Candy 20 Iced Maroons 20 Iced Orange Jellies 17 Italian Bon Bons 16 Jelly Mello 16 AA Licorice Drops 5 lb. box 1 60 Lozenges, Pep. 19 Lozenges, Pink 19 Manchus 18 Molasses Kisses, 10 lb. box 20 Nut Butter Puffs 20 Star Patties, Asst. 20
M	RICE Rice 8 Rolled Oats 8	CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35
N	SEEDS Salad Dressing 8 Saleratus 8 Sal Soda 8 Salt 8 Salt Fish 8 Seeds 9 Shoe Blacking 9 Snuff 9 Soap 11 Soda 9 Spices 9 Starch 9 Syrups 9	CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 30 No. 50 Twisted Cotton 1 70 No. 60 Twisted Cotton 2 20 No. 80 Twisted Cotton 2 40 No. 50 Braided Cotton 1 75 No. 60 Braided Cotton 2 00 No. 80 Braided Cotton 2 50 No. 50 Sash Cord 2 50 No. 60 Sash Cord 3 00 No. 60 Jute 1 25 No. 72 Jute 1 40 No. 60 Sisal 1 30 Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10
O	SYRUPS Table Sauces 9 Tea 9, 10 Twine 10	COCONUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 30 5 and 10c pails 4 25 Bulk, pails 20 Bulk, barrels 18 1/2 Baker's Brazil Shredded 70 5c pkgs., per case 3 00 36 10c pkgs., per case 3 00 16 10c and 33 5c pkgs., per case 3 00 Bakers Canned, doz. 1 10
P	VINEGAR Vinegar 10	COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 25@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28
Q	WASHING POWDER Washing Powder 11 Woodenware 10 Wrapping Paper 11	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
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B	AXLE GREASE Frazer's 11b. wood boxes, 4 doz. 3 00 11b. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00	Corn Fair 1 85 Good 1 85 Fancy 1 85 French Peas Monbadon (Natural) per doz. 1 25 Gooseberries No. 2, Fair 1 25 No. 2, Fancy 1 25
C	BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75 BATH BRICK English 95	Hominy Standard 1 25 Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80
D	BLUING Jennings' 1 2 Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40 Folger's Summer Sky, 6 oz., per doz. 45 Summer Sky, 12 oz., per doz. 85	Mushrooms Buttons, 1/2s @30 Buttons, 1s @50 Hotels, 1s @44 Oysters Cove, 1 lb. @120 Cove, 2 lb. @180 Plums Plums 1 50@2 00 Pears in Syrup No. 3 can, per dz. 2 50@3 00 Peas Marrowfat 1 25@1 35 Early June 1 50@1 60 Early June siftd 1 60@1 75
E	BREAKFAST FOODS Bear Food, Pettijohns 2 90 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Cream of Rye, 24-2 4 30 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Bkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatena 5 10 Evaporated Sugar Corn Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Maple-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80	Pineapple Grated 1 75@2 10 Sliced 1 45@2 60 Pumpkin Fair 1 30 Good 1 40 Fancy 1 50 No. 10 3 90 Raspberries No. 2, Black Syrup 2 00 No. 10, Black 10 00 No. 2, Red Preserved 3 00 No. 10, Red, Water 10 50 Salmon Warrens, 1 lb. Tall 3 20 Warrens, 1 lb. Flat 3 30 Red Alaska 2 75 Med. Red Alaska 2 40 Pink Alaska 2 00
F	GELATINE Gelatine 6 Grain Bags 6	Sardines Domestic, 1/4s 6 25 Domestic, 1/2 Mustard 6 25 Domestic, 3/4 Mustard 6 00 Norwegian, 1/4s 11@16 Portuguese, 1/2s 22@30 Sauer Kraut No. 3, cans 2 75 No. 10, cans 2 75 Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40 Succotash Fair 1 80 Good 1 80 Fancy 1 80 Strawberries Standard 2 00 Fancy 2 75 Tomatoes No. 2 1 40 No. 3 1 40 No. 10 1 40
G	HONEY Honey 6	Tuna Case 1/4s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00 CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 75
H	JELLIES Jell O 7 Jiffy Jell 7 Jelly 6 Jelly Glasses 7	CHEESE Acme @29 Carson City @30 Brick @32 Leiden @ Limburger @32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @
I	MAPLEINE Mapleine 7 Meats, Canned 8 Mince Meat 7 Molasses 7 Mustard 7	COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 25@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28
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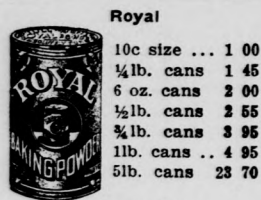
FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	11 35
Fancy Spring	12 50
Wizard Graham	11 00
Wizard, Gran. Meal	11 00
Wizard Buckw't cwt.	6 00
Rye	11 00
Valley City Milling Co.	
Lilly White	11 85
Light Loaf	11 45
Graham	4 90
Granena Health	5 00
Gran. Meal	5 20
Bolted Meal	5 10
Watson-Higgins Milling Co.	
New Perfection	11 85
Tip Top Flour	11 35
Golden Sheaf Flour	10 95
Marshall's Best Flour	12 50
Watertown Wisconsin	
Rye	10 00
Worden Grocer Co.	
Quaker, paper	11 50
Quaker, cloth	11 50
Kansas Hard Wheat	
Worden Grocer Co.	
American Eagle, 1/8s	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 60
Wingold, 1/4s cloth	12 55
Wingold, 1/2s cloth	12 45
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 Acid'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
Elmax, 14 oz.	29
Stark, A, 16 oz.	29
HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25
HIDES AND PELTS	
Hides	
Green, No. 1	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.	3 90
20 oz., per doz.	3 90
HORSE RADISH	
Per doz.	90
JELLY	
5lb. pails, per doz.	1 05
15lb. pails, per doz.	1 05
30lb. pails, per doz.	2 00

