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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 7, 1917

Number 1781

— BE A MAN —

It's a mighty good thing, while you're running life's race,
Just to pause, as you go, and to come face to face
With your conscience, and ask it a question, or two;
For it's right you should know what your life means to you.

Have you done things worth while, have you drifted along,
Have you filled it with sighs, have you filled it with song,
Have you helped when you should, have you tried to do right,
Have you struggled for good or just fought on for might?

Have you given your hand to some fellow in need,
Have you sneered at the man who was not of your creed,
Have you been open-hearted and ready to do,
Have you tried to be just, have you tried to be true?

In your judgment of men have you been always fair,
Have you learned to forgive in the face of despair,
Have you fought against greed or succumbed to its lust,
Have you learned what it means to protect and to trust?

Oh, it's easy to preach and it's easy to tell
Of the other chap's faults—but our own faults, ah well!
We are cowards at times, and the truth, you will find,
Is a thing we dislike, for it's rather unkind.

But the Past, let it rest. Give a thought to To-day
And To-morrow, as well, for the Time's growing gray;
Do the things that you should, do the best that you can,
Crown your life with your deeds—be a red-blooded man!

W. Dayton Wegfarth.

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

DETROIT SERVICE



Each and every one of the 117,000 telephones in Detroit may be reached direct from your Citizens Telephone.

Copper Metallic Long Distance Circuits Connect with 250,000 Telephones in the State.

Citizens Telephone Company

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

Carried Home by a Patriot

Reports on results of the adoption of the recommendations, covering the curtailing of deliveries, minimizing returned goods and C. O. D. privileges, that men may be released for service on the call of the Government without unfortunate results to the merchant, have been extremely pleasing, showing that practically every live city and every state is pretty well lined up and endeavoring to carry out the wishes of the Government as closely as possible.

In view of the demand from every section of the country for a universally adopted **STICKER**, the Tradesman Company hereby recommends that every merchant immediately adopt for use on all "Take With" purchases a sticker reading as follows:

CARRIED HOME

FROM
(Merchant's Name Here)

BY A PATRIOT

These stickers can be supplied by us on the following basis, properly imprinted in the center:

1,000.....	\$1.75
2,000.....	3.00
5,000.....	4.75
10,000.....	6.75

This is a good way to start the co-operative and enthusiastic spirit of carrying home all possible purchases. It is now a certainty that every man, woman and child will feel it a matter of pride to be seen with a bundle having one of these stickers attached to it.

Be one of the first to use these stickers.

Tradesman Company
Grand Rapids Michigan

You Should Carry All Franklin Package Sugars

Women who get used to buying Granulated Sugar from you in neat Franklin Packages will prefer to buy Dainty Lumps, Powdered and Confectioners Sugars in the same way. They like the clean, strong packages that will not burst in the market basket or cupboard as will a thin paper bag.

It will pay you to sell ALL your sugar in the time-saving Franklin Packages.

"A Franklin Sugar for every use"

Cartons packed in 24, 48, 60 and 120 lb. containers according to grade

Cotton bags of granulated sugar packed in 100 lb. sacks and in barrels

Made from Sugar Cane

The Franklin Sugar Refining Company

PHILADELPHIA



MICHIGAN TRADESMAN

Thirty-Fifth Year

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THE NATIONAL CONSCIENCE.

As the war goes on, the march of events is showing the fallacy of keeping up the pretence of "business as usual" as an expression of what is really the condition in producing and distributing circles. One by one the industries of the country are being taken under Government control or a large percentage of their output is turned from civilian into military channels. It has been found necessary to interfere with the working of the law of supply and demand and with unchecked competition. Co-operation in various industries has been forced to the point of combination in such a way as virtually to nullify the anti-trust legislation whose enactment was regarded as the greatest of reform curbs to corporate rapacity. Far from the changes being met with hostility, it would appear as though they were welcomed even by those whose profits are thereby lessened. Patriotism may play a part in this, but it is not the only factor. What may be called the National conscience, which rises in revolt at the idea that swollen and exorbitant profits should inure to stay-at-homes while the flower of the country's youth goes forth to battle for freedom, is a very strong though intangible influence. Then, too, there is always the chance that the Government may, at a pinch, use some of the extraordinary powers recently vested in it and compel obedience to what is manifestly the people's desire and in the public interest.

BULL HEADED IGNORANCE.

No more comprehensive statement of the sugar situation was ever presented than the analysis of the American Sugar Refining Co. on the third page of this week's issue of the Tradesman. The showing is a sorry one, because it discloses how utterly foolish Congress acted in the face of repeated warnings from the best authorities on the subject in this country, if not in the world. Going directly opposite the fundamental principles of good business and reversing the experience of the ages in handling great governmental questions, Congress succeeded in muddling the sugar situation as it has never been muddled before, creating conditions which are next to intolerable and enabling the

planters of Cuba to maintain fictitious prices on their crop, which has added enormously to their wealth—at the expense of the American people. Pretending to champion the common people who constitute the great sugar consuming class in this country, the party in power in both houses of Congress deliberately set about to penalize the American people to the extent of \$30,000,000, solely to gratify the whims of malcontents and enrich the people of an alien race raising raw sugar with alien labor in an alien country.

The Tradesman commends the contribution of its long-time correspondent, E. E. Whitney, published elsewhere in this week's paper regarding the necessity of abandoning frivolous things in order to make every minute count. In the present emergency which confronts the country every person who goes out on strike or loafs on his job or does work which has to be done over again is a traitor to his country and should be summarily dealt with. This applies to both sexes, to children as well as adults and to all who are not incapacitated by illness from doing their bit to help in prosecuting the war to a successful issue. The woman who knits a sock or sweater which has to be unraveled or the employe who devotes time to idling and visiting during business hours is as great an offender as the man who carries a red flag or the pestiferous preacher who prates about the blessing of peace. The people of this country are up against the most serious proposition which ever confronted a free people and the sooner we all come to a proper realization of our duties and responsibilities the sooner will we be assured of a decisive victory and a lasting peace.

Canada's Food Controller, W. J. Hanna, has issued an order that no cereal products shall be offered for sale after a certain date in original packages of less than twenty pounds weight, and the order is not cordially received in Canada. Newspapers which ought to be thinking of the paper saved complain that great numbers can not buy breakfast foods and other cereal products in such quantities, and that great numbers who could will not wish to do so. To discard the one-pound package will be to throw the people back upon cereals in bulk, with resultant danger of uncleanliness and waste, and with new opportunities for adulteration and substitution. It might increase the consumption of bread. Against this the primary argument is that the cardboard and tissue paper for small packages can not be spared, ...

THE ROBBER INSTINCT.

If Bloody Bill Kaiser succeeds in his announced determination to capture Rome and destroy the Vatican in his present campaign against Italy, current events will be telling the oft-told tale of history. The barbarians of the North for centuries considered the Eternal City the capital prize of the world and more than once they invaded it, more than once setting fire to it. The sunny fields of Italy have fascinated Hun, Goth, Franc and Vandal. None were more assiduously engaged in these conquests than were the Germans. Frederick Barbarossa in the twelfth century sported the crowns of Germany, Rome, Lombardy, Burgundy, Sardinia, Sicily and Jerusalem. Sicily was a particularly happy valley to these Teutonic robbers. It is all a part of the story of Germany's former greatness and the story of a strong Northern race overcoming a Southern people too much given to the pleasures of life and too little considerate of one another's well being.

But, the forays of Northern freebooters have been incidents in history rather than a part of the development of human life. The conquerors did not establish permanent institutions and hold on to their new possessions through wise government and a regard for the interests of their subjects. It was all a demonstration of the robber instinct. And among the states of Italy the independent action of small units continued up to a date within the memory of persons now living. Then came Cavour and Garibaldi and Italy was a nation. A capital prize surely it will be for the monarch of Germany, none the less a robber than the rulers of the old German empire.

It is no more improbable that the Germans will go farther than that they should have made their immensely successful campaign against Cadorna's forces. Germany in possession of Italy will be an old picture retouched. In the long run the conquest will come to the zero point just as have the incursions of the Northern barbarians in the earlier days, but that is not saying that the reverse and retribution will come in the near future. The Entente powers appear to have enough to do on the West front. Russia is for the present a blank and nowhere in Central Europe is there succor in sight for the Italians. The war preparations of the United States, going forward though they are at a rapid rate, will still be preparations many months hence. It is a huge task to convert a Nation submerged in peace for many years into a strong fighting power. The British navy does admirable sentry duty, but patrolling the seas is not expelling the

Germans and their servants, the Austrians, from Italian soil. The capture of the Eternal City would be too great in its moral effect to be ignored by the Germans as one of their objects.

The mere thought of the Huns trampling down beautiful Florence and despoiling the art treasures of accumulated centuries with the bloody hands of the barbarian hordes from Germany is enough to make the blood run cold in the veins of every decent person in the world.

The campaigning of the Germans has reached such a stage that we Americans may be thankful that something like a start has been made in putting our country in a state of defense. Heavy artillery for the coasts is in process of manufacture, war ships are being turned out expeditiously, soldiers are in training and huge amounts of money have been made available for the Government's use. The great difficulty with us will be that, if and when the Germans get ready to strike in the Western hemisphere, a South American country will probably be the place of initiative, and that will involve the transportation of troops and munitions from the United States. We have begun none too soon to give ourselves protection, particularly as we are now committed irrevocably to the determination to fight to the finish, even though that finish may be far in the interior of the United States. The British navy is in the way of any such attack from the Germans? Yes, but it may not always be in the way. Our first line of defense is in France. Pray that it be our last line of defense, but, praying, do not feel too sure.

In the darkness of a storm at sea many a shipwrecked person, clinging to a life preserver has finally despaired and gone down for lack of means by which he or she could signal to rescuers. This fact has recently prompted the invention of a luminous life belt by a resident of New York City. It is made in either circular or folding form, and firmly strapped to it are two electric flashlights, thoroughly insulated against contact with the water and operated by a conveniently located button. The two lights are placed some distance apart so that if one is submerged the other probably will project above the water. The flashing signal of such a life belt would many times attract attention when a person clinging to an ordinary preserver would be undiscovered in the darkness.

It will be a glad day for some storekeepers when the Government guarantees a sure, though small profit on every commodity sold.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Nov. 5—Carl Homberg, Detour's leading butcher, was a business visitor here last week. It is said that he was a very busy man while here. He did not have time to call on all of his friends. He expects to make another trip before the closing of navigation, so that Detour need have no fear of a meat famine, regardless of the meatless days.

John Wallace, of Rudyard, brought in a carload of fine Western steers which he fattened on his farm. It was purchased by one of our local butchers and dressed out exceptionally fine. They are a credit to Cloverland as well as the producer.

John Falk, one of Manistique's prominent business men, is making a specialty of supplying hunters' hunting outfits and other supplies this year. He is looking for the prominent members of the Foresters Hunting Club of Detroit which he expects next week. Unlike the usual "Kerosene Krowd" which comes up here from below the Straits, this party buy their provisions from the merchants here. They are the kind that Mr. Falk welcomes to his city.

"Some men are so smart in a business way that people do not care to do business with them the second time."

Sam Elliot, for the past four years one of our successful grocers, has sold his stock and fixtures to J. B. Campbell, former resident of Dafter. Mr. Campbell has had a few years of experience in the grocery business and is one of the well known residents of Chippewa county. He is a hard worker and bids fair to make a success of his new venture. Mr. Elliot has not decided as to what his future plans will be, but it is hoped that he will remain in the city, where he is well and favorably known as a prosperous business man.

"Our idea of a loafer is a man who rests before he gets tired."

James Clark, well-known cranberry king of Whitefish Point, left for the Soo last week to spend the winter.

Ludlow Seaman, one of Drummond's leading merchants, was a Soo caller last week, stocking up for his winter's supplies. Mr. Seaman is looking for a prosperous winter as there is much timber cut and plenty of work at good wages.

Goetz & McDonald, of Detour, were in the Soo last week filling up their larder for the winter.

It is reported that the D., S. S. & A. will not change time to meet the new schedule planned by the Michigan Central. One Detroit mail daily will be the result if the tentative Michigan Central schedule is carried out. If the railroads could only put off their revised train service until the Dixie-Highway received the finishing touches, we would be able to establish a ford route that would supply the service between here and Detroit. From all indications there will be no danger of this competition this winter.

John Cullman, of St. Ignace, has accepted his old position with C. Y. Bennett, the lumber king of See Why. His many friends were pleased to know that he is back again at the old stand.

Pat Gallagher, well-known meat merchant of St. Ignace, bought a large herd of cattle at Allenville last week which he expects to convert into gold dollars.

"There are still some vacant lots on easy street."

This cold weather has caused much anxiety to the residents of Rexton. Every one is out looking for wood, which appears to be scarce, although in the timber district, where the supply seems to be inexhaustible. Wonder what they would do if they were

looking for coal in some of those places!

The beautiful station house of the D., S. S. & A. at Allenville, blew over in the big gale last Friday night. This is certainly a bad blow to the traveling public and the residents of Allenville, as travelers will now be obliged to stay out of doors during the storms.

Epoufette will soon have a lath and crate factory in operation. Mr. Terry, the owner, is well pleased with the progress being made, which will mean much to the residents.

"Nothing makes a boy so weak as a strong cigar."

An interesting letter was recently received from Lieut. Leo. D. Moloney, son of D. H. Moloney, well-known clothing merchant of this city. The letter was written in France. Lieut. Moloney is delighted with the reception given them. There are thirty-five of them in attendance at the headquarters schools of the British army. There are officers from Portugal, Australia, Canada, England and the good old U. S. A. They were the first two of the U. S. Army to arrive in France and have traveled considerably, taking in Paris, which he states is some city. He also witnessed some of the effects of the awful bombardments. Their headquarters are about thirty miles from the line. They can hear the cannonading at night and see the flashes of the big guns. They have seen two raids on a city near them and have witnessed the attack on two base planes by anti-war craft gunners. Plenty of excitement makes them feel as if they were getting mixed up in the game. They are living in the old French castle where George V once resided. The place is some 1,500 years old, quaint and historic. A few miles away is a house where Napoleon made his headquarters while raising an army to invade England. Mr. Moloney visited the place, which is now owned by a wealthy Frenchman. One of our boys lives in the house where Charles Dickens wrote "A Tale of Two Cities," so you see they are in a historic locality. The former ruler of Belgium is now living in a little town in that neighborhood. Mr. Moloney saw him in his car the other day and he saluted the American flag and uniform. The boys are visiting many of the small villages in France and enjoying the novelty.

The old saying that talk is cheap, but that it takes money to buy whisky, is being revised by the Bell Telephone Co., which now wants more money for talk. It expects to boast all rates throughout the State.

M. J. LaBelle, well-known lumberman of Johnswood, was a business visitor at the Soo last week.

James O'Neill, of Shell Drake, has taken a position with the Booth-Newton Co. here.

"The hog is mightier than the sword."
William G. Tapert.

Millinery Business Not up to Expectation.

The retail millinery business for the month of October proved disappointing after all, according to the bulletin of the Retail Millinery Association of America. Starting out in good shape, the first two weeks promised so well that hopes ran high of beating the 1916 records for the month. In the closing weeks, however, sales fell off considerably, due to the unseasonable weather and other causes, and the result was that the month did not show up as well as had been expected.

The tendency through the month, the bulletin says, was for the more popular-priced merchandise, yet a surprisingly large amount of business was done on the more expensive trimmed hats. Untrimmed hats in all

grades proved less active during the month than was the case last year. The bulletin continues:

"Skating promises to enjoy great popularity again this season, and already advance models of hats designed for this purpose are being shown. A prominent local specialty store is displaying a series of skating hats, without scarfs, consisting of polo effects, turbans, chin chin sailors, helmet hats, and aviation and other novelty effects. The materials used are duvetyne, velvet, felt, angora, and beaver. The hats are trimmed with small wood balls, pompoms, fur and appliqued flowers.

"Fur-trimmed velvet hats in the small and medium shapes, and in black, cherry red and taupe, are moving well at wholesale. Among the other headgear featured at the present time are street hats of heavy satin, in the high and popular-priced grades. Some are combined with fur, and some with beaver facings. Solid-color and two-tone effects in brown, navy, black, white and taupe are favored most in the color scheme."

Where Will Economy Stop?

It is difficult to resist the belief that the steps taken to induce economy on the part of the general public as a patriotic duty will have a far-reaching influence on business dealings. Housewives who are pledging themselves by the hundreds of thousands all over the country to stop waste in their kitchens will hardly content themselves with saving in this one respect. The high range of prices of things to wear, taken in connection with other matters, is already showing itself as a deterrent to purchases, and the exactions of all kinds under the new revenue measure just put into effect will not help things. An extra cent for mailing a letter, or a few cents more in payment of a ticket to a moving picture show, may not in itself loom up large, but, as the various kinds of taxes are met with at every turn, their effect is apt to be cumulative. These are circumstances which the trader must take into account, and especially in a time like this, when nothing seems certain except continued price advances. Some official regulation of prices, under which a measure of stability for a period may be possible, may therefore appeal to many as desirable.

Raw Silk Markets.

The Japanese raw silk market has been moving in very narrow confines during the last week, no change of prices being recorded. Transactions have been small. Holders are firm in their basic price views, and are looking for advances as soon as buying "tunes up" again. The visible stock at Yokohama has increased to 20,000 bales, which is about the usual amount at this time of the year.

From Canton come reports of a more active demand for European consumption. French buyers from Lyons are said to be especially good purchasers there. This, together with another rise in exchange, has enabled the reelers to raise their prices about 20 to 25 cents a pound. American buyers have been doing little with Canton of late. Shanghai quotes somewhat lower prices for tussahs, on account of the almost utter absence of business and a large increase in the new crop as compared with last year's.

"Extras" at Milan are still being quoted at about \$8 a pound, which price makes these silks too high for consumption in this market. Locally there is not much business being done, and the manufacturers say that trade in broad silks has dropped off lately.

Children's Clothes Sales Quiet.

The rush in buying in the children's clothes departments of the large dry goods stores in this city, which set in at the outset of the fall season, is said to have fallen off considerably during the past few weeks. At one time a noticeable call for the higher grades was recorded, later there was a shift to the lower grades, and now every line is more or less neglected. This condition, however, is not looked upon as being permanent, but is accepted as the usual lull before the holiday season sets in.

Who Believes in Signs?

It appears that only about half of us believe in signs. To determine to what extent persons observed these words of warning that are posted conspicuously at all railroad crossings, the Baltimore & Ohio Railroad Company says that a series of observations were made, and of a total of 44,013 persons driving automobiles and teams, 58 per cent. crossed the tracks without stopping or looking in either direction.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids :: Michigan

Masterly Analysis of the Sugar Situation

From letter of all Sugar Refiners to Congress dated August 21, 1917, and printed in *The American Sugar Bulletin* of September 7th:

"In 1916 the United States exported 700,000 tons of refined sugar—as large as the entire domestic beet crop and more than twice the Louisiana crop. To repeal the drawback and levy $\frac{1}{2}$ c. excise—or over $1\frac{1}{2}$ c. pound differential—is to destroy this business without yielding revenue. In fact, by destroying profits from the export it will also destroy revenue.

"Foreign countries need never buy refined from the United States, so long as there is excess refining capacity elsewhere, or washed sugars are acceptable for war-time consumption. Why should the Allies pay a tax of over $1\frac{1}{2}$ c. a pound for the privilege of passing Cuban and foreign sugars through United States refineries? In 1916 alone, such a preference would have cost the Allies \$23,500,000.

"The threatened action has already so disturbed the World's sugar markets as to have increased the price of Cuban raws almost the equivalent of the $1\frac{1}{2}$ c. differential, and so largely contributed to a corresponding rise in the price of refined sugar for domestic consumers. In other words, the increase now amounts to over \$7,000,000 monthly to domestic consumers.

"More serious still, the threatened action of cutting off the United States refined from export has caused such heavy and persistent buying of raws in Cuba by foreign countries as to create temporarily a new and troublesome situation for the United States. The action of the Senate Committee was given an unexpected interpretation in foreign countries resulting in a rush of buying in Cuba. European buyers having notice of an increase in the price of refined sugar for export from the United States of one cent duty and one-half cent excise have purchased immense quantities of raw sugar in Cuba for direct consumption or refining outside of this country. This increased purchase of Cuban raws is exactly equal to the decrease in refined sugar to be exported from this country in 1917 as against actual exports in 1916. No better illustration could be given of the delicacy of the world situation. It must be handled with corresponding delicacy or United States consumers will pay dearly.

"A diagram is submitted showing the increases in the prices of both raw and refined since June 6, 1917, at which time many of the undersigned sent to the Senate Finance Committee a letter protesting against the repeal of the drawback."

From statement by Earl D. Babst, in *The American Sugar Bulletin*, September 28, 1917:

"Notwithstanding the I. W. W. attempt at disorganization of the industry in February and the housewives' unnecessary scramble in the spring, the industry held its course firmly until the month of June of this year. At that time a proposal was made in the United States Senate, and received the support of a majority of the Finance Committee, to repeal on sugar alone the drawback of duty privilege, as well as put an excise tax of $\frac{1}{2}$ c. per pound on sugar export business, as well as on sugar for domestic consumption.

"This proposal was not taken seriously at first, either here or abroad, as it was contrary to all the laws and practices of commercial countries. However, on failure of a majority of the Committee to heed the urgent advices of the entire sugar industry, foreign countries, having notice of an increase in the price of refined sugar for export from the United States of over $1\frac{1}{2}$ c. a pound, started a rush of buying in Cuba for direct consumption in foreign countries and for refining outside of this country. Meanwhile, domestic refiners had been put under notice of governmental food control. The competition for Cuban raws became so active that Cuban prices arose the entire $1\frac{1}{2}$ c. differential represented by the Senate Bill. Three months later, in September, the Senate by overwhelming vote rejected its Committee's plan, but the damage had already been done.

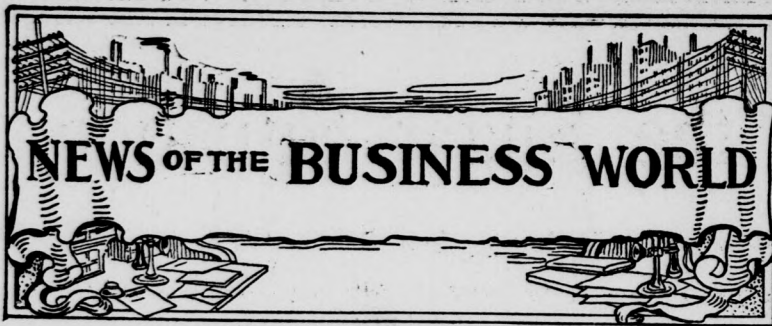
"During the period of international and domestic readjustment of the next two or three months, there will be some inconvenience and annoyance to consumers and manufacturers, but it is necessary as an incident to the larger purpose of feeding the Allies, providing stores for our Army and Navy, and for winning the war."

From report of the United States Food Administration, September 30, 1917:

"Inasmuch as the price of Cuban sugar on the New York market really controls the entire domestic production, it was not the intention of the Administration to attempt in any way to regulate domestic producers.

"A situation arose in June and July which made such action imperative. Bills were introduced in Congress providing for the elimination of the drawback on export sugar, and the application of a consumption tax. Foreign buyers, who, up to that time had been making their purchases through American refineries, decided that as the bills were introduced as war measures, and would therefore be enacted into law promptly, that it would be to their advantage to buy Cuban sugars direct at any price from the then Cuban market, not exceeding an advance of $1\frac{1}{2}$ c. which was the extent to which sugar would have been affected if the bills had passed.

"This started a violent speculation in Cuban sugars with the result that the price advanced from 5.77 in the last week in June to 7.77 the first week in August. While there was very little sugar left in Cuba it meant that if such a condition was permitted to continue the cost to the American public would be something in excess of \$30,000,000 between then and the beginning of the new Cuban crop in December."



Movements of Merchants.

Portland—Charles Gabriel has engaged in the grocery business.

Lowell—J. W. Morris succeeds J. O. Clark in the grocery business.

Kalamazoo—T. J. Fox succeeds W. R. Little in the grocery business.

Hudson—Atherton & Murphy have opened a cash and carry grocery store.

Deckerville—Phillips & Bryce succeed Charles Moore in the meat business.

Thompsonville—C. A. Eddy has opened a harness and shoe repair shop.

Saginaw—The Derry Lumber Co. has changed its postoffice address to Detroit.

Hart—Spitler Bros. has opened a musical instrument and music store in the Kobe building.

Red Jacket—Joseph Vlasch has opened a men's furnishing and shoe store at 611 Scott street.

Adrian—The capital stock of the A. B. Park Dry Goods Co. has been increased from \$70,000 to \$115,000.

Kalamazoo—The G. Van Bochove & Bro. Co., florist, has increased its capital stock from \$40,000 to \$80,000.

Scottville—E. D. Weller has removed his grocery stock to Ludington, where he will continue the business.

Baldwin—G. J. Ehmeyer has closed out his stock of groceries and will retire from trade for the winter at least.

Pullman—Goodwin & Pickett have closed out their stock of general merchandise and will retire from retail trade.

Evart—Drake & Waggoner have closed out their stock of dry goods and clothing and will retire from business.

Kalamazoo—The firm of Oakley & Oldfield, which deals in coal and seeds, has changed its name to Oakley & Oldfield Co.

Fennville—Leon Bell, manager of the Fennville Baking Co. has closed out the business owing to the high cost of material.

Kalamazoo—R. Swart has opened a women's shoe store at 107 South Burdick street under the style of the Novelty Boot Shop.

