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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS T. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 19, 1918

Number 1813

SERVICE

QUALITY

Business Extra-ordinary Not Business *as Ordinary*

That is the slogan and working creed of the 5,000 merchants who comprise our circle of customers and friends.

Our customers stand pledged to the belief that patriotism, whether in the army or at home, means progressivism. To keep the home fires burning, the cash drawer must be kept ringing, sales multiplying and stock kept unbroken, so far as possible.

Hence, we are not only planning for a record-breaking Fall trade, but we are giving our customers a record-breaking equipment with which to get that trade.

Our line for Fall and Winter, 1918-19, will be our greatest line, even measured by peace-time standards. In sheer point of numbers it will be as large as any line in our history.

Our "Wall of Defense" against to-day's conditions was perfected in our buying department long ago, with our history-making, peace-time dry goods purchases.

It is none too early to put in your application for a share of the good things we have in store for you.

Pull our latchstring Buyers' Week, June 24-28 inclusive, and let us show you what we have to offer you.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE

Public Reference Library
Library St

We Invite

All retail merchants to visit
us while attending

Buyers' Week

June 24 to 28

Make our store Headquarters
while in the city

Leave your bundles and packages with us

Grand Rapids Branch
National Grocer Company

BRANCHES:

OWNING AND OPERATING

PHIPPS-PENOYER & CO.
Saginaw, Mich.
NATIONAL GROCER CO.
Bay City, Mich.
JACKSON GROCER CO.
Jackson, Mich.
C. ELLIOTT & CO.
Detroit, Mich.
NATIONAL GROCER CO.
Grand Rapids, Mich.
MUSSELMAN GROCER CO.
Traverse City, Mich.
NATIONAL GROCER CO.
Sault Ste. Marie, Mich.

NATIONAL GROCER CO.
Lansing, Mich.
NATIONAL GROCER CO.
South Bend, Ind.
NATIONAL GROCER CO.
Port Huron, Mich.
NATIONAL GROCER CO.
Decatur, Ill.
NATIONAL GROCER CO.
Cadillac, Mich.
NATIONAL GROCER CO.
Escanaba, Mich.
NATIONAL GROCER CO.
Mills, Detroit, Mich.

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JUNE 19, 1918

Number 1813

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 18.—Anent the request of the War Industries Board to reduce to a minimum, all traveling men's sample baggage, there is the circus; each succeeding visiting circus brings a larger elephant than those that preceded. Naturally, the bigger the elephant the larger the trunk it needs. The circus, by the way, requires an engine in good health and plenty of coal for its operation to carry the volume of excess baggage connected with a fair sized circus. Speaking of non essentials at our advanced age we should say a circus is very non essential during war times.

Howard A. Liest (Hudson Motor Co.) who after several unsuccessful attempts to enlist in the army finally being accepted and joining an engineering company some months ago, has returned and has taken up his former duties. Mr. Liest was stricken with typhoid while in the service and suffered a relapse that left his constitution in such a weakened condition that his usefulness as a soldier was ended, greatly to his chagrin. During his convalescence Mr. Liest was at his home in Ronceverte, W. Va.

John Klepaczyk has been appointed city representative for A. Krolik & Co., succeeding Joe Clark, who was drafted into the National Army.

Henry Ford has announced his candidacy for United States Senator. As a diplomat and statesman Mr. Ford is a first-class automobile maker.

W. H. Marsh, member of the advertising staff of the Burroughs Adding Machine Co., for the past three years has been appointed advertising manager succeeding E. A. Walton, who died last January.

Malcolm Winnie, of Grand Rapids, attended the National Sample Men's Association convention at the Ponchartrain Hotel last week, as representative of the Wm. C. Windisch Co., of Detroit.

E. H. Warner and Wm. Canfield, department manager for Burnham, Stoepel & Co., left this week for New York on business for the firm.

A. P. Young, druggist at 153 Grand River avenue, will move into the store at 146 Grand River avenue, as soon as alterations are completed.

Inasmuch as Edsel, son of Henry Ford, was so necessary to the conduct of his father's business (when called in the draft) one wonders how the father can find time for senatoring in Washington with the unusual rush of business on hand, doesn't one?

Harry Carver, in charge of the drug sundries department for Farrand, Williams & Clark, has invited the traveling salesman for that institution to a weekend party at his cottage at the Flats. The party leaves Saturday afternoon.

Real pep, under the leadership of Senior Counselor James Jonas, is being displayed by Detroit Council. At the meeting Saturday evening a number of applicants will be initiated and an evening of real interest to the members is promised. Secretary Samuel Rindskoff leaves Sunday to attend the convention of Secretary-Treasurers of the U. C. T. to be held in Columbus next week.

G. H. Moore, Western Michigan representative of the Michigan Stove Co., was called to Buffalo last week on account of the death of his sister. Mr. Moore makes his headquarters in Grand Rapids, having succeeded O. E. Jennings about two years ago. Mr. Jennings now holds a responsible position in the factory and is Senior Counselor of Cadillac Council, U. C. T.

"Pat" Willard, local representative for the Murphy Chair Co., smiles broadly this week. Baby boy, 8 pounds.

Maurice Fox & Co., auto dealers, 156-160 Milwaukee avenue, east, have moved into their new quarters on East Grand boulevard.

W. Levine, formerly connected with M. Schechter, druggist, 477 Hastings street, has opened a drug store at Hastings and Livingston streets.

Truman H. Newberry offered no exemption pleas when every member of his immediate family enlisted in some branch of the service to uphold the honor of their country. Nor did he ever try to block the wheels of preparedness for a war that was bound to occur.

Announcement of the informal opening of the New Norton Hotel at Griswold street and Jefferson avenue, Wednesday evening, has been made. The Norton, a new fourteen-story building, is one of the

latest additions to Detroit's group of high class hostelrys.

Dave Kenyon, former traveling man and member of Detroit Council, has fully recovered from severe injuries received in an automobile collision last October. He has secured a position as salesman with the Bond Clothing Co., Woodward avenue and Campus Martius.

M. G. Howarn and Lou Burch leave the latter part of this week to attend the Supreme Council meeting of the U. C. T., in Columbus, next week. Mr. Howarn and Mr. Burch are members of Cadillac Council and were elected delegates at the Grand Council meeting in Jackson this month.

The Michigan State Pharmaceutical Association holds its annual meeting at the Hotel Statler, June 25 to 27.

W. H. "Doc" Martin, Michigan representative for Eli Lilly & Co., Indianapolis, spent several days at the firm's plant and offices last week.

Geo. A. Drake & Co., manufacturers and dealers in office equipment, have leased the building at 121 Woodward avenue, formerly occupied by O'Brien & Co., and will move as soon as alterations now in progress have been completed.

The National Sample Men's Association, held a three-day session at the Ponchartrain Hotel last week. The association composed of wholesale sample managers and sales-managers. The object is to lessen sample losses, to bring about uniformity in sampling and to reduce to a minimum, excess baggage. The latter as a matter of expediency for the salesmen and the firms and also to work in conjunction with the War Industries Board to conserve, so far as possible, baggage, so more railroad equipment may be available for war purposes. Many ideas were exchanged at the meeting that will eventually revolutionize and improve past and present methods of sampling merchandise, both from a display and economical standpoint. The following officers were elected for the ensuing year: H. L. Todd, Edson Moore & Co., Detroit, President; J. W. Hamilton, Finch, Van Slyck & McConville, St. Paul, first Vice-President; W. H. Hunt, Wheeler-Matter Merc. Co., St. Joseph, Mo., second Vice-President; Edw. G. Pash, F. A. Patrick & Co., Duluth, Secretary-Treasurer. The following firms were represented at the convention: Burnham, Stoepel & Co., Edson Moore & Co. and A. Krolik & Co., Detroit; Carson Pirie Scott & Co., Chicago; Wheeler-Matter Merc. Co., St. Joseph; Finch, Van Slyck & McConville, St. Paul; Pittsburg Dry Goods Co., Pittsburg; Miller-Hadley Co., Toledo; Rice, Stix D. G. Co., St. Louis; Ely Walker D. G. Co., St. Louis; Byrne & Hamner Co., Omaha; M. E. Smith & Co., Omaha; Carter D. G. Co., Louisville, Ky.; Keet & Roundtree Co., Springfield, Mo.; Goll & Frank Co., Milwaukee, and F. A. Patrick & Co., Duluth. The next meeting will be held in St. Louis.

The home of Wm. Siegel, dry goods merchant, was nearly totally destroyed by fire last week.

Kellman Bros., 348 Dix avenue, are closing out their stock of dry goods and furnishings.

Ralph Stoepel, President of Burnham, Stoepel & Co., paid a flying visit to Detroit last week. Mr. Stoepel is engaged in Government work in Washington.

Ernest Herring, formerly representative for the Commercial Milling Co., and one of the officers of Cadillac Council, resigned and accepted a position in a munition plant. Mr. Herring's decision to give up his position came after several ineffectual attempts at enlistment in the army.

Ground is being broken at Holbrook and the Grand Trunk Railway preparatory to the erection of a large building for the General Motors Co., to be used as a drop forge plant.

F. E. Bogart, Vice-President of Farrand, Williams & Clark, left last week for Canada, where he spends his annual vacations.

The United Cigar Stores Co. will open another store at Woodward avenue and Larned street about July 1.

M. Baker, city representative for A. Krolik & Co., left last week with a party of selects for Camp Custer, having been called with the last Detroit quota.

Gaylord Gillis Goldstein has secured a lucrative position as assistant to the assistant usher of a local movie house. Gaylord states from his first week's salary, the first ever earned by him, he is going to withhold 50 cents and spend it all in a riotous evening's enjoyment.

E. M. Thal, son of Jacob Thal, of Saginaw, one of the best known travel-

ing men in Northern Michigan, was in Detroit last week preparatory to leaving for the Great Lakes Naval Training Station. Mr. Thal has been affiliated with the Dictaphone Co., of Toledo.

David Scheyer, department manager and member of the firm of A. Krolik & Co., left this week on a business trip to Eastern cities.

C. R. Norton, proprietor and manager of the new Hotel Norton, has opened a drug store in the building. F. M. Moss has been placed in charge.

Arthur Walters has purchased the general dry goods stock of R. Sabel, 666 Dix avenue. Mr. Walters is a son of Fred Walters, at one time a member of Walters, Krausman & Kuhn, one of the well-known department stores in the city of a decade ago. When the concern liquidated several years ago Mr. Walters engaged in the real estate business. The son will take over the active management of the Sabel store, which is one of the pioneer establishments in that section of the city.

Have you written to a soldier this week? J. M. Goldstein.

Bottom Facts From Booming Boyne City.

Boyne City, June 18.—The C. I. C. O. A. furnace has shut down for repairs after seven years of almost continuous operation. A new top and base will be put in and the stack relined throughout, requiring sixty days for completion. This work, together with the building of a new ore shed, will occupy the time of most of the working crew.

E. J. Oleson has purchased the Boyne City Garage from Niel Jersey and will conduct it as the Boyne City Overland Garage. This is the pioneer garage of Boyne City, put in operation by William J. Lewis at a time when an automobile trip was as exciting as a voyage into an unknown sea—and almost as dangerous.

S. B. Arbuckle has closed the branch store at Boyne avenue and East Main street and removed the stock from the Bert Fuday store, on Grovland street, to the new store recently completed by B. F. McCumber. Mr. McCumber says that fourteen years of continuous service to the public deserves a vacation, so he is going to give himself one.

Boyne City will have the Lincoln Chautauqua again this year. Their entertainments are popular and will be patronized. It is unfortunate that their dealings with Boyne City patrons in the past have been characterized by the ethics of the shell game artists of the distant past. The nature of the work done and the high class of the talent placed before the public deserve a higher code of business ethics on the part of the promoters. Maxy.

Go Slow on the "Successful Merchant."

The Tradesman has received several complaints involving bad faith on the part of the alleged publication, Successful Merchant, which purports to be issued at Chicago, Oak Park or Glen Ellyn, Ill. The name of the publisher is C. L. Bowes. He solicits subscriptions from merchants on the basis of \$5 per year, offering as an inducement that he will sell them certain lines of merchandise at manufacturer's net prices, thus saving the retailer the jobbing profit. It is stated that he also undertakes to sell merchandise to farmers by promising to save them the profits of both the jobber and retailer. Pending the investigation now being conducted by the Tradesman, it would be well for the trade to withhold any further remittances for either the Successful Merchant or membership in his alleged buyers' bureau.

Any merchant who has had any dealings with Mr. Bowes, either favorable or unfavorable, is invited to

communicate with the Tradesman, stating what his experience has been.

Sparks From the Electric City.

Muskegon, June 18.—Muskegon Council held a very enjoyable meeting Saturday evening. Delegate J. E. Lyon made a very interesting report on the Grand Council meeting at Jackson. S. C. Chris Follrath presented H. F. Foote with the silver medal given by Past Grand Counselor John A. Hach in a very impressive and long-to-be-remembered speech. At least we think Foote will not forget.

Our boss called our attention to the new ruling, work or fight, and asked us to take our choice. While it is not our usual custom, we decided to work, as we are not much on the fight.

Chase S. Osborn says he will rattle his battle axe on the ribs of H. Ford. Better be careful. He might break the handle. Better not forget 1912.

Harold Foote and Herman Anderson are carrying lunches and sleeping in their ford these days to save expenses. Herman says the sheets are just a little short.

Milton Steindler expects to join the navy this week and his brother, Irving, will, no doubt, be in the army in a few weeks.

Mrs. J. E. Steiner is closing out her implement stock on Pine street and retiring from the business.

Wonder why John D. Martin in his report failed to announce that our own A. W. Stevenson was elected Grand Page? E. P. Monroe.

Mr. Hoover, as usual, is perfectly clear and explicit in his demands upon the American people. He seems to understand that we are always ready to do our duty if persons in authority will point out to us exactly in what our duty consists. Because of increased demands for meat on the part of our armies and Allies, and the somewhat reduced meat supply, result of fodder shortages in past summers, the Food Administration asks restaurants to serve considerably less beef than heretofore and an increased quantity of pork products. Housekeepers are put on honor to restrict members of their families to the consumption of one and one-quarter pounds of beef weekly, and supply any further need for meat with ham, pork, bacon and sausages. These unmistakable instructions will meet with a ready response from the vast majority. If bacon and ham and pork are too high in price for a great many of us, we can, in any case, take advantage of the summer season and satisfy our appetites with vegetables and fruits. Mr. Hoover's prohibition of beef consumption extends only to September 15. Between then and now he will find the American people meeting him more than half-way.

Food Administrator Prescott has ruled that all eggs shipped in case lots must be candled by the shipper and a printed statement to that effect placed on the top layer of each case, guaranteeing the good quality of the contents of the case.

It is reported that the Arctic Ice Cream Co., of Detroit, which is closely allied with the Grand Ledge Condensed Milk Co., will engage in the ice cream business in Grand Rapids sometime during the next year.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, June 11—In the matter of Carl A. Dahlquist, bankrupt, Muskegon, the final meeting of creditors has been held. The balance of the accounts receivable still on hand and uncollected were sold to C. A. Dahlquist for \$25. The trustee's final report and account was approved and allowed. An order for distribution was entered. Certain administration expenses and a final dividend of 15 1/2 per cent. were ordered paid. The first dividend in this matter amounted to 15 per cent., making a total of 30 1/2 per cent. paid to general creditors.

In the matter of H. W. Hakes, bankrupt, Grand Rapids, the first meeting of creditors has been held. Claims were allowed and appraisers appointed. Creditors failing to elect, the referee appointed James Hooper trustee and fixed his bond at \$1,000.

In the matter of the Walker Grocer Co., bankrupt, Traverse City, the first meeting of creditors has been held. Walter H. Brooks was elected trustee and his bond fixed at \$200. It appearing that all assets of this estate have been taken on a chattel mortgage before bankruptcy proceedings were commenced, no appraisers were appointed.

In the matter of Henri Gerbers, bankrupt, Grand Rapids, the first meeting of creditors has been held. It appearing that there are no assets in this estate, the same will be closed out at the expiration of 20 days.

In the matter of Elon Holford, bankrupt, Alfred A. Ball, bankrupt, and the Superior Laundry, bankrupt, all of Grand Rapids, it appearing at the first meeting of creditors in these matters that there are no assets in the estates, no trustee was elected and they will be closed out at the earliest possible date.

In the matter of Julius F. Hendrickson, bankrupt, Grand Rapids, a special meeting of creditors has been held and a first dividend of 5 per cent. declared to general creditors herein.

Grand Rapids, June 17—In the matter of the Vereeke-Siersma Hardware Co., bankrupt, Holland, a sale of the assets was held on the 13th at the store building in Holland. The stock in trade and fixtures of said bankrupts, except one Chevrolet automobile, set apart to the bankrupt Siersma as exempt; and free and clear of the mortgage lien of John A. Van Der Veen, for \$1,250 and interest, subject, however, to the title contract interest of the Detroit Automatic Scale Co. and the American Can Co., were sold to John A. Van Der Veen, of Holland, for \$6,275. An order was made confirming the sale forthwith.