Jiffy-Jell	
Straight or Assorted	
Per doz.	1 15
Per case, per 4 doz.	4 60
Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pineapple, Mint.	
JELLY GLASSES	
1/2 pt. in bbls., per doz.	25
1/2 pt. in bbls., per doz.	27
8 oz. capped in bbls., per doz.	27
MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per doz.	16 50
32 oz. bottles, per doz.	30 00
MINCE MEAT	
Per case	3 75
MOLASSES	
New Orleans	
Fancy Open Kettle	56
Choice	52
Good	52
Stock	52
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.	2 25
per doz.	2 25
PEANUT BUTTER	
Bel-Car-Mo Brand	
4 oz. 4 doz. in case	3 60
7 oz. 2 doz. in case	2 90
8 oz. 2 doz. in case	3 30
18 oz. 1 doz. in case	3 00
5 lb. pails, 6 in crate	5 25
10 lb. pails	18
15 lb. pails	17 1/2
25 lb. pails	17
50 lb. tins	16 1/2
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	21 5
Red Crown Gasoline	21 5
Gas Machine Gasoline	34 9
V M & P Naphtha	21
Capitol Cylinder, Wood	33 9
Bale	33 9
Capitol Cylinder, Iron	32 9
Bale	32 9
Atlantic Red Engine	20 4
Winter Black	11 6
Polarine	37 9
PICKLES	
Medium	
Barrels, 1,200 count	11 00
Half bbls., 600 count	6 00
5 gallons kegs	2 50
Small	
Barrels	13 00
Half barrels	7 00
5 gallon kegs	2 65
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	10
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	advance 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4

20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
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 1/2 @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
3/4 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	35
Beef, round set	19 @20
Beef, middles, set	45 @55
Sheep	1 15 @1 35
Uncolored Oleomargarine	
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, 1/4s	95
Deviated Meat, Ham	
Flavor, 1/4s	52
Deviated Meat, Ham	
Flavor, 1/4s	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
Rolls 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 40
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. sks	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	43
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
Laborator Split 200 lb	10 00
Norway 4 K, 200 lbs.	16 50
Special, 8 lb. pails	70
Scaled, in boxes	17
Boned, 10 lb. boxes	17
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 3 lbs.	75

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
8 lbs.	58
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	35
French Rapple in jars	43
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	9 @10
Allspice, lg. Garden	@11
Cloves, Zanzibar	@42
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger African	@15
Ginger, Cochiti	@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	@45
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	@30
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, 2dz.	5 00
Red Karo, No. 5, 1 dz.	4 85
Red Karo, No. 10 1/2	
doz.	4 60
Pure Cane	
Fair	16
Good	20
Choice	25
Folger's Grape Punch	
Quarts, doz. case	6 00
TABLE SAUCES	
Halford, large	3 75
Halford, small	2 26
TEA	
Uncolored Japan	
Medium	20 @25
Choice	28 @33
Fancy	36 @45
Basket-fired Med'm	28 @30
Basket-fired Choice	35 @37
Basket-fired Fancy	38 @45
No. 1 Nibs	30 @32
Siftings, bulk	9 @10
Siftings, 1 lb. pkgs.	12 @14
Gunpowder	
Moyune, Medium	28 @33
Moyune, Choice	35 @40
Moyune, Fancy	50 @60
Ping Suey, Medium	25 @30
Ping Suey, Choice	35 @40
Ping Suey, Fancy	45 @50
Young Hyson	
Choice	28 @30

SPECIAL PRICE CURRENT



AXLE GREASE



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

SALT



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.