Newaygo—W. J. Pike & Son have sold their stock of drugs, groceries and confectionery to W. A. Kraus, who has taken possession.

Detroit—The John H. Busby Co., Inc., electrical contracting engineer at 73 Shelby street, has increased its capital stock from \$10,000 to \$50,000.

Applegate—Phipps Bros. have sold their stock of harness and agricultural implements to Mr. Backus, recently of Carsonville, who has taken possession.

Holly—The Holly Grain & Produce Co. has been organized with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$1,250 paid in in cash.

Alto—W. H. Watts has moved his general stock into his new store building. Charles R. Foote has moved his hardware stock into the building vacated by Mr. Watts.

Custer—The Custer Produce Co., with M. J. McBane as manager, has engaged in business, occupying the Brayman warehouse which it has leased for a term of years.

Allegan—Fred Durand is closing out his meat business to take the management of a chain store for the Great Western Tea Co., which will occupy the same building.

Greenville—The Riches & Jensen Co. has been incorporated to deal in farm products with an authorized capitalization of \$5,000 which has all been subscribed and paid in in cash.

Jackson—L. B. Cowley, shoe dealer at the corner of Mechanic and Cortland streets, has purchased the store building which he occupies with his stock and will remodel it.

Carson City—Frank McCrary has purchased the interest of his partner, Don Jennings, in the meat market of McCrary & Jennings and will continue the business under his own name.

Otsego—G. W. Bingham, undertaker and furniture dealer for the past twenty-five years, has sold his stock to H. M. Murray, recently of Albion, who will take possession Nov. 12.

Vestaburg—Clarence Gregory and Paige Throop have formed a copartnership and taken over the hardware stock of Edward Harding, continuing the business at the same location.

St. Louis—A. T. Kitchen has sold his interest in the grocery stock of Hanna & Kitchen to Mrs. E. J. Alexander and the business will be continued under the style of Hanna & Alexander.

Detroit—The Grand Haven Sand Co. has been incorporated with an authorized capitalization of \$2,500, of which \$1,250 has been subscribed and paid in in cash. It will deal in sand and clay products.

Pontiac—H. W. Baer, who owns a half interest in the F. J. Stuart stock flour, feed and grain, has purchased Mr. Stuart's interest and will continue the business at the same location under his own name.

Plymouth—John J. McLoren has merged his business into a stock company to be known as the Plymouth Elevator Co., with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and paid in in cash.

Ispheming—L. L. Dittmer has taken the position of manager of the Skud dry goods store. Mr. Dittmer is from Appleton, Wis., and has been in the dry goods business for some time. His family will join him here as soon as accommodations are found.

Morenci—W. T. Fuller, of Lyons, has traded his tile yard here for the E. E. Carncross & Son store building and stock of agricultural implements and will continue the business under the management of L. V. Lee, who formerly conducted the tile business for him.

Port Huron—Thomas Hess, grocer at the corner of Erie and Rawlins streets, has sold his stock and store fixtures to Smith Bros., who conduct a chain of stores throughout the city and will continue the business at the same location. Mr. Hess will leave soon for Camp Custer.

Allegan—William McKinnon, who recently purchased the hardware and implement stock of C. S. Hughes & Sons, has sold it to Frank D. Travis, of Plainwell. The purchaser will continue the business under the management of Bert Cunningham, who has been identified with the establishment for several years.

Manufacturing Matters.

Lansing—The Capital Auto Co. has decreased its capital stock from \$45,000 to \$25,000.

Alpena—The Alpena Woolen Mills Co. has increased its capital stock from \$7,500 to \$20,000.

Chelsea—The Chelsea Steel Ball Co. has increased its capital stock from \$75,000 to \$200,000.

Sturgis—The Sturgis Steel Go-Cart Co. has increased its capital stock from \$100,000 to \$400,000.

Detroit—The capital stock of the Detroit Welder Co. has been increased from \$100,000 to \$150,000.

Port Huron—The Canvas Goods Co., Inc., has decreased its capital stock from \$35,000 to \$10,000.

Charlotte—The Duplex Truck Co. has closed its plant and removed the machinery to its Lansing plant.

Romeo—The Swartz Furniture Co., of Detroit, has removed its plant here and will continue the business.

Lansing—Allen, Gross & Co. have incorporated with an authorized capitalization of \$2,500, of which \$1,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Pronorost Wheel Co. has been organized with an authorized capital stock of \$40,000, \$24,000 of which has been subscribed and \$4,000 paid in in cash.

Grand River—The Collins Land & Lumber Co. has been incorporated with an authorized capitalization of \$100,000, of which \$61,000 has been subscribed and \$10,000 paid in in cash.

Sault Ste. Marie—The Desormeau Lumber Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Wolverine Cushion and Accessory Co. has been incorporated with an authorized capitalization of \$5,000, which amount has been subscribed, \$1,000 being paid in in cash.

Detroit—The Gairing & Needham Tool Co. has been organized with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,500 being paid in in cash.

Pontiac—The Olympian Motor Truck Co. has been incorporated with an authorized capitalization of \$50,000, which amount has been subscribed, \$5,000 being paid in in cash.

Detroit—The Peoples Soda Water & Baking Co. has been organized with an authorized capitalization of \$35,000, which amount has been subscribed, \$3,900 paid in in cash and \$26,100 in property.

Milford—The Milford Lumber Manufacturing Co. has been organized to make crating from soft lumber. The company will commence manufacturing at once under the management of F. S. Hubbell.

Northville—The Superior Churn & Manufacturing Co. has been incorporated with an authorized capitalization of \$10,000, which amount has been subscribed, \$4,000 being paid in in cash and \$4,000 in property.

Sparta—The newly-built flour and feed mill of Vincent Budnek burned to the ground Oct. 29. The installation of the machinery had not yet been completed. Loss, about \$2,000, and practically covered by insurance.

Jackson—The Case Manufacturing Co. has been incorporated to manufacture portable houses with an authorized capital stock of \$60,000, which amount has been subscribed, \$172.66 being paid in in cash and \$14,027.34 in property.

Escanaba—The Automatic Stores Machine Co. has been organized with an authorized capitalization of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in in cash. It will manufacture automatic package selling devices.

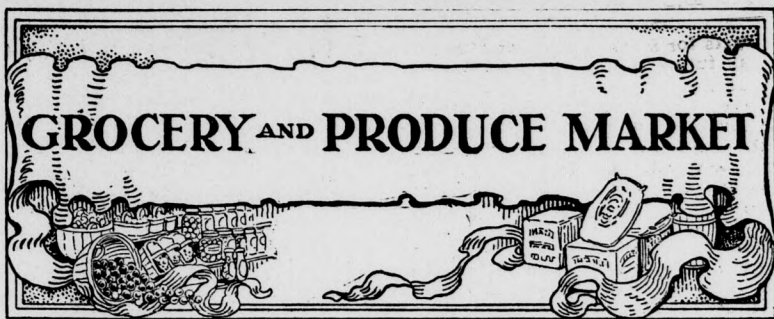
H. J. Anderson, manager of the general store of Mitchell Bros., at Jennings, was in Grand Rapids yesterday to attend the coal conference. Mr. Anderson has been connected with Mitchell Bros. for nearly a quarter of a century and is very generally regarded as one of the most painstaking and efficient store managers in the country. Mr. Anderson is quiet and unassuming in appearance, but possesses a mental poise and knowledge of values which make him a valuable asset to his employers.

C. G. Ganopuls has engaged in the egg and poultry business at 244 Pearl street under the style of the Northwestern Produce Co. Mr. Ganopuls is a Greek who has resided in this country about four years. He claims he has a brother who is engaged in the same line of business at Chicago.

Mrs. Verne L. Robinson, of Howard City, has added a line of groceries to her stock of bazaar goods, the Worden Grocer Co. furnishing the stock.

Frank J. Dyk, the veteran Grand Rapids grocer, left Tuesday for Los Angeles, where he will spend the winter. He is accompanied by his wife.

Practice makes perfect.



Review of the Grand Rapids Produce Market.

Apples—Winesaps and York Imperials, \$2 per bu.; Baldwins, Greenings and Wagners, \$5.50 per bbl.; Northern Spys, \$6@7 per bbl.

Bananas—\$5 per 100 lbs.

Beets—\$1.40 per bu.

Butter—Receipts of fresh are about normal for the season. The quality arriving is average good. The consumptive demand is good and the market is steady at prices ranging the same as last week. We do not look for any change from the present conditions during the coming week. Local dealers hold extra creamery at 43c brings 1c less. Local dealers pay 40c for No. 1 in jars and 32c for packing stock.

Cabbage—Home grown, \$1 per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—25@40c per bunch.

Celery Cabbage—10c per bunch.

Eggs—Fresh are getting scarcer and the demand is a little stronger than a week ago, in consequence of which buyers have moved their paying price up 2c. The statistical position is still unsatisfactory as stocks of eggs in storage have not worked out as rapidly as was expected nor as they should have done during the past two or three months. However, with the reduced prices and scarcity of fine fresh eggs, extra quality eggs out of storage are meeting with fair demand and we understand that holders of such eggs are not urging them for sale. Price control is doubtless having its effect on the egg market along with other food products, but we would urge that those who have eggs in storage of fine quality, and in the right kind of storage where they will keep well during cold weather, should be in no hurry to sell them as we do not look for present prices to hold for any length of time. In fact, we believe that prices of all food products will necessarily go higher before another producing season. The large amount of war garden produce is doubtless influencing the demand for dairy products, but garden stuff will be off the market by midwinter and then we expect an extra good demand for eggs. Local dealers pay 40c for fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 38c; first, 36c; seconds 34c.

Green Peppers—50c per basket.

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

Lemons—California selling at \$7.75 for choice and \$8.25 for fancy.

Lettuce—15c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1.50 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Musk Melons—California honey dew \$2.75 per crate of 6 to 10.

Nuts—Almonds, 21c per lb.; filberts 20c per lb.; pecans, 19c per lb.; walnuts 20c for Grenoble; Brazils, 18c; Mixed Nuts, 16½c.

Onions—Home grown command \$3.50 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges—California Valencias, \$4.75 @5.

Cranberries—\$14 per bbl. for Late Howes.

Figs—10 lb. layers, \$1.65; 20 8 oz. packages, \$1.85.

Grape Fruit—\$5.25 per box for all sizes Floridas.

Grapes—California Tokays command \$2 per crate; Emperor, \$5.25 per keg or \$2.25 per crate; Malaga, \$6.50 @7 per keg.

Green Onions—Shallots, 65c per bunch.

Potatoes—Up State buyers are paying 90@95c. All are looking for lower prices, due to car shortage and the yield turning out so much better than was expected.

Poultry—No change in the situation. Receipts are running light so far this week. Prices remain steady with a good demand for No. 1 springs and hens. Some enquiry for turkeys now. Ducks plentiful and geese a little scarce. Local dealers pay as follows, live weight: heavy hens, 21@22c; light hens, 17@18c; cox and stags 14@15c; springs, large 21@22c; small and Leghorns, 17@19c; geese, 20@21c; ducks, 21@22c. Dressed fowls average 3c above quotations.

Radishes—15c per doz. bunches for small.

Sweet Potatoes—\$4.50 per bbl. for Virginia.

Tomatoes—30c per lb. for hot house.

The Grocery Market.

Sugar—The condition is unchanged from last week. No local jobber has any granulated in stock.

Tea—While the demand for tea during the past week has been of a spasmodic character, the volume of business on the whole shows a material increase as compared with the movement in recent preceding weeks. Distributors are abandoning the policy of buying against immediate needs only, the relatively low prices now prevailing and the possibilities held by the tonnage situation abroad, of

at least a maintenance of present prices, and pointing as more probable to some advances, encouraging them to anticipate to an extent at least of their requirements of the nearer future. Late cable advices from Japan estimate exports as approximately the same as last year and add that shipments are much delayed by lack of space. From Formosa it is reported by cable that the quality of the crop now on offer is confined principally to standard grade. For any tea with quality the Formosa market is firm, but for the low grades the market is dull. Foochow cables are to the effect that Russians have bought 10,000 packages. Exchange was advancing and the market for tea was firm, with a rising tendency.

Coffee—The market continues weak and dull, but without material change for the week. All grades of Rio and Santos are on the same basis as last week, although the trade seems to believe that if they went in to buy they could probably get all they wanted at an eighth decline. Milds are dull and weak, but unchanged. Java and Mocha grade are quiet, without feature.

Canned Fruit—There is no longer an active demand for gallon apples, as the trade is waiting to see how things are going to turn out and the possibility of cheaper offerings from the West and South.

Canned Vegetables—None of the items on the list have undergone any important changes during the week except that tomatoes are being offered here and there by resellers at concessions, but there is not enough offering to really make a market.

Canned Fish—There is a fairly good demand for salmon on the basis of quoted prices, but there is a tendency on the part of both buyers and sellers to go slow in placing any new business. Other items on the list are nominally unchanged.

Dried Fruits—The situation at present has only one feature and that is the question of transportation. Shipments from the Coast are being seriously delayed and, the prospects are becoming worse instead of better. It is said that the Santa Fe road is doing all that it possibly can do to help shippers out, but that the Southern Pacific insists on loads both ways, so that the problem is complicated just that much. But even after the cars start there is no telling when they will get here, so that the local market for dried fruit of all kinds is feeling the effects and there is less fruit on hand than there ever was at this time of the year before. The natural result is that there is an effort being made to buy up spot supplies, but holders are not willing to sell as they themselves would immediately be in the market for supplies to meet the needs of their own trade. There has been an advance in prunes of about ¾c over the opening prices of the Association, but this has not brought out any offerings, as there have not been enough arrivals as yet to afford the slightest surplus on which to trade. In fact, it may be said that all arrivals of dried fruit are to fill contracts previously made and that they

are distributed immediately upon arrival.

Cheese—Early made sharp cheese is selling at about the same prices as a week ago, while new-made stock is weak and lower and selling at about 2 cents per pound under the held stock. The quality is not as good as it was a week ago. The make is reported to be decreasing to a considerable extent and we are having our usual fall decline on account of the quality not being so good. We are not likely to experience any change of any consequence in the immediate future.

Sugar Syrups—Very little stock is coming out as the few refiners who are operating have next to no raws to work on. Whatever is offered is promptly absorbed through competitive bidding of exporters.

Corn Syrup—To cover the new 3 per cent. excise tax on freight rates prices have been slightly raised and are now based on 5.65c for 42 degrees mixing, an advance of one point. Demand continues active and supplies light.

Rice—The scarcity of spot stock is acute and promises to become more so when the full effect is felt of the embargo placed on shipments from the South by the transportation lines. Demand is urgent, but cannot be met promptly, owing to the paucity of available supplies. The market closed strong with an upward trend to prices in sympathy with advices from New Orleans and Galveston.

Spices—The pepper market remains firm with no prospect of a reaction from present high prices for some time to come. Owing to the uncertain outlook for future supplies and continued demand for what is in sight, the market for cloves is decidedly strong, although prices are on a somewhat lower basis. An ordinary routine trade in cassias and pimento is reported at full quoted prices. Mace is in good demand and nutmegs active, the market for both being firm.

Provisions—The market on lard is steady, quotations ranging about ½c lower than last week's quotations, due to a shrinkage in the consumptive demand and moderate supply. The market on compound lard is very firm, with extremely light receipts and a heavy consumptive demand. Prices range ½c higher than previous quotations. Continued high prices are looked for in this commodity as there is no immediate relief in sight for a larger supply. The market on smoked meats is steady, quotations averaging about ½@1c per pound under previous quotations, due to a slight falling off in the consumptive demand and moderate receipts. The market on dried beef is firm at unchanged quotations, with a light supply and a good consumptive demand. The market on barreled pork is firm, quotations ranging about the same as last week. No material change is looked for in the near future. The market on canned meats is very firm, quotations ranging slightly higher than last week. There is a light supply and a good consumptive demand.

You can speak to friends, but must advertise to strangers.

Better Dig Potatoes Than Attend Foot Ball Games.

Written for the Tradesman.

The present is not a time for levity or hilarious merriment; it is not a time for unrestricted amusement. Jestings is unbecoming and even humor should be subdued. The expenditure of money, time, energy and other resources in anything not absolutely necessary or beneficial is a shameful waste if not a crime. It is hard to reconcile a thoroughly aroused patriotism with some present day occurrences. While a majority of our people are bending every effort in the manner demanded by the present crisis, there still seems to be many who evince no sign of being awake to impending danger and the necessity of co-operating in the work to be done to save humanity or to divert in some degree the destruction, suffering and sorrow sure to come.

Being in Ann Arbor Oct. 20, I saw the Pere Marquette train of twelve to fifteen spick and span coaches which brought from Lansing the Agricultural College foot ball team and hundreds of spectators. A little later we passed Ferry Field and saw the throngs hurrying to the scene of the contest between the Agricultural College and University teams. Autos were parked on both sides of the streets in the vicinity, electric cars were following one another as closely as safety would permit and discharging passengers. Within sight and hearing and about Ferry Field were boarding and rooming houses where wives, widows, mothers and daughters are slaving early and late to wait on exacting and fastidious students, many of whom are so negligent in paying board or room rent that their landladies are constantly harrassed and worried to meet expenses. Let alone paying in advance, as is the rule, some never settle in full until the end of the school year, and then only for fear of father's displeasure or threat of expulsion from college or withholding of the coveted diploma. It is a poor guesser who could not tell where this class of students may be found when a game is on. Surely not out earning money to pay their way at school and keep bills promptly paid.

Appeals have now reached and enlisted the co-operation of most people who can be moved by appeals. It is now time to employ other means to reach those without heart or sympathy who go on wasting time, money, energy and other resources for unnecessary and selfish gratification. Before another October 20, unless there is system and organization in operation to direct and employ the willing as well as indifferent ones, there will be more potatoes in the frozen ground, more apples ungathered and more corn in the fields all winter than this year. Before another month of May there will have to be organized an industrial army to take the place of the farm boys in the army. The volunteer system is not dependable. The shops and factories will not release men as they proposed or promised; laborers and farmers can not agree on wages.

If the automobiles, electric cars and railway trains which carried foot ball spectators on Oct. 20, 1917, had been employed to carry men, women and children into the country to help save the late crops there would have been more produce in Michigan fit for market to-day, instead of frosted. But there must be a head to every enterprise and there must be authority to enforce its carrying out where volunteers fail. E. E. Whitney.

Every Food Dealer Now Under Government Supervision.

Washington, Nov. 5.—For the duration of the war, 100,000 manufacturers, wholesalers and other distributors of staple food will be under license by the United States Food Administration.

Business men who have taken prompt steps to secure licenses need not worry because they have not received the actual documents, the Food Administration announced to-day, so long as they are not violating the Food Control Act, which has been in effect since August 10.

Those who have not yet sent to Washington for their application blanks should do so at once, meanwhile continuing their normal business activities in compliance with the law.

Thus far nearly 50,000 application blanks have been called for and requests for them are pouring in at the rate of 4,000 per day. No licenses have been mailed out yet, but thousands are stacked up, filled in and recorded, ready to be sent to the applicants as soon as booklets containing complete rules and regulations for the guidance of licensees have been received from the printer.

The License Section of the Food Administration estimates that when the lists are complete there will be about 100,000 licensees, including importers, packers, canners, manufacturers, wholesalers, commission men, brokers, auctioneers, storage warehousemen, together with retailers doing more than \$100,000 business annually, which embraces mail order firms and chain stores.

Small retailers will not be licensed. These retailers, however, are all subject to the provisions of the Food Law itself, which forbids speculation, hoarding and excessive profits. They will also be controlled through the licensing regulations controlling wholesalers, who will be obliged to cut off the supplies of dealers of any size, and in any branch of the trade, who exact exorbitant profits on the necessities of life.

The licensed foods include beef, pork and mutton, fish, poultry and eggs, milk, butter, cheese, flour, sugar, cereals, lard, beans, peas, fruits, vegetables, several lines of canned goods and other products.

Hereafter no distributor of any of these foods may do business without a license, excepting the small retailers, canners, packers and specified classes of manufacturers having small outputs. The penalty for operating without a license is \$5,000 fine or two years imprisonment.

The Food Administration emphasizes that for the immediate future any one who has not received his license may continue his business in the usual way without fear of penalty, if he makes prompt application within the next few days.

The purposes of licensing are stated as follows:

1. To limit the prices charged by every licensee to a reasonable amount over expenses and forbid the acquisition of speculative profits from a rising market.

2. To keep all food commodities moving in as direct a line and with as little delay as practicable to the consumer.

3. To limit, so far as practicable,

contracts for future delivery and dealings in future contracts.

With few exceptions, those engaged in the handling of food have shown the utmost patriotism and a desire to go even beyond the requirements of the law itself in supplying the public with necessities at moderate prices. The exceptions are being noted and vigorous use will be made in these cases of the powers conferred by Congress.

For the most part, however, the Food Administration anticipates the full co-operation and voluntary support of all licensees, without resort to compulsion.

How Sales of Food Must Be Restricted.

The hoarding of food is to be checked under regulations about to be issued by the U. S. Food Administration in connection with its system of licensing all dealers.

No licensee will be permitted to "keep on hand or have in possession or under control, by contract or other arrangement, at any time, any food commodities in a quantity in excess of the reasonable requirements of his business for use or sale by him during the period of sixty days," or to "sell or deliver to any person any food commodities if the licensee knows, or has reason to believe that such a sale or delivery will give to such a person a supply—in excess of his reasonable requirements for use or sale by him during the period of sixty days next succeeding such sale or delivery." With respect to some commodities the limit is fixed at thirty days supply.

Exceptions are made of commodities which are produced in great abundance at certain seasons such as fruits, vegetables, fish, poultry, eggs, dairy products, cotton seed products and others. These may be held in sufficient quantities to meet reasonable requirements throughout the period of scant or no production.

Sales in excess of sixty days supply may be made for the use of the United States Government or Allies, or for cities and state governments.

It is also provided that for seeding purposes food commodities may be stored longer than sixty days if notice is sent to the Food Administration.

No licensee will be prevented from having on hand less than a carload of any commodity and, in addition, a carload in transit.

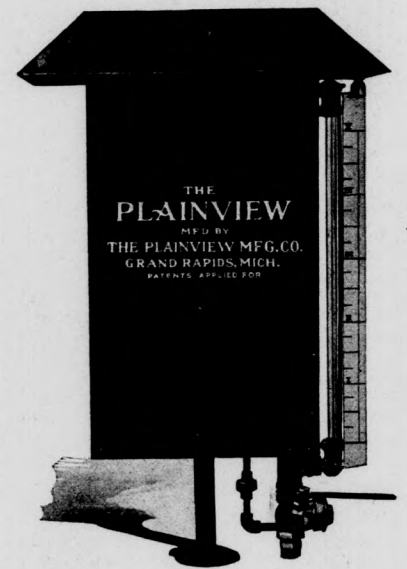
These rules will not affect the validity of contracts made in good faith prior to October 15, but the licensee will be required to give to the Food Administration copies of all such contracts which will not be fully performed on January 1, and on the latter date further action in regard to such contracts will be considered.

Marketing Cottage Cheese.

The utilization of skim milk by making it into cottage cheese and using the cheese as a substitute for meat has been urged jointly by the U. S. Food Administration and the Department of Agriculture. Ordinary pasteboard oyster pails make serviceable containers for marketing cottage cheese locally in small retail quantities.

The Plainview

A Visible Gasolene Measuring Device



Convert your quart, half-gallon or gallon stroke Gasolene Pump into a five gallon stroke pump by simply attaching THE PLAINVIEW. Can be attached in fifteen minutes to any measuring or rotary pump on the market without mutilating the pump. We furnish full directions for installation on any pump that make it easy for any person without mechanical skill to follow.

Absolute accuracy is assured.

For Michigan sales, each machine is tested and sealed by a State Sealer of Weights and Measures before leaving our factory and a guarantee against any mechanical defect for a period of one year is printed on every invoice covering a shipment of THE PLAINVIEW to any point in the United States.

No losses to dealers from over-measure or to customer from under-measure. Your customer actually sees the gasolene as it is measured into his car and there can be no possible argument.

BE THE FIRST IN YOUR COMMUNITY TO ESTABLISH A PLAINVIEW FILLING STATION. There will be hundreds of them all over the United States within the coming year and auto drivers will be looking for them. DO NOT WAIT BUT WRITE TODAY FOR PRICE AND FURTHER INFORMATION.

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Grand Rapids Michigan

Salesman Wanted. State Experience.

The Truth About Ireland.

Detroit, Oct. 6—When a person of Irish birth makes bold to discuss the "Irish question," for centuries distressing but never more so than today, he first must expose his antecedents. In other words, he must answer two questions:

"Were your progenitors English or Scotch 'settlers' or 'pure Irish?'" and "Were they Catholics or Protestants?"

I don't know in which category the greater suspicion exists, but it is a sad fact that the Irish Catholic as a rule is dubious regarding the political views of the Irish Protestant and vice versa; and equally sad that a political distrust exists between the so-called "pure Irish" and the descendants of the English and Scotch "settlers."

Timidly, therefore, as an Irish-born American citizen, descendant of a Huguenot family which, expelled because of its religious belief from France, sought freedom of conscience and liberty of thought in Catholic Ireland—a family that soon became as thoroughly Irish in sentiment as its neighbors—venture to raise my voice in behalf of some prompt and humane solution of the question which is doing more harm to the cause of the Allies, world democracy, and all that it means, in the United States than all the machinations of German agents and pro-Teutonic pacifists.