Lotan C. Read, Jr., of Grand Rapids, filed a voluntary petition for adjudication in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for June 27, at which time creditors should appear to prove their claims and elect a trustee. The schedules show liabilities amounting to \$1,809.81 and assets amounting to \$50, which is claimed as exempt. Following are the creditors:

Creditors Holding Securities.	
G. R. Savings Bank, Grand Rapids	\$50.00
Unsecured Creditors.	
G. R. Salvage Co., Grand Rapids	\$ 6.91
Willis Transfer Co., Grand Rapids	6.50
Air Reduction Sales Co., New York	16.50
John J. Macauley, Grand Rapids	44.18
Linde Air Products Co., New York City	14.00
G. R. Boiler Works, Grand Rapids	14.45
Acme Welding & Repairing Co., Grand Rapids	6.00
Cadillac Mach. Co., Cadillac	30.00
Culver Bros., Frankfort	12.00
Wassmuth & Emmer, Grand Rapids	26.00
John Ames, Frankfort	20.00
W. Mich. Mach. & Tool Co., Ltd., Grand Rapids	5.00
Military Pub. Co., New York City	1.36
Emerson Institute of Efficiency, New York City	25.00
Prest-O-Lite Co., Inc., Detroit	208.41
P. Yandon, Grand Rapids	47.50
D. Emmet Welsh, D. D., Grand Rapids	6.50
Columbian Transfer Co., Grand Rapids	12.00
Josie W. Pennell, Grand Rapids	120.00
H. Monroe Dunham, Grand Rapids	25.00
Tisch-Hine Co., Grand Rapids	32.50
Bixby Office Supply Co., Grand Rapids	8.00
Leonard Benjamins, Grand Rapids	15.00
G. H. Behnke, Grand Rapids	49.50
M. S. Keeler, Grand Rapids	20.00
William Geedes, Frankfort	14.00
Atlantic & Pacific Tea Co., Grand Rapids	4.50
Peter D. Mohrhardt, Grand Rapids	29.00
Herpolsheimer Co., Grand Rapids	39.00
L. C. Read, Sr., Grand Rapids	860.00
Charles S. Holt, Grand Rapids	6.00
G. R. Savings Bank, Grand Rapids	35.00
Joseph J. Klaassen, of Grand Haven, a retail grocer, filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for June 28. Following is a summary of the debts and assets scheduled by the bankrupt:	
Unsecured claims	\$1,297.32

Assets.	
Stock in trade	\$600.00
Household goods, etc.	250.00
Horses, cows and animals	50.00
Carriages and vehicles	25.00
Machinery, tools, etc.	75.00
Debts due on open accounts	609.91
Total	\$1,609.91

Bankrupt claims as exempt household goods amounting to \$250 and stock in trade used in business as retail grocer to the amount of \$250. The names of the creditors follow:

Preferred Creditors.	
City and School tax, Grand Haven	Amt. Unknown
Secured Creditors.	
Dunkirk Seed Co., Dunkirk, N. Y.	Amt. Unknown
Unsecured Creditors.	
Reid, Murdock & Co., Chicago	\$165.68
I. Van Westenbrugge, Grand Rapids	51.90
National Grocer Co., Grand Rapids	62.07
Moulton Grocer Co., Muskegon	396.97
Hume Grocer Co., Muskegon	113.33
H. Hamstra & Co., Chicago	7.67
Martin Stap, Grand Haven	95.16
Ginocchio, Costa & Co., Chicago	19.15
J. B. Lavezzorio & Co., Chicago	17.15
Heckman Biscuit Co., Grand Rapids	15.29
Swift & Co., Muskegon	29.40
C. W. Mills Paper Co., Grand Rapids	11.13
W. W. Richards, Muskegon	38.53
Armour & Company, Chicago	23.40
W. F. McLaughlin & Co., Chicago	17.05
G. R. Paper Co., Grand Rapids	13.02
Arbuckle Brothers, Chicago	72.00
Walker Candy Co., Muskegon	9.45
Peter Dornbos, Grand Rapids	3.63
G. H. Baking Co., Grand Haven	77.03
Peter Van Zylen, Grand Haven	13.62
Estate of Fred D. Vos, Grand Rapids	7.50
National Biscuit Co., Grand Rapids	20.40
John J. Danhog, Grand Haven	11.29
C. Verberkmoss, Grand Haven	5.50

WORK FOR THE A. P. L.

Chief Hughes, Allegan county representative for the American Protective League, is entitled to much credit for the energetic manner in which he is rounding up slackers and pro-Germans in his territory. He recently discovered a portrait of Bloody Bill in the home of Dan Ellinger, an ex-saloon keeper, and gave the people of his county an excellent object lesson by publicly burning it in the presence of a large concourse of people last Saturday evening. The event took place in the court house square and was accompanied by patriotic addresses and other demonstrations calculated to increase interest in the war and hatred for the Hellish Huns.

If one-half the reports one hears on the streets are true, Grand Rapids possesses the material for many such demonstrations. The German societies, especially those on the West side, all have German flags which ought to receive immediate attention.

A distinguished pro-German painter reported to be the possessor of an image of the Kaiser—presented to him by a Grand Rapids woman who ought to be interned during the war—which is the object of veneration and worship by a large circle of German sympathizers.

A woman of German descent is reported to have recently stated in an alleged Americanized German church on the hill that she prayed for the nation which is right—that she did not pray for America. She is the wife of a leading Grand Rapids business man and should receive the same treatment suggested in the case of the image presenter.

A certain clergyman whose name indicates his antecedents holds up his hands in horror over the use of harsh

names in connection with the Kaiser and the German people, protesting that they must be won over to our side by soft talk and honeyed phrases. He spends much time at Camp Custer, pretending to be ministering to the religious needs of men of his own race, but he is not a safe man to entrust with such duties and responsibilities, because he has no just conception of the sturdy work which confronts the friends of humanity in this great crisis.

A certain Grand Rapids jobber clamors for three lumps of sugar in his coffee when he is given only two at public eating places. When his request is refused, he sneeringly enquires how long we are to be slaves to "this Hoover business?"

A Grand Rapids surgeon with a German surname recently returned from the West with the statement that there was no interest in the war anywhere in Utah. The same day he was in Salt Lake City Harry Lauder was there and raised over \$17,000—one-half for the American and one-half for the British Red Cross.

None of these instances have been brought to the attention of the Tradesman by members of the A. P. L., but they are respectfully referred to the A. P. L. by the Tradesman in the hope that the persons implicated in these reports be investigated and, if found guilty of the acts charged, be properly punished.

Perhaps the A. P. L. is cognizant of all of the above reports and is giving them painstaking investigation. The organization works with such secrecy that the general public knows nothing of what is being done until the cases appear in the courts.

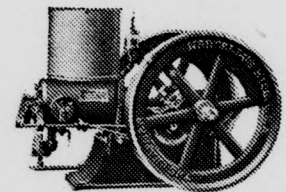
We are dealing altogether too leniently in this country with seditionists and traitors, to say nothing of the wretched manner in which we are temporizing with the paid spys and incendiaries of Bloody Bill, the Bastard Born Brute of Berlin!

Ever since war-books became articles of quantity-production, those who write as well as those who read them have been murmuring that there were too many. In such a throng distinction was impossible—volumes of patrician style were sure to be crowded into the shadow by more vivid competitors. The critic may console himself by observing that nature continues to be quite as

indiscriminate as literature. New people are being put on the market much faster than new books. A better selected lot would save great expense and waste that now go on simply because we cannot foresee which shall prove the human masterpieces. The same way in the garden: unmannerly little seeds push up in needless quantities, so unregardful of the rights of slower but better-bred seeds that they actually have to be pulled up and tossed over the fence before they will understand that they are too numerous. This thinning process persists incorrigibly, and often it turns out that the books and people and plants whose debut was arranged with the utmost circumstance and good form develop later on into enormous insignificance.

Chapman Economizer Engines

ARE GOOD ENGINES



Thousands of satisfied users will tell you they are the best.

They start easy, they run, they pull. They do your work at the lowest possible running expense. We demonstrate economy fuel, gasoline, kerosene, distillate. GET OUR PRICES ON ENGINES.

Our business is growing rapidly—yet on account of age and health will sell out at a reasonable price. Address H. L. Chapman, Marcellus, Mich.

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

OUR BUYERS' WEEK

June 24-25-26-27 and 28

We would like to have you with us this week. Come and see us and we will try and make your visit both pleasant and profitable.

Sherwood Hall Co., Ltd.

Wholesale Automobile Tires and Accessories,
Saddlery, Carriage and Heavy Hardware,
Iron and Steel.

30-32 Ionia Ave., N. W.

GRAND RAPIDS, MICH.

We Want to Talk Shop with You

WE VERY earnestly invite you to visit Grand Rapids during "Buyers' Week" which will be held June 25 to 28. We trust you will fix this date in your memory, and make your plans so as to spend as long a time with us at that time as you can.

This is for the purpose of "talking shop" with you; talking about the newer methods of doing business that are coming into use so rapidly; talking about the changed conditions which are a constant puzzle to you and ourselves in the present rapid stride of business. We want to visit with you about the future because we feel that our problems are the same, and we believe that a good heart-to-heart talk will help us both.

In addition to this we are going to have here, to talk to you and ourselves, some of the best speakers in the country, and we believe that the things they will tell us will help us decide our problems.

The endeavor of the Grand Rapids' Wholesalers to bring about such a conference will be helpful to business interests of Western Michigan, for it is through co-operation under the present conditions that we are going to help win the war and assist one another. With this thought in mind we earnestly invite you, and sincerely hope you will be with us.

We particularly invite you to make our office your headquarters while you are here, and sincerely trust you will take advantage of this, and permit us to do everything we can to make your stay in Grand Rapids profitable and pleasant.

THE 4th of July week is usually a busy one with the merchants, and believing a little rest is good for all of us, we have again this year decided to give all of our salesmen a vacation from June 30 to July 8.

We have confidence you will be glad to give us your co-operation, so that it will work out to our mutual advantage, and we ask as a favor that you send us your orders by mail or phone during that period.

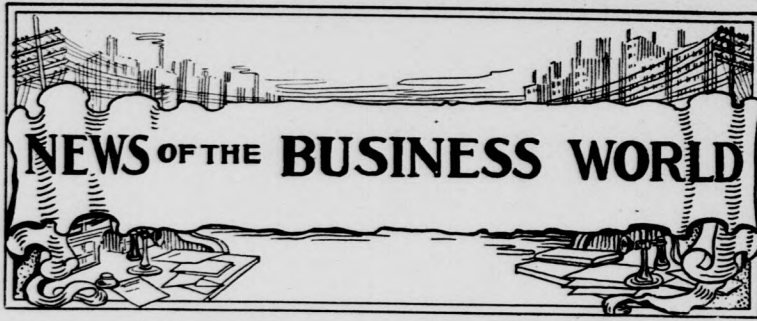
We hope it will not put those who wish to secure the cash discount to any inconvenience to mail their check to us within the usual discount period.

We assure you in advance of our appreciation of your co-operation and promise you that your orders will receive our very best attention.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movements of Merchants.

Whitehall—A. P. Schnellenberger succeeds A. M. Leighton in the grocery business.

Grand Haven—G. A. Felt succeeds Felt & Ringleberg in the grocery and meat business.

Detroit—The Highland Park State Bank of Detroit has changed its name to the Bank of Detroit.

Jackson—The Jackson Farm Products Co. has increased its capital stock from \$35,000 to \$55,000.

Saginaw—The Anthony Beck Auto Supply Co. has engaged in business at 810 Genesee avenue.

Bangor—L. J. Van Wiren has closed his bakery and removed to his former home in Kalamazoo.

Escanaba—The Cloverland Sheep Corporation has increased its capital stock from \$20,000 to \$50,000.

Holland—The Standard Grocer & Milling Co. has increased its capital stock from \$50,000 to \$80,000.

Harrison—The State Savings Bank of Harrison has increased its capital stock from \$20,000 to \$25,000.

Detroit—The Frank & Davidson Wholesale Grocery Co. has changed its name to the Frank & Davidson Co.

West Branch—The Ogemaw Co-Operative Shippers Association has increased its capital stock from \$250 to \$500.

Jackson—The Fletcher Alderman Co. conducting a department store, has increased its capital stock from \$50,000 to \$150,000.

Buckley—Walker Bros. Bank of Buckley has closed its doors and it is reported that depositors will meet a heavy loss.

Vicksburg—The Vicksburg Lumber Co. has purchased the coal and wood yard of L. R. Lawrence and will continue the business.

Holland—J. A. Vander Veen has purchased the Veereke-Siersma bankrupt hardware stock and will consolidate it with his own.

Ypsilanti—Comstock & Osbon have taken over the stock and fixtures of the Ypsilanti Vulcanizing Co. and will continue the business.

Alma—The Purity Milk Co. is building a plant for pasturizing milk and manufacturing ice cream which it will occupy about July 1.

Lake Ann—A. D. Hancock has removed his stock of general merchandise to Cedar Springs where he will continue the business.

Grand Haven—Leo L. Thomas and R. L. Vyn have formed a copartnership under the style of Thomas & Vyn and will engage in the shoe business about July 15, when the store building which they have leased will be remodeled.

Vermontville—E. H. Eckhart has taken over the stock of the Quality Grocery and will continue the business under the same style.

Detroit—The Ideal Garage Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Trout Lake—G. M. Smith & Co. have sold their grocery stock to Wherlen & Martin and will devote their entire attention to their dry goods stock.

Kalamazoo—Thieves entered the grocery store of William Austin, on Cameron street and carried away considerable stock and the contents of the cash register.

Holland—Vaupell & Aldworth, druggists, have dissolved partnership and the business will be continued by John Vaupell, who has taken over the interest of his partner.

Manistee—The business men of the city have decided to undertake the celebration of July 4 this year. All former residents of the city are invited to participate in the event.

Kalamazoo—J. C. Parker and R. J. Beebe, proprietors of the Service Tire Shop, at 109 North Rose street, have enlisted in the service of the United States army and will close out the business.

Detroit—Automotive Sales Co. has been incorporated to deal in auto parts, tools, etc., with an authorized capital stock of \$3,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—Automobile Sales Co. has been incorporated to deal in auto parts, tools, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Vicksburg—Robert Baker, 93 years of age, died at his home in Vicksburg, June 16. Mr. Baker was engaged in the drug and grocery business for twenty-seven years, retiring when he sold his drug stock to C. G. Foster, in 1904.

Kalkaska—Christen Kryger, who has conducted a dry goods, clothing and shoe store here for the past twenty years, has closed out his stock and removed to Detroit, where he will assume the management of a clothing and shoe store.

Escanaba—This city is to have its first creamery. Harry Bonefeld, formerly of Stonington, but for the past six years employed at some of the leading creameries in Wisconsin, has leased the Laporte building at Ludington and Tilden avenue and will open a model creamery as soon as the machinery can be installed.

Detroit—The Walker & Rush Co. has been incorporated to buy and sell at retail, musical instruments and music house supplies, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Big Rapids—The Four Drive Sales Corporation has been incorporated to deal in motor vehicles and agricultural implements, with an authorized capital stock of \$100,000, all of which has been subscribed, \$10,000 paid in in cash and \$68,300 in property.

Vicksburg—Follmer & Lawrence have been incorporated to conduct a wholesale and retail hardware and agricultural implement business, with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and paid in, \$6,776.06 in cash and \$33,223.94 in property.

Manufacturing Matters.

Detroit—The Standard Parts Co. has increased its capital stock from \$1,000 to \$10,000.

Detroit—The Federal Carburetor Co. has increased its capital stock from \$10,000 to \$50,000.

Saginaw—The Saginaw Malleable Iron Co. has increased its capital stock from \$400,000 to \$650,000.

St. Clair—The Diamond Crystal Salt Co. has increased its capital stock from \$800,000 to \$1,000,000.

Manistee—The G. J. Johnson Cigar Co., of Grand Rapids, is planning to locate a branch factory here.

Detroit—The F. C. Chapper Iron & Wire Works has changed its name to the F. C. Chapper Iron Works Co.

Saginaw—The Stork Motor Works and the Wolverine Machine Co. have consolidated with a capitalization of \$75,000.

Detroit—The Semet-Solvay Co., manufacturer of coke, has increased its capital stock from \$10,000,000 to \$20,000,000.

Perkins—The Rapin Timber Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Crescent Candy Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Master Gear & Tool Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Liberty Tool Co. has been incorporated with an authorized capital stock of \$2,500, of which amount \$1,500 has been subscribed and paid in in cash.

Detroit—The Detroit Roller Screen Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$10,000 in cash and \$15,000 in property.