COUPON BOOKS

Economic Grade

50 books... \$ 1.50
100 " 2 50
500 " 11.50
1000 " 20.00

Order through any jobber or direct from manufacturer, Tradesman Company, Grand Rapids. Transportation prepaid where cash accompanies order.

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

Bell Phone 596

Citz. Phone 61366

Joseph P. Lynch Sales Co. Special Sale Experts

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

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.



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.



Put "pep" in your prices by Using cMc

PRICE CARDS

40 cts. per 100 and up
Write for Samples

CARNELL MFG. CO.
Dept. k, 338 B'way, New York

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



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Bread is Doing Its Bit



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

Sell More Bread

The best bread is made with
Fleischmann's Yeast

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

A Billion Dollar Plant

The Bell System offers to the American people the use of a telephone plant ready to serve them in any part of the nation and costing one billion dollars.

Included in the vast amount of material making up this billion dollar establishment are:

POLES enough to make a solid fence across the continent.

LEAD AND TIN enough to load more than 8,150 coal cars and make a train 62 miles long.

SWITCHBOARDS enough to extend 53 miles in one solid line.

WIRE enough to wind around the earth at the Equator more than 800 times.

TELEPHONES enough standing side by side to extend 820 miles, or from Grand Rapids to New York.

There is nothing in any other country in the world to compare with the Bell telephone system.

Michigan State



Telephone Company

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Would you invest ten dollars for a rattling good prospect of receiving \$243.70 yearly income for life? If so, communicate with Harrison Brothers, Branch 1, Poughkeepsie, New York. 384

Establish Your Own Business—Selling agencies now being established, similar to automobile agencies, except business is much more profitable and permanent. We manufacture a machine which every farmer, manufacturer, miner, ship owner, railroads, residences now use and cannot do without. Old styles wear out quickly—our greatly improved machine, now well known, lasts many times longer, sells cheaper, operates cheaper. You own your own business in exclusive territory, absolutely protected. Capital required, \$500 to \$1,000, to \$10,000, depending whether you handle state, city or county. Any business man, mechanic or farmer handles it successfully. A permanent, year-round business in your home town. Great chance for young man, father or mother and son, man and wife, or business woman. Clean, honorable, very profitable. Can be conducted with other business. Phone Main 3479 for full investigation or write S. B. Engineering Co., 1915 Ford Bldg., Detroit, Michigan. 387

For Sale—Grocery and notion stock. Good town. Cash business. Inventoried about \$1,800. Fixtures \$500. Discount twenty per cent. G. W. Fuller, Plainwell, Michigan. 388

For Sale—\$3,500 stock of general merchandise near town of 800 population. Rich farming community. Annual sales \$25,000. No trades. Reason for selling, difference among heirs. A. S. Quick, Olivet, Michigan. 389

Collections.

We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Michigan. 390

For Sale—I have a beautiful stock and grain farm of 234 acres, near Detroit. Splendid buildings, well fenced and tilled. Clay loam soil. Will trade for stock of merchandise. C. E. Friend, 309 Bowles Building, Detroit, Michigan. 391

For Sale—Bakery and confectionery. Only bakery in California town of 2,500, located in Fresno county. Best location in town, and equipment is complete for bakery, ice cream plant and candy making. Will bear closest investigation. Address C. H. Reinhardt, Reedley, California. 392

Wanted—To trade a new Todd detail check writer, price \$35, for a typewriter. State make and time used. Address T. C. Thompson, Salem, South Dakota. 393

For Sale—A hardware stock, invoice about \$5,000 in good town of 1,500 in Southern Michigan, with all modern equipments; such as municipal lights and water and sewers; doing a business of \$25,000 a year; will sell at market price less 10 per cent. Reason for selling, owner has been confined to his bed for three months with leakage of the heart and anemia. Spencer Hardware Co., Jonesville, Michigan. 394

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—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

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

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

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

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

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

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—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 Forbes 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. 757

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

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

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

For 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

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.

Wanted—Position as salesman, outside territory, groceries or allied lines. Address H, care Tradesman. 385

Wanted—Position by shoeman with ten years' experience as salesman, buyer and manager in department store. Best references. Address No. 386, care Tradesman. 386

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

SEE NEXT PAGE.