Is there no big-brained, large-hearted, unprejudiced, untrammelled Irish-born American—a man of really statesmanlike breadth of vision and unquestioned moral influence—a man untainted with "ecclesiasticism," who, if a Catholic, isn't going to consider first of all what is most to the advantage of his church machinery; or who, if a Protestant, isn't poisoned by the narrow-minded bigotry that I personally know too often characterizes membership in an Orange lodge, and who doesn't see, in his imagination, the Inquisition re-established with Home Rule—is there no such

Irish-born American, I ask, who could be sent officially on a "Mission" to Ireland to appeal to her 4,000,000 inhabitants that they for their own sake and the sake of the life, liberty, and happiness of the vastly more millions of human beings that are at stake, forget the crimes and errors of the past, forget Elizabeth and Cromwell and '98, and even Easter, 1916, and get together for their own good and the good of the whole world?

Perhaps this suggestion may seem absurd if not impertinent. At all events, it comes from one whose heart grows sadder daily as he reads the news that filters through from the country which gave him birth which only needs fewer churches and more religion of the Golden Rule—Sermon on the Mount brand; fewer politicians and more real statesmen; less ecclesiasticism and more peasant proprietorship; more compulsory education in the South and West and less industrial greed and selfishness in the Northeast; more good-natured respect for the other fellow's opinion and less ready use of the shillelah as an argument, to become once more a land of peace and plenty entitled to a seat in the world's council chamber.

For, I make bold to ask, how long would or could England dare to refuse self-government to such a neighbor?

W. J. G.

Scarcity of Store Help.

The general problem of female store help, while it is not so great as it was a month or two back, is still prominent enough with certain stores to cause further study. Several schemes are being tried to solve the difficulty. One store has hit on the plan of employing part-time help from 1 p. m. to the closing hour with

considerable success, although this arrangement does not take into consideration the scarcity of clerks through the lunch hours.

In cases where half-day help is employed from 11 a. m. on, difficulty is often met with by these workers being tied up with a customer when their quitting hour comes. Sometimes a sale is lost by a switch in salespeople in a case like that, no matter how diplomatically the change is made.

A Middle Western concern has found a good arrangement in employing part-time workers only from 11 a. m. to 2 p. m. This keeps the store well "manned" over the lunch hour and, that period being fairly dull so far as selling is concerned, the "part-timers" are given plenty of opportunity to straighten up stocks. This not only gives the regular force more time to sell, but largely removes a task that not a few of the regulars find distasteful.

Nothing New in Sheep-Milk Cheese.

Back East a report is going the rounds of the papers to the effect that Montana has the only factory in the country turning out cheese from sheep's milk. Of course, the United States is a big country and it is easy for those in one part not to know what is going on in others and this accounts for the claim that the Montana sheep dairy is a novelty, but it is by no means the only one. For the past ten years or more many sheep have been milked in California. At the present time over 2,000 head are

being milked in Yolo county. As a rule, it is Greeks who are behind the sheep dairy business. The ewes are milked after the lambs are weaned and the milk made into cheese that is exported to Greece, with the exception of small quantities that are used by the Greek population in the United States, or rather by those who can afford it as it is considered a delicacy and commands high prices as a result of the labor necessary to produce it.—Pacific Dairy Review.

Maine Sardine Cannery Whipped Into Line.

Washington, Nov. 6—Cannery representing 90 per cent. of the Maine sardine canning industry, in conference with the Food Administration, voluntarily agreed to reduce their price to \$5.60 per case of 100 cans for the ¼ size in oil and keyless cans; \$6.10 per case of 100 cans for ¼ key cans in oil; and \$5.60 per case of ¾ size, packed with mustard. All in standard decorated cans with the usual differentials for goods in wrappers, or in cartons.

They have agreed to maintain prices not only on their present stocks, but on the pack yet to be made, in spite of the fact that the remainder of the season will show increasing costs. This action of the industry has been approved by the Food Administration, as it ensures a reasonable price to the consumer on this highly nutritious article of food. Retailers can well afford to sell these keyless cans at three for 25 cents and the wholesale grocers have agreed to turn them over to a correspondingly close margin.

Any instances of wholesalers or retailers asking for excessive profits on these goods should be reported to the Food Administration.



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

Barney says—

"Buy the Line that is renowned—

When WORDEN'S salesmen come around."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

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E. A. STOWE, Editor.

November 7, 1917.

THE MERCHANT'S PLAIN DUTY

In the crisis which now confronts the civilized world it is the duty of every merchant to live up to the letter and spirit of every rule and regulation promulgated by the Government for his direction and guidance. Some of the rules will be hard to obey and will entail loss of profits and the severance of pleasant relations, but these are sacrifices which all patriots must cheerfully endure if we are to win the war. Ignorance of the law will excuse no one. The merchant who fails to read his trade journal and keep in close touch with the rulings issued from time to time from headquarters will have only himself to blame if he finds himself out of business—ostracised by his fellows, with the stamp of disloyalty on his forehead and the finger of scorn pointing directly at him for the remainder of his days. This is no time for temporizing or offering explanations or apologies. It is a time for intelligent comprehension and immediate action. Not to employ both expedients is to write the violator down as a slacker and a traitor.

MAKING A BUSINESS OF WAR.

America leads the world in power of initiative, in accumulated wealth and in natural resources, which are potential wealth beyond estimate. As a people we have met many new problems in a new way and successfully conquered them. Our resourcefulness is proverbial, our courage a National heritage which grows with each generation.

We are entering the greatest war of all times. Our entrance into hostilities is at a critical period of that war—at a time when a gigantic deadlock exists. America is to be the deciding factor and to win the war.

This war is of such colossal proportions that the expense entailed upon all governments is difficult to appreciate by the average citizen. It is clearly realized, however, by the banking interests, and, in a degree, by the commercial interests also. Time is a great factor, for every day added to the length of the war brings its added toll of terrible proportions in life and treasure. We have a big task to meet and we must meet it in a big way.

The principles involved in this war are basic. The triumph of the Allies must take place before any form of investment in America can regain its former stability or promise of continuing value. That victory must be won and the principle of the sacredness of contracts between nations, as well as individuals, affirmed in a most unmistakable manner before American commercial interests can return to their former condition of advancing prosperity.

Facing calmly and without fear this serious situation, it becomes the business of every business man to make, as his primary occupation, every hour of every day, the winning of this great world war. This is no time for planning campaigns along ordinary lines to win ordinary, or extraordinary, profits, to win a temporary or a permanent advantage over a trade rival. It is a time when every man with a stake in the country should remember Andrew Carnegie's advice: "Put all your eggs in one basket and then watch the basket." Under stress of circumstances we have been forced to put all our eggs into one basket. All our prospects of future success in every line of activity, in every profession or occupation, are at stake in this war for the right to live and to labor under conditions fore-shadowed by our Declaration of Independence and safeguarded by our Constitution.

It is a time for a truce of God in local or National commercial antagonisms, for a forgetting of old feuds, a discarding of all old antagonisms—a time for a truce of God throughout the length and breadth of this land in all economic or social warfare, for the hope of the world is between the fighting lines, and only a united, aggressive and patriotically inspired American can win quickly that victory which shall ensure peace and prosperity to coming generations.

The world may well see in the German announcement of a withdrawal along the Chemin des Dames a finger writing on the wall. It may not mean the immediate fall of Laon and La Fere and the straightening of the whole line between St. Quentin and the German positions before Rheims, but it means at least their fall in the not far distant future. Last spring a "voluntary" retreat along the Somme was disguised as a strategic move which would delay and disrupt the Franco-British offensive so carefully prepared to reopen there; in reality not even the Germans failed to see that it was the fruit of the Allied gains preceding. There can be no attempt now at concealment of the fact that the present retreat is the direct result of French assaults which a little over a week ago carried dominating German positions, and captured 12,000 prisoners and 180 guns. There will be fear in Germany, and hope in the Allied nations, that whatever retreat is carried out will be soon followed by another at points in Flanders where the British have been pushing forward.

Every advertisement hits somebody; some hit everybody.

TREND IN DRY GOODS TRADE.

The line of necessity and non-necessity in dry goods is beginning to appear in a shadowy way in trade. It is being defined by two forces, one the sure force of very high prices, the other by the quiet control of production for the Government. The line is becoming very clear to the wool trade and the active force there is the necessity of having plenty of wool available for staple articles for the soldiers and sailors. It is becoming less well defined in the silk trade where mills are not making as many fancies for future sale and are eliminating considerable of the low quality silks. In linens, the gradual disappearance of the non-necessities has been going on for some time. Indeed many of the necessities of other years have become so high that substitutes of cotton are being made by linen manufacturers.

In cotton goods the line is becoming defined between staples and fancies, so much so that many mills hitherto engaged almost exclusively on dobbie fancies are changing their looms over to produce plain cloths. The fine yarn fancies are being made in steadily decreasing quantity and many of the plain goods are not being made in the variety of a year ago. Fine goods mills are working more and more toward staples in coarser yarns, the purpose being to supply from the fine goods looms cloths that will commend themselves through serviceability. Disorganization of production from this cause is less than might be anticipated and is being avoided by the skillful use of machinery hitherto devoted to other purposes.

The most careful estimates of the volume of cotton product going to the Government show that at least 30 per cent. is being taken and will be needed for the whole of next year. Many contracts are being extended in a way that will tie mills up for three-fourths of their output to go to various governmental departments. Figures recently issued showed that not less than 30 per cent. of the wool machinery of the country is now engaged on Government work. The linen and burlap mills are so fully under Government control that the necessities of trade in these cloths have been sharply marked from the non-necessities, the British Board of Trade being the controlling factor.

Assuming that the export trade of the country will broaden as soon as license and shipping facilities are rearranged, as they will be in the next two months, the civilian trade can count upon not more than 60 per cent. of a normal output of mills. If surplus merchandise appears from time to time, it is quite within possibilities that it will be absorbed for use by the Allies of the Government and will be shipped abroad from time to time, just as is now being done in food necessities. It is already clear that production can not gain much for the period of the war, certainly not in the proportion seen in peace times. Most manufacturers feel that production is not holding up to capacity.

With these facts in mind, indicating a decided change from peace conditions, the question has come up in the trade of whether it is safe to proceed on the present levels of value in laying in stocks for future use. The answer depends, more than upon any other thing, upon the duration of the war. If the war goes on, current values are safe in many things.

Yet this should not be construed as an encouragement to buy at this time for future needs. The last thing any sound merchant is doing now is to advise his customer as to how much to buy for future use. Most merchants feel that the sooner the trade adjusts itself to buying and selling frequently, without hoarding stocks of any sort, the quicker the merchandising capital of the country will be placed in a fluid state and kept there. Potential needs for merchandise are growing all the while, both at home and abroad, yet any sort of speculation upon such needs will not be encouraged by leading men in the markets. Indeed, many of them feel that if speculation ensues it may bring down upon the markets a sort of price fixing and price control that will merely be bottling up natural forces and making for many sorts of trouble to which the dry goods trade has not been subject.

CANNED GOODS SITUATION.

Trading in canned goods of all descriptions has fallen to a minimum. Several reasons are to be found for this condition, any one of which might be considered important. Perhaps first in importance is the car shortage, which has prevented the accumulation of anything resembling a surplus on the spot and so has hampered new business. The chief desire of traders at the present time is to secure deliveries and so meet the wants of their customers. The car shortage feature is giving grave concern to all involved. Tracers seem to do no good, for no sooner is a car found than it is immediately lost again, and it may even be traced as far as Jersey City, only to be lost in the almost hopeless tangle in the terminal yards.

Another feature is the question of high prices. Under the licensing regulations now in operation theoretically, but not practically, as the regulations themselves have not been formally issued by the Administration, there is a great fear of incurring official displeasure by even seeming to be guilty of forcing prices upward. Profiteering is bad form in these times, and any advance in prices from now on must justify itself by actual conditions, and even then will be looked upon as taking advantage of unfortunate conditions. In other words, any changes in prices that may come along are expected to be toward a lower basis if it can be shown that present levels include unjustifiable speculative profits.

Any habit which you find yourself defending with the statement to yourself or to others, that it is not going to do you any harm, is at least weakening your judgment.

YOU CAN BUILD TRADE WITH

Mayer's DRY-SOX SHOES

THESE famous shoes are not only as waterproof as a leather shoe can be made, but are also strictly high grade shoes in every detail---stylish, comfortable, and with unusual wearing qualities. They are built to keep the feet warm and dry in all weather---rain, slush, snow or cold. Note the details of construction.

You cannot give your trade better shoe value.
Write us for catalog or ask to see one of our salesmen.

F. Mayer Boot & Shoe Co.
 Milwaukee, Wis. U. S. A.



MILWAUKEE

HONORBILT

Mayer's HONORBILT SHOES



Fall and Winter Footwear Selling.

Written for the Tradesman.

Many retail shoe dealers throughout the country report a lively demand for fall and winter footwear, especially during the last weeks of October. Rains and colder weather, together with snow flurries, have caused people to lay aside their low-cuts and other types of warm weather footwear, and betake themselves to the little shoe store around the corner for something more suitable.

And thoroughly in accord with the general policy of conservation all along the line, is this widespread desire for more seasonable footwear. On the whole it's far better in every way, and in the end so much more economical, to invest in a new pair of fall or winter shoes than incur a deep and treacherous cold (which may easily enough lead into pneumonia.)

The month of November should be a banner month for the retail shoe dealer. Not only is it the heart of the fall season for him, but it has one big special day—Thanksgiving Day—which should be well played up in his programme of selling. Thanksgiving Day is a National holiday with an historic and religious flavor. In the lives of school children and work-a-day folks it is a real event. Coming as it does well towards the end of the week, it is made the occasion for week-ends and other holiday events. And many people look forward to it for weeks and months. To many it means a vacation from Thursday morning until Monday morning.

And people are (or will be) planning little trips and excursions from hither to yon, and in their planning footwear requirements will not be overlooked—i. e. they will not be if the local shoe dealer rises to the level of his opportunities.

For that reason you should plan a pre-Thanksgiving Day sale of seasonable and suitable footwear. Put on a Thanksgiving Day trim—and put it on a week or ten days or two weeks prior to the day. And play up the idea of Thanksgiving Day footwear in your advertising. If people remain in town and go to church Thanksgiving morning (as many of them will), should wear new and stylish shoes. The style-note will be especially telling in the featuring of women's and children's shoes. If they remain in town and expect company, they will want to be suitably dressed, and therefore suitably appareled as to their feet. And, of course, if they attend a football game in the afternoon, or any other athletic or semi-

social outdoor affair, they'll need to be properly shod. And the same is true if they go on an outing, a week-end, or any other sort of a jaunt that will take them out of customary environments and amongst folks who are particular at all in regard of appearances.

In short, Thanksgiving affords a real occasion to the shoe dealer, as it does to milliners, clothiers, hatters and others.

And, then, for another thing, the hunting season in most of our states opens in November—generally the 15th. And this affords another occasion. Men and boys who hunt—and their name is legion—should not imperil their health and run the chance of spoiling the day by going out improperly shod. Shoes that are too much worn and not able to exclude moisture; shoes with soles that have worn thin as paper under the ball of the foot; shoes that do not, because of the thin texture of the uppers, sufficiently protect the feet from thorns and briars—should not be worn on hunting trips. Neither should shoes that are not properly fitted. A single day's jaunt with a pair of shoes that are fitted short will sometimes put a good pair of feet out of commission for days or weeks.

Speaking from personal experience rather than from the theoretical point of view, the writer knows that the pleasure and profit of a good day afield depend in no small measure upon the sort of shoes he wears. If the shoes aren't suitable for the purpose, the fun is largely spoiled. There's no satisfaction in tramping around over the countryside with wet, cold feet.

There are many types and varieties of hunting shoes for men and boys, and they are retailed all the way from about \$2.50 to \$15 a pair, and the writer holds no brief for any particular sort. But, in general, a shoe for outdoor should be provided with a good, substantial, wet-resisting sole (preferably a welt) and should have strong, tough, pliant upper stock.

If the sole doesn't come viscolized, recommend that a bottle of this excellent water-proofing materials be bought and applied before the shoes are worn. It can be had from your jobber and sold for 25 cents a half-pint tin. Noat's-foot oil may also be recommended. Instruct them to pour out the oil in a shallow pan large enough to accommodate the shoes and let the soles be well soaked in it, then in the morning rub the uppers with it until the pores of the leather have taken in all the oil they will contain. This will prolong the

OUR TRADE MARK ON YOUR SHOES

A SMALL
THING
TO
LOOK
FOR



BUT
A BIG
THING
TO
FIND

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

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"

Don't Wait

For our representative to call, but mail us your order at once for those low heel Chocolate Colored Shoes.

7505—Bentz Chocolate Kid 8 inch Polish Welt, Imt. Tip, 1 3-8 heel, 3-7 B, 2½-7 C D.....	\$5.50
7530—Chocolate Kid 8 inch Polish, Imt. Wing Tip, S S McKay White Welting, 3-7 B C D.....	4.50
7570—Chocolate Calf, as above, 3-7 B C D.....	4.25
7585—Chocolate Calf 8 inch Polish, Imt. Tip, Welt, New 1 3-8 heel, 3-7 B C D.....	5.50
7591—Tan Pebble Horse 8 inch Polish, ½ D S McKay 1 3-8 heel, 2½-7 B C D.....	4.50

All on the floor

Save your freight by including your order
for findings

Hirth-Krause Co.

Tanners & Shoe Mfrs.

Grand Rapids, Michigan

life of the leather and make the shoes as nearly water-proof as leather shoes can be made. Also it will keep the leather soft and pliant.

Outdoor shoes that are not supposed to be worn with a polish should thus be treated. And it makes not the slightest difference whether they be tans or gunmetal, or any other dark finish.

Any broad-toed, easy fitting shoe of sufficient heft and wearing quality is suitable for such purpose, but it does help to start right by applying this water-proofing material.

The increasing popularity of the easy-fitting Munson army last is having a very decided effect on the style-tendency of masculine footwear, especially on footwear of the type mentioned above. Many dealers have been able to get army shoes that have been rejected by Government inspectors because of slight defects that do not keep them from being a mighty good buy for such civilians as can get a pair. They retail at five and six dollars a pair. They are good for outdoor wear, and a good many hunters are buying them this fall.

The price of shoes is somewhat higher than people have been paying heretofore, but this is not going to keep people from buying fall and winter shoes. They understand by now that this is a matter over which the local dealer has no control. He must pay more for them, hence he must ask the customer more.

So, roll up your sleeves and go after this fall business during the month of November. Cid McKay.

Activities in Michigan Cities. Written for the Tradesman.

The three clay factories at Grand Ledge were forced to shut down last week because of the coal shortage.

The Port Huron Chamber of Commerce is urging citizens to get busy in stamping out the tussock moth to save the shade trees.

The village of Hartford raised \$10,000 to secure a new factory, the Reliance Picture Frame Co., of Chicago. There was disagreement as to details, however, and Hartford has invested its \$10,000 in Liberty bonds.

The new Hotel Chippewa, at Manistee, will be formally opened Thanksgiving day with a dinner dance. A generous portion of the receipts goes to the Red Cross.

Courses in general agriculture are being given at the night schools in Flint, in response to a demand from the people.

Bad Axe has let the contract for a new postoffice, to cost \$45,628.

Portland has received the iron posts for its new boulevard lighting system now being installed.

Ewing & Sons have closed their pearl button factory at Portland for the winter.

Port Huron people recently voted on the proposal to permit the gas company to raise its rates from 85 cents to \$1 per thousand cubic feet, or in other words they were asked to raise their own gas bills, and the astonishing thing is that 25 per cent. of them were in favor of doing so. The gas company asserts that

it is losing money and will have to shut down its plant.

Williamston, in Ingham county, has opened a public rest room. The Twinning Elevator Co., of Twinning, with a string of ten elevators along the Detroit & Mackinac Railroad, will remove its headquarters to Bay City Nov. 10.

Secretary Davis, of the Lansing Chamber of Commerce, has issued a warning to Lansing merchants and business men against subscriptions to any charities or promotion schemes until first passed by the executive committee of that body.

Owosso has added a new fire truck and the department is now fully motorized.

The Michigan State Telephone Co. has filed a request with State Railroad Commission to increase rates in forty-two towns and villages.

Lansing's Common Council has authorized the Mayor to order all outside electric signs shut off until the present coal famine is over.

Lansing's city piggery has been a financial success so far. It was started late last year with sixty-five hogs and has already turned in a net profit of \$1,181.54. There are 213 hogs on the farm at present and they are worth \$4,000. The cities of Kalamazoo, Jackson and Marshall are following Lansing's example in feeding garbage to pigs.

Ore shipments from Marquette and Northern ports are still about 900,000 tons short of last year on corresponding dates. This is due to the ice blockade for several weeks in the spring.

The beet sugar factory at Alma started operations last week with 300 employes and runs day and night with maximum capacity of 1200 tons of sugar per twenty-four hours.

The Michigan class rate hearing in which many shipping centers are interested was postponed to Nov. 26, in the offices of the Michigan Railway Commission at Lansing. Almond Griffen.

Platinum Discovered in Alaska.

Before the European war the world's supply of platinum came chiefly from mines in the Ural Mountains of Russia. For some years these have been giving signs of exhaustion. The war not only affected the operation of the mines, but interfered with the marketing of the available supply and caused a rapid increase in the price of the metal.

The gratifying announcement is made that platinum has now been found in Alaska. The extent of the discovery is not yet determined, but it is known to be large, and the deposits are so rich that the metallurgist to whom the first specimens were submitted for analysis did not have the courage to report on them lest he be thought guilty of a wild exaggeration. The metal so far in sight is that found in river deposits. The real mines are back in the mountains, nobody knows where. There the serious exploitation of the future will be done, but meanwhile the river sands will pay again Alaska's many times cancelled debt.

The man who doesn't advertise ought to chum, with a mummy.

As an All Year Round Seller The Bertsch Dress Shoe Line

for men is unexcelled.

You can safely add any of the numbers in the BERTSCH shoe line to your stock. Every one of them is a good all year round seller.

If they do not move this season they will be equally good next spring.

This is one of the features that makes the BERTSCH line strong with the dealers.

Another all-important feature is the wearing qualities.

You cannot go wrong here. Every pair has in them the very best material and workmanship.

This insures absolute comfort and satisfaction to the wearer and repeat orders to the dealers.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Leather Top Combinations



Tops are made of Dull Horse Butts.

Great for service.

Tuff Soos are the Hood Standard Lumberman's Over, Rolled edge, with heel.

Men's 7½ inch \$2.60
12 inch 3.15
16 inch 3.85
Boys' 7½ inch 2.15

In the "Bullseye" Combinations In Cartons
Black with White Sole. Black Horse Butt Tops. Heel.
Men's 7½ inch \$2.70
12 inch 3.25
16 inch 3.95

"Bullseye" Combinations with Red Overs with White Soles
and Dark Red Horse Butt Tops. Heel.
Men's 7½ inch \$2.75
12 inch 3.35
16 inch 4.10

In the "Pacer" Combination In Cartons
We have one style. All Red Over with Red Leather Top.
Men's 16 inch at \$3.70

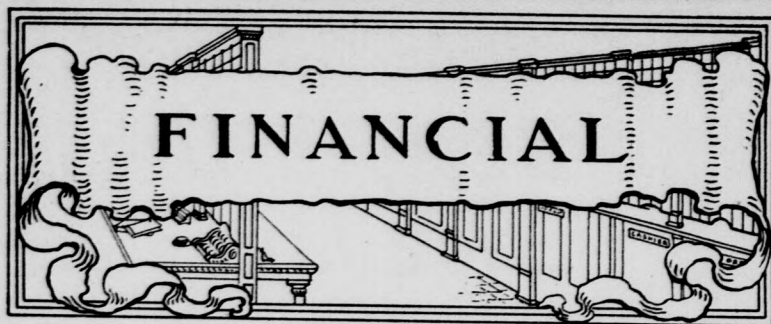
In "Old Colony"
Three Styles. Black Overs with Heel. Plain Edge.
Black Horse Butt Tops.

Men's 7½ inch \$2.10
Boys' 7½ inch 1.75
Youths' 7½ inch 1.55

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Unsettled Conditions Precipitated By the War.

Written for the Tradesman.

It is doubtful if business interests generally realize the vast proportions of the commercial and financial undertakings of the United States Government in this war, their relations to all phases of domestic life and the complex problem of taking care of the vast requirements of the Government for material and labor with as little interference as possible with essential industry and to maintain, so far as possible, the normal structure of business. It was this situation which led to representation in Government councils of each important industry concerned. The duty business owes the Government has been clearly stated. It must "dedicate to the Nation every facility it has developed and every financial resource it commands on such terms as our Government shall determine to be just." There is a counter duty on the part of the Government to business of wise and constructive leadership, imposing no unnecessary hardship. The full recognition of the responsibilities on both sides is needed to carry on this war, the greatest undertaking in the history of our country.

Two factors are necessary to our success, both in business and war—the elimination of fear and a closer application of the Golden Rule. Many are inclined to say, "That is all very well in theory, but will not hold good in practice." Yet that striving for the ideal is what has brought us to our present state of development. Note any great and lasting business success and you will find that its growth is in proportion to its beneficent service, and that, as the New York Financial and Commercial Chronicle says, "Whatever of the beautiful adventure may exist in the endeavor of the Nation in this trying hour, we must be conscious of the dignity and worth of labor and the unifying and harmonizing effects of commerce. And we will be short sighted if we do not project this realization over and beyond the present struggle."