Detroit—The Detroit Cream Cheese Co., Inc., has been organized to manufacture and sell cream cheese, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The American Box Supply Co. has been organized to manufacture lumber and accessories, with an authorized capital stock of \$24,000,

all of which has been subscribed, \$9,500 paid in in cash and \$4,000 in property.

No New Bakers Until August.

Lansing, June 18—Notice has been given county food administrators by George A. Prescott, Federal Food Administrator for Michigan, that no new commercial baker is to have a supply of flour. Not until August 1 will the food administration consider new applications for licenses such as are required of all commercial bakeries.

Under the wheat distribution rules bakers of products other than bread and rolls who were not in business in 1917 are not permitted to purchase or use any wheat flour in the manufacture of such products until after August 1.

A baker who desires to surrender his license must satisfy the county food administrator that he is no longer in business and turn over the license to him, Mr. Prescott says. When selling his business a baker is not permitted to transfer his license. The license of the seller must be surrendered to the food administrator and the purchaser must apply for a new license. This will be granted conditional upon a strict conformity with the food regulations and the sale is a legitimate transfer of the baking business.

Let the Good Work Go On.

Corunna, June 17—I am enclosing \$2 to renew my subscription to the best trade journal ever published. The thorough and unqualified Americanism of the publisher as expressed in frequent articles on the war, criticism of public men who have failed to measure up to the right standards, fearless hatred of everything German, unhesitating exposure of business frauds and frequent and repeated warnings to the mercantile fraternity against frauds and cheats in trade render the Michigan Tradesman a valuable asset to any business man. Let the good work go on! Give the Germans hell and us more of that splendid inspiration for hating them and may the time soon come when it will be a crime to speak their language or bear a distinctively German name. J. D. Royce.

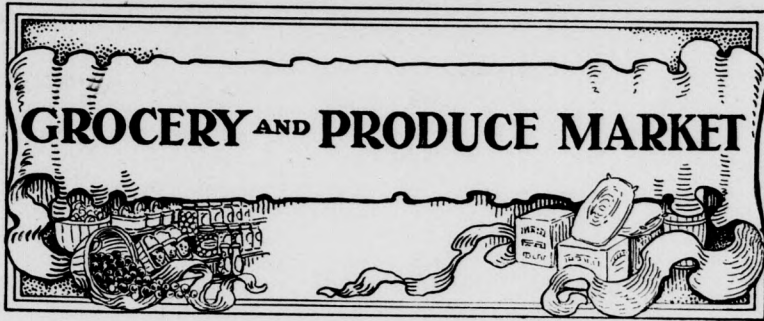
Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, June 19—Creamery butter extras, 43@44c; first, 41@42c; common, 38@40c; dairy, common to choice, 32@38c; dairy poor to common, all kinds, 28@32c. Cheese—No. 1 new, fancy, 23@23½c; choice, 22@22½c; held fancy, 25@26c. Eggs—Choice, new laid, 37@38c; fancy henery, 40@43c. Poultry (live)—Old cox, 23@25c; ducks, 30@32c; fowls, 30@32c; Broilers, 45@50c. Beans—Medium, \$12.50@13.00 per hundred lbs.; Peas, \$12.50@13.00 per hundred lbs.; Red Kidney, \$13.00@14.00 per hundred lbs.; White Kidney, \$14.50@15.00 per hundred lbs.; Marrow, \$13.50@14.00 per hundred lbs. Potatoes—\$1.65@1.75; new, \$4.50@5.00 per bbl. Rea & Witzig.

Reference to the advertisement of Buyers' Week on page 45 of this week's edition gives country merchants some idea of the three war recital treats in store for them, as well as the names of the jobbers who generously volunteer to act as hosts on this occasion. Every house participating in the event has made ample plans to make it decidedly interesting for its customers any time during the week.

T. F. Moseley is confined to his home by erysipelas, being a recurrence of an attack which laid him up several weeks about a year ago. Instead of going to the Atlantic coast this year, he is planning a trip to the Rocky mountains as soon as he recovers from his present indisposition.

Lee M. Hutchins, Manager of the Hazeltine & Perkins Drug Co. will attend the annual meeting of the Michigan State Pharmaceutical Association in Detroit next week. He has been selected to act as toastmaster at the annual banquet.



Review of the Grand Rapids Produce Market.

Asparagus—Home grown, \$1 per doz.
 Bananas—\$7 per 100 lbs.
 Beets—Home grown, 50c per doz. bunches.
 Butter—There is an active trading in all grades of butter. The market is very firm on the same basis as it has been for the past week. The butter is improving as the season advances. The make is also increasing and there is considerable butter being put into cold storage at this time. The consumptive demand is reported to be very good and we do not look for any change of any consequence for this coming week. Local dealers hold extra fancy creamery at 42c for fresh. They pay 36c for No. 1 dairy in jars; they also pay 28c for packing stock.
 Cabbage—Louisville or Mississippi, \$4.50 per large crate and \$3 for medium.
 Cantaloupes—California Standards, \$6@6.50 per crate; ponies, \$5@5.50 per crate.
 Carrots—90c per doz. bunches.
 Cucumbers—Home grown hot house command \$1.20 per doz. for No. 1 and \$1 per doz. for No. 2.
 Eggs—The receipts of eggs have fallen off to some extent. The market is firm on the basis of 1c higher than a week ago, with a good consumptive demand. The quality of eggs arriving is good and the market is healthy at the advance. We do not look, however, for much advance in the immediate future. Local dealers pay 32c to-day, cases included, delivered in Grand Rapids.
 Figs—12 10 oz. packages, \$1.75.
 Grape Fruit—\$4@5 per box for all sizes Floridas.
 Green Onions—18@20c per doz. for home grown.
 Green Peas—\$2 per bu. for home grown.
 Green Peppers—75c per basket for Southern grown.
 Honey—22c per lb. for white clover and 20c for dark.
 Lemons—California selling at \$10.50 for choice and \$11 for fancy.
 Lettuce—Garden grown, 75c per bu.; home grown head, \$1.25 per bu.
 Mushrooms—75c per lb.
 Nuts—Almonds, 21c per lb., filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16½c.
 Onions—Texas Bermudas, \$1.90 per crate for yellow and \$2.50 per crate for white.
 Oranges—California Valencias, \$7.50 @8 per box.
 Pieplant—\$1 per bu.
 Pineapples—\$3.50 for 42s; \$4 for 24s, 30s and 36s.
 Plants—Tomato and Cabbage, 90c per

box; Peppers, Cauliflower and Salvia, \$1.25; Geranium, \$1.50@1.75.
 Potatoes—Old command \$2 per 100 lbs. and new \$3 per 100 lbs. Old stock is pretty nearly exhausted.
 Radishes—15c per doz. for home grown hot house.
 Seeds—Timothy, \$9 per 100 lbs.; Medium Clover, \$32; Dakota Alfalfa, \$23; Montana Alfalfa, \$26; Alsike, \$26.
 Seed Beans—Navy, \$9; Red Kidney, \$9; Brown Swedish, \$7.
 Seed Potatoes—Early Ohio, 2c per lb.
 Spinach—75c per bu. for home grown.
 Strawberries—Home grown range from \$2.50@3 per 16 qt. crate.
 Tomatoes—Floridas, \$6 per 6 basket crate; Texas, \$2.50 per 4 basket crate; home grown hot house, \$2 per 7 lb. basket.
 Water Melons—60@75c apiece for Florida.
 Wax Beans—Florida stock commands \$1.75 per basket.

The Grocery Market.

Sugar—The development in the market for the week is that the Government has allowed the jobber 10 points more profit, his profit now being 35 cents per 100 pounds, instead of 25 cents, as heretofore. It looks as if sugar was going to advance very shortly at least 10 points, and possibly 15 points. Refiners can not to be making any money, and the Government has appointed an arbitrator to discuss the question of refiners' profits and make a report. The increase in freight rates July 1 will necessarily cause another advance in sugar of 8@10 points. On the present basis Grand Rapids jobbers are selling sugar as follows:

Granulated	8.08
Crystal dominoes, 2 lb. cartons..	11.08
Cut loaf	9.58
Cubes	8.83
Extra fine granulated, 25 lb. bags	8.28
Extra fine granulated, 5 lb. cartons	8.48
Extra fine granulated, 2 lb. cartons	8.48
No. 7	7.63
No. 8	7.58
No. 9	7.53
No. 10	7.48
No. 11	7.43

The consumptive demand for sugar is good. Little complications, however, are constantly arising. It is reported that certain large preserve manufacturers who bought up enormous quantities of strawberries have found it impossible to get enough sugar to take care of their requirements. A conflict has arisen over the sale of granulated in cartons. County Controller Rouse (Kent county) holds that the retailer can sell same at 19 cents—9½c per lb. Other county representatives of Mr.

Prescott have ruled that all grades of sugar must be sold at 9c flat. The situation has become so acute that Mr. Prescott has been asked to make a ruling which will cover the situation clearly and conclusively.

Tea—Light spot stocks of practically everything but Javas make for a firm feeling among holders, but business is more or less held in abeyance by the uncertainty as to whether the schedule of freight rates, as at present drawn, will be put into effect on June 25, or modifications that will put tea in a classification less onerous will be made.

Coffee—The market is weak, perhaps ¼c lower on all grades of Rio and Santos for the week. The present quotation on No. 7 Rio, in a large way, green, is 8½c, but it is reported that stock can be bought for 8¾c. In spite of the fact that the supply of coffee en route is enormously large, the Government is arranging to provide more ships to bring more coffee here. The result can hardly fail to be even lower prices. Brazil, however, is trying hard to hold the market up, and has partly succeeded up to date. Milds are steady to firm and unchanged. The general demand for coffee is poor.

Canned Fruit—There is very little to be had on the spot of anything in the canned fruit line, and the market is largely nominal.

Canned Vegetables—There is so little business being done just now, either in the way of spots or futures, that the situation is largely nominal.

Canned Fish—Further complications have been added to the Tuna situation by a report from the Coast that the Japanese fishermen have revolted against the price of \$95 a ton fixed by the Government, so that the work has got to be done all over again. Hence a determination as to margins may be delayed.

Dried Fruits—The high prices named for prunes turn out to be the final quotations and are declared to be those upon which growers have finally agreed with the approval of the Food Administration. These are the highest on record for bulk basis and stand as follows: A 10c basis for 30s, 9½c for 40s, 8½c for 50s to 60s, 60s to 70s and 70s to 80s, 8c for 80s to 90s and 90s to 100s; a 4½c basis for 100s to 120s and 15c for 20s to 30s. It is asserted that these prices have been determined scientifically as to costs and represent to the grower only a reasonable profit. High labor costs and increases in everything that enter into the situation are held responsible. Further developments of an interesting character are expected in the dried fruit situation within the next month, however, and upon the success or failure of the experiments will depend a great deal the permanency of some of the propositions that are now engaging the attention of the trade. No one believes that when the war is over the Food Administration will be promptly closed up and everything allowed to drop back to where it was before. Certain reforms have been arbitrarily put in force for which certain branches of the trade have contended for a long time but which

could not be introduced for the reason that they were sure to tread on some of the toes of some other branch. Under the arbitrary power of the Food Administration it has turned out that every branch has had to yield in some particular and selfish interests have had to be set aside. The public has been greatly impressed with the doctrine that goods must move from the producer to the consumer in the most direct line possible and public opinion usually wins out in the end. As special wards of the Government, growers have been given an amount of freedom that has placed them directly in a privileged class, and there has been in many directions a disposition to take full advantage of it. Primarily these prices have been fixed for the army purchases, but it has been promised to the consumer that he shall have the benefit of the same prices plus the cost of getting the goods to him with the legitimate profits that lie in between.

Corn Syrup—Demand continues of liberal volume and supplies available for immediate use are still hard to find. Sales making are subject to prices prevailing at time of delivery.

Sugar Syrups—While the trade waits for the announcement of Government regulations on standards and prices, business is at a standstill.

Molasses—Cuban distillers are reported to be endeavoring to induce their government to limit exports of this commodity on the ground that it is needed at home for the production of alcohol, rum, etc. Otherwise there is nothing new in the situation.

Rice—The movement is very slow due to lack of supplies in grades that are wanted. The tone is firm but prices are more or less nominal.

Cheese—New cheese is continuing to improve as the season advances. The quality is getting better every day. The market to-day is ruling about 1c higher than it was a week ago. The make is also likely to increase, but we do not look for much change from the present basis of quotations.

Tobacco—Horseshoe and Star plug have been extended to eight space at 64c per pound. The space was 5, then 6, then 7. With the J. T. plug these two brands are not caught up to orders by jobbers. This is due to irregular shipments.

Provisions—The market on smoked meats is about the same as it has been, with a light demand. The lard market is quiet, ruling at prices the same as last week, and compound is also stationary, with a light consumptive demand. Barreled pork, dried beef and canned meats are in increased demand and unchanged in price.

Salt Fish—The supply of new shore mackerel is still very light, but new cape shores are expected almost any day. The submarine attack on the New England coast, however, may interfere. Prices on new shores are expected to be for No. 1s around \$24, which is about \$6 above last year. There is some Irish mackerel and some old shore fish about. Practically no No. 2s, however, in either grade. No. 1s are bringing up to \$42 and \$43. The demand is fair.

THE LAST STRAW.

President Wilson More Partisan Than Andrew Jackson.

Written for the Tradesman.

For United States Senator, Henry Ford of Detroit—"by request of the President!"

How very kind! How much of turmoil is removed from the good people of Michigan by this kindly thoughtfulness of the schoolmaster at Washington who presides over the destinies of the Great Republic!

The interest manifested by President Wilson in the affairs of the people of the different states in the Union is in some respects touching. And to know that it is all for the good of the country—strictly non-partisan, so to speak! Well, be it so. Congress has given the man at the White House unlimited powers, made him, indeed, the dictator of the destinies of the great American people.

No monarch in Europe—with, perhaps, the one exception of the Kaiser—has such unlimited powers as we have granted to President Wilson. This has been done as a war measure and, perhaps, is justified, although wherein the man in the White house gets his authority to name our legislators is beyond the ken of the ordinary citizen.

And Mr. Ford, because of the request of the President, has kindly consented to accept the post of United States Senator! It is strange how easily we as a people slip into the ways of the master. Non-partisan elections seem to have become a fad. In the present instance, however, why go to the trouble and expense of holding an election since the President has decided in advance who shall represent us at Washington?

The ways of the schoolmaster are becoming more observant as time passes. We have submitted to all sorts of regulations and innovations, some of them exceedingly humiliating, in order to advance the cause of our most righteous war against the Hun. We have permitted without a murmur interference with our food regulations and our fuel supply. We have even permitted the schoolmaster to fix prices on many articles of commerce; to fix wages, to declare that the union laborer is entitled to special privileges and is within his rights when he holds up the railway system of the country, retards ship building and flings a monkey wrench into the machinery of the whole manufacturing system for purposes of a purely selfish nature.

Gompers, the head and front of the most infamous system known to the industrial world, is one of the Administration's pets, many of the methods used being dictated by him.

There can be no disguising the fact that this cry of non-partisan elections on the part of men in close touch with the President, is of a very partisan nature, calculated to perpetuate the present incumbency in power not only for the present but for a long period of years after the war. It is a clever scheme working under cover of the specious pleading for non-partisanship in order to win the war.

The war must be won, we all realize that. We all realize, too, that many sacrifices must be made by the old men and cripples at home, as well as our gallant young soldiers on the firing line; but can anything be more despicable than this attempt to bolster party capital at the expense of the people?

Have ordinary citizens no rights which the schoolmaster and his helpers, at Washington are bound to respect? If they have not, it is high time the truth was known and a halt called to some of the acts of the President which are plainly more partisan than anything that has taken place in party politics since the days of Andrew Jackson.

President Wilson's interference with the senatorial fight in Wisconsin was markedly out of place and very properly rebuked by the voters of that State. Now, with the sublime impudence of the Kaiser himself, he presents to the people of Michigan his candidate for the United States Senate and assumes to dictate to Michigan voters their duty in the premises. This is, indeed, the last straw. Plainly there should be no mincing matters hereafter. Let us stand no further political bossism from the man in the White House.

Nobody believes that President Wilson, who was in a manner forced to take up the gauntlet thrown down by Germany, is any more patriotic than millions of his fellow countrymen who believe that he erred in venting a mean personal spite upon General

Leonard Wood and Theodore Roosevelt.

It is high time the people demand to know why such pacifists as fill his cabinet and other high positions were selected in preference to sterling patriots who were from the day of the sinking of the Lusitania outspoken in their demands that Germany, who had brutally murdered our men, women and children, be brought to an accounting.

There is scarcely anything pertaining to the industrial world untouched by the hand of the meddler. From railroad strikes to shipyard outbreaks the President puts in his ultimatum and invariably in a most partisan manner.

His sympathies are all with the venal and unscrupulous leaders of the labor unions—partisan politics again—and his hand is put forth to soothe the ruffled tempers of the Gompers' outfit by urging a shortening of hours, an increase in wages, never once noting if the employers are in a position to accede to these concessions.