Advertisements received too late to run on this page appear on the following page.

Bid Early for Fall Trap Sales

Put a live trapping display in your window. It will attract the youngsters and their dads.

The beauty of a picturesque trapping trim is that it does not deplete the stock. One or two traps in the window is frequently enough.

Trap advertising helps you sell all kinds of hunting supplies—knives, boots, camp outfits, axes, etc.

Before acting on this suggestion, secure a full line of sporting goods from the House of Good Service.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



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



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.

MUST OBTAIN LICENSES.

Governmental Regulation of Large Food Distributors.

The President will shortly issue a proclamation requiring all persons engaged in the import, manufacture, storage and distribution of certain fundamental foodstuffs to secure a license from the Food Administrator.

These will embrace meat packers, cold storage warehousemen, millers, canners, elevators, grain dealers, wholesale distributors, retailers doing a business of more than \$100,000 per year, who handle the commodities to be set out in the President's proclamation.

The issuance of the proclamation has been somewhat delayed by the Food Administration, owing to its desire to complete the numerous conferences which it has been holding with the representatives of the various trades and of producers and consumers. Some two hundred such conferences have been held with a view to the development of regulations and constructive methods of control.

It has been the desire of the Food Administration to secure the co-operation of all patriotic men in the various trades so as to eliminate speculation, hoarding, unreasonable profits, wasteful practices, etc., in the great distribution system of the country.

The licensing provision in the Food Bill is limited in operation to the channels of trade which lie between the farmer on the one hand and the retailer on the other, except as it extends to those few retailers who do an annual business of more than \$100,000.

The Food Administration has selected about twenty basic commodities, and their products as forming the prime basis of life, and has limited its licensing control to these commodities, and also, insofar as practicable, eliminated the smallest units of business in these staples.

It is the purpose of the Food Administration to effect conservation in the commercial use of these commodities, and to keep them flowing toward the consumer in direct lines through the channels of trade in as economical a manner as possible. The Administration does not wish to disturb the normal and necessary activities of business, and no business factor who is performing a useful function will be expected to surrender that function.

The Administration is, however, charged with several duties.

The producer must have a free outlet and a ready market.

There must be no manipulation or speculation in foods.

There must be no hoarding in foods. Unfair or unreasonable profits must be eliminated.

Discriminatory and deceptive and wasteful practices which in any way restrict supply or distribution must be stopped.

These are the provisions of the Food Law. The licensing system which was authorized by the law provides a more effective machinery for its enforcement. It must not be thought that these operations become illegal only upon the issue of licenses. They have been illegal since the tenth of August when the law

was passed, and numerous cases coming to the attention of the Food Administration have been corrected. The licensing has the effect of giving definition to the provisions of the bill and the practices which the trades should respectively follow in connection therewith.

The proclamation will require all of those handling the commodities concerned to apply for licenses before November 1, upon forms which will be supplied on application to the Food Administration.

Applicants will receive licenses without cost, and the regulations governing those dealing with the commodities licensed will be issued in due course.

After November 1st no unlicensed persons will be permitted to trade in the commodities enumerated in the proclamation. Those who receive licenses will be required from time to time to make reports to the Food Administration on their activities in prescribed form. These reports will be carefully safeguarded so that private information given to the Government in confidence will not be divulged to competitors. Men experienced in the production and merchandising of the licensed commodities will aid in administering the law, and a legal department has been organized to facilitate its enforcement.

While authority is vested in the Food Administration to suspend any license and to impose penalties for violation of the Food Law or special regulations, it is the purpose of the Food Administration to accomplish these ends of public service and war service, so far as possible, not by coercion, but by patriotic co-operation. It has been the expressed feeling of the whole of the many conferences held in Washington that the licensing system operating alike in every part of the country will, in fact, be a protection to the great majority of producers and distributors, as well as to the public, against the operations of those few who unpatriotically seek to exploit the necessities of life.

It has been generally recognized throughout the country that the enormous obligation imposed upon the American people to feed our soldiers at the front and the Allies creates a disturbing factor in trade which allows opportunity to a few to impose burdens upon the many, and that it is of vital National importance that such control should be exerted as will remedy, so far as may be, the economic disturbances incident to the war. The prime purpose of the Food Administration is to protect the patriot against the slacker in business.

Women Like Men's Wear Serge.