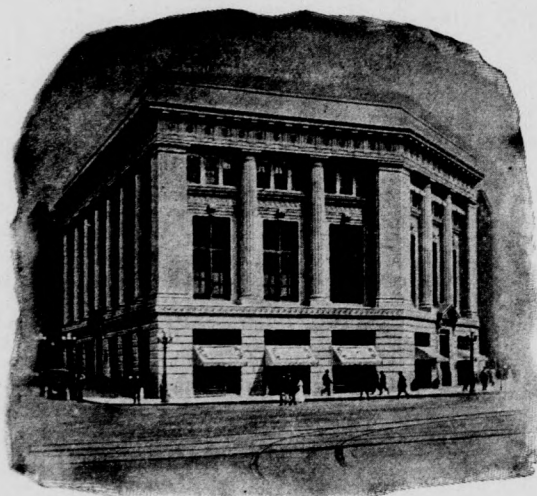
The response to the Liberty Loan demand has effectually refuted the old and foolish saying, "There is no sentiment in business." Business is full of sentiment, founded on it and operated successfully through the proper kind of sentiment. Education is the corner stone and business the keystone of material life, and we face the truth that since dependence is upon toil and trade, upon industry, even in our darkest hour, for all that

we hope the world to be, our duty lies in conducting that business according to its inner and inseparable spirit of good will that we throw about it in the present and in the aftermath to come, no unnecessary shackles to hamper its course or confuse its energies. Education along these lines is particularly necessary to properly adjust fairly the relations between capital and labor. If out of the crucible of this war we emerge a chastened people accomplishing our ideal universal liberty and establishing a real brotherhood of man the trials we may go through and business sacrifices we may make will be amply compensated for. The only excuse, if any is needed for this article, is the hope it may convey some realization of the upward trend of thought in the business world exemplified by the patriotic services of the banks, trust companies and big business men, given the country without money and without price.

The overshadowing factor in the civilized world, as well as in the security markets of the United States, is the sudden disaster which has befallen the Italian armies. The Allies had counted on Italy to occupy Germany's attention and break Austria's effectiveness. Now that the Germans have delivered a staggering blow, it has revived Austrian courage and will tend to unify factional controversies which will tend to prolong the war and still further drain our resources. Coincident with this is the entry of our boys in the trenches in France and the splendid response of the people in the floating of the \$5,000,000,000 Second Liberty Loan, both of these showing a solidifying of American sentiment which will win the war at any cost.

The Government has been easing this country into war gradually, but it is now time to look for stern measures which reports from Washington seem to forecast. The Capitol is responsible for the statement that the War Industrial Board will soon differentiate between industrials which are essential and non-essential for the prosecution of the war. In other words, a definite attempt will be made to sidetrack for the duration of the conflict those industries not vitally essential to the winning of the war by diverting raw material to industries in the order of their war importance. This will necessarily entail a sharp readjustment of industrial conditions. This priority system will, of course, change the laws of supply and demand. The Government is now

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

Co-operation With Executors

Executors who desire advice or assistance in handling the estates entrusted to their care will find the co-operation of this Company very useful.

This Trust service does not in any way interfere with the authority of the executor—it merely supplements it.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost.

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

in the position where it will be obliged to exercise the controlling hand upon the entire National industrial activities. It will, with war needs as a basis, determine what industries shall be active, what railroads shall carry goods and whether and how often steamships can be used for export. The people must come to a realization at once that upon America depends the hope of our Allies and the safety of democracy the world over and think of war and war only. What effect these developments will have upon our State is problematical. The situation calls for calm patience and the exercise of the greatest possible co-operation with the Government.

The libel that this is a "rich man's war" was effectually refuted by the oversubscription of the Second Liberty Loan. The world now knows that the masses and not the classes stand solidly behind the Government, verifying the statement made by President Wilson in a private letter to Mayor Mitchell, of New York, that "this war is a supreme test of the principles and energy of the United States. The whole world looks to us to omit nothing that will bring about the complete triumph of those principles and the complete vindication of the honor and sovereignty of our Government which have been so grossly violated and invaded. The response (to this loan appeal) should be such as will put America at the front of all civilized people." The response has placed us there and has vindicated the President's faith in the patriotism of the people whose services, in contributing to the success of the war by buying Liberty Bonds, will go down into history through a roll of honor which will contain the name and address of every person who subscribed to the Second Liberty Loan. This roll of honor will be kept among the permanent records of the Treasury Department at Washington. The almost universal subscription to the Second Liberty Loan will have a tendency to check the downward tendency in the bond market, for the reason that the country's supply of invested capital and war capital remains large enough so that business men do not have to sacrifice good bonds to bear the most of the burden of the loan. With the stopping of liquidation bond prices will undoubtedly harden. However, until new war plans as to regulation of industrial output are decided upon, any prediction as to prices would be nothing more than a hazardous guess.

The labor situation is still one of great if not extreme importance. It is authoritatively stated the high cost of living is but a minor factor in labor unrest, because even at these high prices the purchasing power of wages in the big industrial centers is as great as it was before the war. It is claimed that commodity prices have risen about 32 per cent., as compared with normal pre-war prices, while wages have advanced only 28 per cent., but a considerable portion of the income of the laboring classes goes for rents,

which have advanced much less than commodities. It is, therefore, unlikely that the cost of living to the family of the laborer has risen more than 28 per cent. Another thing which must be taken into consideration is that the 10 per cent. of the country's laboring force—idle in normal times—is now at work. Considering both the 100 per cent. employment and advance in wages, the purchasing power of wage payments in the United States is fully as great as it was before the war, in spite of present high prices. "Prosperity begets independence and arrogance." The venal and unscrupulous leaders of the labor unions see in the present shortage of labor a great opportunity. Their vision of the opportunity was intensified by Government action last November and that vision has never been lost. Before the war immigrants were coming in at the rate of 665,000 a year. Now they are arriving at the rate of only about 150,000 per annum, while we are still further depleting the ranks of labor by the raising of our army and navy forces. It would be futile to expect a reduction in operating costs through any reduction of wages. On the contrary, unless a spirit of decency and patriotism is instilled in union labor—which is too much to expect in view of the pernicious teachings of the leaders and the ignorance and stupidity of the rank and file of the membership—even higher costs may be obtained through a continuance of the taking of unfair advantage of the Nation's extremity to enforce selfish and unreasonable demands.

Paul Leake.

Running Busses With Natural Gas.

With the price of gasoline ranging from 70c to 78c a gallon, something had to be done.

So the omnibus lines of London and Edinburgh have been experimenting with artificial gas from the city mains. Large rubber and canvas bags, placed on top of the busses carry the gas, a connection with the motor being made through the induction pipe just above the throttle valve.

While less power is developed with artificial gas than with gasoline as fuel, it has been found that a saving of over 50 per cent. in fuel costs can be effected, with gas at 71c a thousand cubic feet. Motion pictures of the busses have already been shown in New York.

Stainless Steel Making Stopped.

In view of the difficulties in getting supplies of ferrochrome in Great Britain, the manufacture of stainless steel for cutlery purposes has been prohibited by a regulation recently issued to manufacturers, according to Consul John M. Savage at Sheffield, England. The regulation goes on to state that ferrochrome must be used in connection with high speed crucible carbon steel and alloy steel and in the case of the latter only where a priority certificate or other permit number has been obtained which will warrant the manufacture of the steel in question.

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.

Late News Notes From the State's Metropolis.

Detroit, Nov. 6.—The penny famine in Detroit, due to war taxes, is being relieved to a great extent by the Detroit postoffice. The cashier's office to-day distributed several hundred dollars' worth of one-cent-pieces to theater owners, who were unable to obtain copper currency at the banks. The postoffice annually receives thousands of dollars in pennies from the smaller post-offices throughout Michigan. The handling of this money has burdened the cashier of the postoffice for years, and Postmaster Nagel believes a partial solution for the penny problem has been found.

Two important transactions in down town real estate were reported during the last week. John R. Sullivan, the furniture dealer, has purchased the property now occupied by his store at 134, 136, 138 Michigan avenue. The building is three stories high and is known as the Daily building. It is valued at \$135,000. The building at 533 Woodward avenue, having 26½ feet frontage, has been leased for ninety-nine years by Catherine A. Abbey to Walker Bros. Catering Co. for a total rental of around \$300,000. The property adjoins the 36 feet frontage now held by the company. It is said that a modern building will probably be erected on the site.

It rained five out of seven days of the past week, so brisk business was not to be expected. Regardless of weather conditions, however, business was good, with indications that when seasonable weather does arrive it will be better than last year at this time. There was a big call for rubbers and, of course, there were many disappointments. Never in the history of Detroit has there been such a scarcity of rubbers. Dealers do not seem to be able to get a proper stock of sizes, to say nothing of getting all they believe they can sell.

The employes of R. H. Fyfe Co. are giving wrist watches to any boys in the store who either enlist or are drafted. Nearly a dozen employes are now in service.

A Detroit business man who has spent the past few months in Canada says it took that country about a year to recover after war was declared, but that it will not take this country more than eight months at the most. This would mean that a normal business can be expected by the first of January.

T. J. Jackson, manager of Ye Bootery, boasts of the only shoe exchange at Camp Custer Cantonment, Battle Creek. His quarters are in building 363, Regimental Exchange, where he spends three-fourths of his time. He is concentrating his activities on the Nettleton military footwear, handling everything that can be used in the footwear line. Of course, he is catering practically to the officers only. The concession required a large investment for stock and equipment.

What Organization Did For Charlotte

Charlotte, Nov. 5.—The newly-organized Community Association of Charlotte demonstrated the fact that a central organization of its character is of great value to Charlotte and vicinity.

When E. J. Elles, Secretary-Treasurer of the Charlotte Chair Co., was appointed chairman of this district's sales committee, he turned at once to the Association for an organized campaign. There was no city or county index complete enough to be used for a systematic canvass and it was found that one must be compiled at once. The four supervisors in that district were asked to make a copy of their tax roll on cards furnished by the Association.

These cards contained the name, address and occupation of each person as well as their real estate and personal valuations and their salaries.

As soon as these cards were completed they were turned over to Secretary Galloway, of the Community Association, and the work of checking these 4,000 names against the city directory, as well as making a copy for a permanent office record, was commenced.

As soon as the cards were completed they were arranged in packages representing a district and these were given to teams of canvassers who were instructed to see every person listed and make a written report on their card.

The Liberty Loan committee met at 8 o'clock Tuesday morning, October 16, at the Association office to secure their cards and instructions. They reported every night at 6 o'clock the result of their sales for the day. At the end of the campaign all the cards with their valuable data secured during the week were returned to the Association for filing, so as to be ready for the War Y. M. C. A. work which is soon to come.

A complete card index of Eaton county is now being compiled by the Community Association and as soon as this is finished it will be possible to make a systematic canvass of every person in the county as has been done in Charlotte. It came under my observation during the campaign that in the smaller communities which did not have a systematic plan, that while they raised their quota, it was by inducing the big men "to come across" with large amounts rather than reaching the smaller investor as the Government wished. Our total amount, \$311,000, was subscribed by 1,625 people.

G. R. Galloway, Sec'y.

Substantial Public Utility Investments

Hodenpyl, Hardy & Co.

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Bldg., Chicago

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

Valid Insurance at One-third Less Than Stock Company Rates

Merchants insure your stocks, store buildings and residences in the

Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan

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

Home Office, Grand Rapids

THE



GRAND RAPIDS, MICH.

177 MONROE AVE.

Complete Banking Service

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

Our 3½ Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

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.

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3|

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

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

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

Gabby Gleanings From Grand Rapids

Grand Rapids, Nov. 6—While the hotels in the cities are very generally observing meatless and wheatless days, some of the country hotels are violating both the letter and spirit of the Hoover request by ignoring the non-use of both articles of diet on the prohibited days. Traveling men do not approve of this violation and commend those who live up to the Government requirement.

By the way, the shortage of help has hit some hotels pretty hard, even to the extent of decreasing the efficiency of the office forces. In many cases more boys are placed in charge during the daytime and the mistakes they make in assigning rooms would fill a fair sized volume. A Grand Rapids man and his wife registered at a Kalamazoo hotel one day last week and requested the best room at the disposal of the house. The boy clerk assigned them a little room about eight feet square next to the public toilet. Of course, they refused to accept the assignment and demanded a room more in keeping with their station in life and their ability to pay, which the landlord immediately arranged to do as soon as he returned to the hotel. But for the fact that the landlord and guest were old friends, the latter would never have crossed the threshold of the hotel again, because it was hard to overlook the lack of judgment and arrogant manner of the tactless youth who should never have been placed in such a position of trust and responsibility.

It is a sorry sight to see a hotel which was once equipped with every convenience and made up-to-date in every respect lose its freshness and charm through neglect. The writer has in mind a hotel in a neighboring city which was about as near perfection as possible when it was rebuilt and refurnished a few years ago, but which has been permitted to run down so that it is now hardly a ghost of its former self. The walls and ceilings are soiled and streaked. The curtains and hangings are dirty. The shades are creased and cracked. The beds and furniture are scratched and dented. The housekeeping, which was originally excellent, is now wretched. The dining room is uninviting. The table linen is ragged and untidy. The shades on the dining table lamps are foul with dirt and crooked from breakage. The forks are not properly cleaned between the times. The service, which was once superb, is slipshod. The food is not prepared as it should be, considering the prices charged. The hotel has recently changed managers. The new man in charge has plenty of opportunity to show the kind of stuff of which he is made.

It is one of the anomalies of hotel keeping that the guest is seldom able to obtain bacon fried as it should be in order to be wholesome. Men who have lived all their lives at hotels say they have never been able to get bacon more than half fried the first time trying, even though special instructions to that effect are given the waiter when the order is placed. Another singular feature is that whenever a portion of bacon is returned to the kitchen it comes back to the guest so burned to a crisp as to be unedible. In other words, the diner has the choice of two options—he can eat his bacon half raw or do without it altogether. Some insist that the cook burns the bacon when it is returned to him on purpose, because he is angered over the action of the guest. It might be well for landlords to give this situation a little attention, with a view to remedying the abuse, if such a consummation is possible.

Twenty years ago to-day cream was five cents a pint, most young men had "livery bills," you never heard of a tin lizzie and cantaloupes were called muskmelons.

Did you forget and put on a 2 cent stamp? We did.

The November meeting of the U. C. T. was held Saturday evening, Nov. 3, with a good attendance. All officers were present except Senior Counselor E. J. MacMillan, who was ill. The following candidates were put through the old mill and came out full fledged U. C. T.'s: Robert Burns, Charles W. Brown and William Powell. A communication was received from Muskegon Council, inviting Grand Rapids Council and their ladies to attend the booster meeting which is to be held at Muskegon Nov. 17. As Grand Rapids Council was sponsor at the launching of Muskegon Council, her officers have been requested to put on the work at the meeting in the afternoon. As Muskegon is nearby and has heartily cooperated with us at all times, it is our duty, as good and loyal U. C. T.'s, to attend this booster meeting in a body and one so large that A. W. Stevenson will be busy trying to find a place to put us. Everybody should break loose with as much enthusiasm as possible and prevail on every one possible to attend this meeting. Don't forget the ladies.

The Publicity Committee, working under John D. Martin, is composed of the following: William Liebler, chairman, E. P. Morse and Fred Hopkins. It might be well to get in touch with this committee and help them boost. Don't forget the date—Nov. 17.

When we get the wrong telephone number twice running, our rage against the central powers is positively unbridled.

J. C. Force, better known as the "red oil kid," who has been with the Grand Rapids Oil Co. for the past twelve years, from tank wagon driver to salesman, has severed his old relations and secured a lucrative position with the Viscosity Oil Co., of Chicago. Jay's wide experience in the lubricating line will make him a valuable man for his new employers. Grand Rapids Council unites in wishing Jay ultimate success with his new firm.

Many questions are being asked regarding a little bell attached to Dr. G. W. Ferguson's car. There is only one answer and that is that all first-class engines have bells and the same are usually rung for crossings.

Charles D. Reeves, Vice-President and Sales Manager of the Grand Rapids Brass Co. has severed his connection with that corporation and will accept an executive position in Chicago.

D. H. Magaw, the well-known grocerman of Kent City, has denied himself a vacation for a great many years, but has at last decided it is about time he took a well earned rest. He will lock his store January 1, hide the key and declare a three months vacation for himself and family. They expect to spend most of the time in the Sunny South. Dave says there is only one thing bothering him and that is a place to dispose of the fish he expects to catch. We will gladly furnish him with our names and addresses.

Wilson & Co., of Kent City, have moved their stock of merchandise to Grand Rapids.

In these days of odd prices, a penny pocket is quite essential, as it takes six or seven cents to buy a nickel's worth. Even fords are up.

It is a difficult matter to manure the hands of a clock or even the finger of scorn.

The autourban service between Hart and Ludington has been discontinued for the remainder of the season, owing to the poor condition of the roads and the falling off of patronage. On our last trip we nearly fell off ourselves. The bottom seemed so far from the high places.

A passenger conductor, in collecting a cash fare from a patron on the G. R. & I., asked the passenger this question: "Have you eight cents?" The passenger replied: "Not since

I left Grand Rapids and I am getting mighty hungry, too!" Did it go over?

Sam Westgate, of the Grand Rapids Oil Co. and known among his many friends as E. Con Westgate, has a new story right from Copenhagen. Ask him about it.

O. H. Sission, furniture dealer and undertaker of Central Lake has on exhibition in his store window a potato weighing fifty ounces. Ora says if the season had only been a good one, Antrim county might have produced some fair sized tubers.

The Calkins House, at Clare, is installing a new and much larger boiler in connection with its heating plant.

Russia just now has a steam roller, but no steam.

They say a man becomes morally weaker as the day wears on; less able to resist temptation. Shouldn't wonder. You know it was near Eve that Adam ate the apple.

C. B. Chick, of Lake City, who has been connected with the American Tobacco Co. for the past seven years, has resigned and, after a well earned rest, will be ready to entertain any good offer.

We understand that after May 1, 1918, there is likely to be a good sized demand for black bordered handkerchiefs on the part of many men. Sort o'mourning over spirits departed, as it were.

The Petoskey Block Co., of Petoskey, is building a sawmill in connection with its planing and block mill. It is at present turning out a large contract of woodenheels for ladies French heel shoes.

The Blackmer Rotary Pump Co., of Petoskey, has secured a large contract for its famous rotary pumps from Uncle Sam. The contract will necessitate several thousand pipe fittings. The order was placed with the Crane Co.

"A good listener easily acquires a reputation for wisdom. We all have two ears and one tongue."

E. D. Barnes, of Detroit, spent the week end with friends in Manton.

Van McGregor, of the McGregor Hardware Co., Manton, has returned from a three weeks' vacation and is again on the job behind the counter.

E. H. Bostick, the popular druggist at Manton, is in receipt of a letter from his son, Rex, who is doing his bit in France. Rex is in the hospital corps and, as he has only been in the service four months, he considers himself fortunate in being called into active service so soon. Rex says a drug store in France is strictly an apothecary shop. All sundries, such as we find in our drug stores, are carried in separate stocks from the drug stock.

Along the line of conservation, why not make the holes in the doughnuts much smaller. Maybe they work around the theory that it takes more dough to go around a large hole.

Don't forget that next Saturday evening is the date of the next dance.

While the war, by increasing the already high cost of traveling by means of various kinds of fares and by boasting hotel expenses, is taking toll of all salesmen who travel on commission, it seems to be hitting the men's clothing salesmen especially hard. Not only are these men affected by the same things as are the other commission travelers, but the earnings of many of them promise to be reduced as a result of revised orders growing out of the wool conservation movement backed by the Commercial Economy Board. If all retailers are willing to cancel or reduce orders calling for suits with belts, pleats, patch pockets, etc., there promises to remain a gap that cannot be filled entirely by increased purchases of staple models. How this can be offset is still an open question.

L. V. Pilkington.

The only things that survive the past are those that were printed.

THIS Trust Company is incorporated under state laws and is subject to official examination. Furthermore, in the discharge of its functions as executor, trustee, administrator, guardian and receiver, it must make reports showing that its duties have been properly carried out.

It is your duty to your beneficiaries that you safeguard the distribution of your estate with the wisest precaution in selecting a responsible and faithful executor and trustee.

Our Trust officer will be glad to counsel and advise you on the details and advantages of Trust Company Executorship.

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

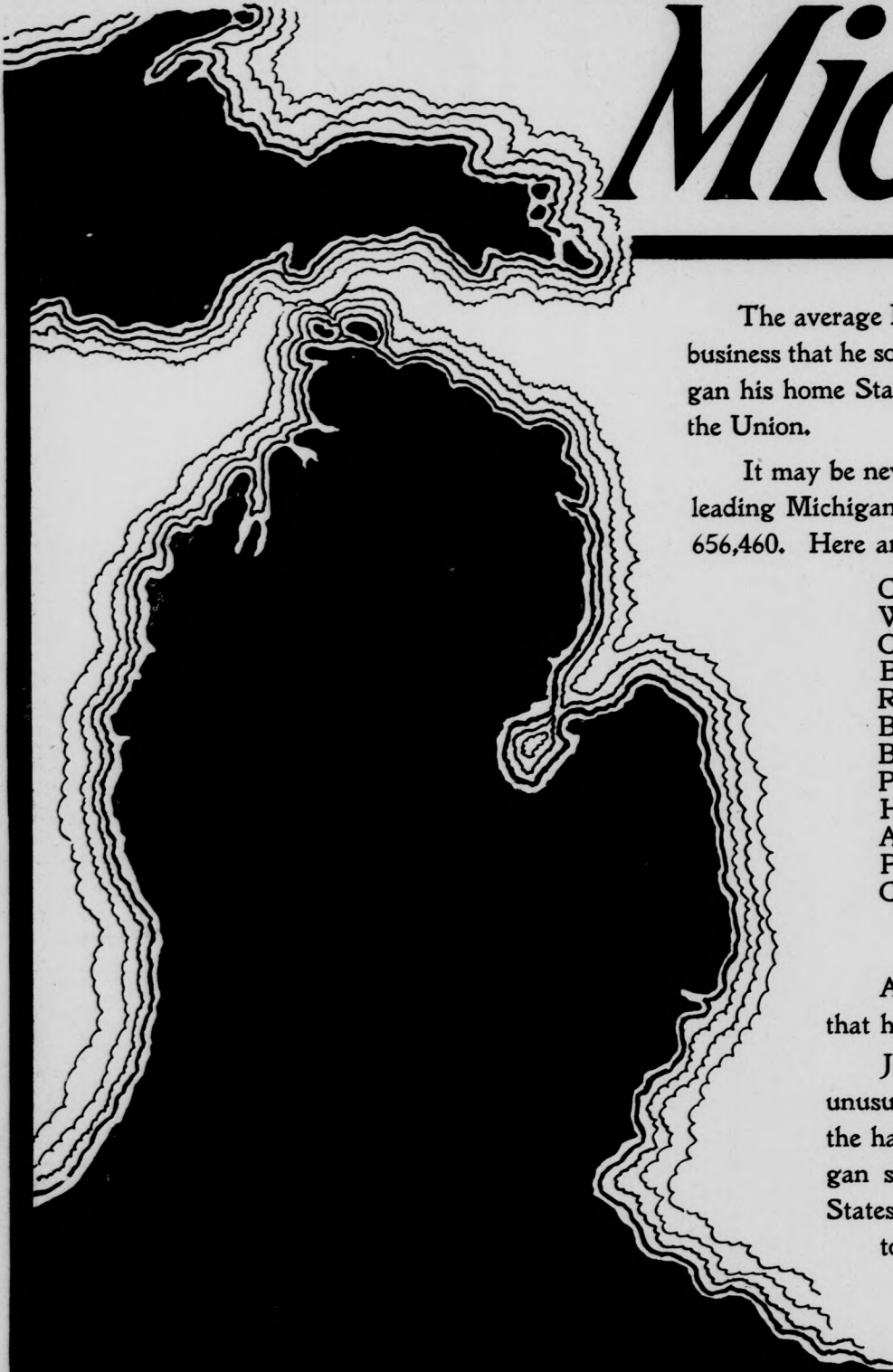
GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Michigan



The average Michigan Merchant is so close to his own business that he sometimes loses sight of the fact that Michigan his home State is one of the most wonderful States in the Union.

It may be news to him that in the year 1917 the twelve leading Michigan crops amount to approximately \$283,656,460. Here are a few of the leading crops:

Corn	\$ 51,351,000
Wheat	28,254,000
Oats	29,797,000
Barley	4,436,880
Rye	9,122,080
Buckwheat	1,999,500
Beans	57,510,000
Potatoes	41,731,000
Hay	46,540,000
Apples	8,803,000
Peaches	1,612,000
Cherries	2,500,000

Total\$283,656,460

Apples and cherries are the two fruit crops that have made Western Michigan famous.

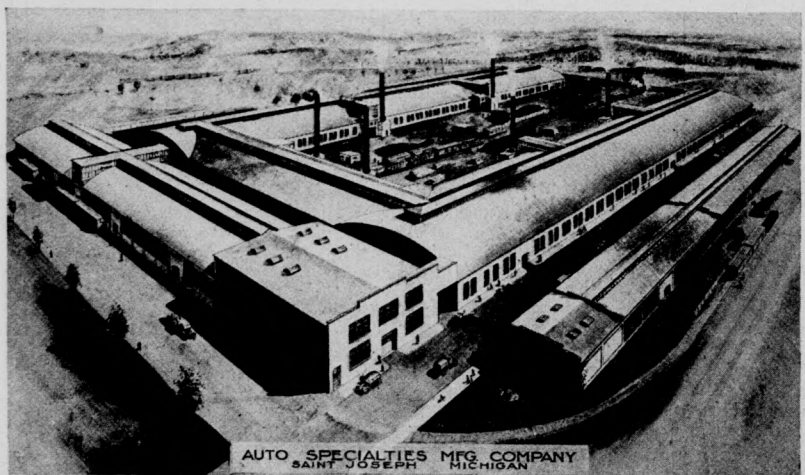
Just think of it Mr. Merchant, think of the unusual prosperous conditions that must follow the harvesting of such enormous crops. Michigan stands towards the top among the list of States in mining and manufacturing, bringing to the State millions of dollars from the mines, farms, and factories.