The President's son-in-law, too, is playing politics to the top of his bent, with Papa Wilson standing behind, urging him on. Doubtless both have an eye out for 1920. The outrageously partisan conduct of the President and his appointees is rapidly developing into a scandal which is fast becoming nauseating to all fair-minded people.

The war must be fought to a finish. It is America's war for self preservation, for the freedom of the world.

This is not a Democratic war, not a Republican war, but a battle for American manhood and for the rights of mankind. It shall not be permitted to lag for want of the patriotic devotion of our people. At the same time it is no credit to the President or his appointees to continue harping on the old string that nobody is patriotic unless he is continually bowing in the dust before the dictates of the most astute and arbitrary manager who ever entered the political ring.
Old Timer.

Buyers' Week

June 24, 25, 26, 27 and 28

These are the dates of BUYERS' WEEK to be held in Grand Rapids, in the interests of the Merchants of Michigan and neighboring states.

This conference will bring you in closer touch with the manufacturing and wholesaling end of your business problems, and bring you in intimate contact with the sales possibilities of the lines you handle.

You will have ample opportunities to exchange ideas and experiences with live merchants from every part of the State, for mutual good.

The HOME OF SUNBEAM GOODS cordially invites you to come and share in the benefits of real price inducements which will be made to every merchant attending and also afford us an opportunity to extend every possible courtesy while in Grand Rapids.

Brown & Sehler Co.

Home of Sunbeam Goods

Grand Rapids

Michigan

NOVELTIES
STATIONERY
POSTCARDS
HOLIDAY GOODS
DRUG SUPPLIES
SCHOOL SUPPLIES

**The House
That Appreciates Your
Business**

Agents for—
A. P. W. Toilet Paper
Wyandotte Paper Bags
Marcus Ward Stationery
Goldsmith Sporting Goods
Goodyear Rubber Sundries
Diamond Ink

Our latchstring will be out during Buyers' Week, June 24-28, and we will welcome all callers on that occasion.

HOLIDAY GOODS ON DISPLAY

The Heyboer Stationery Co.
WHOLESALE

3 Ionia Avenue, N. W.

GRAND RAPIDS, MICHIGAN

Visiting Merchants Buyers' Week

While in our city during Buyers' Week, June 24-28, or at any other time, we would be pleased to have you make our store your headquarters.

If we can be of any service to you, command us.



Rademaker-Dooge Grocer Co.

"House of Quality and Service"

Grand Rapids, Mich.

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Each issue Complete in Itself.

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E. A. STOWE, Editor.

June 19, 1918.

CANNED GOODS SITUATION.

This being the first season that the canned goods trade has really been under the control of the Food Administration a great many lessons will be learned that will be of service for future guidance, not only for the administration, but for all concerned. Growers in particular, and Eastern tomato growers very particularly are likely to find that despite all the human laws ever enacted, certain natural laws will work with relentless precision. Chief of these is the law of supply and demand, and along with it the law that high prices stimulate production and decrease consumption. A short supply of tomatoes at a critical time last season sent prices skyward; the high prices have stimulated production so that there is to be a big crop this year. But the high prices have also checked consumption and retailers have lots of tomatoes left over from last year. Thus there is the probability of an increased supply this year and because of the reduction in prices which may ensue buyers are holding back on their purchases. Nevertheless very many growers are looking at their tomato patches and seeing only gold dollars. Some of them who had not been able to make contracts last year or else repudiated their contracts, which some of them did, are not contracting this year because they were able to obtain such fancy prices last year. They figure that the trick is in being foot-loose. The effect is, however, that some canners have been unable to sign up enough acreage to assure them raw material enough to sell futures against, so that the Administration is obliged to offer such canners a special dispensation if they can make out a sufficiently good case. Perhaps another year such growers may not be so greedy.

SHUN THE GERMAN SNAKE.

There is one way in which patriotic American merchants can punish a pro-German sympathizer who happens to be engaged in the jobbing or manufacturing business, and that is by refusing to patronize him, sit beside him, eat in the same room with him, receive his literature from the mails or give him any encouragement or recognition whatever. The man of

German birth or descent who undertook to justify the invasion of Belgium, the destruction of the Lusitania or the fearful atrocities constantly committed by the German soldiers and the German people should be condemned and shunned by every loyal American. The traitor should be treated like a pariah. If he does not like that treatment in his freedom, the Government, no doubt, would be willing to lock him up.

There is no use in being tender with Prussia's servants in this country and certainly not with those of her servants who have American citizenship. A wolf in sheep's clothing, a snake in the skin of a dove, the Prussian-minded man who shelters under the Stars and Stripes deserves no considerate treatment. He has lost his slightest claim to it by merely being what he is.

Mr. Hoover's call for a greater economy in beef consumption would have to be answered in any case; but the season makes the sacrifice smaller. Summer is the time when the food needs of the armies are greatest and of the civilian populations smallest, and thus there is something of an adjustment. Summer in the battlefield is the time of campaigning and extraordinary physical exertions, whereas for the non-combatants it is the time when the appetite automatically slackens. Long before the war the doctors made it their regular counsel to be thrifty with meats in hot weather. Six and a quarter pounds of beef for the ordinary family of five are not excessively thin rations, especially if the maximum of use be derived therefrom. The full value of meat under restricted circumstances may be obtained by combining it with our vegetable resources in an improvement on the European soup paysanne. The frequenter of the Italian table d'hote is familiar with the steaming bowl within whose capacious round is a vegetable cosmogony—carrot and turnip, cabbage and potato, spinach and bean and pea, with a unifying principle, a liaison of spaghetti paste. Add to this combination part of the fairly generous allotment of beef Mr. Hoover grants us, and the ideal summer dish is at hand, useful not only for winning the war, but for broadening this Nation's culinary outlook after the war.

One of the astonishing exhibitions at the convention of the National Wholesale Grocers' Association at Cleveland last week was the uniformity with which everyone connected with the Food Administration lauded the work of Herbert Hoover. Report after report, address after address told of the greatness of his ideals and the unselfish self-sacrifice he is displaying in carrying on perhaps the most momentous responsibility in the world to-day. Every man seemed to really feel, as he spoke, that it was a source of pride that he was permitted to be a part of so great a work.

The Kaiser is looking anxiously for the fruit of victory. In his case it will be a lemon.

DOG OR DUTY?

Census figures disclose the fact that our domestic wool clip is only sufficient to equip an army of 2,000,000 soldiers with the clothing they require, to say nothing of the needs of the people at home.

In 1911 we had 53,633,000 head of sheep in this country. Now we have less than 49,000,000.

The decrease in sheep raising is due almost wholly to the maintenance of dogs which seek out the sheep by night and destroy entire herds with no object in view except the joy of killing. No great increase in sheep growing can be accomplished until we have a law in every state where sheep are raised prohibiting the keeping of a dog unless he is kept chained up, day and night. When this is done the raising of sheep will be resumed in this country with renewed energy and determination to help Uncle Sam cloth his soldiers as they should be clothed.

The Tradesman has long believed that several animal species should be exterminated by law—rats, mice, cats and dogs. None of these four serve any useful purpose. Canines may be serviceable as watchdogs, but the damage they do, as a class, so far outweighs all the advantages in their favor that the world would be greatly benefited by the utter extermination of every canine. Our state census discloses 215,000 dogs in Michigan. As it costs at least 10 cents per day to feed a dog on the average, the expense of maintaining dogs in Michigan is therefore \$21,500 per day—enough to feed 20,000 men at the battle front; enough to maintain 50,000 growing babies who come into the world in poor families; enough to keep up a half hundred hospitals in France for the wounded soldiers who bleed for the sake of humanity.

In the absence of a specific law utterly prohibiting the maintenance of dogs, it is up to every dog owner to choose between duty and dogs; between patriotism and slackerism—between humanity and savagery.

Readers of the Tradesman, to which class do you belong?

What the Emperor of Austria wrote to the King of Rumania lacks the little jest that made Franklin's somewhat similar bon mot immortal. "This is a time when kings must stick together"—nobody will deny that. But was there no one in the royal palace at Bucharest to recall the American's response to an appeal for unanimity when the Declaration of Independence was about to be signed? It would have been an excellent reply to Vienna: "Yes, we must indeed all hang together, or assuredly we shall all hang separately." The pooling of thrones may seem at first sight a bit derogatory to the dignity that in his immediate presence at least doth still hedge a sovereign, but it is not an unprecedented procedure. What was the Holy Alliance of happy memory but a merger of monarchs to meet a threatened falling off in the demand for king-made government? It evoked an echo from the New World in the form of the Monroe Doctrine, just

as the present menace of militaristic control has brought the Americas into active opposition. But was there ever a time when kings could not afford to snap their fingers at democratic aspirations—in private? The fly in the ointment is that so many nations seem to have concluded that this is also a time when freemen must stick together.

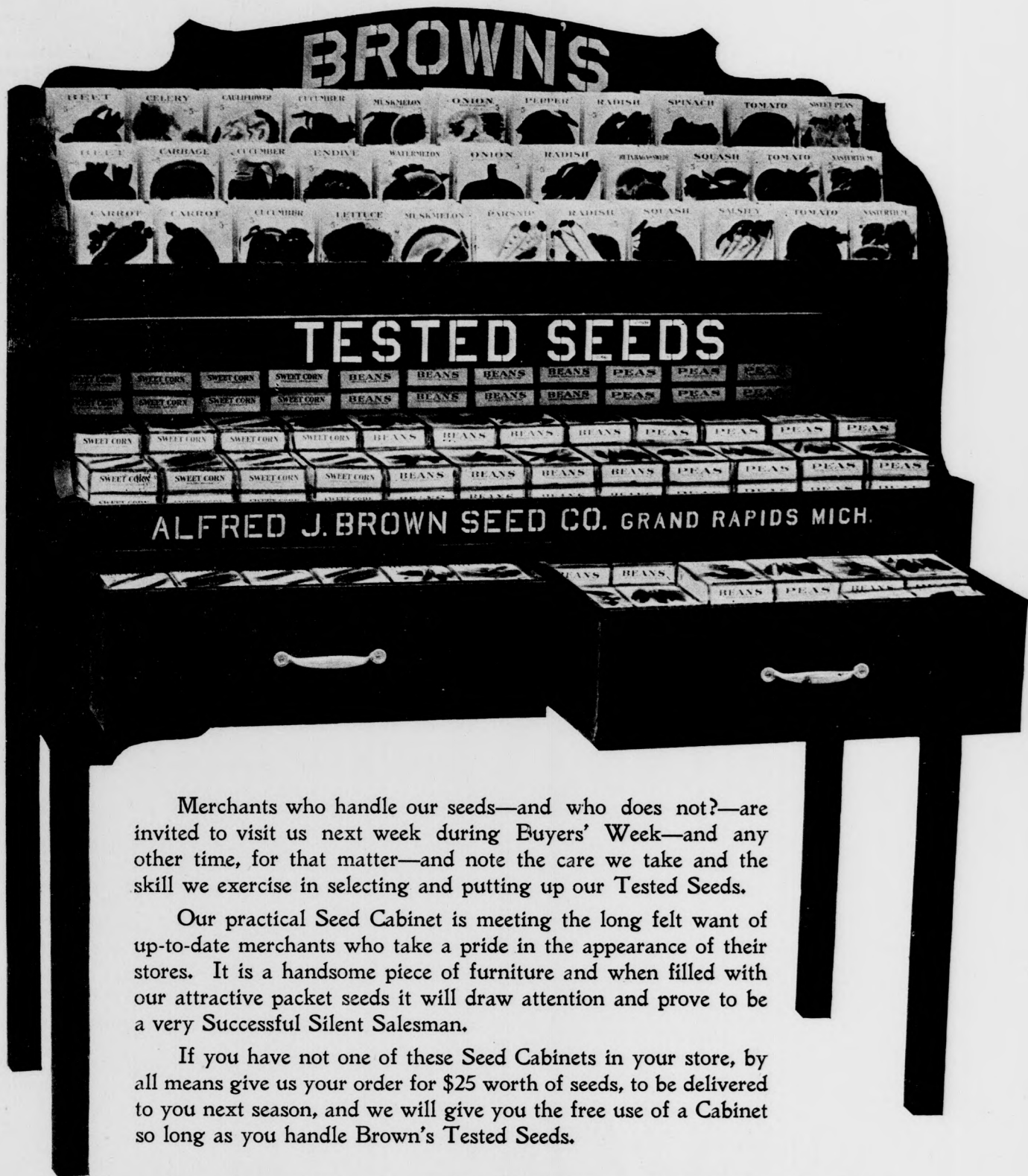
The humble British rat has attracted the attention of the highest classes in England. Viscount Chaplin and Lord Lambourne have issued a joint letter to all British farmers begging them to declare war on the brown rat as the special foe. In 1908, they declare, Sir James Crichton Browne estimated the yearly damage done by these pests at \$75,000,000 in foodstuffs alone. At the present high prices for food the damage done by them costs no less than \$200,000,000. "If you could not afford to keep rats in 1908," the appeal runs, "you certainly cannot afford to keep them in 1918"—not even, we presume, if the rats have voluntarily adopted a system of food rationing of their own. On a moderate estimate there is a rat to every human being in England to-day, and as farm labor has decreased, there is less time than ever being given to destroying them. It would seem as if this were the opportunity for still another patriotic service corps. Since a man was excused from conscription the other day because he had trapped no less than 10,000 British rabbits in 1917 for food purposes, perhaps a national rat-catchers' brigade could be formed of Irishmen and others not willing to serve with the colors. Meanwhile we commend this suggestion to Mr. Hoover.

The wholesale grocers apparently know their mind on the subject of trade acceptances very well, however much it may vary from the views of some other business men. They do not favor the adoption of trade acceptances generally in their business. They do not deny all that is claimed for the new plan of the Government for two-name rediscount paper in business—in fact, admit its banking desirability—but they feel that it would lengthen the prevailing terms of time for settling open accounts and would involve an immensity of accounting and detail that would add materially to the cost of doing business in the jobbing food trade. And so they disagree with some of the leading bankers and the officials of the Government who are trying to have the scheme generally adopted.

A retail grocer at Hart weighed out three barrels of granulated sugar in 2 and 5 pound packages. He did the work personally, so as to ascertain how near he could come to the scheduled weights in dealing out sugar in retail quantities. One barrel was short 8½ pounds, another 8¼ pounds and the third between 8 and 9 pounds. He attributes the shortage to the fact that he gave down weight in each case, instead of exact balance weight.

Life would be monotonous if we didn't make an occasional enemy.

The Home of Tested Seeds



Merchants who handle our seeds—and who does not?—are invited to visit us next week during Buyers' Week—and any other time, for that matter—and note the care we take and the skill we exercise in selecting and putting up our Tested Seeds.

Our practical Seed Cabinet is meeting the long felt want of up-to-date merchants who take a pride in the appearance of their stores. It is a handsome piece of furniture and when filled with our attractive packet seeds it will draw attention and prove to be a very Successful Silent Salesman.

If you have not one of these Seed Cabinets in your store, by all means give us your order for \$25 worth of seeds, to be delivered to you next season, and we will give you the free use of a Cabinet so long as you handle Brown's Tested Seeds.

**ALFRED J. BROWN SEED CO.,
SEEDSMEN**

United States Food Administration License No. G18096

Grand Rapids, Michigan

Cheese to Be Sold at Reasonable Advance.

Washington, June 18.—The licensee dealing in cheese shall sell cheese, without regard to the market or replacement value at the time of the sale, at not more than a reasonable advance over the cost to him of the particular cheese sold.

Provided, that an assembler in selling any lot of cheese of the same style may quote and invoice such cheese at a reasonable advance over the average cost of the particular cheese which makes up such lot.

Provided, further, that any dealer or assembler may average the cost of any cheese of the same style placed by him in warehouse in any calendar month, and held in such warehouse at least thirty days, and may sell such cheese at not more than a reasonable advance over such average cost; but as to cheese stored in any given month he shall follow one method and one method only.

Cost for the purpose of this rule shall include:

1. Purchase price.
2. Transportation charges, if any.
3. Storage charges actually incurred provided the cheese is stored more than thirty days.
4. Insurance charges actually incurred provided the cheese is stored more than thirty days.
5. Interest on money invested at the current rate provided the cheese is stored more than thirty days.
6. Actual cost of paraffining, if any, not to exceed one-fourth cent per pound.

Cost shall not include any allowance for shrinkage in weight, commissions or other expenses than those herein listed.

Reports to be furnished on demand. The licensee must be prepared to furnish to the United States Food Administration or to the Federal Food Administrator of his State upon demand a full report on costs and margins charged or on the maximum prices charged in any given period for any style of cheese, or any other information which may be considered necessary for the purpose of this rule.