Men's wear serge is becoming more popular as the season progresses as a fabric for women's suits, according to reports from the local trade. Smart tailored models in this material, of decidedly mannish cut, are said to be moving very well in the larger cities of the country. "The step from the men's wear serge suit of mannish effect to serve military styles is not a great one," said a man in the trade, "and I would not be surprised to see it take place any time."

Velvets in Millinery.

White hats of panne velvet, also of beaver, are now being shown here for fall wear, according to the bulletin of the Retail Millinery Association of America. As yet, it says, no action has been reported on them. The bulletin goes on:

"Velvet hats of the better class continue in favor in soft effects in small shapes. Hats trimmed or combined with fur are good. The better grades of hatters' plush hats also are in demand, principally in straight sailor effects with soft crowns. Black and brown are the favorite colors."

"A visit to the exclusive Fifth Avenue shops reveals some new and interesting things. Among the things displayed are satin antique dress hats, combined with velvet, in large shapes, some with high-turned backs. Some high side effects, or old-fashioned pokes, are also seen. Crowns are both high and low, soft or draped. The trimmings consist of paradise, gaura, chous of antique satin and burnt effects. Hats of chiffon velvet of a cubist pattern are among the novelties shown. They are combined with velvet and are trimmed with fur and velvet figures."

Drop German Out of Their Names.

Formal application has been made to the authorities by the German American Insurance Company and the German Alliance Insurance Company, both New York State corporations, for consent to change their names. It is proposed to change the name of the German American Insurance Company to Great American Insurance Company and the name of the German Alliance Insurance Company to American Alliance Insurance Company. These changes will become effective as soon as the necessary formalities have been complied with.

Evidently Not in Good Standing.

Walter Ioor and his associates recently assumed possession of the Gem Motor Car Co. on an agreement to contribute sufficient funds to put the business on its feet.

Simultaneous with this action the Michigan Securities Commission suspended the approval it had previously accorded the stock when the company was under the original auspices.

Judging by this and other moves made by the Commission in matters affecting this gentleman, it looks as though Ioor was not in good standing at Lansing.

It does not need the conferences on the coal situation which operators and others have called in Washington and Pittsburg to teach us that if the country does not practice voluntary economy it will practice forcible economy. In Cleveland and Detroit the shortage is such that municipal officials threaten to seize all the coal in the vicinity to meet the emergency. From Columbus the State Journal reports that practically no householders in Ohio have secured their winter's supplies, that utility concerns are running with extreme economy, that manufacturers are threatened with shutdowns, and that gas companies are advising consum-

ers that they must not be depended on for unlimited supplies of fuel gas. The Public Ledger says of the Philadelphia soft coal market that "there is no free coal at the Government price, and such output as operators are able to command under trying labor and transportation difficulties is being diverted to purchasers who hold contracts entered into before the Government fixed the price." Pennsylvania and West Virginia are crying for more cars. The shortage in the Northwest has led the Government to take drastic action to hasten Great Lakes shipments. In the face of demands for more coal, and of evidence that more has been mined and more shipped than ever before, the most plausible conclusion is that increased industrial demands have more than eaten up increased supply.

Business passes still further into the hands of the Government by the proclamation of the President establishing a license system covering food products, and the country will have to make up its mind that this control will reach all articles in which the Government has an interest for its specific purposes. As to the supply of food the statistics are now at a point where a gratifying degree of abundance is indicated although economy is urged upon the public by those having the best knowledge of the subject. Some articles which the Government needs on a large scale are yet to be passed upon with respect to price. Among them is petroleum. The most trustworthy statements are that nothing will be done that will depress the industry. There is rather a reason for maintaining or raising prices because of the present shortage. New companies for the production of oil and gas were chartered last month with a capital stock of \$65,000,000, which is a sharp falling off from the aggregate for August.

Cheese—The market is steady, following a decline of about 1/2c per pound on the various styles. This is due largely to a falling off in quality of the fresh-made October goods. Holders however, are firm on fancy marks of early made cheese. No material change is looked for in the near future. There is a good home consumptive demand and some export enquiry.

If you keep a scrap book of the useful things you see in your trade paper, you make your own ability greater by the addition of the ability of other men.

If you want to continue in business in your present location see that nobody goes out of your store with the feeling of not being treated quite fairly.

Corn Syrup—The market presents no new features. Business is restricted by the paucity of supplies and prices are nominal.

Low prices may get people into the store, but cheap goods will not give satisfaction.

BUSINESS CHANCES.

If you want to buy a paying grocery in a Western Michigan town of 2,000, doing \$30,000 a year, answer this advertisement to the Tradesman, No. 395.