St. Joseph, Michigan

Saint Joseph, the second oldest city in the State. Through the efforts of the Saint Joseph Chamber of Commerce recently organized large industries have been established, transportation facilities improved and laborers wages have been increased. The results of the Chamber of Commerce activities promise conservatively to double the population of Saint Joseph before 1920.

The Auto Specialties Manufacturing Company, the manufacturing plant illustrated, is one of the new industries. This factory has already on its pay roll nearly three hundred people, iron moulders, machinists, etc. and the number will be doubled as soon as facilities can be procured.

C. E. DICKINSON,
Mayor.



is a great State

But in addition to all this, Michigan leads in its attractions offered to the tourists, yet in this respect it has only started.

It is estimated that during the summer approximately 300,000 people spend their vacations in Michigan. Figuring that they spent on an average of about \$35 each, the tourists business alone brings to Michigan over \$10,000,000 every year.

As Michigan further develops its good roads, the number of tourists will each year show an increase.

The coast-line of Michigan is 1,620 miles, there are only 70,000 miles of rural roads, 25 locally improved harbors, 31 government improved harbors, and 150 miles of deep rivers and channels.

These figures are stupendous when you examine them closely. They prove the enormous wealth of the State of Michigan.

And there still are millions of acres of undeveloped land in Western Michigan. These will be developed within the next decade, and will add millions of dollars to the prosperity of Michigan.

All the money derived from the crops is divided between 206,960 farmers. Because Michigan's population is so prosperous, and because so much outside money is spent in this State during the summer season, every merchant should be prosperous, every store should be a money-maker and every business man should reap a rich harvest from his efforts. One of the big features to be considered by every merchant is the buying of goods.

On right buying greatly depends the success of any business because buying right means more than a mere ordering of merchandise, it means standardized goods that sell in the community, it means prompt delivery of these goods, and prices low enough to allow the merchant a good substantial profit.

Grand Rapids offers the merchant such a buying market.

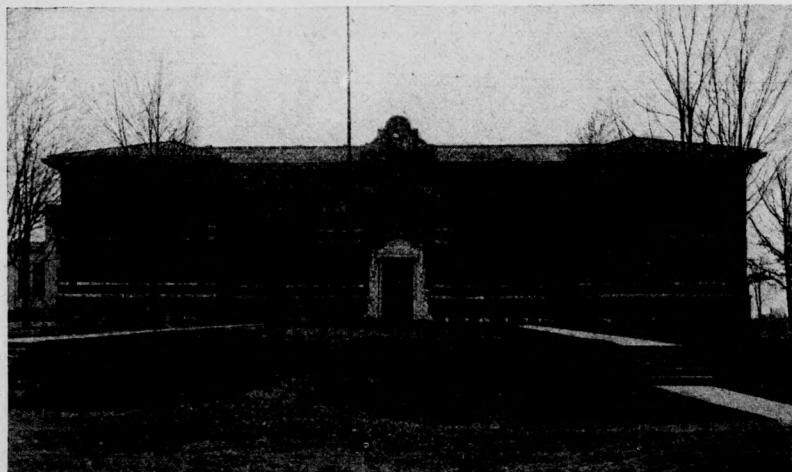
Grand Rapids is the logical buying point for every merchant in Western Michigan. It offers buying inducements, Michigan merchants cannot duplicate anywhere else, and because it is in the very heart of this prosperous district, Western Michigan merchants will have no trouble in getting prompt service, in getting the goods as they want them, and when they want them.

The members of the Grand Rapids Wholesalers Association know Michigan and know its requirements. For that reason they can better serve you than others who do not have such close contact with Western Michigan.

Practically every merchant will save money and get better service by coming to Grand Rapids for his merchandise.

Grand Rapids Wholesale Dealers Association.

This ad. is No. 7 of a series. Accompanying each advertisement are interesting views and facts regarding cities in Michigan and territory contributing to Michigan's great wholesale market.



Greenville, Michigan

Greenville achievements during the past five years have not been in one big movement, but by various movements for well directed purposes.

Conspicuous among accomplishments are the paving of Main street and the streets leading to both depots.

This city has a \$100,000 Central School building as illustrated, and another school for its north side residents. The boulevard lighting system has been installed through the influence of the Development Association and \$25,000 in bonds have been voted for the purpose of encouraging the locating and building of factories.

H. E. DECKER,

President Greenville Development Association.



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.

How Michigan Potatoes Are to Be Graded.

The recently organized Michigan Potato Shippers' Association is making strenuous effort to put up potatoes for shipment this season in accordance with the recommendations of the Food Administration and Bureau of Markets at Washington. This effort gives promise of being the most widespread and strongest ever made to grade potatoes. The success of this movement will not only depend upon the attitude of the dealers as a whole but of the growers as well. While very serious difficulties will confront these men, especially when the work is first started, if everyone concerned lends a helping hand instead of either being indifferent or trying to hinder the work the objects will be accomplished.

There are very few other important crops which have not to some degree at least been standardized and it is high time that the potato is taken out of the "no standard class." In view of the fact that this work has been taken up during the last two weeks it is going to be very difficult to do everything as the shippers would like to have it done and no doubt there will be some who will be disappointed in the results at first. If, however, such men will be patient I am satisfied that the time will come when grading will justify itself fully. It is not only to the interest of the dealer, but to the grower and consumer alike that the potatoes should be graded. It will enable the grower to be paid a premium for quality, a thing which has not been possible heretofore. The dealer will have something more staple to work upon and as a result prices should not fluctuate as much as has been the case in the past and the consumer should have a better product for the money expended.

All organizations of growers which do a shipping business will find it to their advantage to grade in accordance with the recommendations herein specified.

The potatoes will be put up in United States Grade No. 1 and United States Grade No. 2, a description of each which follows:

United States Grade No. 1 shall consist of sound potatoes of similar varietal characteristics, which are practically free from dirt or other foreign matter, frost injury, sunburn,

second growth, cut, scab blight, dry rot, and damage caused by disease, insects, or mechanical means. The minimum diameter of potatoes of the round varieties shall be one and seven-eighths inches, and potatoes of the long varieties one and three-fourths inches. In order to allow for variations incident to commercial grading and handling, 5 per cent. by weight of any lot may be under the prescribed size, and, in addition, 3 per cent. by weight of any such lot may be below the remaining requirements of this grade.

United States Grade No. 2 shall consist of potatoes of similar varietal characteristics, which are practically free from frost injury and decay, and which are free from serious damage caused by dirt or other foreign matter, sunburn, second growth, cuts, scab, blight, dry rot, or other disease, insects, or mechanical means. The minimum diameter shall be one and one-half inches. In order to allow for variations incident to commercial grading and handling, 5 per cent. by weight of any lot may be under the prescribed size, and, in addition, 5 per cent. by weight of any such lot may be below the remaining requirements of this grade.

In addition it is the recommendation of the Michigan Shippers' Association that all coarse, overgrown or hollow potatoes be sorted out of these grades and be considered as culls.

A tag will be used on the potatoes which are sacked to indicate the grade. It will be marked as indicated:

MICHIGAN

U. S. Grade No. 1

No.....

The space after the number will be used later to stamp the number of the shipper. This will not be done at first.

There is no objection, and in fact, the shippers favor the farmers doing their own grading, in which case only the potatoes which are marketable would be hauled to the shipping point. Many farmers who are rushed to get their crop dug and marketed will probably not wish to do this work themselves. Those who store the crop and have sufficient room may find it to their advantage to do the grading.

Cull potatoes will be much more valuable for feeding purposes this year than usual because of the high price of corn and other feeds. According to some recent calculations made by the Department of Agriculture four and one-half bushels of potatoes is equivalent in feeding value to one bushel of corn.

C. W. Waid.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

SEEDS
Reed & Cheney Co.
GRAND RAPIDS, MICH.

Poultry Shippers:

We pay highest market prices. Get in touch with us. We do not charge commission. We make prompt returns.

WILSON & CO.

20-22 Ottawa Ave., N. W.
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.

Pleasant St. and Railroads MOSELEY BROTHERS Grand Rapids, Mich.

Wholesale

BEANS, POTATOES, SEEDS

Telephones 1217, or write when have stock to offer

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.

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

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Dundee Jam Makers Producing Large Quantities.

The organization of the jam manufacturing industry in Dundee, Scotland, with a view to taking care of the enormous requirements of the British Army and Navy, according to Consul E. R. Pottle, who is stationed in Dundee, is one of the commissary triumphs of the war. Having installed modernized and standardized machinery at the outset of the war in 1914, they are now producing jam on a scale hitherto unequaled, and it has been estimated that were the weekly output of tins of one Dundee manufacturer stood end to end, they would reach up forty miles into the heavens. It is said to be no unusual thing for this firm to deal with 100,000,000 oranges.

Inasmuch as jam may be used to a great extent in place of butter, of which there is a scarcity in England, the government has taken every precaution that the jam industry should get all the sugar it requires. This is in marked contrast to the sugar allowance for candy makers, which has been cut down to one-quarter of their pre-war consumption.

With tinplate prices gone up beyond all reason, jam manufacturers have shown their ingenuity by introducing a stout cardboard box to take its place as container. It is being used to a great extent also in place of earthenware and glass jars, not only because the initial cost is less, but because it may be thrown away when it is empty, thus doing away with "returned empties."

The sugar scarcity has resulted in another departure, one of the large firms having pulped and preserved in barrels a large quantity of fruit, which will be manufactured into the finished article when sugar is available.

Greek Currant Crop.

The currant crop of Greece has now been entirely harvested and sorted without damage by rains in any province, according to a dispatch from Consul A. B. Cooke, stationed in Patras, Greece. Although the weather has been unusually favorable to currant growers, it is said the ravages of oldium, due to the absence of sulphur with which to combat it, caused considerable damage. Reports from all currant growing districts indicate that the fruit shows the effect of this disease both in quantity and quality.

The crop of 1917-18 is now conservatively estimated at about 14,000 tons of 2,240 pounds each. There are also available 10,000 to 15,000 tons of the old crop. The local market is said to be unstable just now, owing to great uncertainty as to how the export crop will be handled. One report on the local currant market says that the British government is negotiating for purchase of fruit up to 40,000 tons. If true, this will leave something more than 100,000 tons of fruit to be disposed of.

Grocers Advertise Whale Meat.

A group of twelve retail grocers in Vancouver, B. C., recently conducted a co-operative advertising campaign in that city to educate the public to the

desirability of whale meat, which, the headline of one advertisement stated, "is more nutritious than beef and just as wholesome." The fact is pointed out that the whale is captured many miles at sea, away from all shore contamination, in perfectly clear blue water. The particular whale from which the meat was offered in this advertisement, fed exclusively on live shrimps. Several recipes for preparing whale steak, pot roast of whale, and curried whale were published. The meat sold at 10 cents per pound.

Better Matches From Japan.

Japan proposes to standardize her match production. Prior to the great war, Sweden had made inroads upon her trade, owing to irregularity of sizes and imperfect packing. Now that the Swedish market is practically closed, Japan proposes to seize the opportunity to regain lost trade. The Ministry of Agriculture and Commerce is co-operating with the match manufacturers in all parts of the Empire. The Federation of Japanese Match Manufacturers' Associations will censor all foreign shipments and standardization will be maintained.

No More Dried Fruits From France.

The embargo on the exportation of dry or dried fruits from France to any destination is again in effect, according to a cablegram from Consul General Thackara, who is stationed at Paris. Permission was given in October, 1916, for the exportation of table fruits, fresh, dried, or preserved, to Allied and American countries. In August last, permission was withdrawn to export fruits for distilling, or medicinal fruits, to the United States and other countries.

Long Time Married.

Nora—Do you think marriage is always a failure?

Ada—Always a failure! Well, I should say not. Why, I know a case where a wife fairly idolizes her husband, and he—why, he can't keep away from her a minute.

Nora—Bless me, how long have they been married?

Ada—Nearly a week.

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

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.

Used For Syrup



A syrup most folks prefer is made from Crescent Mapleine, sugar and water. Costs half as much as good, ready-made syrup. Demand for Crescent Mapleine for making syrup is extra heavy. * * Crescent Mfg. Co., Seattle, Wash. (M-10) Order of jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago.

Crescent Mapleine

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.

Coleman
(Brand)

Terpeneless
LEMON
and
Pure High Grade
VANILLA
EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

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

American Sugar Refining Company

Reduce your bag and twine expense by selling

Domino Package Sugars

These neat, strong cartons and cotton bags of clean cane sugar are always ready to put into your customers' hands.

American Sugar Refining Company

The Most Complete Line of Sugar in the World

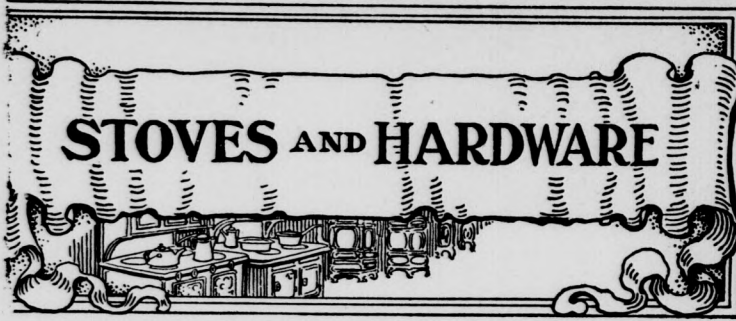
PEANUT BUTTER

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



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.

Getting a Share of the Thanksgiving Trade.

Written for the Tradesman.

With Thanksgiving Day only a few weeks distant, plans should be well under way for Thanksgiving window displays. This holiday is a peg upon which some very effective advertising can be hung.

A Thanksgiving display can be made very attractive. Here, the merchant's own ingenuity is worth any amount of cut-and-dried plans. Then, too, the merchant's own intimate knowledge of the community in which he does business will enable him to give his display a powerful local appeal.

It cannot be too strongly urged that the closer his appeal comes to his own community, the more effective it will be. It is easy to map out a Thanksgiving display that will fit any community fairly well. But such a display has the fatal defect that it fits no one community absolutely. The alert merchant takes the general idea and remodels it to suit the conditions with which he is intimately familiar.

Every merchant senses without being told the significance of Thanksgiving. It is a day for the expression of our National gratitude to Divine Providence for material—yes, and moral and spiritual—gifts.

A display that can be made strongly local, and therefore very effective, is one embodying "Things We're Thankful For." Here are a few of one merchant's ideas. They're several years old, now, but they point the way to other ideas. The country surrounding his community had an extra good bean crop—the early frosts, which did damage elsewhere, spared this little corner. "We're thankful for a big bean crop" said a card attached to a pile of "hand-picked" beans. "We're thankful for two good local newspapers" said another card; the two papers were stuck in the window, close enough for the passer-by to read the merchant's own Thanksgiving advertisements, blue-penciled to attract attention. "We're thankful for a good mayor"—photograph of the mayor. "We're thankful for big, sweet sugar beets—15 per cent sugar"—half a dozen big beets. "We're thankful that we got Main street paved at last"—photographs of Main street before and after. And so on—little local hits, fringing the main display, which oc-

cupied the center of the window and consisted of a Thanksgiving dinner table, all set with fine cutlery, silverware, cut glass, a carving set, etc. The interspaces of the window were filled in with items of stock, all price-ticketed.

Another item that can be worked into the Thanksgiving window is a replica or a printed copy of Abraham Lincoln's original Thanksgiving proclamation. "We're Thankful for Lincoln, We're Thankful that His Spirit Goes Marching On"—will link up that display with present-day issues.

But the local touch is the most appealing feature in any Thanksgiving display.

Of course, harvest windows also emphasize the suggestion of Thanksgiving. Grains, fruits and vegetables can be procured and used to give the display a harvest "atmosphere." Be sure to have the biggest pumpkin you can get, and don't forget to display, incidentally, your latest thing in pie-tins. If you are putting in a harvest window for Thanksgiving, be sure to get the best samples available of the various grains, fruits and roots to be had.

Here's another pointer. Ticket each harvest item with the grower's name and address. That's sure to interest almost everyone. The biggest pumpkin in your county will interest a lot of people, but they're more than doubly interested if you tell who grew it.

So much for the Thanksgiving idea, and the best methods of injecting it into the window display. But your window isn't complete if it merely suggests Thanksgiving. It must go on and talk about the goods you want to sell. If it doesn't do that, it's merely so much effort wasted.

Thus, it's quite common to find "freak" displays, whose sole object and result is to attract attention. For instance, the whole window space is given up to two or three live turkeys. The merchant says in justification: "Look at the crowd that it draws. Just see the people out there, blocking the sidewalk. Yet it's awfully simple—so simple most people wouldn't think of it."

Yet how many people are impelled to come in and buy as a result of such a display? Very few, as repeated experience proves. You are not selling turkeys; you are selling the range for cooking the turkey, and the roasting pans, and the sauce-pan for making cranberry sauce, and the pie-pans for the pumpkin pie. To make an effective display, put in your live bird. He'll attract attention. Put in your biggest range, and add

Bell Phone 596 Citiz. Phone 61366
Joseph P. Lynch Sales Co.
 Special Sale Experts
 Expert Advertising—Expert Merchandising
 44 So. Ionia Ave. Grand Rapids, Mich.

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

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

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



Sunbeam Mackinaw Coats

A Large Assortment of Attractive Patterns

Knit-to-Fit Sweater Coats

"V" Neck and Ruff Neck Styles.
 True and uniform in size.

Hunting Coats

Canton Flannel Shirts

Knit-Right Hockey Caps and Toques

Made from fine all-wool yarns

MAIL ORDERS are selected with the same general discrimination that you yourself would display. You may safely entrust us with your needs.

CATALOG ON REQUEST

BROWN & SEHLER CO.

Home of Sunbeam Goods
 GRAND RAPIDS, MICHIGAN

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.

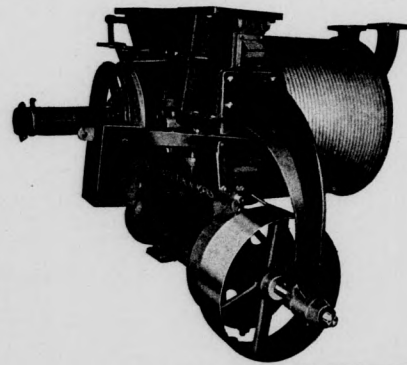
54 in. x 72 in. auto robes for rear seat, double plush, rubber interlined, muff robes, mohair and fur effects: \$7.50, \$9.50, \$10.50, \$11.50, \$12.50, \$14.00, \$15.00, \$20.00 to \$40.00.

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



Leitelt Elevators

For Store, Factory
 Warehouse or Garage

Built for Service

Send for proposal on your requirements

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

a show card which says: "Cook Your Turkey In This." Show the biggest roasting pan in stock, or your entire range of roasting pans. Show the carving set with which to carve the bird; and, if you handle china, show the platter on which to serve him, and the plates, and the entire Thanksgiving table set. Use show cards to drive home the lesson, that these are the things people need for Thanksgiving, that you've got them for sale, that the price is within reach, and that you're anxious to deal.

When you do this, your Thanksgiving display is apt to bring you some results. It takes more work and more ingenuity than just turning a turkey loose in your window, but it gets you somewhere in the end.

In just the same way, the Thanksgiving accessories previously suggested must be linked up with articles of stock if your displays are to bring you sales.

A good Thanksgiving line to feature is cutlery. It is simply amazing, the number of homes which aren't even yet equipped with decent carving sets. Carvers in pairs or in cases can be featured. Also, display kitchen knives. Then there are good lines of table cutlery, including steel knives and forks, plated ware, game carvers, fruit spoons, etc.

Concurrently with your Thanksgiving displays, you should strike through the medium of newspaper advertising. In your newspaper advertising, feature your Thanksgiving lines, call attention to your display, and so plan your window display and your newspaper publicity that both are co-ordinated.

Thanksgiving Day is still several weeks distant; but now is the time to plan for it, and to outline on paper the effective displays you think of making, and the effective advertisements you intend to publish. Preparedness is half the battle.

Victor Lauriston.

The Old Way and the New.

Washing machines were not selling so rapidly as they might, a hardware dealer in a small town felt, and so he devised a special window display to help out. His store had a show window on either side of the front entrance, and so he held a "before and after" exhibit.

Selecting Saturday as the day when the most farmers would be in town with their wives, he hired a woman to do an actual family washing in one window, with washboard and tubs. In the other window a young woman, neatly dressed, operated one of his machines on another family washing. Her obvious comfort in comparison with the hard work of the woman opposite was a strong argument with the onlookers. B. M. Weinberger.

Fine Line of Paints.

"A fine line of paints" was the caption that truthfully described the window display of a progressive New Jersey hardware merchant. He had stretched a clothes line across his window and suspended from it several cans representing the different kinds of paint that he carries in stock.

Death of Pioneer Hardware Dealer.

Boyne City, Nov. 2.—A. F. Herron, the well-known local merchant, died Oct. 26. The funeral was held at the residence of his son, C. J. Herron, being conducted by Rev. George J. Rea, of Grand Rapids. Interment was in Maple Lawn cemetery.

Ashbell F. Herron was born on a farm near Gobleville, Van Buren county, March 12, 1842. His father was a native of Cayuga county, N. Y. His mother was a native of the State of Maine. Mr. Herron was educated in the "little old red school house" and bore a vivid remembrance of a certain school teacher in the person of an old maid, whom he recalled as being seven feet high and who cut blackberry whips which she used vigorously on his bare legs. In looking back over his past life he said this school teacher was the only woman he never liked. On April 4, 1863, he enlisted in the 13th Infantry, which rendezvoused at Jackson, and saw plenty of active service while engaged on Sherman's famous March to the Sea. Mr. Herron was discharged at Louisville at the close of the war and went back to Gobleville, where he worked on the parental homestead until 1868, when he married Miss Elanora Myers, who was his constant assistant and helpmate up to the day of his death. After marriage he worked the old homestead, which he purchased of his father, until 1876, when he sold out and began looking for a new location. He had heard of Boyne Falls and supposed it could be reached by rail, but found to his disgust that the rails had not been laid farther than Walton Junction, although the track was graded to Boyne Falls. In company with two other gentlemen, he started out to make the entire distance of seventy miles on foot, although the snow was up to their hips. The first day they managed to reach Mancelona and the second night saw them in Boyne Falls, where Mr. Herron visited a brother-in-law, subsequently walking the entire distance to Elk Rapids, and from there to Traverse City, where he took the train for home, vowing never to visit Northern Michigan again.

Two years later, however, he had reason to change his opinion and he bought out a homesteader three miles west of Boyne Falls and cleared up a farm. In the meantime he bought the corner lot in Boyne City and erected a store building, which he rented to John McFellin, who put in a hardware stock, continuing the business several years, when Mr. Herron moved into town to take the position of Postmaster during Cleveland's second administration. On the expiration of his term of office he put in a hardware stock, which has since been continued with excellent results from a financial standpoint. A few years ago he admitted to partnership his son, Clinton J. Herron, and the business has long been conducted under the name of Herron & Son.

Mr. Herron's family consisted of himself, his son and partner and an elder son, Willis I. Herron, who now resides in Grand Rapids.

Mr. Herron was a member of the Presbyterian church of Boyne City which he had served as trustee. He was superintendent of the Sunday school for six years. He was a member of the Masonic fraternity, the Maccabees and the Orangemen. He was Township Treasurer for four years, Highway Commissioner for two years and had long been a member of the local School Board.

Mr. Herron attributed his success to attending to business, being honest with his followman, never trying to deceive him and to backing up whatever he might say to the limit.

It doesn't take more than a spark of genius to edit a powder magazine.

The cMc System of SHELF PRICING
is the most efficient and economical.



Holder fits any shelf. Cards slip in and out instantly without injuring cards or holder. No defacing of shelves. No fussing with gummed stickers or labels.

Price Cards: 50 cents per 100
Holders: \$1.50 per box of 100

Samples free on request
Dept., CARNELL MFG. CO.
338 Broadway, New York

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.

THE Keeley Treatment
Don't Despise the Drinking Man—Help Him
Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs
Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.
Bell M 797 Citizens 4261

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



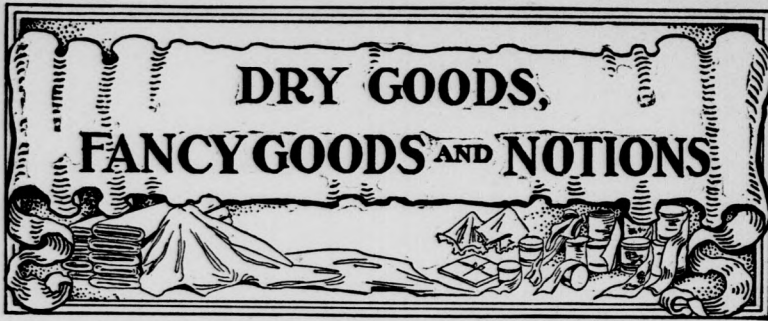
Wilmarth show cases and store fixtures in West Michigan's biggest store

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

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Mich.

Made In Grand Rapids



Dry Goods Men Fear Growth of Socialism.