Reasonable margins. The Food Administration will consider the sale of any shape or style of American or Cheddar cheese by any dealer other than a manufacturer or retailer at an advance over cost as hereinbefore defined of more than the following margins as prima facie evidence of a violation of the Food Control Act and the above rule:

- (a) 3/4c per pound on car lot sales.
- (b) 1 1/4c per pound on sales less than a car lot but amounting to 7,000 pounds or more.
- (c) 1 1/2c per pound on sales less than 7,000 pounds but amounting to 500 pounds or more.
- (d) 3c per pound on sales of less than 500 pounds.

Where cheese is held in a warehouse for more than thirty days an additional margin not to exceed 1/4c per pound per month may be added for each and every month after the thirty days' period during which the cheese is held in the warehouse by him, but in no case shall the amount so added exceed 1c per pound.

The above maximum margins are not to be regarded as fair normal margins or as so recognized by the Food Administration. They are intended only to prevent speculation and are purposely made wide enough to cover cases where the methods of doing business are more expensive, to the extent that such methods are justified. These maximum advances must not be exceeded in selling any lot of cheese and the prices charged by any dealer must not in any case be more than sufficient to return to him a reasonable profit on his investment.

Sales from branch houses. Where cheese is transferred by any dealer to a branch house of such dealer in the same or another city such transfer shall not be made at an advance over cost of more than one-half cent per pound. In such case, however, when the transaction is in as direct a line of distribution as practicable the branch house may figure the transfer price as its purchase price and may sell cheese at an advance over cost on such basis not greater than the maximum margins indicated above. If the branch house transfers the cheese to another branch house of the same dealer the total maximum margin added by both branch houses shall not be greater than the maximum margin allowed to the first branch house by this rule.

Collusive sales. Any sale by a dealer to another dealer at a price higher than the price which the second dealer would have to pay in buying on the open market will be considered evidence of a collusive sale intended to defeat the purpose of Rule 1 by increasing the purchaser's cost and the price which he may charge upon a rising market.

Any manufacturer who acts also as an assembler, wholesaler or jobber shall be subject in such action to the rules and margins governing assemblers, wholesalers and jobbers, provided that in figuring his purchase price as an assembler, wholesaler or jobber he shall either—

1. Compute the cost of raw materials and the expense of manufacture, or
2. Take the highest price during the

ten days after the cheese is manufactured on his style and grade of cheese on the established market on the basis of which the cheese is usually sold.

No licensee shall pay and no commission merchant shall receive a commission on any shape or style of American or Cheddar cheese of more than one-half cent per pound. The licensee shall inform any commission merchant selling cheese for him of the maximum permitted price at which such cheese may be sold.

Justifiable Resales.

The attention of all licensees is called to the provisions of General Rule 6:

"General Rule 6.—The licensee, in selling food commodities, shall keep such commodities moving to the consumer in as direct a line as practicable and without unreasonable delay. Resales within the same trade without unreasonable delay. Resales within the same trade without reasonable justification especially if tending to result in a higher market price to the retailer or consumer, will be dealt with as an unfair practice."

For the purposes of this rule and special rule 4 following all persons licensed to manufacture or deal in cheese shall be divided into three classes.

- Class 1. Manufacturers.
- Class 2. Assemblers, wholesalers and and jobbers, including all licensees who receive cheese from manufacturers and grade and assemble cheese for sale, or who distribute it in any way except at retail, and all manufacturers who perform the services customarily performed by an assembler, wholesaler or jobber.
- Class 3. Retailers, hotels, restaurants and institutions.

Any transactions that savor of dealing in which a profit accrues to the dealer without corresponding service, are clear violations of the rule and will subject the offender to revocation of his license and to such other penalty as the law provides.

The following types of sales between dealers will be considered justifiable, but sales other than those described between dealers in the same class will be considered as prima facie evidence of violation of General Rule 6:

A. A sale by any dealer in cheese to a dealer in any succeeding class will be considered as in the direct line of distribution.

B. One sale and only one sale of the same goods between dealers in class 2 in the same city will be considered justifiable when necessary to supply the reasonable requirements of the buyer's business, without the special consent of the local Federal Food Administrator, provided, however, that a second sale of the same goods between dealers in class 2 in the same city will be permitted without the consent of the local Federal Food Administrator if this sale is made at an advance over cost of not more than one-half of the margin indicated above, and provided that the seller notifies the buyer that this is a second sale.

C. In addition to such resales as are otherwise indicated as justifiable, resales between dealers in class 2 in different cities will be considered justifiable, provided, that an actual delivery of the cheese follows the sale, and that the shipment is for the purpose of obtaining supplies from primary markets for the reasonable requirements of the purchaser's business; provided further, that not more than three such resales are made of any lot of cheese without special permission.

D. Any resale between dealers without any advance over cost will be considered as justifiable in addition to such other resales as are permitted.

The licensee in class 2 as defined above who purchases cheese from another assembler or dealer in such class or from a manufacturer performing the services of an assembler or dealer and who resells to another dealer in class 2, shall notify such dealer of the prior sale and of all other prior sales of such cheese within that class of which he has knowledge.

Herbert Hoover,
United States Food Administrator.

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.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.



"GOOD GAS SERVICE"

We Want Your Co-operation

It is needless for us to inform our customers that our desire is to furnish them with "Good Gas Service"—Service that actually means everything which this term should embrace.

Our whole purpose, from which there can be no deviation, is to have you, the customer, on whom our success and very business existence depends, completely satisfied.

It is only natural that in a business such as ours, touching intimately and intricately the homes and personal welfare of thousands, mistakes will occur. We are not infallible. It is only natural that at times, despite our utmost vigilance, machinery will get out of order, that meters, appliances, etc., will require some adjustment. When something does go wrong with our Service, we solicit your co-operation. Let us know what the error is—where the trouble lies.

If you have any suggestions for improvements in the Service, we will appreciate receiving them. The manager's door is always open.



GAS COMPANY

47 Division Ave. N.

Citizens 4321

Bell M. 637

SUBSTITUTES

Take the Place of Wheat Flour Until the New Crop

On the 1917 Wheat Crop, United States had around Two Million Barrels of Flour for export.

The American People said promptly to Mr. Hoover, we will go on a fifty-fifty basis, and you send what we save across.

The splendid result shows instead of Two Million Barrels of Flour for the Allies, we have been able to furnish them around Thirty Million Barrels of Wheat Flour.

Harvest Army at Work

"Shock Troops," So-called, Invade Kansas, Oklahoma and Missouri Fields—Cutting Not Yet General.

Kansas City, Mo., June 11, 1918—Fear no longer prevails among grain dealers, millers and farming interests that a heavy loss will result in wheat fields of the southwest, particularly Kansas, unless a large number of outside harvest hands are added to the depleted supply. Kansas City has come to the front ranks and in reply to the call from Kansas that the "wheat can't wait," notifies the agricultural country that the "wheat need not wait." In a recruit campaign conducted in Kansas City for harvest hands, 10,458 names were obtained for the "farm army," which already is invading the wheat fields of the Sunflower State.

Harvesting of the crop in Kansas is reported to have begun in Sumner County, Kansas, and in central and northeastern counties of the Sunflower State harvesting will be in progress by June 15 or 20, and by July 1 the western portions will be harvesting the bread grain. Cutting in southeastern counties will begin about 10 days ahead of a year ago.

Now we are asked to go on a No Wheat Diet until the New Crop, which is not far away and it will work no hardship on anyone this time of the year.

Reasonable and Wholesome Substitutes are in plentiful supply and at reasonable prices.

Barley Flour makes delicious muffins and pastry.

Rye Flour makes good sweet wholesome bread.

Then we have Rice, Rolled Oats, Corn Flakes, Post Toasties, Wheat-O-Corn and many so-called Breakfast Foods, that can be used in a Hundred Different Ways—Morning, Noon and Evening Meal.

Exclude from your list if you choose, those cereals with which you are unfamiliar, then there are plenty enough.

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS

MICHIGAN



Arrogant Attitude of Labor—Fool Financial Suggestion.

Written for the Tradesman.

That confidence in our general business situation exists is shown by the fact that the securities markets have, without demoralization, withstood the shock of submarine sinkings of vessels off our own coasts, the German drives and the prospect of higher taxation. With regard to the latter, there are some things our National law makers should take into consideration. One is the provision for substantial profits from which the higher taxes can be paid. Too strict a limitation upon price of commodities and high excess taxes by no means harmonize; one nullifies the other. There is little use in taxing large profits unless provisions are first made for earning these profits. An illustration is the initial pricing of coal and the effect of too low a price, which had to be speedily remedied. There is danger of repeating this mistake in cutting prices of commodities.

In talking of profiteering by corporations, people seem to lose sight of the labor situation. In the halls of Congress, all legislative discussion has ignored and passed by the profiteering of labor, to which the Michigan Tradesman has frequently called attention. The labor situation is a most serious problem. It is giving great concern to all heads of business who wish to do their best by the country and their shareholders, as well as deal fairly by their employes. It is a great question, not only worthy of the most serious consideration by Congress, but one that will yet have to be dealt with in National legislation, no matter how much political disinclination there may be to go into the matter. Labor is daily becoming more arrogant and unreasonable. The employer of labor finds his position anything but pleasant in this emergency.

Comptroller of the Currency H. Skelton Williams, sometimes called, "Helter, Skelter" Williams, will probably receive not only considerable light, but many tart replies in polite language to his request for opinions from banks on his proposition to guarantee all bank deposits of \$5,000 or less. He states there are no valid reasons against it. This is in keeping with some of his former erratic ideas of finance. He glowingly points out the "deep satisfaction which such a guaranty would afford the 16,000,000 National bank depositors; the further unifying and solidifying of the bank system; the prevention, to a large degree, of runs on banks; the release of millions now hoarded and

as regards principle, the generic wisdom of insurance." All this is evolved from Mr. Williams' socialistic and crazy mind, probably while sitting at ease in his cushioned swing chair at his handsome desk in the Treasury building at Washington. The only practical test of deposit guaranty that has been made was in Oklahoma, where it proved to be a rank failure, driving State banks into the National bank fold where no such provision governed. Its effect was to bolster up weak institutions and draw from reliable banks funds to make good the failures caused by bad or dishonest management. It proved an inducement to start banks without sufficient resources and weaken the financial strength of stockholders and directors. Such would be the result of a National "insurance" of deposits. It would put before a host of smaller banks, handling little accounts, a varying degree of temptation to carelessness, while putting the risks on scrupulously managed larger banks. This tangle of additional liability would seem to be the only unifying factor. As the New York Clearing House puts it: "Any National bank, however inexperienced its managers, however limited its capital and resources compared with its activities however given to risky adventure, however venturesome in buying deposits by paying excessive interest, however wanting in the proved qualities which time and experience have shown to be indispensable to successful management, would be able to solicit business, truthfully claiming that their deposits were protected by the combined strength of the entire National banking system of the country." In spite of this collective answer from the banks of New York City, it is altogether possible and in keeping with some of his former actions, that Mr. Williams will give his decided recommendation that such a bill be passed. If the banking interests of the country, including Michigan, do not at once get busy to defeat this measure, they will deserve all the unpleasant consequences which will ensue if the bill becomes a law.

In creating a Resources and Conversion Section, the Chamber of Commerce of the United States has undertaken a task, the intelligent performance of which will not only be valuable to the manufacturing interests of the country, but of great value to the Government. For the purpose of developing new industrial resources to meet the war demands of the Government, and quickly to disclose additional means of increasing production, the War Industries Board of the

Fire Insurance that Really Insures

The first consideration in buying your fire insurance is SAFETY. You want your protection from a company which really protects you, not from a company which can be wiped out of existence by heavy losses, as some companies have been.

Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

THE SOLDIER of to-day must be modern both as to his equipments and methods. Protection for his financial affairs or for those dependent upon him, is best accomplished through the Trust Department of this company. Rents, Notes and Mortgages collected, and Funds re-invested, acts as executor under Wills; in fact conducts the private affairs of any soldier, while he is away, in an intelligent and competent manner---for a very small fee. Consultations are confidential.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor.
Boxes to rent at very low cost.

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

MODERN BANKING

has developed into a wonderful system. It is woven into the heart of the civic, social and industrial fabric. To have a bank account is to be in touch with things as they are today. Present day needs require much more than mere safety in a bank. You will find every advantage and facility of modern banking combined with safety and all that ever was good in banking at

THE OLD NATIONAL BANK

GRAND RAPIDS,



MICHIGAN

Chamber of Commerce has created this new section, placing at the head of it Charles A. Otis, of Cleveland, Ohio, former President of the Cleveland Chamber of Commerce and a director of the National Chamber. In this scheme the country has been divided into twenty regional groups and to organize each region through the commercial bodies within each region, Detroit forming one regional headquarters which will work through the commercial bodies of this State. In each of these regions, all types of industry represented in the membership of the business organizations and, in addition, all industries which may not be a part of such membership, are invited to co-operate. The general plan of establishing industrial zones supports the zone system established by the chief of the division of production of the Ordnance Department. The purpose of this regional system is immediately to take a careful survey of every section of the country to determine what industries not now doing war work may be utilized for such work, and also to ascertain what industries already engaged in work for the Government are able to take on additional contracts or increase their production of munitions and war supplies. Many industries are not so organized as to permit representation by a National War Service Committee and in the development of the regional organizations it is proposed to look after the requirements of these scattered industries and to provide a means by which greater impetus can be given to increasing production in every section of the country. The advantage of this, in preventing further dislocation of labor, new housing problems, unnecessary expansion of plants and freight congestion seems clear, as well as to provide work for industries whose normal output is already being reduced without the possibility of their resources being employed in other directions. This is certainly one of the most common sense movements undertaken since we became involved in the war.

Blank forms upon which corporations, joint stock companies or associations and insurance companies must make return of undistributed surplus six months after the close of the fiscal year are now ready for distribution by the Internal Revenue Department. Section 10 (B) of the income tax law provides for a tax of 10 per cent. up in the surplus of a corporation undistributed six months after the close of its fiscal year. This law does not apply to undistributed net income which is actually invested and employed in the business, or which is retained for employment in the reasonable requirements of the business, or which is invested in the obligations of the United States issued since September 1, 1917. By an informal ruling of the Bureau of Internal Revenue, it is held that in determining the extent to which "inadmissible assets" may be included in invested capital, because of indebtedness, changes in both items month by month must be determined.

Returns of bank clearings furnish

further evidence of industrial and commercial activity through the rising totals. It is probable that high prices are, in a large degree, responsible for this showing. At the same time, there is no abatement of the activity which has for so long been a prominent feature in the mercantile and industrial affairs of the United States. In almost all sections of the country manufacturing plants are limited in their output only by the extent to which the necessary labor force can be obtained, and with the demand for help in Government work, enormous and urgent wages are steadily advancing. At the moment the supply of male help in practically all lines is so far below the normal demand that girls and women in large numbers are welcomed in kinds of employment in which it was never expected they would be permitted to engage.

An interpretation has been placed upon the act creating the Capital Issues Committee which it is well that business interests generally should know. The chairman of the Philadelphia sub-committee calls attention to the fact that while the act creating the committee gives authority to the Capital Issues Committee to pass on borrowing for capital purposes in excess of \$100,000, no misapprehension should exist as to the application of the act, because it applies not only to bonds and note issues, but also to any loan made by a bank, trust company or individual, for a capital purpose, whether such loan is entirely unsecured or is secured by mortgage or otherwise. The spirit of the Act, it is stated, applies with equal force to all transactions involving the use of cash for capital purposes, regardless of the amount involved or the character or type of security or loan whereby money is obtained. Truly the power to interpret laws is wonderful. Paul Leake.

One difference between a gun barrel and a rum barrel is that one kills with a bang and the other with a bung.



THE SHORT LINE BETWEEN GRAND RAPIDS AND CHICAGO

FARE—\$3.00 one way
\$5.75 round trip
via
MICHIGAN RAILWAY CO.
(Steel Cars—Double Track)

Graham & Morton Line
(Steel Steamers)

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

EVERY NIGHT AT 7:00 P.M.

**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**

THE

GRAND RAPIDS TRUST COMPANY

Renders its greatest public service as
Executor under Will. Do not neglect
to insure the future of those dependent
upon you. Instruct your attorney to
draw your will at once, and in it have
this strong Trust Company named as
Executor and Trustee.

ASK FOR BOOKLET ON "DESCENT
AND DISTRIBUTION OF PROPERTY"
AND BLANK FORM OF WILL.

Safe Deposit Boxes at Three Dollars Per Year
and Upward

We Are Fighting the German People.

A million men lie dead or torn by wounds upon the fields of Picardy.

In ten million homes there is mourning for son or daughter, brother or sister, father or mother.

The bones of a hundred thousands little children mark the path of the most terrible scourge the world has ever known.

Germany and the Germans have become a pestilence, a world disease, a stench in the nostrils of all good men and clean peoples.

The idea that we are not fighting the German people turns out to be sadly wrong. No people would allow themselves to be killed by the million if they did not believe in the propaganda of their barbarous leaders.

The "cannon fodder" which a crazed Kaiser is throwing to destruction on the Western front must be beaten, as well as Hindenberg, Ludendorf and Eitel Frederick.

We are fighting German thought, German institutions, German civilization. There can be no safety in the world until these things are torn, root and branch, from among us, and from among the nations of the earth.

Our Government has realized this, and the law now provides severe penalties for enemies at home. This is not enough. German propaganda

must be removed from among us as an epidemic of loathsome disease is removed—coldly, scientifically and without mercy.

The firing squad and the cold stone wall are none too harsh for those who strike for Germany from behind the screen of religion, politics, philosophy or a foreign language press.

There comes a time when all good citizens must turn out to hunt down an individual murderer. A ravisher is execrated by every decent man. A man or woman who wantonly robs and destroys churches is banished by society.

Germany and the German people have done all these things a thousand times and glory over it. They have no place in the family of nations—no claim to membership in the brotherhood of man.

Once a Man was crucified by a rabble—a mere handful of irresponsible people, yet for that deed the nation to which that rabble belonged was ostracized by the world for a thousand years.

To-day, a league of nations, heretofore thought to be civilized, led and held together by Germany, has crucified whole nations. Belgium, Poland, Serbia and Armenia bear witness. And the end is not yet, for this same German-controlled power is attempt-

Kent State Bank

Main Office Ottawa Ave. Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$700,000

Resources

10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

**OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS**

The Tisch-Hine Co.

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

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

Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

We will insure you at 25% less than Stock Company rates.

No membership fee charged. We give you 30 days to pay your premium and do not discriminate.

We are organized to Insure Buildings, Stocks, etc., any where in the State of Michigan.

Since our organization we have saved our members Thousands of Dollars, and can do, proportionally, the same for you.

Home Office, Grand Rapids

A Quality Cigar

Dornbos Single Binder

One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.
Grand Rapids :: Michigan

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3

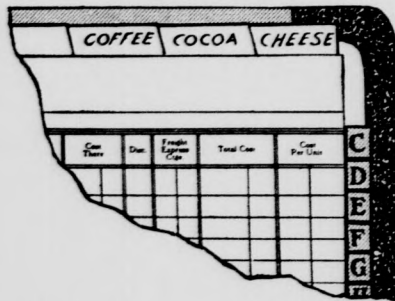
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus **\$580,000**

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



DESIGNED

To keep track of your

Costs and Quotations

SUITABLE FOR ANY LINE OF TRADE

Loose leaves with double index, all held in a strong, handsome cover. Send right now for free description.

BARLOW BROS., Grand Rapids, Mich.

President Wilson HAS DECIDED IN FAVOR OF THE CONTINUANCE OF 4th OF JULY CELEBRATIONS

In a letter addressed to Representative Albert Johnson, who asked the President whether he thought such celebrations should be abandoned, said:

"In reply to your letter of February 20, I would say that I should be sorry to see Fourth of July celebrations omitted this year of all years."

Ramona will Have an Old-Time Celebration FOURTH OF JULY

PLAN TO SPEND YOURS HERE

More fun for your money than any place in these United States and you don't have to spend a cent if you don't want to.

Something Doing Every Minute from Sunrise Till Midnight.

CHAMPIONSHIP BALLOON RACE — FIREWORKS — MOTOR BOAT RACES

BASEBALL, PRIZE CONTESTS, VAUDEVILLE, DANCING, THE DERBY RACER, \$10,000 CARROUSEL, BOATING, SWIMMING, FISHING, ETC., ETC., ETC.

Three Picnic Groves, Two Picnic Pavilions, Splend'd Car Service COME AFTER THE PARADE—STAY TILL AFTER THE FIREWORKS.

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policyholders

\$3,666,161.58

Paid Policy Holders Since Organization

CLAUDE HAMILTON
Vice-Pres.
JOHN A. McKELLAR
Vice-Pres.

WM. A. WATTS
President

RELL S. WILSON
Sec'y
CLAY H. HOLLISTER
Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61

ing the crucifixion of the world. Neither written history, nor the traditions of mankind record any crime comparable to that now being committed by Germany.

She is trampling upon every principle beloved of free peoples since the creation of man. She has violated every law of humanity in the intercourse of nations in peace and war, which civilization has built up in two thousand years. Her people have broken every law of conduct for folks living together in the world.

No house, no church, no woman's honor and no child's life is safe.

Against this sublimely savage nation we are sending the flower of our sons. These sons face, not clean warfare against a civilized enemy, but cold-blooded murder at the hands of "picked brutes" duly selected for that purpose.

Instances might be mentioned indefinitely to prove that the German people have placed themselves beyond the pale. They deserve no sympathy and no mercy, either here or over there. They recognize no law but might, no force but the sword. By the armed hand of war they must be broken, and whoever, by word or deed, hinders the progress of the war, or delays the day of victory is as surely a traitor as though he marched with Hindenburg's brutes.

"Made in Germany," from this war on is something to be avoided as one would shun the mark of Cain. What years of travail the Teutonic people must undergo to wipe away this stigma, no man can say. It is enough to

know that to-day three-fourths of the world want none of them.

We turn to the future with confidence. Germany must be defeated. Only our best blows can beat her. Let us fight, then, with all honorable means, and with the high faith that our cause is just and must prevail.

We believe that there are eternal verities.

Truth and right cannot be crushed.

But we must fight, while we believe and trust.

"There will be nothing but war talk heard all over the world for many years to come," said an author, "and our various armchair and cosy-corner campaigners will be lucky if they don't make a lot of military mistakes. It was the same thing during and after the Civil War. I remember asking a young lady at musicale in Boston back in those distant days if she didn't think Mozart's 'Twelfth Mass' was superb. 'Superb!' she cried. 'It certainly is superb! Why, my two brothers are in that regiment.'"

A Morley man stopped a newsboy on Monroe avenue, saying: "See here, son, I want to find the Old National Bank. I'll give you half a dollar if you direct me to it." With a grin, the boy replied: "All right come along" and he led the man to the Pantlind Hotel block, half a block away. The man paid the promised fee, remarking, however, "That was a half-dollar easily earned." "Sure!" responded the lad. "But you musn't fergit that bank directors is paid high in Grand Rapids."

Announcement

The needs of our army are great, and in order to do our part toward supplying the troops with clothing it will be necessary for us to discontinue, for the next sixty days, the making of overalls for civilian needs.

We wish to assure those who have unfilled orders that they will be taken care of as promptly as conditions will allow, and we will also endeavor to supply the actual needs of any of our regular customers.

We hope to have our factory so organized by August 1st, as to enable us to resume the manufacture of our regular lines and be in a position to supply your wants promptly.

THE IDEAL CLOTHING COMPANY

Manufacturers of High Grade Overalls
GRAND RAPIDS, MICHIGAN

H. Leonard & Sons

Cor. Commerce Ave.
and Fulton St.

Grand Rapids
Michigan

Hundreds of Merchants will
visit our city during

Buyers' Week

June 24-28

and you are

Cordially Welcomed

We've been saving up some wonderfully profitable
BARGAINS because we want to make your visit a

Memorable One

All our staple lines are most complete and
stocks ready to ship today mean much to dealers.

We will display for your inspection
our lines of new

Holiday Goods

Celluloid Sets. Mahogany and Leather Goods,
China Decorated Wares, Cut and Engraved Glass,
Silverware, Clocks, Novelties and our USUAL VARI-
ETY IN NEW LINES of

Toys, Dolls, Books, Games

For the Children

The Line That Never Fails
to Please Your Trade



Those Who Did and Those Who Didn't.

A boy I know was arguing with his father in support of his desire to get into some form of war service. He was too young to be drafted or to enlist. The question was whether he should remain in school for at least another year, or go to work in a shipyard or some other industry directly connected with the war. Never mind how it came out; I overheard the discussion, and just one thing remained in my mind—this remark of the boy:

"After the war there will be only two kinds of people in America: Those who did and those who didn't." And he went on to say something like this:

"I don't mean those who did and those who didn't fight in the trenches; I mean those who did and those who didn't take some part intentionally in this big thing that's going on. I want to be able to look back afterward and say to myself that I didn't sit by and do nothing simply because of the day when I happened to be born."

It struck me as a pretty clear statement of the situation as it affects or ought to affect every American man, woman, or child old enough to understand anything about it. Oddly enough, that same day I dined with the family of a very wealthy man. When we came to dessert, the mother said, a bit apologetically, to me:

"I was planning to have ice cream today, but the children forbade it, even for you. They have decided not to have ice cream at present, because of the sugar it takes, and because it is one of the things they can go without. They are going without other things, too, to 'help win the war.' In fact, they tyrannize over us, and call attention to every form of waste." She added with a laugh: "Of course, there are a good many forms of waste in a

house like ours that they do not recognize."

In another home a few days later we had the old-time white bread, and when I remarked that "Mr. Hoover'll get you if you don't watch out," the mother said:

"I'd be perfectly willing myself to go without white bread altogether, but my little Alice simply insists upon having it, and the girls in the kitchen say they will leave if they are deprived of it."

Still later, in an employment office where I spent an hour or so, I heard a cook say to a woman whom she was cross-examining about the conditions under which she would work:

"I simply won't work for you if you are going to skimp me on sugar the way the last lady I worked for did."

While I was meditating about this last declaration, a woman bearing every mark of wealth came in and said to the employment agent:

"I want a waitress. I must have her by to-morrow. She must be young, good-looking, cheerful, willing, obedient. And above all she must have no gold in her front teeth that shows when she smiles."

Pretty good, I thought. In the midst of a world-agony to have time or thought for that sort of thing!

And my mind went back to the children who were tyrannizing over a household lest something be done that wouldn't "help win the war." These episodes fell clearly into one or other of the two categories created by the boy's imperative division of "those who did and those who didn't."

It seemed to me that not only every person, but every act of every person, must fall on one side or other of that merciless line. And the division is after all the old division, about which we have talked so much

and heard preaching so much, between me and others.

More than that, if the war means anything but stalking horror and world-chaos, it is between those on one side of this line and those on the other. Germany stands in the struggle for those who regard self, personal or national, as the be-all and end-all or national, as the be-all and end-all of the welfare of all as having first claim, and selfness as a thing to be suppressed.

In ordinary times, it is difficult to impress children—and grown people too—with the duty and privilege of considering the welfare of others. The material of life is relatively tame and undramatic, the recognition of the principle has to be taught in small and routine ways. But now on every hand arise conditions each of which carries its opportunity to teach the lesson.

The man, woman or child who thinks or is permitted to think that he "must" have this or that for his comfort or enjoyment—white bread, for instance—is losing or being deprived of the benefits of this opportunity; is falling inevitably on the "didn't side of the line. And the parents who fail to use the dramatic circumstances of these times for the training of their children are greatly to blame, from every point of view.

I notice a singular identity between those people who protest against "hearing all the time about the war," those who plead for escape or respite from the upset and confusion in all personal affairs which the war has produced and those who are selfishly apathetic and idle. I notice that in those homes where the children and the servants demand and get all the old things and privileges, where there is no note of sacrifice, no family participation in the general public service of the Nation's united need and effort, there is a general atmosphere of selfishness and indifference to the rights and feelings of others. The woman who has time and disposition now to insist that her waitress shall have no gold in her front teeth that shows when she smiles is a woman ignorant of and indifferent to the vast revolution that is taking place in the world. Her mind is still fixed upon trivialities. I do not know anything about the particular woman who said that in my hearing, but I am absolute-

ly certain that it reflected a chronic attitude of mind. She has not yet felt the greatness of the things that are happening from pole to pole. She does not yet understand that the new conditions must reach down into the smallest corners of her life.

Sacrifice, the willing laying aside of tastes, habits, privileges, even comforts, in order to help the community in its common effort to disenthroned national and personal selfishness, is and will be increasingly the note of the new day. The parents who fail to utilize the dramatic opportunity to enlist their children in this business are failing in the most important aspect of their duty. Moreover, the children have a right to it. There is no happiness like that which people gain from willing and purposeful self-sacrifice for what they deem a great cause. Children love to help. There is nothing easier than to enlist their enthusiasm. Once they start, you have even to hold them back within the bounds of reason.

What will you do, what will you say, when in the after years little Alice or Henry ask you why it was that when other children were compelling sacrifice in their own homes in the small things that meant so much to them, you allowed them to be selfish and indifferent?

Every home, right now, is classing itself either among those that are responding to the new spirit or among those that are not. If the line were drawn between your house and your neighbor's, or even if it were drawn right through your own household, where would it fall? Who would be on this side of it, and who on that?

Prudence Bradish.

Not the General's Cow.

Some years ago the commanding officer of a military station gave orders that no one should be allowed to step over the grass where the cow was pastured. The next day the general's wife, wishing to take a short cut, started to walk from one path to another.

"No one to pass here, madam," said the sentry.

The lady drew herself up. "Do you know who I am?" she demanded.

"No, madam," replied the impassive soldier. "I do not know who you are. But I know you are not the general's cow, and nobody else is permitted to walk on this grass."

"THOMAS" Pork and Beans Tomato Sauce
"THOMAS" Red Kidney Beans
"THOMAS" Sauer Kraut

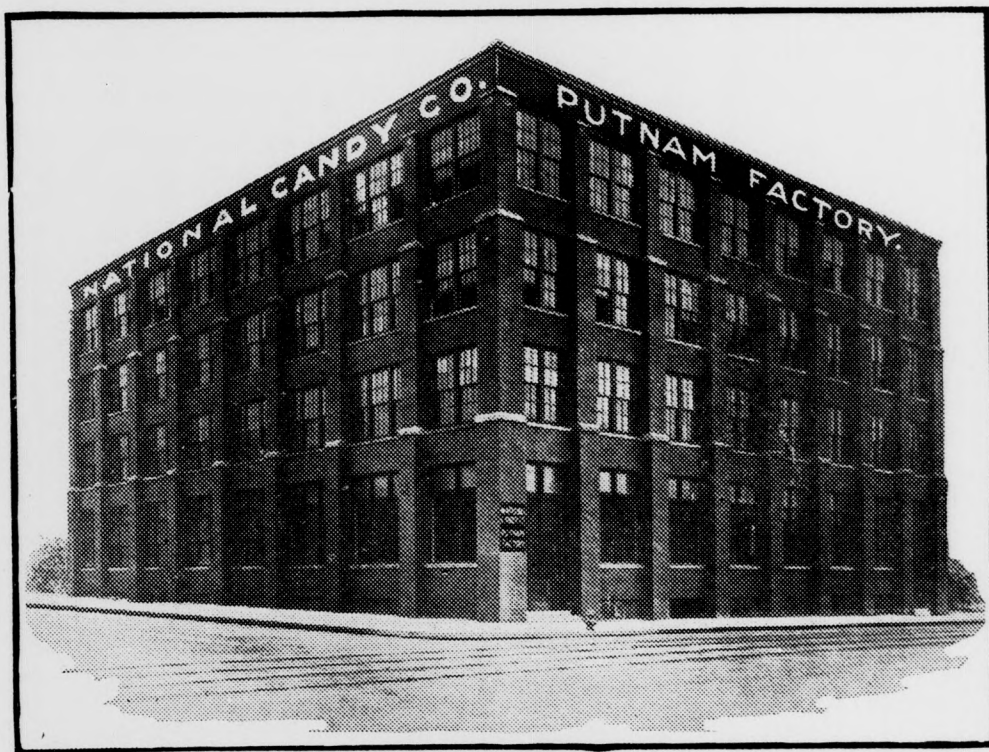
"MADE IN GRAND RAPIDS"

By the latest approved sanitary methods and sold in every State in the Union.

≡ LADIES ≡

We cordially invite you to visit our
factory during Buyers' Week

June 24 to 29, 1918



The Home of Good Candy

It will be a great pleasure to show you how
the "Double A" Candies are made

PUTNAM FACTORY

Corner Cherry and Commerce

Grand Rapids, Michigan

CANDY IS FOOD

MOTOR AGE IS HERE.

One Thing Needful For Its Full Development.

Just as the passenger car struggled for some time to achieve recognition in a serious way, so also has the motor truck struggled. Nowadays, when every newspaper tells of some new feat in the war, made possible by motor trucks, it is hard to believe that for years the sale of these vehicles should have been attended by an almost heartbreaking indifference on the part of business men all over the country.

The motor hour is here. And dead indeed is he who does not acknowledge it. My purpose here is to show briefly that the field and scope of the truck in civil life is expanding every day and that the truck is steadily bringing to this country something it needs above all else: a mobile, flexible and far-reaching transportation system. I shall do this by giving a number of unrelated examples:

Bids have been called for by the Post Office Department for motor trucks to be used in postal service between New York and Philadelphia, between New York and Hartford, Connecticut, and between Detroit and Toledo. This is an important step in the solution of the problem of transporting perishable foodstuffs and reducing the cost of living by bringing the producer and consumer into closer contact. The New York-Philadelphia route via Trenton will tap a great egg, poultry, fruit and vegetable section. Such produce can be delivered in the two cities, by motor truck, the same day it is shipped. Under the present system of shipping by freight and express on the railroad the delivery date of such produce has little or no relation to the shipping date. This motorized transportation will save millions of pounds of foodstuffs from rotting in freight stations.