The fear of socialism has come over many dry goods men recently. For three or four weeks past discussions of this topic have occurred in circles where things other than trade matters are rarely heard. Confusing talks of confiscation of wealth, the growing independence of workers in all walks of life and the restlessness of retailers and jobbers, and the uncertainty of merchandise ownership have been heard in many business houses.

In a great many instances the lack of clear thinking has been painful and the matter is really surprising when the sources of anxiety are known. Merchants who have gone through business panics unscathed, and who have handled millions of their own and of others with great success, are apprehensive of the tenure of the control of their own accumulations, and of the business they have built up. Some go so far as to doubt the good sense of the great majority of their fellow citizens and are really worrying about the things that are going on about them.

It is very easy to see that much of the fear among business men, in so far as socialism is a factor in it, arises from a misunderstanding of terms. They do not distinguish between socialism and social reform. They fail to grasp the merit that lies in co-operative effort to further the prosecution of war. They do not keep before them the danger that lies in the suppression of individual initiative and energy in business and are prone to accept socialistic theories as essential to further National development. They attribute many of the phenomena of changing trade conditions as due wholly to the growth of the human desire for wild ideas of communal liberty, and not to the controlled effort of men intent upon meeting fire with fire—of ending forever the German idea of autocratic domination of business, of men and of nations.

Disturbances in Trade.

If socialism as a menace to the current of civilization had never been heard of in this war there would still be seen a great many of the trade disturbances merchants are encountering every day. The country is steadily turning from the business of peace to the business of war. The younger generation is learning for the first time that war breaks down many laws that govern successfully in peace times. Merchants whose business has been built up on the basis of supplying many articles that

are called necessary in times of peace do not grasp the thought that "Business as usual" is the most mischievous fallacy to be counteracted in the whole business world at the present time.

If the motto of "Business as usual" meant "Keep busy" and grow busier, many fears now expressed would never have appeared among business men. The business of war and business in war times are distinct from the business of peace and business in peace times. Evidences of the changing character of business are on every hand. To attribute these changes to an underlying purpose of destroying the security of rights in merchandise and property is the sheerest nonsense. There is nothing new in the human excesses seen in Russia and elsewhere, just as there is nothing now in the underlying theory of socialism itself.

What is new to the present generation of business men is the need of foregoing ordinary means of profit and adjusting themselves to the methods of business that are inevitable in war times. Men catering to buyers of dry goods must always keep in mind that clothing is not as pressing a necessity as food. Under pressure of economy people will forego clothes in a greater degree than they can do without food.

Dry Goods Demand and Prices.

In peace times rising prices and a good demand would imply enhanced production, either through the building of new textile mills or the operating of old ones night and day. In war times rising prices can mean, and often do mean a lowered value to money, a decreased production of goods for clothing, and a feverish demand from those who are actually profiting from war conditions, such as higher wages, higher prices for crops, and so on. Dry goods men have seen consumption of goods of many kinds declining steadily for some months and prices have been rising on them in many cases. Production is declining or being perverted.

The trade has also witnessed some other factors that are only now beginning to tell heavily on prices and on demand. The exporting of goods for three years has been large compared with normal times. The Government has become a purchaser of goods to be diverted into new channels of distribution. These two factors are so important that they were bound at some time or other to unsettle dry goods conditions that existed in the ordinary jobbing trade channels. Indirectly they affect retail channels as

well. Goods that used to be staple and plentiful are growing scarce at the store counters. Some of them will not be duplicated for civilian trade until the war is over. Some will be produced in limited quantities only for civilian trade.

If goods do become scarce it does not follow at all that other things cannot be secured. The shrewd dry goods merchant is the man who buys a substitute promptly in order to have something to sell, once he becomes satisfied that the production of his regular stock merchandise has been interfered with. More and more the consumer is putting off buying things until he actually needs them. And more and more this sort of business is going to be seen in all lines of dry goods trade.

Art and Necessity.

A very large part of the dry goods trade in this country was made up in peace times of appeals to artistic taste in dress and home adornment. The war is not going to crush artistic desires out of the hearts of men forever. It is already contracting the call for all sorts of productions in textiles that depend largely upon the existence of an active artistic life in the community. That sort of life is being held in restraint by the rich, and where it is counterfeited in the extravagant purchases of those who are newly rich, it is manifestly not of a lasting character. No large manufacturer or merchant handling dry goods would undertake to say that now is a time for branching out into

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

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

President Suspenders
for comfort

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

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

War Time Holiday Necessities

This year, more than ever, the consumer will be looking for useful gifts.

To cope with the situation we have assembled a very practical line of Ribbons, Handkerchiefs, Suspenders, Garters, Arm Bands and an unsurpassed line of LADIES' and GENTS' SCARFS in the SILK and KNITTED materials.

Order your HOLIDAY requirements now.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book now ready

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

THE UP-TO-DATE SERVICE

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

The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

the large production of fine goods to meet the artistic tastes of people.

Art in textiles is to remain secondary to necessity and steadily and surely many changes will be seen in the character of merchandise offered at the counters. This means that merchants must adjust themselves and their stocks to the changes. To say that such an adjustment is impossible is to confess failure, and failure in war times is criminal unless it comes at the end of a long and earnest trial.

One of the mischievous errors circulated in dry goods lines has been that a decline in the demand for artistic things means a decline in the demand for colored fabrics. Colors in textiles are going to be seen during the war as in other times. Indeed, it is quite probable that more colors than usual will be worn in public for the express purpose of influencing psychologically people behind the lines. It is human to mourn in war times but it is demoralizing to give way to mourning that manifests itself in sack cloth and ashes and in no other way.

Socialists Among Textile Workers.

There are many socialists among textile workers, fewer of them in fabric mills than in garment factories. They are certain to be more or less disturbed as the war goes on and their occupations are changed. If they are dropped from payrolls because of changing styles and other things they are not unlikely to blame the rich for economizing. They are sure to preach about the cruelty of

industrialism and prate of the unending war of capital and labor. The dry goods trade is certain to hear many of the echoes of this agitation and the tendency to magnify it will be strong.

The drive that has been made in the past several years by socialist agitators upon department stores and other dry goods stores for the purpose of causing unrest among employes has been less intense since the war started than before. Many social reforms have been instituted all over the country among textile employes and department store workers. To attribute these to the fear of socialism is to take a very narrow view of the new spirit that is coming into the world, or rather to take a wrong view of the steady restoration of old views of the proper relations of employer and employe, of master and servant.

The war is breaking down many forms of torism in social and industrial life and the communism of the soldiers' existence is going to restore many things that have been wanting in our own National life. A spirit of fraternity, good will and co-operation is bound to come through common suffering as it has come in all past ages, and the dry goods man who does not see the change in the right light is going to fail in business. He must adjust himself and readjust his business as others are doing.

According to a baseball crank the rain falls alike upon the just and the umpire.

Italian Raw Silk Crop Cut By German Invasion.

The Austro-German invasion of Northeastern Italy has already taken from the Italian silk growing industry a fertile field of production. This fact is turning European silk buyers to a more serious consideration of the Yokohama market, and recent cables from Japan report a marked increase in European interest.

A raw silk importer estimates that the occupied district of Italy already cuts the Italian production down by one-third. The crop is estimated at 40,000 bales, and consequently the invasion may mean the loss of about 13,000 bales. The silk was largely in the hands of reelers, and no report is at hand to say whether any part of the stock in the invaded district was saved from the hands of the enemy.

Recent cables from Yokohama report a second meeting of reelers at which the agreement not to sell below current prices was again confirmed. Recent quotations have been about on the basis of the minimum prices set by reelers about three weeks ago. Reelers further agreed to reduce production if necessary to maintain prices at or above the present level.

The trade is watching the effect of increased European interest in Japan. Facilities for shipping silk bought by Europe seem limited, and importers believe that the material must be routed through the United States. It is understood that the Federal Shipping Board does not regard such shipments favorably, but the local trade states that ship-

ments to Switzerland are the only ones positively restricted. Switzerland is the only neutral adjacent to the Central Powers which is a factor in the raw silk market.

Sweaters For Fall of 1918.

Sweater coats for next fall have been priced in many quarters of the market, and salesmen are now on the road. The goods are chiefly the medium and better grade lines, and taking the market as a whole prices are reported about 30 per cent above those named last year at this time.

Salesmen are reported to be making good progress. Many jobbers are buying in a cautious way, but the fact that they are making a start on the season is considered encouraging. Retail stocks are not as yet depleted and until real cold weather comes on the jobber has little basis for a definite calculation on the carry-over.

Lines opened include men's, women's and misses' goods in woolen, worsted and merino. The low end of all cotton or cotton-shoddy sweaters have not yet entered the market.

Colors shown indicate little divergence from the present season. In men's goods the usual dark staple colors are seen and many of the high colors do not seem to have lost their popularity in women's garments. In addition to Copenhagen, apple green, and Kelly green a newer color has made its appearance under the name of lobster.

Successive advertising is more than addition; it is multiplication.

SERVICE

QUALITY

Your Questions Solved How? By Experts

Whose only fee is your good will

These are the days of SPECIALISTS

The successful man today is the Specialist

All of our Departments headed by trained Specialists

Their knowledge is yours for the asking

Why not use this service more and let us prove its worth to you?

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

QUALITY

SERVICE



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—A. W. Stevenson, Muskegon.
 Grand Chaplain—Chas. R. Dye, Battle Creek.
 Next Grand Council Meeting—Jackson.

Pickings Picked Up in the Windy City.

Chicago, Nov. 5—One of the very best mottoes to follow at this time and during the war, is the following: "Smile a little, help a little, push a little, work a little, wait a little, hope a little and don't get blue."

A new spirit of hospitality toward soldiers and sailors has been established by the Hotel Sherman, in which the following notice has been posted: "Soldiers and Sailors' Military naval lounge, parlor L, with bath adjoining, open free to the above every Saturday and Sunday." It is announced that other hotels in Chicago will follow the example of the Sherman for the men in service.

Triplets born to Mr. and Mrs. Antinatto Riccobono will carry the ark of history as long as they live. One has been named Wilson the other Taft and the third one Roosevelt. The wonder is which is the fattest of the three.

One of the largest laundries in the country is that at the Great Lakes Naval Training Station. It will wash a million pieces of clothing a day.

Real estate deals in Chicago the past week have shown very little improvement over the week previous. This is caused, it is reported, by the weather conditions, as well as people not yet over the great Liberty Loan rush.

The Drake Hotel Co., owner of the Blackstone and Edgewater Beach Hotel, have now taken the matter of its new hotel annex building permit into the courts, and will fight the 1911 ordinance, which prohibits buildings being erected higher than 200 feet. The intention is to build an annex 260 feet high. This matter was argued every day or so in the Council. There should be no argument to it, as this will be a vast improvement to the city of Chicago.

The food prices have now been enforced a little over a week in the city and from the talk one hears the food officials are doing a world of good. Prices are published every day in the daily papers, authorized by the State Food Commissioner.

Live poultry receivers here are much disturbed over the new Government regulation which requires them to make specific returns on each consignment. The rules which have governed the receipt of poultry here in the past make it hard to comply, as the dealers must do under the license system. The receivers declare that if they are forced to account to the Government for every coop it will make an enormous amount of work, so much that it will entail the employ-

ment of additional help in many places.

A little uncertainty continues to be manifested in the cheese market by operators, owing to the unknown action the Government may take. This anxiety is, however apparently needless, especially in view of the statement issued by the Food Administration a few days ago that prices for butter and cheese in the United States are below the wholesale prices in England, which are regulated by the Government and from which it may be inferred that there is no inclination on the part of the Food Administration to interfere with prices, as supply and demand regulate them. In spite of the fact that reports have been received steadily of no export business going out with the exception of small lots of Twins, the Food Administration's statement also indicates that a larger amount of cheese was exported during the months of July and August than during the same period last year. However, as far as actual business conditions are concerned, at the present there is more selling pressure than inclination to buy and but little strength is anywhere apparent in the cheese market.

One can tell at this time from the remarks made that the city is really getting down to business on the transportation problem. There has been a number of meetings between the heads of transportation companies and the city administration to figure out some way of handling traffic more advantageously and, no doubt, before the first of the year some news will be forthcoming.

From eight to ten automobiles are stolen here every day. There seems to be no let up. The police department claims that there are too many of the regular city police assigned as special police to manufacturing plants, banks, and other lines of industry, and so long as this condition prevails, there will be no let up in crime in the city. The chief of police, according to reports, has asked for an additional 2,000 policemen. This, no doubt, will be refused, but without a doubt it should be granted. Crime in Chicago seems to be rampant.

Cabarets, from the way things look at this writing, will receive their death sentence from the Council during this month, unless something unforeseen occurs. It is reported that even the breweries in the city of Chicago are down on the cabarets and, no doubt, very shortly the bright lights of some of these places will be dimmed. Charles W. Reattoir.

Sulphur Embargo.

Owing to the large quantity of sulphur required in the manufacture of explosives and for industrial purposes, as in the making of newsprint paper, a temporary embargo has been placed on all exports of sulphur.

The committee on chemicals of the Council of National Defense has sent out a warning of the sulphur shortage, due in a measure to transportation difficulties, and urges that the largest possible use be made of domestic pyrites.

Living on \$4.87 Per Month.

How it is done is another story but just the same we are glad to know some folks have solved the high cost of living problem. We have it on the authority of the American Consul at Mombasa, East Africa, who says employers of farm labor are becoming alarmed at the demands of farm hands for an increase in wages.

It seems a large number of skilled farm workers who formerly received \$1.95 per month, with keep, have entered the army as porters, and men who have but a slight knowledge of farm work are demanding \$4.87 per month!



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

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

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

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.

New Hotel Mertens

GRAND RAPIDS

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

Union Station



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

Studied All About Coal to Become Star Salesman.

The importance of a salesman knowing his line was emphasized in a recent address before the Columbus Salesmanship Club by H. M. Jewett, President of the Paige-Detroit Motor Car Co. He illustrated the point by citing his own experience as a salesman, just after he graduated from college.

"I was graduated as a civil engineer," he said. "I practiced it for a while and then figured there was considerably more to conquer in other fields, and I chose sales, as I figured here is the big field for advancement, as a good salesman in anything is a valuable asset.

"I applied to W. P. Rend, one of the largest operators at that time in the Hocking Valley coal field. He employed me and told me to go out and sell Hocking coal, gave me a price list, a freight tariff book, and said: 'God bless you!'

"I could not see it that way; I told him I knew nothing about coal; did not know anthracite from bituminous, and asked him to send me down to the mines and let me work there until I said 'quit.' He agreed, and I worked over six months in the mines. I studied the geological survey of Ohio, Pennsylvania and West Virginia. I made friends with the miners and they gave me a course in mining by actual contact with it that was invaluable. I met the Mine Inspector of Ohio and he took me all over the State inspecting various mines. I knew the chemical analysis of every mine in the State worth knowing and its heat value, the kind of coal required for different purposes—in fact, I pumped into myself as much knowledge as I could about coal. I then told Mr. Rend that I was ready.

"I found out dealers all over the country had never seen a mine—I could tell them all about mining and could make up a very entertaining story about it. I also found out that really very few salesmen on the road for mining companies had ever seen their own mines, and lots of them had never been in a mine. So I could therefore talk to a purchasing agent or a dealer in coal and he would have more confidence in what I stated, as he figured I knew my business.

"After my first year in selling Mr. Rend told me that I had sold more coal at profitable prices than any man that he had in his employ. I went into the coal business myself but kept on studying. I made goods and I attribute every bit of it to the study and the practice of the best methods of salesmanship."

Boomlets From Bay City.

Bay City, Nov. 6—The Wright-Carson Co., Gladwin, has purchased the Wm. Huebner grocery stock, located at 1307 Columbus avenue, and have taken possession. Mr. Huebner will move to Detroit. The new proprietors are wide awake and up-to-date merchants and will, undoubtedly, make a success of their new venture.

The Twining Elevator Co., of Twining, which has several elevators on the Detroit & Mackinac Railroad, North of Bay City, will move its headquarters to this city Nov. 10. The move is made necessary, as it is impossible to get competent office help to stay in a small town. Must go to the movies, etc., I suppose.

F. E. Burton, Gladwin, has sold his poultry and egg business to R. E.

Stuart, who will continue the business at the same location. Mr. Burton, whose health has been poorly for the past year, with his family will spend the winter in Florida.

E. A. McGeorge, of Gladwin, proprietor of the Gladwin Elevator, has been confined to his home for the past three weeks with a severe attack of pneumonia. Late reports say he is rapidly improving and expects soon to be attending to business.

A campaign for raising \$10,000 for financing the Boy Scout movement in Bay City for a period of three years is under way here. More than \$6,000 of the amount has been secured.

A meeting of representatives from several counties in Northeastern Michigan to formulate plans for raising its share of the \$1,250,000 fund for the war work of the Y. M. C. A. was recently held in this city. The thirteen counties in the district are expected to subscribe \$32,000, of which Bay county will furnish \$20,000.

M. A. Joslin, who conducts a variety store at Caro, is remodeling his store building.

A. C. Solod, Highland Park, has engaged in the retail shoe business.

Willard Babcock has bought a half interest in the general store of F. W. Hubbard & Co., Kinde.

The Michigan Mercantile Co. has recently opened a department store at Pontiac.

B. B. Norton & Co., general merchants, Lachine, have the mercantile field to themselves at present, as their only competitor burned out about two weeks ago. W. T. Ballamy.

Severe Arraignment of Michigan Grocers.

Lansing, Nov. 6—"Michigan grocers have hanged themselves," declares Burton F. Browne, Deputy State Dairy and Food Commissioner in discussing what he styles the "unwarranted" prices charged for provisions in this State, after studying results of a canvass made by a force of forty-two field men who on the same day priced standard articles of food in as many villages, towns and cities of the State.

He accuses them with profiteering, instead of doing their patriotic bit to help the Government by lowering the prices of necessities. Mr. Browne declares the practice is general through the State.

He suggests three methods by which people of the State can counteract the campaign to secure the highest possible price for every thing.

1. Intelligent buying.
2. Economical buying.
3. Personal purchasing.

To accomplish the first two he advises:

"Study carefully advertising in reputable newspapers and learn where standard articles may be purchased the cheapest in your community."

Pleading for housewives to go to the groceries in person, he explained its advantages:

"Telephone purchasing is an incentive to extravagance. When the housewife goes in person she will look around and, therefore, be more sparing in her purchases. She will obtain better provisions, but more important will become acquainted with the stores that sell for the lowest prices. If all will follow this advice grocers will be forced to cooperate for lower prices or go out of business."

The survey he declares shows the merchants of the State generally are charging "all the traffic will bear"—to quote a phrase which was often on the first page in the Roosevelt regime.

Molasses—Business is at a standstill, awaiting new supplies, the first of which will be due in a couple of weeks.

Saving Man Power in Department Stores.

Department store heads and other merchants were in conference on this subject several months ago with the Commercial Economy Board. Aside from the saving of expense in the cost of doing business, the saving of man power was one result aimed at. It was hoped to accomplish this by reducing the number of deliveries and curtailing the return of goods. The Commercial Economy Board the other day gave the results of three months' effort in these directions. These show that merchants in twenty-six cities with a population of 3,225,673 have reduced deliveries to one a day on each route; that those in five cities with a population of 1,593,074 have cut them down to two a day in the central section and to one in the suburbs; that those in twenty-three cities with a population of 3,870,341 have reduced them to two a day, and that in twenty-three cities with a population of 5,588,076 special charges are now made for deliveries. It is also shown that limits of from two to seven days are now placed on the return of goods in a number of cities, and that, in 169 cities and towns with a population of 26,232,943, the board's recommendations have been adopted in some form or are being considered. As yet, however, the only interest shown for co-operative deliveries is in some of the smaller cities.

Doing Wrong to Do Right.

A manufacturer connected with one of the biggest plants of its kind in the country told a writer for the Philadelphia Ledger the other day that the Government wanted one of its products, but wanted it in such enormous quantities and in such haste that it would have been impossible for any one plant to turn it out.

The manufacturer wanted to help the Government, so he called together the representatives of more than a dozen other large plants in the same line of business and explained the situation to them.

"We must agree on a price, a low price, so the Government can get what it needs."

All were competitors, but they came to the Government's assistance and agreed to make the product and deliver it for a price so low that there not only would be no excess profits to tax but there was a strong belief that there would be no profits at all.

"This combination," remarked the manufacturer, "was directly in violation of the Sherman anti-trust law, and at any other time we might all be put in jail. But it was the only way."

Status of the Bean Market.

The past week has shown us a few days of sunshine and threshers have started out over the State to thresh beans. Many of them are really not in condition to thresh and should be held in the pods for some time to cure. On two or three occasions beans have been put through the threshers the second time and have shown excellent profit. The demonstration farm of the G. R. & I.

threshed fifty-nine bushels of beans from nine acres, and found that by putting the pods through the thresher the second time, it secured an additional thirteen and a half bushels or 23 per cent. of the first run, which would indicate that farmers who thresh their beans the second time will not only realize a very handsome profit for their efforts, but the increased yield of beans would provide food for many soldiers.

The paying price of beans over the State is averaging around the \$8 mark and while the demand is rather light from the jobbing trade, all the beans are being taken that are marketed at present price.

E. L. Wellman.

Butter, Eggs, Poultry, Beans, and Potatoes.

Buffalo, Nov. 7—Creamery butter extras, 44@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, 24@25c; cheese, 23@23½c; held 26c.

Eggs—Choice, new laid, 50c; fancy hennery, 55@60c.

Poultry (live)—Fowls, 18@24c; chicks, 22@25c; old cox, 17c; ducks, 22@25c.

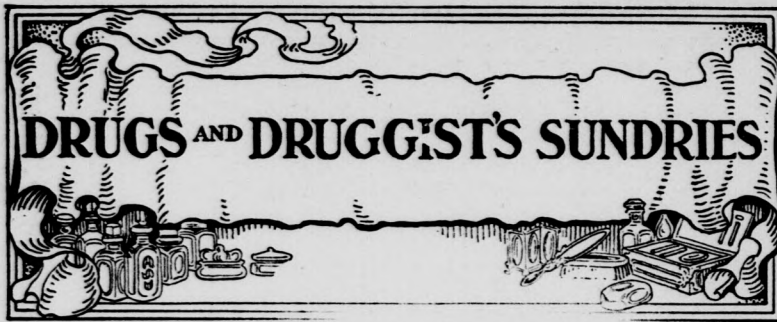
Beans—Medium, \$9.50; peas, \$9.50; Red Kidney, \$8.00; White Kidney, \$9.50@10.00; Marrow, \$9.50@10.00.

Potatoes—New, \$1.60@1.75 per bu. Rea & Witzig.

Although German patents in the United States are numbered by thousands, and under regulations issued last week may now pass into American hands for the period of the war, we need expect no startling rush into new manufacturing fields. License to use a German patent will be issued only where it is proved that a genuine public demand exists for an article protected by it. No manufacturer will be allowed a license until he can demonstrate his ability to manufacture the article—that is, none will obtain a right of manufacture in a mere empty effort to scare off competitors; and no manufacturer will be licensed until he agrees to pay a certain sum for ultimate compensation of the patent owner, and until he conforms to conditions which will bring his price to the public to a just level. The "Made in Germany" sign has appeared in chief part on articles that we can manufacture without using German patents. In the chemical field we have perhaps been hampered less by German patent rights than by German trade secrets, and these trade secrets have often become worthless since we have made a determined effort to find our own road. Some formulas for drugs, some mechanical and other patents, will be useful to us, as Great Britain has found some German patents useful; but we have got on fairly well from the first stoppage of German imports to the present date without other help than our own wits and energy.

Edward Olsen has engaged in the grocery business at R. R. 6, Allegan, the Judson Grocer Co. furnishing the stock.

The Heystek & Canfield Co. has increased its capital stock from \$50,000 to \$300,000.



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

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

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

Status of the Drug Market.

There are few changes of consequence in prices, the general list remaining firm. Benzoic acid is again higher owing to scarcity, sales being noted at a further advance. Benzoate of soda meets with a good enquiry and prices have been advanced. Bichromate of soda is easier owing to a falling off in demand. Pure alcohol has been reduced further, owing to sharper competition, due to a lessened enquiry. The following is an extract of a new regulation issued by the United States Internal Revenue in regard to alcohol: "All persons, firms or corporations, except distillers and bonded warehouses, making deliveries in original tax-paid packages, who are already required to give bonds, desiring to use or sell distilled spirits for other than beverage purposes will be required first to qualify by filling with the collector of the district in which business is to be conducted an application in duplicate for a permit and a bond in duplicate to be approved by the collector of the district." In commenting on this a distiller said: "Under the new regulation of the Government all persons now buying alcohol are required to furnish a bond, then make application for a permit giving the exact formula in which the alcohol is to be used. When this is done they will receive a permit which we will require before we can ship their orders." The demand for true Venice turpentine has been quiet of late and the market is easier. Juniper berries are also weaker owing to a lessened enquiry. A slight advance has occurred in balsam tolu. A fair jobbing trade is reported in essential oils and prices continue to be well maintained. Japanese refined camphor is firmer, influenced by some increase in demand. A further advance has occurred in laurel leaves owing to the smallness of supplies. Haarlem oil is reported higher abroad; the local market seems to be practically bare of stocks. Sales of orris, arnica and cut althea root are reported at higher prices. Nux vomica is meeting

with a fairly active demand. Supplies are reported to be moderate and the market apparently remains firm. Santonine is receiving a moderately active request and the market continues firm at the recent advance.

The Sale of Hot Soda.