Out in Big Cottonwood canyon, in Utah, is a mining region and last July the Water Works Commission of Salt Lake City served notice on the mine owners that because the road to the mine passed through a watershed of the city supply system the use of horses would be prohibited. The road is a tortuous one. Its grades run from 10.7 per cent. to 23 per cent. Hairpin turns, high altitude and shifting soil add to the difficulty of negotiating the route. Four-horse teams made two trips in eight hours and carried half a ton up the grade. On the descent they were able to handle five and one-half tons. To-day certain trucks (name of make on request) make four trips apiece in twelve hours with an average load of two tons each on the ascent and five tons each on the descent. Figures comparing the revenue production of teams and trucks show a high earning capacity for the trucks, one truck being able to do the work of seven four-horse teams. Teams and trucks are credited with \$5 per ton on everything they haul to the mine and \$1.75 per ton on everything hauled from the mine to the bins. On this basis, four horses (hired at \$7.50 per day) show a profit of \$9.25 per day, whereas one

truck produced a profit of some \$60 per day. The trucks in use are special narrow tread machines and their introduction is expected to contribute much to the development of the mining industry, particularly in sections where the mines are remote from bins and smelters with rough mountain country intervening.

Out near Seattle a big dairy farm has installed a truck and trailer. In them milk and other dairy products are transported from the farm to the city milk depot. Electric side lights and a searchlight on the roof help the driver to maintain his schedules in long hours of operation in darkness. Both truck and trailer are of the enclosed van type. Apart from its sanitary features and the reduction of time during which the loads are in transit, this equipment has lowered the cost of milk transfer and rendered a generally satisfactory service.

One of the big rubber companies maintains an intercity motor truck freight service between Akron and Boston. The trucks are equipped with gargantuan pneumatic tires which permit speeds hitherto unheard of for heavy duty trucks, while protecting both truck and load from road shocks and vibration. These overland freighters are run on regular schedule and are kept moving day and night. While one man is at the wheel a relief driver sleeps in a berth in the truck. On this 750 mile route finished tires are carried eastward and raw materials are hauled back to Akron. The service keeps a steady movement of freight going in both directions.

Shoe manufacturers supplying our armies operate fleets of trucks between Boston and nearby shoe centers, carrying hides in one direction and finished shoes in the other. Cotton and woolen mills in New England do not wait the arrival of slow incoming freight. They go and get their raw materials. Heavy machinery is delivered direct from shops and foundries in Connecticut to factories in New York. Wholesale grocers deliver in Washington from warehouses in Baltimore. Tons of chemicals (high explosives which railroads refuse to carry) are delivered with but one handling after they leave the chemical works.

The wife of a prominent man who is now working for the Government was recently obliged to move her family from New York to Washington. Having heard that many train passengers to the capital had been forced to stand throughout the journey, for ten hours, she, decided to take her children down by motor. Then, instead of relying on the railroads, she purchased a motor truck with which to transport trunks and baggage from city to city. Incidentally, along with the baggage, her truck transported many barrels of potatoes, apples and other supplies grown on her country place.

Postmaster Burlison reports that motor trucks are to-day saving the Post Office Department \$320,000 annually on mail routes not less than fifty miles in length. The Government operates its own trucks in Washington, St. Louis, Boston, Buffa-

lo, Chicago, Detroit, Indianapolis, Nashville, Philadelphia, Pittsburgh, Brooklyn and New York.

One of the most valuable assets of a farmer is time. The more he can save in transportation, the more he can devote to agriculture. Farmers using horses for hauling their produce or live stock to market or to the railroad lose almost half their working time. Now they are beginning to see the motor truck. A dealer in the Mississippi Valley sold twenty-seven trucks to farmers in two or three months.

The passenger car show in Philadelphia opened right on the heels of the New York show's closing. Many manufacturers had special show cars, cut-away chassis and the like which they wanted to whisk from New York to Philadelphia. Motor trucks again came to the rescue.

An interesting and unusual case of saving by the motor truck route was printed recently in the Commercial Vehicle: "It has been estimated that a 300 pound hog will weigh only 280 pounds after a twelve mile ride in the average farm wagon and considerably less than that if it has to be driven on its own legs. This shrinkage is due to two causes, the kind of road and the rough riding of the average farm wagon. A good example of a motor truck saving made in this class of work is given by Roy Hickman, a farmer near Colfax, Washington. He hauled thirty large hogs to the nearest town in a large five-ton truck. The hogs were weighed before and after the trip and no shrinkage was

detected. The total load weighed 9,000 pounds and the hogs brought \$13.50 a hundred delivered at the market. If these hogs had been transported in horse wagons and had shrunk twenty pounds apiece, the total shrinkage would have amounted to 600 pounds, which at the rate of \$13.50 per hundred would have meant an actual loss of \$81.

In many rural districts children are now being collected and delivered to school by motor bus and returned to their homes several miles away by the same method. The bus is paid for by the community. This makes going to school pleasant. And what is more it cuts down truancy.

Membership in Methodist churches had the largest increase in its history during the past year, while the number of church edifices decreased. The change is attributed by the official statistician of the Methodist Church to the use of automobiles. "Almost every family in the Middle West owns an automobile," he says in his annual report. "It is as easy to go five or ten miles to church as it used to be to drive a mile."

The motor hour is here. Motor equipment has proved itself. Its future development for the country's good, for your own good, depends upon one thing. That thing is road-building—the establishment of substantial, properly built highways for freight and passenger motor traffic.

Clarkson Lloyd.

If a girl is pretty her knowledge of the fact is apt to spoil the effect.

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

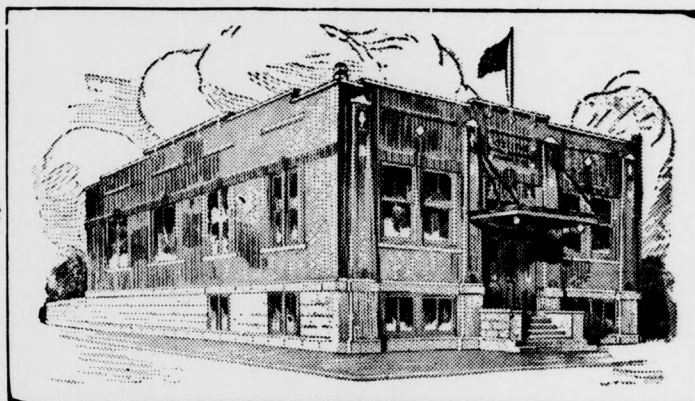
(INDIANA)

Chicago

U. S. A.

**Fourth
Successful
Season!**

**32,010
Members
June 1, 1918**



**The Pioneer
in the
Field!**

**\$70,000
Cash in
Banks**

New Home of the Citizens Mutual Auto Insurance Company, Opened at Howell, Michigan

This beautiful new office building, erected during the past year, was opened as headquarters of Michigan's pioneer mutual auto insurance company May 10th, and our friends and members will always find the welcome sign hanging out for them. The building is of modern tapestry brick construction, with ample office facilities to care for our growth for many years. It contains a large hall suitable for members' and agents' meetings with a capacity of two hundred persons; two large fire-proof vaults for company records, and every modern office convenience. This building is located on Grand River Avenue, Howell, in the heart of this thriving, centrally located Michigan city.

**Mr. Auto Owner, Your Risk is Not Alone from Fire, Theft or Liability!
Be Sure the Company You Insure with is Solid!**

**GROWTH MEANS
STRENGTH!**

The Following Shows New Members Added and Claims Paid each month for 1917:

522	January	34	\$ 2,927.06
479	February	18	2,969.58
1079	March	23	2,509.77
2102	April	16	1,242.96
2434	May	27	3,740.06
2135	June	46	4,222.76
2180	July	45	5,598.18
1534	August	40	6,815.97
1283	September	56	6,146.67
1006	October	55	7,864.68
630	November	44	5,770.95
402	December	70	9,130.27
15786		474	\$58,938.91

Of course you are going to insure your automobile against fire, theft and liability this year—no thinking man will drive any car a mile without this protection—so the important point is to be sure the company you insure with is safe, trustworthy, and amply able to care for the losses which are bound to occur, so that you may be sure of protection when the emergency comes!

The Citizen's Mutual Auto Insurance Company is the pioneer in its field in Michigan. It begins its fourth successful season with more than 30,000 auto-owning members, not one of whom is a resident of Detroit or Grand Rapids, so that our losses are minimized.

Every member of a mutual, such as ours, adds one link in the chain of security by which your own auto is protected, so look to the number of members in the mutual you insure with.

Last year, 1917, we added 15,786 new members, and thus increased the strength of this pioneer mutual by just that number. Auto insurance is a mighty risky business, in the first three months of 1918 we settled 132 claims amounting to \$21,185.54, last year (1917) we paid out a total of \$58,938.91, so the company you insure with must be well financed and ready to meet the heavy losses which are sure to come.

Why take a chance? You know the Citizens' Mutual, you know the men behind it, you know that you share your liability with 30,000 other auto owners and that back of your company always is a large reserve fund of actual cash to meet any emergency.

When the accident happens, you want protection, not excuses!

Don't take a chance, when it is necessary, insure with

Citizens' Mutual Auto Insurance Co.

W. E. ROBB, Secretary, Howell, Michigan

THE ERIE CANAL.

Great Benefit to Michigan in Early Days.

The opening of the New York State barge canal was a reminder of the first enterprise along that line of transportation, which was one of the chief topics of public interest a century ago. As early as 1773 an Irishman named Christopher Collier addressed the New York Exchange on the advantages of lock navigation. Eleven years later he transmitted a memorial to the legislature proposing a plan for inland navigation on the Mohawk River and he was voted an appropriation of fifty pounds to aid in preliminary surveys. He finally secured the introduction of a bill for "improving the navigation of the Mohawk River, Wood Creek and Onondaga River, with the view of opening an inland navigation to Oswego and for extending the same if practicable to Lake Erie."

Here was the germ of the Erie Canal and the idea was the subject of occasional discussion for thirty years thereafter. William H. Seward, Gouverneur Morris and Albert Gallatin were among the eminent men who advocated this and other similar improvements. In 1808 a resolution was adopted by the Legislature for the appointment of commissioners and a survey of the various routes that had been suggested for communication between the tidewater of the Hudson River and Lake Erie. The commissioners made a report in 1811 in which they showed the practicability and advantages of the proposed canal and urged that further steps be taken looking toward its construction. Six years later there came upon the scene a man with the vision, the energy and the official position that were essential to giving effect to the plan. DeWitt Clinton was Governor of the State from 1817 to 1823 and again from 1825 to 1828, so that he saw both the beginning and the completion of the enterprise. He was an enthusiast for canal construction, and to the Erie, which the opponents called derisively "Clinton's ditch," the best efforts of his administrations were given.

Ground was broken for the canal at Rome, July 4, 1817. In 1819 Governor Clinton announced to the Legislature that work was progressing favorably and recommended that the entire Erie Canal should be completed. He also declared the time was not far distant when the State would be able to improve the navigation of the Susquehanna, the Allegheny, the Genesee and the St. Lawrence. On October 23, 1819, the portion of the canal between Utica and Rome was opened for navigation, and on November 24 traffic began on the branch from Lake Champlain to the Hudson at Troy. The next year the section between Utica and Genesee Falls was opened and other sections followed from year to year, until in 1825 an uninterrupted passage was furnished from Lake Erie to the Hudson River.

The celebration of the opening of the canal through its whole length was a spectacular event. Oct. 26, 1825, the waters of Lake Erie were admitted

at Buffalo. Word was sent out by telegraph and in every city along the line cannons boomed almost simultaneously in honor of the occasion. At the same time Governor Clinton and other officials started from Buffalo in the Seneca Chief, followed by a flotilla of other boats. They moved over the 363 miles at fair speed day and night, moored over Sunday at Utica, and reached Albany Nov. 2. Here the boats were taken in tow by a steam tug and on the morning of November 4, amid the ringing of the city bells, the strains of martial music and the booming of cannons the fleet passed the New York City water front. It was accompanied by steamers and light craft to Sandy Hook. The Seneca Chief had brought from Buffalo kegs painted green, bound with gilded hoops and filled with Lake Erie water. Governor Clinton lifted one of these and poured the water into the sea as a libation to Father Neptune, and thus was Lake Erie wedded to the Atlantic ocean.

The most immediate result of this improvement was a rapid development of the city and State of New York. Boats expressly built for the traffic carried thirty tons or more and were drawn by a single horse or mule, an immense economy as compared with land teaming. A ton of flour could be carried on the canal from Buffalo to Albany for \$10. Drawn overland the cost had been \$100. Such a change in the cost of transportation made possible the development of a large portion of the interior of New York State. Immense areas of land were taken up for farms, and cities and villages sprang up along the whole line of the canal. New York City had before this been second to Philadelphia in population and commercial importance. It now became the center of a vast trade with the interior and the natural transfer point for foreign shipments, and soon took the first position in commerce and population.

The success of the Erie Canal served as a great stimulus to other similar enterprises. Pennsylvania, threatened with the loss of her Western trade by the new canal on one side and the National Road on the other, planned a system of canal and slack water navigation which might unite the Schuylkill, the Susquehanna and the Allegheny Rivers and thus bring Philadelphia into close relations with Pittsburgh. A canal from Lake Erie to the Ohio River and the Chesapeake and Ohio Canal were among the enterprises which had inception in this period.

It is an interesting fact also that these ventures in slack-water navigation led to discussion of the feasibility of ship canals. Waterways through the Cape Cod Peninsula and the Isthmus of Panama were then talked about as possibilities, although these did not come until nearly a century later.

Improved freight transportation was not alone among the benefits of the new waterway. Passenger packets, fitted up in what was then considered luxurious style, were put on the route. They made four miles an

hour for twenty-four hours a day and were an immense advance, both in comfort and speed, over stage coach travel.

Detroit and Michigan were among the immediate beneficiaries of the first Erie Canal. Early migration from the East had gone by teams through New York State and then had skirted the south shore of Lake Erie, settling largely in Northern Ohio. The Western Reserve especially had been the favorite destination of settlers from Connecticut. With the opening of the Erie Canal, Buffalo was easily reached, and this became the starting point for the West. The stage ride from Fort Erie, opposite Buffalo, to Sandwich, opposite Detroit, had taken from Monday morning until Saturday night. But now fast and spacious steamers were put on the Lake Erie route and made the distance from Buffalo to Detroit in a single day or night. The most noted of these were the Plymouth Rock and Western World, whose splendors were a tradition for a generation afterwards. They came to Detroit loaded with passengers who swarmed over Southern Michigan, taking up land for farms, and starting villages on the banks of every water power stream. The State had gained only 4,134 in population in the decade from 1810 to 1820. In the last part of the next decade it increased nearly four-fold, and between 1830 and 1840 it jumped from 31,639 to 212,267. Detroit, which had actually lost in population between 1810 and 1820, gained a few hundred in the next decade. It increased from 2,222 in 1830 to 9,102 in 1840, and 21,019 in 1850. The city changed in character from a sleepy frontier post with ancient ideas and methods to a hustling commercial town. The character of this new migration, stimulated thus by the opening of the canal, was stamped upon the institutions of Michigan, which follow closely New York and New England models. Two-score or more names of townships and villages in Michigan had the same origin. The naming of the town of DeWitt in Clinton county was a direct tribute to New York's famous governor.

Notwithstanding its importance, the original Erie Canal, compared with the present, was really an insignificant affair. It was forty feet wide and four deep, and the maximum load

for the first boats was forty tons. The first report of the canal commissioner estimated the cost of the canal at \$5,000,000, a sum which they ventured to predict would not exceed 5 per cent. of the value of the commodities which, within a century, would be annually transported over its waters. As a matter of fact, it was only twenty-five years before the annual value of goods transported reached \$100,000,000. The actual cost of the first canal with branches as completed in 1825 was about \$7,500,000. By 1883, when it had been greatly enlarged and its use was made free of tolls, the State had expended \$63,000,000 on it. The cost of its recent reconstruction has been something over \$130,000,000. Instead of a ditch forty feet wide and four deep, the reconstructed channel is now seventy-five feet wide at the bottom and twelve-feet deep. In rivers and lakes the channel is 200 feet wide. In place of the first mule-drawn boat of forty tons capacity, a tug will draw over the new canal several barges at a time, each with a capacity of 1,000 tons or more.

William Stocking.

Old Noah was a great ball player. He pitched the ark without and within, and later in the game he put the dove out on a fly.

TAKE THE BOAT TO CHICAGO

Goodrich Steamship Lines
and
Muskegon Interurban Ry.

Sunday—Wednesday—Friday
7:05 P. M.