And now almost before we know it the days are upon us when a hot drink is desirable. To the metropolitan druggist there is not much that can be said that is new on the subject. One thing that needs looking after at many fountains is the quality of the hot drinks that are being dispensed. Get the wife or some interested friend to come in and buy occasionally and see if they get a palatable drink. Unless patrons get a drink that is very palatable and pleasing they are not likely to come again with frequent regularity. Hot drinks need more attention than cold ones in respect to their having the qualities above described. A dab of whipped cream on top of a cup of chocolate does not make it palatable unless it really is so.

There are still some localities where the soda fountain is shut off at the approach of cold weather. This is a mistake. Whatever your previous experience may have been I feel sure that you will find, if you try again, that your fountain can be kept running all the year around at a profit. And one of the ways to bring this about is to be able to serve well a limited number of hot drinks. This ought not to be difficult. You do not need an elaborate equipment. If your trade is not large the most that you need is some arrangement for quickly furnishing fresh hot water. With this provided the rest should be easy.

The direct margin of profit on each hot drink is better than on the cold one. The fact that you have it will give people a good impression of your store. I have before suggested that you should supply some dainty sandwiches and one or two other easily handled eatables. The lunch will help the hot drinks and the hot drinks will help the lunch. Proper attention to hot drinks will make it possible to keep your fountain open throughout the year. There are more people abroad these days and nights. Until deep snows prevent, the autoists will be with you and when sleighbells jingle there will still be people coming to your store who will appreciate a warm drink and a bit of lunch.

Grape fruit and oranges can be easily had, a good display can be built with them at each end of the soda counter and there will be many peo-

ple who will be glad to partake of them if they are properly prepared and daintily served. With a few green leaves this fruit can be made very attractive with little labor and while only a small matter in itself it will go a long way toward giving your store a pleasing appearance.

The reason why some fountains do not pay in cold weather is because the service is not good. Go after the cold weather trade right and let people know what you are doing, and results will follow. Of all things do not think because it did not pay in former years that it never will. The world moves, people are continually acquiring new tastes and new ideas. You want to take advantage of every new situation—be a pioneer and not a trailer.

CIGARS

**Dornbos Single Binder
Xmas Package**



Give your order to your salesman now

PETER DORNBOB
 16-18 Fulton St. W.
 Grand Rapids, Michigan

"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

Model Cash Announcement By Model Merchant.

Lawrence, Nov. 5—Never before in our experience in the commercial business has cash entered so largely as the chief factor as it does to-day. Big prices do not always mean big profits. Never have staple goods been sold on so small a margin of profit as to-day. Most merchants are striving in every way to keep prices down.

Stringency in the supply forces him to purchase from every known source suitable merchandise for his trade—and the only means of transfer is cash. Therefore he must have cash to purchase with or go without the goods.

In justice to ourselves and for our customers' welfare we must inform ourselves on these conditions and prepare to meet them.

It is true the banks are full of ready cash, but a loan means the sacrifice from our small profits.

To meet the existing conditions we are pleased to announce that beginning with November 1 our business will be conducted on a cash basis. Loans of credit to responsible customers will be continued on a thirty day basis, but at no time for a longer period. Continued open accounts subject to errors and long forgotten purchases, will be a thing of the past. We know you will be much better satisfied with the new system—not new to a majority of our trade. Those who have not been in the habit of paying cash will find it to their profit at the end of the year. No change is made in any affair but that it affects its fancied equilibrium, but we are getting used to many changes in these last few months and we hope to still retain your good will and a share of your patronage. We wish to thank you at this time for past favors and solicit its continuance, so long as we can serve you satisfactorily and with justice to ourselves.

We do not say our prices will be reduced 3 to 5 per cent., which is an approximate amount of the loss on a general charge system, but we do claim to prepare ourselves against a great loss which has been borne by the trade. In the future we will be able to give you better prices on staple commodities than ever before. We hope to continue the business. We like the town. It is the best little town in Michigan. Why? The people near Lawrence make the town—and they are a loyal bunch of people.

After you have read this announcement, read it again. Make enquiries of the representatives of any wholesale or jobbing concerns and satisfy yourself that there is some truth in these statements. And when you happen in Lawrence drop in and see us. We are just common folks who have to work for a living and we are glad we've got something to do.

A. H. Abrams.

Holiday Buying Started.

Holiday buying in the local department stores is said to have started in already to some extent, due primarily to the necessity of getting away early gifts to the soldiers in France. While such buying has been confined mostly to presents for the soldiers, there have been some purchases made at the same time for home consumption. With Nov. 15 set as the last day on which packages destined for the soldiers in France can be sent, it is hoped that some of the Christmas shopping for friends here will be done before that date, and that much of the rush during the last week before the holiday can be avoided.

To get what you want, make others want what you've got.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) 17@ 25	Carbolic	68@ 71	Citric	90@ 95	Muriatic	3 1/4@ 5	Nitric	9@ 15	Oxalic	60@ 70	Sulphuric	3 1/4@ 5	Tartaric	1 05@ 1 60																																																																																																																																																
Ammonia	Water, 26 deg. ..	11 1/2@ 15	Water, 18 deg. ..	7 1/2@ 12	Water, 14 deg. ..	6@ 10	Carbonate	14 @ 16	Chloride	25 @ 35																																																																																																																																																						
Balsams	Copaiba	1 40@ 1 65	Fir (Canada) ..	1 25@ 1 50	Fir (Oregon) ..	40@ 50	Peru	5 50@ 5 75	Tolu	75@ 1 00																																																																																																																																																						
Barks	Cassia (ordinary)	25@ 30	Cassia (Saigon)	90@ 1 00	Elm (powd. 35c)	30@ 35	Sassafras (pow. 35c)	@ 30	Soap Cut (powd.)	35c	23@ 25																																																																																																																																																					
Berries	Cubeb	1 40@ 1 50	Fish	20@ 25	Juniper	9@ 15	Prickley Ash ..	@ 30																																																																																																																																																								
Extracts	Licorice	55@ 60	Licorice powdered	85@ 90																																																																																																																																																												
Flowers	Arnica	@ 3 00	Chamomile (Ger.)	75@ 1 00	Chamomile Rom.	2 00@ 2 20																																																																																																																																																										
Gums	Acacia, 1st	75@ 80	Acacia, 2nd	65@ 75	Acacia, Sorts ..	40@ 50	Acacia, powdered	60@ 70	Aloes (Barb. Pow)	30@ 40	Aloes (Cape Pow)	20@ 25	Aloes (Soc. Pow. 60)	@ 55	Asafoetida, ..	@ 2 25																																																																																																																																																
Insecticides	Arsenic	23@ 30	Blue Vitriol, bbl.	@ 11	Bule Vitriol less	11 1/2@ 16	Bordeaux Mix Dry	20@ 25	Hellebore, White	powdered	38@ 45	Insect Powder ..	40@ 60	Lead, Arsenate Po	34@ 44	Lime and Sulphur	Solution, gal. ..	15@ 25	Paris Green	55@ 60																																																																																																																																												
Ice Cream	Bulk Vanilla	80	Bulk Special Flavored	90	Brick, Plain	25	Brick, Fancy	30																																																																																																																																																								
Leaves	Buchu	1 75@ 1 85	Buchu, powdr'd	1 85@ 2 00	Sage, bulk	67@ 70	Sage, 1/4 loose ..	72@ 78	Sage, powdered ..	55@ 60	Senna, Alex	90@ 1 00	Senna, Tinn.	40@ 45	Senna, Tinn. pow.	50@ 55	Uva Ursi	18@ 20																																																																																																																																														
Oils	Almonds, Bitter, true	15 00@ 16 00	Almonds, Bitter, artificial	7 00@ 7 20	Almonds, Sweet, true	1 35@ 1 60	Almonds, Sweet, imitation	65@ 75	Amber, crude ..	1 75@ 2 00	Amber, rectified	2 50@ 2 75	Anise	2 00@ 2 25	Bergamont	8 00@ 8 25	Cajeput	1 35@ 1 60	Cassia	2 75@ 3 00	Castor	2 70@ 2 80	Cedar Leaf	1 50@ 1 75	Citronella	1 00@ 1 25	Cloves	5 00@ 5 25	Cocoonut	40@ 50	Cod Liver	4 75@ 5 00	Cotton Seed	1 85@ 2 00	Croton	1 75@ 2 00																																																																																																																												
Acids	Cubeb	8 50@ 8 75	Eigeron	2 75@ 3 00	Eucalyptus	1 25@ 1 35	Hemlock, pure ..	1 50@ 1 75	Juniper Berries	20 00@ 20 20	Juniper Wood ..	2 75@ 3 00	Lard, extra	1 90@ 2 00	Lard, No. 1	1 85@ 1 95	Lavender Flow.	7 00@ 7 25	Lavender, Gar'n	1 25@ 1 40	Lemon	2 00@ 2 25	Linseed, boiled bbl.	@ 17	Linseed, bld less	1 27@ 1 34	Linseed, raw, bbl.	@ 16	Linseed, rw, less	1 26@ 1 34	Mustard, true, oz.	@ 2 25	Mustard, artfll oz.	@ 2 00	Neatsfoot	1 80@ 1 95	Olive, pure	3 75@ 5 00	Olive, Malaga, yellow	3 00@ 3 10	Olive, Malaga, green	3 00@ 3 10	Orange, Sweet ..	4 25@ 4 50	Origanum, pure ..	@ 2 50	Origanum, com'l	@ 75	Pennyroyal	2 25@ 2 50	Peppermint	4 50@ 4 75	Rose, pure	30 00@ 32 00	Rosemary Flows	1 50@ 1 75	Sandalwood, E. I.	15 00@ 15 20	Sassafras, true	1 50@ 1 75	Sassafras, artfll	50@ 60	Spearmint	4 75@ 5 00	Sperm	1 85@ 2 00	Tansy	4 00@ 4 25	Tar, USP	35@ 50	Turpentine, bbls.	@ 59	Turpentine, less	64@ 69	Wintergreen, tr.	5 50@ 5 75	Wintergreen, sweet birch	4 00@ 4 25	Wintergreen art	1 25@ 1 50	Wormseed	9 50@ 9 75	Wormwood	5 25@ 5 50																																																																												
Bicarbonate	Bicarbonate	1 90@ 2 00	Bichromate	55@ 60	Bromide	1 70@ 2 00	Carbonate	@ 2 00	Chlorate, gran'r	95@ 1 00	Chlorate, xtal or powd.	70@ 75	Cyanide	80@ 1 00	Iodide	3 50@ 3 60	Permanaganate ..	@ 5 25	Prussiate, yellow	@ 1 75	Prussiate, red ..	@ 3 50	Sulphate	@ 90																																																																																																																																								
Roots	Alkanet	2 00@ 2 10	Blood, powdered	25@ 30	Calamus	50@ 5 20	Elecampane, pwd.	15@ 20	Gentian, powd.	30@ 35	Ginger, African, powdered	20@ 25	Ginger, Jamaica	.30@ 35	Ginger, Jamaica, powdered	22@ 30	Goldenseal pow.	8 00@ 8 20	Ipecac, powd.	3 25@ 3 50	Licorice	35@ 40	Licorice, powd. ..	30@ 40	Orris, powdered	30@ 35	Poke, powdered	20@ 25	Rhubarb	75@ 1 25	Rhubarb, powd.	75@ 1 25	Rosinweed, powd.	25@ 30	Sarsaparilla, Hond. ground	75@ 80	Sarsaparilla Mexican, ground	65@ 70	Squills	35@ 40	Squills, powdered	45@ 65	Tumeric, powd. ..	13@ 20	Valerian, powd. ..	@ 1 00																																																																																																																		
Seeds	Anise	35@ 40	Anise, powdered	40@ 45	Bird, Is	@ 10	Canary	10@ 15	Caraway	85@ 90	Cardamon	1 80@ 2 00	Celery (Powd. 50)	38@ 45	Coriander	36@ 45	Dill	30@ 35	Fennel	90@ 1 00	Flax	7 1/2@ 12	Flax, ground	7 1/2@ 12	Foenugreek pow.	19@ 25	Hemp	8 1/2@ 12	Lobelia	40@ 50	Mustard, yellow ..	19@ 25	Mustard, black ..	19@ 25	Mustard, powd. ..	22@ 30	Poppy	@ 1 00	Quince	@ 1 25	Rape	15@ 20	Sabadilla	@ 35	Sabadilla, powd.	35@ 45	Sunflower	7@ 10	Worm American ..	@ 25	Worm Levant ..	1 00@ 1 10																																																																																																												
Tinctures	Aconite	@ 1 55	Aloes	@ 1 20	Arnica	@ 2 55	Asafoetida	@ 3 60	Belladonna	@ 2 25	Benzoin	@ 1 80	Benzoin Compo'd	@ 3 00	Buchu	@ 2 25	Cantharadles ..	@ 3 75																																																																																																																																														
Paints	Lead, red dry ..	11 1/4@ 11 3/4	Lead, white dry	11 @ 11 1/2	Lead, white oil	11 @ 11 1/2	Ochre, yellow bbl.	@ 1 1/2	Ochre, yellow less	2 @ 5	Putty	3 @ 6	Red Venet'n bbl.	1 1/4@ 5	Red Venet'n less	2 @ 5	Vermillion, Amer.	25@ 30	Whiting, bbl.	@ 3	Whiting	3 1/4@ 6	L. H. P. Prep'd.	2 15@ 2 25																																																																																																																																								
Miscellaneous	Acetanalid	85@ 90	Alum	12@ 15	Alum, powdered and ground	14@ 17	Bismuth, Subnitrate	3 60@ 3 70	Borax xtal or powdered	10@ 15	Cantharades po	2 00@ 6 00	Calomel	2 56@ 2 60	Capsicum	35@ 40	Carmine	6 50@ 7 00	Cassia Buds	@ 40	Cloves	60@ 65	Chalk Prepared ..	6 @ 8 1/2	Chalk Precipitated	7 @ 10	Chloroform	85@ 93	Chloral Hydrate	1 92@ 2 12	Cocaine	10 45@ 10 60	Cocoa Butter ..	50@ 60	Corks, list, less	56%	Copperas, bbls.	@ 2	Copperas, less ..	2 1/2@ 7	Copperas, powd. ..	4 @ 10	Corrosive Sublim.	2 30@ 2 40	Cream Tartar ..	65@ 70	Cuttlebone	65@ 70	Dextrine	10@ 15	Dover's Powder	5 75@ 6 00	Emery, all Nos. ..	6 @ 10	Emery, powdered	5 @ 8	Epsom Salts, bbls.	@ 4 1/2	Epsom Salts, less	6 @ 10	Ergot	1 25@ 1 50	Ergot, powdered	2 75@ 3 00	Flake White	15 @ 20	Formaldehyde lb.	19 @ 25	Gelatine	1 90@ 2 00	Glassware, full cs.	58%	Glassware, less 50%		Glauber Salts, bbl.	@ 1 1/2	Glauber Salts less	2 @ 5	Glue, Brown	25 @ 35	Glue, Brown Grd.	25 @ 35	Glue, White	30 @ 35	Glue, White Grd.	30 @ 35	Glycerine	80 @ 95	Hops	45 @ 60	Iodine	4 50@ 4 60	Iodoform	5 68@ 5 70	Lead, Acetate ..	21 @ 25	Lycopodium	2 75@ 3 00	Mace	85 @ 90	Mace, powdered ..	95 @ 1 00	Menthol	4 25@ 4 50	Morphine	17 00@ 17 65	Nux Vomica	22 1/2@ 30	Nux Vomica, pow.	@ 30	Pepper, black pow.	35 @ 40	Pepper, white	@ 45	Pitch, Burgundy ..	@ 15	Quassia	12 @ 15	Quinine	90 @ 1 00	Rochelle Salts ..	48 @ 55	Saccharine, oz.	@ 4 00	Salt Peter	36 @ 45	Seidlitz Mixture ..	41 @ 45	Soap, green	20 @ 25	Soap mott castile	22 1/2@ 25	Soap, white castile case	@ 15 50	Soap, white castile less, per bar	@ 1 65	Soda Ash	5 1/2 @ 10	Soda Bicarbonate	3 @ 6	Soda, Sal	2 @ 5	Spirits Camphor ..	@ 75	Sulphur, roll	4 @ 10	Sulphur, Subl. 4 9-10	@ 10	Tamarinds	15 @ 20	Tartar Emetic	@ 85	Turpentine, Ven. ..	50 @ 4 75	Vanilla Ex. pure	1 00 @ 1 50	Witch Hazel	1 35 @ 1 75	Zinc Sulphate	10 @ 15

**HOLIDAY GOODS
Druggists' Sundries
Stationery
Books and Novelties**

It is our custom each year on or about November 1st, to make a statement to our customers as regards the above lines of merchandise. Up to the present moment our volume in output of these goods is larger than ever before. We are nearly thirty days ahead of our work as compared with other years, and November 1st finds us yet with a good stock of this class of merchandise and well prepared to extend further invitations to the buyers who have not visited the market to come and see us and inspect our line.

We have a good stock, but the indications are that later in November merchandise will be scarce. If we can have an early date, we will make prompt shipments upon holiday datings, and will be very glad to see you at the earliest possible moment.

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED, Codfish, Molasses. Lists various goods and their prices.

Index to Markets

Index to Markets table with columns: By Columns, Col, and various market categories like Ammonia, Baking Powder, etc.

Main market index table with columns: 1, 2, and various market categories like Arctic Ammonia, Axle Grease, Baked Beans, etc.

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Table with column: CHEWING GUM. Lists various gum brands and prices.

Table with column: CHOCOLATE. Lists various chocolate brands and prices.

Table with column: CLOTHES LINE. Lists various clothing items and prices.

Table with column: GALVANIZED WIRE. Lists various wire products and prices.

Table with column: COCOA. Lists various cocoa products and prices.

Table with column: COCOANUT. Lists various coconut products and prices.

Table with column: COFFEES ROASTED. Lists various coffee products and prices.

Table with column: SANTOS. Lists various Santos coffee products and prices.

Table with column: MEXICAN. Lists various Mexican coffee products and prices.

Table with column: GUATEMALA. Lists various Guatemala coffee products and prices.

Table with column: JAVA. Lists various Java coffee products and prices.

Table with column: BOGOTA. Lists various Bogota coffee products and prices.

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Table with column: McLaughlin's XXXX. Lists various coffee products and prices.

Table with column: EXTRACTS. Lists various extract products and prices.

Table with column: CONDENSED MILK. Lists various condensed milk products and prices.

Table with column: CONFECTIONERY. Lists various confectionery products and prices.

Table with column: MIXED CANDY. Lists various mixed candy products and prices.

Table with column: SPECIALTIES. Lists various specialty products and prices.

Table with column: AUTO KISSES. Lists various auto kiss products and prices.

Table with column: CHOCOLATES. Lists various chocolate products and prices.

Table with column: POP CORN GOODS. Lists various popcorn products and prices.

Table with column: COUGH DROPS. Lists various cough drop products and prices.

Table with column: NUTS-Whole. Lists various whole nut products and prices.

Table with column: ALMONDS. Lists various almond products and prices.

Table with column: PEANUTS. Lists various peanut products and prices.

Table with column: SHELLED. Lists various shelled nut products and prices.

Table with column: PEANUTS. Lists various peanut products and prices.

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Table with column: PEANUTS. Lists various peanut products and prices.

Table with column: CREAM TARTAR. Lists various cream tartar products and prices.

Table with column: DRIED FRUITS. Lists various dried fruit products and prices.

Table with column: APRICOTS. Lists various apricot products and prices.

Table with column: CITRONS. Lists various citrus products and prices.

Table with column: CURRANTS. Lists various currant products and prices.

Table with column: PEACHES. Lists various peach products and prices.

Table with column: RAISINS. Lists various raisin products and prices.

Table with column: CALIFORNIA PRUNES. Lists various California prune products and prices.

Table with column: FARINACEOUS GOODS. Lists various flour products and prices.

Table with column: BEANS. Lists various bean products and prices.

Table with column: FARINA. Lists various farina products and prices.

Table with column: HOMOINY. Lists various hominy products and prices.

Table with column: MACCARONI. Lists various macaroni products and prices.

Table with column: PEARL BARLEY. Lists various pearl barley products and prices.

Table with column: PEAS. Lists various pea products and prices.

Table with column: SAGO. Lists various sago products and prices.

Table with column: TAPLOCA. Lists various tapioca products and prices.

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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 12 00
Wizard Buckw't cwt. 7 00
Rye 11 00
Kaw's Best 12 50
Valley City Milling Co.
Lily White 11 85
Light Loaf 11 45
Graham 4 90
Granena Health 5 00
Gran. Meal 5 30
Bolted Meal 5 20
Watson-Higgins Milling Co.
New Perfection 11 50
Tip Top Flour 11 10
Golden Sheaf Flour 10 60
Marshalls Best Flour 12 00
Watertown Wisconsin
Rye 10 00
Worden Grocer Co.
Quaker, paper 11 00
Quaker, cloth 11 00
Kansas Hard Wheat
Worden Grocer Co.
American Eagle, 1/8s 12 30
American Eagle, 1/4s 12 20
American Eagle, 1/2s 12 10
Spring Wheat
Judson Grocer Co.
Ceresota, 1/8s 12 30
Ceresota, 1/4s 12 20
Ceresota, 1/2s 12 10
Worden Grocer Co.
Wingold, 1/8s cloth 12 40
Wingold, 1/4s cloth 12 35
Wingold, 1/2s cloth 12 25
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 20 00
Less than carlots 22 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 1 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
Climax, 14 oz. 29
Stark, A, 16 oz. 29
HERBS
Sage 15
Hops 15
Laurel Leaves 15
Senna Leaves 25
HIDES AND PELTS
Hides
Green, No. 1 20
Green, No. 2 19
Cured, No. 1 22
Cured, No. 2 21
Calfskin, green, No. 1 28
Calfskin, green, No. 2 28 1/2
Calfskin, cured, No. 1 30
Calfskin, cured, No. 2 28 1/2
Horse, No. 1 7 00
Horse, No. 2 6 00
Pelts
Old Wool 75@2 00
Lambs 50@1 50
Shearlings 50@1 50
Tallow
Prime 13
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 pail 1 05
30lb. pails, per pail 2 00

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Jiffy-Jell
Straight or Assorted
Per doz. 1 15
Per case, per 4 doz. 4 60
Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pine-apple, 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 dz. 16 50
32 oz. bottles, per dz. 30 00
MINCE MEAT
Per case 3 75
MOLASSES
New Orleans
Fancy Open Kettle 56
Choice 52
Good 50
Stock
Half barrels 2c extra
Red Hen, No. 2 1/2 2 90
Red Hen, No. 5 2 80
Red Hen, No. 10 2 65
MUSTARD
1/2 lb. 6 lb. box 16
OLIVES
Bulk, 1 gal. kegs 1 20@1 30
Bulk, 2 gal. kegs 1 15@1 25
Bulk, 5 gal. kegs 1 05@1 15
Stuffed, 5 oz. 1 10
Stuffed, 8 oz. 1 60
Stuffed, 14 oz. 2 50
Pitted (not stuffed)
14 oz. 2 50
Manzanilla, 8 oz. 1 10
Lunch, 10 oz. 1 50
Lunch, 16 oz. 2 60
Queen, Mammoth, 19 oz. 5 00
Queen, Mammoth, 28 oz. 6 25
Olive Chow, 2 doz. cs. per doz. 2 25
PEANUT BUTTER
Bel-Car-Mo Brand
4 oz. 4 doz. in case 3 60
7 oz. 2 doz. in case 2 90
8 oz. 2 doz. in case 3 30
18 oz. 1 doz. in case 3 00
5 lb. pails, 6 in crate 5 25
10 lb. pails 18
15 lb. pails 17 1/2
25 lb. pails 17
50 lb. tins 16 3/4
PETROLEUM PRODUCTS
Iron Barrels
Perfection 10
Red Crown Gasoline 21.5
Gas Machine Gasoline 34.9
V M & P Naphtha 21
Capitol Cylinder, Wood Bale 33.9
Capitol Cylinder, Iron Bale 32.9
Atlantic Red Engine 20.4
Winter Black 11.6
Polarine 37.9
PICKLES
Medium
Barrels, 1,200 count 12 00
Half bbls., 600 count 6 50
5 gallon kegs 2 60
Small
Barrels 14 00
Half barrels 7 50
5 gallon kegs 2 80
Gherkins
Barrels 25 00
Half barrels 13 00
5 gallon kegs 4 50
Sweet Small
Barrels 24 00
Half barrels 12 50
5 gallon kegs 4 20
PIPES
Clay, No. 216, per box 80
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 Tourn't whist 2 50
POTASH
Babbitt's, 2 doz. 1 90
PROVISIONS
Barreled Pork
Clear Back 51 00@52 00
Short Cut Chr 48 00@49 00
Bean 47 00@48 00
Brisket, Clear 52 00@53 00
Pig
Clear Family 35 00
Dry Salt Meats
S P Bellies 32 00@33 00
Lard
Pure in tierces 27 1/2@28
Compound Lard 21 1/2@22
80 lb. tubs 1/2 advance 1/2
60 lb. tubs 1/2 advance 1/2
50 lb. tubs 1/2 advance 1/2

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20 lb. pails advance 3/4
10 lb. pails advance 7/8
5 lb. pails advance 1
3 lb. pails advance 1
Smoked Meats
Hams, 14-16 lb. 28 @29
Hams, 16-18 lb. 27 @28
Hams, 18-20 lb. 26 @27
Ham, dried beef sets 29 @30
California Hams 23 @23 1/2
Picnic Boiled Hams 31 @32
Boiled Hams 41 @42
Minced Hams 20 @21
Bacon 37 @42
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
1/4 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, 1/2s 95
Deviled Meat, Ham Flavor, 1/4s 52
Deviled Meat, Ham Flavor, 1/2s 1 00
Potted Tongue, 1/4s 55
Potted Tongue, 1/2s 1 00
RICE
Fancy 8@8 1/2
Blue Rose @8
Broken
ROLLED OATS
Monarch, bbls. 10 25
Rolled Avena, bbls. 10 50
Steel Cut, 100 lb. sks. 5 20
Monarch, 90 lb. sks. 5 10
Quaker, 18 Regular 1 75
Quaker, 20 Family 5 60
SALAD DRESSING
Columbia, 1/2 pint 2 25
Columbia, 1 pint 4 00
Durkee's, large, 1 doz. 4 20
Durkee's, small, 2 doz. 5 00
Snider's, large, 1 doz. 2 40
Snider's, small, 2 doz. 1 45
SALERATUS
Packed 60 lbs. in box.
Arm and Hammer 3 10
Wyandotte, 100 3/4s 3 00
SAL Soda
Granulated, bbls. 1 40
Granulated, 100 lbs. cs. 1 50
Granulated, 36 pkgs. 1 40
SALT
Common Grades
100 3 lb. sacks 3 15
70 4 lb. sacks 3 05
60 5 lb. sacks 3 05
28 10 lb. sacks 2 90
56 lb. sacks 2 90
28 lb. sacks 47
Warsaw
56 lb. sacks 26
28 lb. dairy in drill bags 20
Solar Rock
56 lb. sacks 43
Common
Granulated, Fine 1 80
Medium, Fine 1 90
SALT FISH
Cod
Large, whole @12
Small, whole @11 1/2
Strips or bricks 15@18
Pollock @10
Holland Herring
Standards, bbls. 13 50
Y. M., bbls. 15 00
Standard, kegs 85
Y. M. kegs 96
Herring
Med. Fat Split, 200 lbs. 8 00
Laborador Split 200 lb. 10 00
Norway, 4 K, 200 lbs. 16 50
Special, 3 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

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Mackerel
Mess, 100 lbs. 20 00
Mess, 40 lbs. 8 50
Mess, 10 lbs. 2 40
Mess, 8 lbs. 1 85
No. 1, 100 lbs. 19 00
No. 1, 40 lbs. 8 10
No. 1, 10 lbs. 2 10
Lake Herring
100 lbs. 4 00
40 lbs. 2 35
10 lbs. 58
8 lbs. 54
SEEDS
Anise 35
Canary, Smyrna 9
Caraway 75
Cardamon, Malabar 1 20
Celery 45
Hemp, Russian 7 1/2
Mixed Bird 9
Mustard, white 22
Poppy 70
Rape 15
SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 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 @48
Cassia, Canton @20
Cassia, 5c pkg. doz. @35
Ginger, African @15
Ginger, Cochon @20
Mace, Penang @90
Mixed, No. 1 @17
Mixed, No. 2 @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70-80 @35
Nutmegs, 105-110 @30
Pepper, Black @30
Pepper, White @32
Pepper, Cayenne @22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica @16
Cloves, Zanzibar @60
Cassia, Canton @32
Ginger, African @24
Mace, Penang @1 00
Nutmegs @36
Pepper, Black @30
Pepper, White @40
Pepper, Cayenne @30
Paprika, Hungarian @45
STARCH
Corn
Kingsford, 40 lbs. 9 1/2
Muzzy, 48 lb. pkgs. 9 1/2
Kingsford
Silver Gloss, 40 lb. 9 1/2
Gloss
Argo, 48 5c pkgs. 2 40
Silver Gloss, 16 3lbs. 9 1/2
Silver Gloss, 12 6lbs. 9 1/2
Muzzy
48 lb. packages 9 1/2
16 3lb. packages 9 1/2
12 6lb. packages 9 1/2
50 lb. boxes 6 3/4
SYRUPS
Corn
Barrels 16
Half barrels 16
Blue Karo, No. 1 1/2, 2 doz. 3 05
Blue Karo, No. 2, 2 dz. 3 80
Blue Karo, No. 2 1/2, 2 doz. 4 60
Blue Karo, No. 5, 1 dz. 4 45
Blue Karo, No. 10, 1/2 doz. 4 30
Red Karo, No. 1 1/2, 2 doz. 3 20
Red Karo, No. 2, 2 dz. 4 05
Red Karo, No. 2 1/2, 2 dz. 5 00
Red Karo, No. 5, 1 dz. 4 85
Red Karo, No. 10 1/2 doz. 4 60
Pure Cane
Fair 16
Good 20
Choice 25
Folger's Grape Punch
Quarts, doz. case 6 00
TABLE SAUCES
Halford, large 3 75
Halford, small 2 26
TEA
Uncolored Japan
Medium 20@25
Choice 28@33
Fancy 36@45
Basket-fired Med'm 28@30
Basket-fired Choice 35@37
Basket-fired Fancy 38@45
No. 1 Nibs 30@32
Siftings, bulk 9@10
Siftings, 1 lb. pkgs. 12@14
Gunpowder
Moyune, Medium 28@33
Moyune, Choice 35@40
Ping Suey, Medium 25@30
Ping Suey, Choice 35@40
Ping Suey, Fancy 45@50
Young Hyson
Choice 28@30
Fancy 45@56

10

Oolong
Formosa, Medium 25@26
Formosa, Choice 32@35
Formosa, Fancy 50@60
English Breakfast
Congou, Medium 25@30
Congou, Choice 30@35
Congou, Fancy 40@60
Congou, Ex. Fancy 60@80
Ceylon
Pekoe, Medium 28@30
Dr. Pekoe, Choice 30@35
Flowery O. P. Fancy 40@50
CIGARS
Peter Dornbos Brands
Dornbos Single
Binder 37 00
Dornbos, Perfectos 37 00
Dornbos, Bismarck 73 00
Allan D. Grant 65 00
Allan D. 35 00
Johnson Cigar Co.'s Brand
Dutch Masters Club 75 00
Dutch Masters, Ban 75 00
Dutch Masters, Inv. 75 00
Dutch Masters, Pan. 75 00
Dutch Master Grande 72 00
El Portana
Dutch Masters, 5c
S. C. W.
Gee Jay
Above four brands are sold on following basis:
Less than 300 37 00
300 assorted 36 00
2500 assorted 35 00
2% cash discount on all purchases.
Worden Grocer Co. Brands
Worden's Hand Made
Londres, 50s Wood 35 00
TWINE
Cotton, 3 ply 44
Cotton, 4 ply 44
Jute, 2 ply 25
Hemp, 6 ply 30
Flax, medium 35
Wool, 1 lb. bales 17
VINEGAR
White Wine, 40 grain 15
White Wine, 80 grain 21
White Wine, 100 grain 25
Oakland Vinegar & Pickle Co.'s Brands
Highland apple cider
Oakland apple cider
State Seal sugar
Blue Ribbon Corn
Oakland white picklg Packages free.
WICKING
No. 0, per gross 35
No. 1, per gross 45
No. 2, per gross 60
No. 3, per gross 90
WOODENWARE
Baskets
Bushels 1 20
Bushels, wide hand 1 45
Market, drop handle 55
Market, single handle 60
Splint, large 4 00
Splint, medium 3 50
Splint, small 3 00
Willow, Clothes, large
Willow, Clothes, small
Willow, Clothes, me'm
Butter Plates
Ovals
1/2 lb., 250 in crate 35
1/2 lb., 250 in crate 35
1 lb., 250 in crate 40
2 lb., 250 in crate 50
3 lb., 250 in crate 70
1/2 lb., 250 in crate 90
Wire End
1 lb., 250 in crate 35
2 lb., 250 in crate 45
3 lb., 250 in crate 55
5 lb., 20 in crate 65
Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
Clothes Pins
Round Head
4 1/2 inch, 5 gross 65
Cartons, No. 24, 24s, bxs. 70
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1 complete 42
No. 2 complete 35
Case, medium, 12 sets 1 30
Faucets
Cork lined, 3 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90
Mop Sticks
Trojan spring 1 35
Eclipse patent spring 1 35
No. 1 common 1 35
No. 2, pat. brush hold 1 35
Ideal, No. 7 1 35
12lb. cotton mop heads 1 75
Pails
10 qt. Galvanized 3 50
12 qt. Galvanized 4 00
14 qt. Galvanized 4 50
Fibre 5 50
Toothpicks
Birch, 100 packages 2 00
Ideal 85
Traps
Mouse, wood, 2 hoels 22
Mouse, wood, 4 holes 45
10 qt. Galvanized 1 55
12 qt. Galvanized 1 70
14 qt. Galvanized 1 90
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 75
Tubs
No. 1 Fibre 16 50
No. 2 Fibre 15 00
No. 3 Fibre 13 50
Large Galvanized 12 50
Medium Galvanized 10 75
Small Galvanized 9 50
Washboards
Banner, Globe 3 75
Brass, Single 6 75
Glass, Single 4 00
Double Peerless 6 25
Single Peerless 5 50
Northern Queen 4 75
Good Enough 4 65
Universal 5 00
Wood Bowls
13 in. Butter 1 90
15 in. Butter 7 00
17 in. Butter 8 00
19 in. Butter 11 00
WRAPPING PAPER
Fibre Manila, white 5 1/2
Fibre, Manila, colored
No. 1 Manila 6 1/2
Butchers' Manila 6 1/2
Kraft 9
Wax Butter, short c't 16
Wax Butter, full c't 19
Parchm't Butter, rolls 20
YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Foam, 1 1/2 doz. 85
Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30
SOAP
Proctor & Gamble Co.
Lenox 4 75
Ivory, 6 oz. 5 25
Ivory, 10 oz. 8 65
Star 4 35
Swift & Company
Swift's Pride 4 75
White Laundry 4 85
Wool, 6 oz. bars 5 15
Wool, 10 oz. bars 7 00
Tradesman Company
Black Hawk, one box 3 50
Black Hawk, five bxs 3 45
Black Hawk, ten bxs 3 40
Scouring
Sapolio, gross lots 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand 2 40
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50
Queen Anne Scourer 1 80
Soap Compounds
Johnson's Fine, 4s 2 35
Johnson's XXX 100 5c 4 40
Rub-No-More 4 50
Nine O'Clock 3 85
WASHING POWDERS.
Gold Dust
24 large packages 5 75
100 small packages 5 60
BAKING POWDER
K C
10c, 4 doz. in case 90
15c, 4 doz. in case 1 40
25c, 4 doz. in case 2 35
50c, 2 doz. plain top 4 50
80c, 1 doz. plain top 7 00
10 lb. 1/2 dz., plain top 14 00
Special deals quoted upon request.
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.

11

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14 qt. Galvanized 4 50
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Special deals quoted upon request.
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.

Worsted Yarns Firm at Advanced Prices.

Worsted yarns are holding firmly at the advanced prices. Spotty business is filtering into the market from weavers of goods for civilian wear, but Government orders, past and prospective, are the backbone of the market's strength. Mill agents report no real activity locally, but spinners are working to capacity on back orders. The reduction in production which results from labor scarcity or labor troubles prevents the possibility of any surplus, say sellers.

Yarns to go into uniform cloth are to-day the important item on the spinning end. It is not believed, however, that much new business along these lines has been consummated this week. Machinery capable of producing mixtures is largely reserved for the olive drab yarn.

Weavers of uniform cloth argue that they are being pinched between the ever increasing cost of yarn and the comparatively stationary price paid by the Government for its materials. They conclude that conditions cannot continue along present lines with satisfaction to all the parties concerned. Government owned wools have had little apparent effect in stabilizing the worsted yarn market. It is said that the wools are chiefly clothing wools designed for distribution to mills which card, spin and weave in their own plants. Demand and supply seem the only factors ruling the general yarn market to-day.

It is reported from Boston that the Government has been in the market lately for knitting yarns. The numbers in chief demand are 40s to 50s.

Hand-knitting yarns continue to be an important factor in many quarters of the market. Many spinners are turning machinery to such yarns, and much of it is being distributed from the mill agent or wholesaler to war organizations all over the country which are working on sweaters, wristlets, helmets, socks, etc., for the soldiers. Hand-knitting yarns for women's sweaters finished in high colors are still in demand, and retailers have had a large business in them.

Men's wear and dress goods mills show a spotty interest in the market, and there is intermittent call for yarns for nearby use. So far as next year is concerned, many weavers cannot calculate what proportion of their machinery will be on Government work, and such mills naturally hesitate to buy yarns ahead suited for civilian goods. Dress goods mills are said to be interested in warp yarns for goods with woolen or cotton filling.

Fraudulent Advertising and Unfair Competition.

The Federal Trade Commission has handed down a decision against the Muenzen Specialty Co., New York, which was engaged in the sale of electric vacuum sweepers and cleaners. The following practices were held to constitute unfair competition:

"Advertising special sales of articles so as to convey to the public the impression of an unusual or advantageous offer for a limited period, when in fact the prices during such sales are no different from those obtained at other times.

"Falsely representing that articles have been purchased in large quantities in order to sell them at less than the regular price.

"Fraudulently representing or conveying to the public the impression that the advertised price of an article is less than the regular price.

"Making false and injurious statements to prospective customers concerning the material of which competitive articles are constructed, or the cost of production of the same.

"Attempting to interest prospective purchasers by conveying a false impression of expert and impartial advice on the best make of an article when in fact the advertiser is directly interested in selling a special make."

The Muenzen Co. was held by the Commission to have been engaged in the above practices, from which it was ordered to cease and desist.

"When this you see, remember me," is the key to advertising.

SPECIAL PRICE CURRENT

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



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

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



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

THE ONLY 5c CLEANSER



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

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.

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

EAT SKINNER'S THE BEST MACARONI

MY SIGNATURE
Paul Skinner
 ON EVERY PACKAGE

TAKING INVENTORY

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

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

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

Pleasant Recollections
 of a Meal
SCHULZE'S CREAM-NUT BREAD
 "Rich as Cream-Sweet as a Nut"
 AT ALL GROCERS

We solicit shipping accounts from country dealers
 SCHULZE BAKING COMPANY GRAND RAPIDS, MICH.

Bread is Doing Its Bit



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

Sell More Bread

The best bread is made with
Fleischmann's Yeast

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

MERCHANTS

Take advantage of our
Service to You
Sale Promoters and
Advertising Experts

UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Mich.
Information Cheerfully Furnished
Your Sale Conducted on a Profit Paying Basis

For Sale—Only drug store in Central Michigan town of 700. Doing good business. Nyal and Eastman agency. Rent low; long lease. Good reason for selling. Address No. 421, care Tradesman. 421

For Sale—Drug stock and fixtures. Town over 3,000 population. Only two drug stores. Full prices, good location, up-to-date fixtures and stock. Inventory about \$4,000. Address No. 422, care Tradesman. 422

For Sale—Grocery and dry goods store doing over four hundred weekly business. Located in vicinity of Pierce and Curtiss plants. Established fifteen years. Large, clean stock. Will inventory about \$2,500. Hunt, 339 Brisbane Bldg., Buffalo, N. Y. 423

We Offer For Sale

A clean general stock. All cash business, money maker. Not a dead one. Will sell at a fair price. If you are looking for a solid business and a modern stone store building for a future, come and see for yourself. If you are looking for a lot of truck at 60 cents on the dollar, don't come.

O. M. Vermeulen,
Wexford, Mich.

Wanted—To hear from owner of good general merchandise store for sale. State price, particulars. D. F. Bush, Minneapolis, Minnesota. 424

For Sale Or Rent—Brick block at Otisville, used as a hotel, would make splendid location for store on one side; restaurant in rear; thirteen rooms upstairs, four rooms down stairs; steam heated. Address 1313 Mason street, Flint, Mich. 425

For Sale—Established bakery and confectionery stock, enjoying prosperous patronage. Price \$2,500. Worth more. Good reasons for selling. A. Z. Gony, Lovington, Illinois. 426

For Sale—Best country store with ten acres of land. Good building and good business. Address No. 427, care Michigan Tradesman. 427

For Sale—Grocery store on one of the best business streets of Grand Rapids. New, clean stock; will invoice \$4,000; fixtures, \$1,000. Strictly cash business. Sales about \$1,200 weekly. Good reasons for selling. Address No. 428, care Michigan Tradesman. 428

For Sale—Ice cream parlor, fruits, candies, cigars and tobacco. Good business, Paul Martino, Watervliet, Mich. 412

For Sale—Garage business in Colorado Springs, Colo.; well equipped, excellent location; agency for popular car; large electric charging plant; prosperous business; rare opportunity for health seeker. Good reasons for selling. \$10,000 cash. Address J. J. Lawlor, Colorado Springs, Colorado. 414

For Sale—Stock of general merchandise, including hardware, dry goods, shoes and groceries, aggregating \$8,000 to \$10,000. Will sell stock and store building or exchange both for city property. Will not sell stock without building. Must change location on account of wife's health. Town is center of good farming country, sugar beets and beans being principal crops. Could reduce stock if necessary. W. H. Schaeffer, Au Gres, Michigan. 418

For Sale—Blacksmith shop, stock, tools. Good business; no opposition. W. M. Savitz, Algonac, Michigan. 396

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

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

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

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

For Sale—Good, clean stock dry goods, groceries, boots, shoes, furniture and undertaking, invoicing about \$10,000. Location Central Michigan, splendid farming community. Good live proposition; will bear closest inspection. Address No. 398, care Tradesman. 398

Drug Stock and Fixtures for sale cheap or exchange for real estate in small town. Fine location, good business, up-to-date stock. Address Box 44, Romeo, Michigan. 399

Absolute control, sale rights, new Ford accessory; well introduced U. S. territory; a great bargain for someone; present owner drafted. Address J. A. Brayley, Mercer Hotel, Kansas City, Missouri. 400

For Sale—General stock of merchandise. Prices and terms to suit. Prosperous trade. Address No. 403, care Michigan Tradesman. 403

I want a stock of merchandise or live stock or diamonds for improved Florida grove or small farm; all enquiries answered. P. Phillips, Manchester, Tennessee. 402

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

For Sale—\$3,500 stock of general merchandise near town or 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—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

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 333 Gratiot Avenue, Detroit, Mich. 407

For Sale—Only exclusive dry goods business in college town. Small stock. Store and fixture rent reasonable. Frank U. Green, Agent, Olivet, Michigan. 409

General Store For Sale—This store has been established thirty-five years. Splendid business opportunity. Best location in Isabella county for a general store. Nine miles to the nearest town. Stock and fixtures will invoice \$7,000 to \$8,000. Am doing good business—over \$32,000 last year. Expenses light. Am a dentist by profession. Will trade the real estate. The brick store building is 32 x 100 with basement, and an L, 18 x 50. The business is in fine running order and the store is needed here. Will trade the real estate. Would be glad to have you come and investigate. B. M. Adams, Winn, Michigan. 410

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

HELP WANTED.

Wanted—Experienced male general store clerk. State age, experience, salary wanted, how soon you can begin work. Permanent position for right party. W. A. Houck, Seaforth, Minn. 413

SEE NEXT PAGE.

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

DWINELL-WRIGHT CO.'S

White House Coffee and Teas



Make a
well-matched pair
any grocer
can drive
without blinders
AND "GET THERE"

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

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.

Drawing the Babies to the Store.

A department store in another city recently put on a special sale of baby clothing which was very profitable. This store offered, for a limited time, to take the picture of any baby whose mother purchased \$5 worth of goods for the baby in the store.

This appeal to the mother's pride brought quick returns. And the store actually made a profit on the pictures which were taken. In this case, the store owned its own studio and the mother had to take the children to the photographic department. In practically every case, the mother ordered a number of prints from the negative after she saw the first finished photograph.

There is no reason why managers of small stores cannot adapt this idea to their uses. The corner of the store can be arranged as a temporary photographic studio and almost any professional photographer would be glad to get the contract of taking the pictures on a certain day or during a certain period.

As for re-orders, it would be better to take these at the store and send them to the photographer's. The store would get a special price on these and the profit that would be made on these orders would doubtless pay the cost of the sale and all of the pictures given away would also be paid for out of the profits.

With a sale of this kind, you have several good appeals. In the first place, any mother is attracted by the gift of a picture of her child. Almost every mother is willing to spend money on her child at the sacrifice of her own needs. Then, too, one print of a picture creates, in itself, a demand for more. It should be stated in the advertising that if duplicate prints are desired, they will be sold at a special price. It is necessary to announce this in order not to have any misunderstanding later.

In announcing this special feature, it is necessary to place an age limit on the child. You can state that pictures of children under three years of age will be taken only.

Ten Demandments of a Canadian Merchant.

1. Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end.
2. Watch your work, not the clock. A long day's work makes a long day short; and a short day's work makes my face long.
3. Give me more than I expect, and I will give you more than you expect. I can afford to increase your pay if you increase my profits.
4. You owes so much to yourself you can not afford to owe anybody else. Keep out of debt, or keep out of my shop.
5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.
6. Mind your own business, and in time you'll have a business of your own to mind.
7. Don't do anything here which hurts your self-respect. An employe who is willing to steal for me is willing to steal from me.

8. It is none of my business what you do at night. But if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.

9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but one for my dollars.

10. Don't kick if I kick. If you're worth while correcting you're worth while keeping. I don't waste time cutting specks out of rotten apples.

The Clerk a Link in the Selling Chain.

Advertising is not stealing the clerk's job away from him. It is giving him an opportunity for greater usefulness. It is making it easier for him to sell. Time was when the retail salesman had to do all the selling. To-day he is only one link in the selling chain, although a very necessary one. The manufacturer's advertising and selling "helps," the retailer's advertising, window and store displays, all work together to send live prospects to the clerk. Most of them are already sold. To close the sale all he has to do is to follow the law of least resistance and cater to the buyer. Of course, this catering job is often a pretty large programme. It means that the clerk's personality must not obtrude on the buyer. His dress, speech or manner must not give offense to the buyer. He must know his goods, so as not to displease the buyer. He must be willing to submerge himself and his ideas to suit the peculiarities of the buyer. Of course, all the while he is doing these things to get on the right side of the buyer he can at the same time be leading him on by the subtlest suggestions to buy what he (the clerk) wishes him to buy.

If Your Goods Are Interesting.

I have a hat shop, and not long ago I adopted in my own business an idea secured from a cigarmaker's window display. This tobacconist's window trim showed cigars in the various stages of making, up to the finished product. He carried out the same chronological plan with meerschaum pipes.

I got in touch with a manufacturer and ordered a number of straw hats in various stages of completion—from a bunch of straw to the finished product. This display caught the attention of passers-by; and those who stopped to look—hundreds did—had a chance to see my regular display to the rear.

A sign read: "These are the hats complete—complete in style—in finish—in everything that goes to make a good straw hat." W. B. Mayer.

Dark Finance.

A Negro bank was opened in a small town in Georgia, and Sam deposited \$10. Several weeks later he returned to draw out his money. When he presented his check the colored cashier looked at it doubtfully and said: "Sam, you ain't got any money in dis here bank, but I'll look on de books an' make sure." In a minute he came back and said: "Yes, you did have \$10; but, Nigger, de interes' done eat up dat money."

Friendly Competition.

In a town with only three competing clothing stores, a retailer can tell to which of the rival establishments a shopper who has not succeeded in finding what he wanted is going. Under such circumstances one merchant calls up that store and gives the proprietor the details of what the customer wants. After he had done this a few times his competitors began to return the courtesy, and a much more healthy feeling now prevails among them than previously.

In the basic industries of the country affairs move on about as heretofore, but the Government is getting more and more control of leading commodities. There is anxiety regarding the transportation service during the winter, not only on account of scarcity of cars but because employes of the railroads are again talking higher wages. Steel and other leading commodities are obtainable by individuals and corporations only on old contracts and naturally

they do not care to make new ones at the top prices. Regulation of iron and steel prices farther down the line seems to have been left entirely to the trade. The Government discourages anything that looks like speculation and trading in futures is at a low ebb. Nevertheless consumers are buying more pig iron to meet their needs during the first half of 1918, the basis being the Government figure of \$33 for No. 2 foundry at the furnace. The trade is hampered by conditions in the labor market and also by shortage of coke. Copper is under the ban of the price of 23½ cents but it is said that quite a good many private transactions have been closed at 26 cents and upward.

Put a plain story in print—flourishes in the waste basket.

BUSINESS CHANCES.

For Sale—Grocery and meat market. One of the best locations in Lansing. Doing a fine business. Reason for selling, sickness. Enquire of Northrup, Robertson & Carrier, Lansing, Michigan. 429

Live and Dressed Poultry Wanted

We handle large quantities of live poultry all the time, but make a special drive for dressed poultry for the holidays, and want your shipments. Live poultry has brought extreme prices all the season, and extreme prices for fancy dressed poultry will be the rule for all the holidays.

Send for our poultry letter which will be issued Nov. 15; also a booklet, giving full directions for dressing and packing for this market.

REA & WITZIG

104-106 West Market St.

Buffalo, N. Y.

Make Your Reservation Early

There are a few shares of the authorized issue of 7% Cumulative Preferred Stock of the Valley City Milling Company unsold.

However, we advise interested parties to make their reservations immediately.

Such reservations may be made for sixty days in advance of payment.

The par value of this stock is \$10.00 per share and accrued dividend, and is offered in blocks of ten shares, or the multiple of ten.

It is non-assessable, exempt from state personal property tax and the normal Federal income tax.

Subject to redemption July 1, 1924.

For further particulars address

Valley City Milling Co.
Grand Rapids, Mich.

Citizens 4255

Bell M. 1194