\$3.50 \$7.00
One Way Round Trip

Half the Rail Fare

BERTHS } Upper \$1.25
 } Lower \$1.50

Tickets Sold to All Points

Interurban Station
124 N. Ottawa Ave.

Goodrich City Office
127 Pearl St., N. W.

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Paper and Supplies

Twines, Notions, Novelties, Stationery, Inks, Mucilage and Paste
Ledger, Journal, Cash and Day Books

We invite you to call at our office and inspect a
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Ohio Blue Tip Matches
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Grand Rapids, Michigan

C. J. Litscher Electric Co.

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Grand Rapids, Michigan



WHOLESALE ELECTRIC SUPPLIES

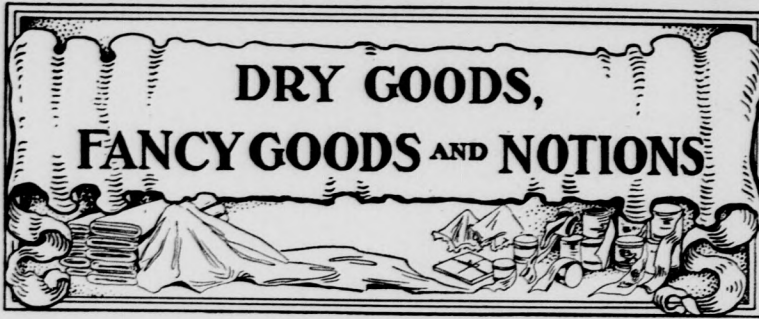
"Service Is What Counts"

Our Latchstring will be out Buyers' Week, June 24-28

OWEN-AMES-KIMBALL COMPANY

BUILDING CONTRACTORS

GRAND RAPIDS, MICH.



"See How It Works."

"I had been two weeks in the men's furnishing department when I had my first business-getting idea," says the owner of a retail house known the country over. "The idea came from a man who had never studied psychology nor salesmanship, but it's the best sales producer I've found.

"The assistant buyer was one day taking a mental inventory of the tie stock. He picked up a box of dull lavender ties and turned to me:

"These eighteen ties are the last of two dozen purchased over eight months ago. They have been here too long. I want you to push them."

"Push them?" I said, "How can I push them?"

"You have seen the tie salesman make a flip of the tie that makes it look as if tied? The assistant buyer did this and then held it up and looked at it admiringly.

"Now," he said, "the first time a customer asks for a tie, take this one out and show it to him this way. Unless he dislikes it from the start, come back to it every third or fourth tie you show. He will soon look on it as an old friend and will buy it."

"I was a little doubtful at first, but tried it. After the first two went, I acquired confidence in the method and sold twelve more, within two weeks. You who want to try this idea will find it will work on about everything from ties to cash registers, from safes to automobiles, because there is good practical psychology in it."

P. C. Cummins.

Fall Season Starts in Ready-To-Wear Trade.

The fall season is under way in the ready-to-wear trade. Openings have been, are being and will continue to be made, and buyers are showing an interest in the new models which in every sense are war-time products. As has been said many times before, the fabric situation is so critical that conservatism has become a necessity and extreme care in designing imperative, and the showing of models so far indicates that the trade has cut their garments according to their cloth, as the expression goes.

Generally speaking, the most popular models of the past season have held over with minor changes the rule. Tailored suits, semi-full coats and semi-fancy dresses are the rule, with skirts hewing close to the lines of last season. Draped effects and panels are being shown in numbers. Waist designs vary so little in normal times that war times are not expected to bring out much that is radical.

The trade last season made big strides toward conservatism, so this season the bulk of the attention was devoted to the manipulation of fabrics in order to make the limited supply fit what may be a more or less unlimited demand. Supplies of woolen and worsted women's wear have been limited, and for this reason substitutes have been used in greater yardage possibly this year than for some time, if ever. It is noticeable that silks have been forced to fill the gap wherever possible, and, while they are not practical for all purposes, for some they seem to be fitted very well. Waists, of course, are being shown in increasing quantity in silk and dresses to some extent, and even skirts.

For other garments, such as coats and suits, pile fabrics are helping out in the emergency, and such fabrics as plushes, imitation fur effects and corduroys are being shown in models which are worthy of the trade. Velvets have also been cut to quite an extent, and, while it may be a new departure for some to use coats and suits of these materials, it is evident that the shift must be made.

The conservative policy that trade followed during the past season is, of course, the general rule to-day, and will continue to be the rule for the balance of the war. The scarcity of jobs in the market to-day is indicative that the policy of the trade to curtail production in keeping with the demand has met with success and under such results no change is liable to be considered.

He Sells to Children.

School holidays are turned to advantage by a merchant in a Western town who deals largely in boys' and girls' wear and toys.

He keeps in as close touch with these events as do the children themselves, and on the eve of every school holiday his advertisement, addressed to the boys and girls, stares out of the paper with a boldness that compels the youthful eye to pause in its search for the "funnies."

In this way a double audience is assured, for not only do the children read the advertisement, but the parents read it as well. The enthusiasm of the children is almost sure to be enlisted and trade consequently increased.

Charles A. Singler.

The men who have made the exceptional successes are men who have kept their eyes fixed on one definite goal and gone steadily toward it, allowing nothing to tempt them aside.

Activities in Michigan Cities.

Written for the Tradesman.

Alma will construct a municipal water plant at Bird Park and is sinking a battery of fifteen wells.

The Ramsey-Alton Manufacturing Co., of Portland, has taken a half million dollar contract to build wagon parts and will largely increase its working force.

Allegan people are paying \$3 a month for ice, four deliveries per week, or an increase of 50 cents per month over last year.

The Betsie River Milling Co. is completing a new grist mill at Thompsonville, power for which will be furnished by the city.

Allegan has six miles of water mains, six miles of pavement and eight miles of sewers.

Lansing will entertain the Michigan Music Teachers' Association June 25-27.

The Ann Arbor Railroad station at Ithaca was built forty years ago and looks it. The local Board of Trade will ask for a new building.

The Brewer foundry, at Tecumseh, has taken a government contract and will double its capacity.

The Robe & Tanning Co., Hillsdale, has a Government contract to make 6,400 pairs of trousers for the soldiers during June and July.

Hastings will have supervised playgrounds for the children this summer.

Marquette will buy \$1,000 worth of war savings stamps. The city already has \$4,000 worth of Liberty bonds.

The private gas company at Hillsdale is asking permission to increase its

rates from its present \$1.12 and \$1.25 combination to \$1.50 and a special committee of aldermen reports in part as follows: "Of fourteen cities replying to our enquiries, six have increased their price within the past year. Only four of the fourteen had a price below \$1.25 one year ago and only three have such a price now. We find the cost of labor, coal, freight and materials for repairing have increased from 37½ to above 200 per cent. In view of these facts we would favor an increase in the rates but for the abominable service rendered the city last year, without adequate reparation. On Jan. 1, 1919, we recommend that the company be allowed an increase, provided its service for the remainder of the year is good and conditions remain as they are now."

The Michigan Light Co. is asking Bay City's leave to advance its gas rates from 95 cents to \$1.20.

Lansing has voted to deny all licenses to operate jitney buses on lines parallel with the street car lines.

The Michigan Railway Co. is asking Lansing for permission to increase its car fares to six cents.

Hereafter no person who is not an American can have a license to peddle or engage in the junk business at Lansing.

The Saginaw Malleable Iron Co. has voted to double the size of its plant, with increase of capital from 500,000 to \$750,000.

A community canning plant, located at the city market, Lansing, is being staked off, to take care of surplus fruit and vegetables. Almond Griffen.

NEWBERRY for United States Senator

The Man Who Does Things



Truman H. Newberry

Now as never before this country must have in the United States Senate able men, experienced men, men far sighted and unafraid.

TRUMAN H. NEWBERRY is such a man. He is always to be depended upon. He is not a dreamer, but a worker, a man who does things.

He is a business man of rare judgment. He is unhesitating and well-balanced. His breadth of vision, his ability to handle large affairs, and his sense of justice and fair play splendidly qualify him to serve in the United States Senate and to help solve the big problems arising and to arise out of the war.

Commander Newberry is now serving in the Third Naval District. He is going to continue to stay by his work and to do all he can to help win the war. His friends are actively presenting his qualifications to the people of Michigan as a man who would make a splendid United States Senator. Men of all walks of life are behind the movement because Truman Newberry would be a Senator who would stand squarely for right, for justice and for equality.

Published by The Newberry Senatorial Committee
A. A. Templeton, General Chairman
Paul H. King, Executive Chairman

Merchants of Michigan

DON'T FORGET

Buyers' Week, June 24--28

Everything is in readiness—Special values in all our departments and a splendid Entertainment program for all. Come and make this a success.

An opportunity to buy seasonable merchandise at a saving—Right now, with the whole Summer Season ahead of you.

QUALITY MERCHANDISE—RIGHT PRICES—PROMPT SERVICE

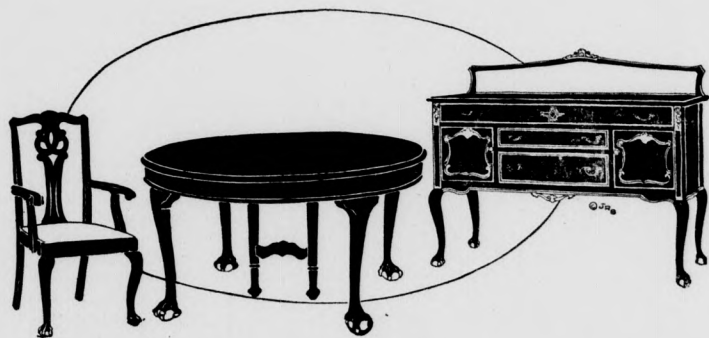
PAUL STEKETEE & SONS

Wholesale Dry Goods

:: ::

Grand Rapids, Michigan

What is it that brings to Grand Rapids
home owners from every
State to make their
furniture selec-
tions



?

It's the knowledge that Grand Rapids is the "Furniture Center of the World"—the place where furniture styles are determined. And in that city is "America's Greatest Furniture Store" featuring the Grand Rapids product.

Klingman's have customers in every town in Michigan—in practically every city in the country. And you business men who appreciate worthy furniture, moderately priced, are invited to avail yourselves at any time of our service.

Klingman's Sample Furniture Co., "America's Greatest Furniture Store"
7 Acres Floor Space — — 15,000 Distinct Samples — — A Model Furnished Apartment

EVERYTHING REVERSED.

Changes Which Come Over Our Boys in France.

My Dear Father: In your last letter you say: "You write like a different boy." Why, father, I am different! How could I help being anything else? I have been over here now for seven months. In that time I have lived seven years. I have seen aspects of life that I never dreamed of; that never occurred to me, in my sheltered life, as existing in this world. I have come to know men as I would never know them at home. I have learned a respect for discipline; a regard for authority that it shames me now to look back and see how I lacked.

You talk over there about fighting for democracy! Why, my dear father, we have won the war for democracy already so far as thousands of our men are concerned. You can't live this kind of a life over here that I have lived now for all these months, under all kinds of conditions and with all kinds of men, and not have the walls of your mind stretched until they almost break, without learning a lesson in democracy! That is one of the finest things that this experience has taught me. Honestly, when I think of how I used to look down, snuffy-like, at some of the fellows in college who were working their way through, and who I and others like me thought were beneath us, and when I recall the fool discussions that we used to have whether this chap or that fellow was or was not "good enough" for our "frat"—all based on superficial or so-called social or equality grounds—it makes me wonder how I could have been such a blatant ass!

I don't wonder that one college man said to me the other day: "I hate to think of this war suddenly stopping and my father insisting that I return to college. Of course I would refuse, but would my father see it. I wonder? Think of returning to that soft and sheltered life, with its fool 'proms' and silly house parties and inconsequential 'events.' My lord, Fred, I couldn't go back! I would choke in such an atmosphere!" I know this is a bit hard on you, father, as a college trustee, but, believe me, I feel the same way, and so does every other fellow over here that I have talked with.

What is it, you ask, that is making us "different?" Well, just take our life. Just stop and think what we are here for. We are here to kill men or to have men kill us. Ghastly business, you say. It is. And no one knows it better and feels it more thoroughly than we do. But that is what we were sent over for. That is our job, and we mean to make a clean job of it. We are told and trained to kill; to kill as many Germans as we can; and the very thing that in peacetime would be called murder, for which a man would be electrocuted, he is shown here how to do, and if he does it right, he will get a promotion and a medal!

Now isn't that a purpose and a job to change a chap; to alter all his thoughts; to alter his whole point of view? Just a bit different, father, from trying to sell Brown & Sons a bill of goods, now, isn't it? And while you are selling Brown & Sons that bill of goods, what is your life? Busy, yes, but busy amid every comfort, light, warmth, good food, theaters, dancing, a comfortable bed, a bath every morning, clothes up to the minute, fresh linens, silk socks, creased trousers, a nice warm office, daylight hours—in other words, soft places!

Now what is that same fellow's life here? I wash when I can; ditto shave. A bath? Heavens! For three weeks at a time I have slept in my clothes and never taken them off—wet to my skin; my shoes so wet that if I took them off I know I'd never get them on again. I have slept in muddy roads. I have crawled into a barn, mighty glad to get a roof over me from the rain. I have

suddenly come across a pigsty or a chicken house and thought it was heaven! I have slept standing up in the mud to my knees, unable to get out of it, for no one really knows what mud is and can do to a fellow until one gets into this French mud. It is something fierce! I have slept in wagons so that every jolt nearly opened up my head. And I have not slept at all. I have gone without sleep for ninety-six hours, and often without food for thirty-six hours.

No, I haven't told you all this before, because you and mother wouldn't understand. You would worry. You'd think all this would make me sick. But what has it really done for me? Not a cold have I had in all the seven months; not a day have I had to lay off. I am as hard to-day as nails, and I have put on just sixteen pounds. Can you beat it? Now, that is the physical side.

What has happened to me inside? That is more difficult to explain. All I know is that at last I have eyes to see, and ears that hear; whereas what, in the name of heaven, I did with those parts of my body before I came over I can't imagine. And what I did with my mind I can't conceive at all.

In the first place, father, I have learned to obey orders. When a job is given me, I ask no questions, no matter how menial the job is. I go and do it, and to the fullest of my power. We American fellows have made a tremendous stride forward in that one thing. For the first time in our lives we have learned to recognize authority and cultivate a respect for it. The Lord knew we needed it. The only trouble was, we didn't know it. But we soon found out. With some of the fellows the lesson was learned a bit hard, but it has amazed me to see how the vast majority took the medicine and learned in no time to swallow it.

Then we feel a point of contact with our Government. Before I came over I thought of the United States Government as something that was housed in a lot of buildings in Washington, and that every four years we all got excited—most of us not knowing at all why we got excited—and elected a President. That is no more. We are part of that Government now; we are part of our country. We are in its service and doing our bit for it. Everything that we can get hold of as happening in Washington we read with avidity. When the President speaks it means something to us that it has never meant before. We read what he says, talk over what he means and go by the hundreds to hear his views explained in the "talks" that are given us. Whereas the President was only a name to us, to-day he is a living, vital world force—a name that brings us to our feet as instantly as does the first bar of "The Star-Spangled Banner." The Government has suddenly become a living, breathing, pulsating thing to us, and we are part of it!

Now what is going to be the result in us and in you, father, and the folks back home, of that one change? Do you folks over there realize this change yet, or have you begun to realize it? Listen, if you please, father. Everything the Government does we talk over and discuss by the hour, and we wonder if it is done in the best way, the quickest way, the most efficient way, along the lines of efficient business methods. We don't think these things out to ourselves; we talk about them in groups, in dozens and scores. We get hold of some officer or speaker and we question him, and again and again we have stumped him with our questions, and he has gone away and said to some officer, who afterward told us: "Those fellows are thinking. What is that thinking going to lead to?"

That's the point. What is it going to lead to? For remember, father, the most of us are coming back. Only four in every hundred that go over the top "go West" (God bless them!) or are wounded. There's ninety-six of us that

are coming back, and we are coming back different men than when we went! We have found our eyes, our ears, our minds, and we're using them. And we are beginning to find our voices. Just now it is with the pen. But will we, when we come back, find our voices in a vocal way? We may slip back into our old ways. It is possible that some will. But the most of us won't! Will we be a Voice? We have read history since we were here, and we have had more of it explained to us, and we know that the men who were the soldiers in the Civil War became at its close the statesmen; the men whose voices spoke and were listened to! Yes, we have also been told that the Civil War developed an army of tramps such as America never had before. But times have changed since then; these "boys," when I look over them in an audience of a thousand to three thousand at a sitting, don't look to me like a bunch of coming tramps. Not by a handful!

Have you older men back home thought of this? Has it occurred to you that the boys you sent out from your homes are coming back as men with the experiences of men, the thoughts of men, chock-full of ambition, filled to the brim with physical vigor, with an awakened mentality and spirituality, and with a sense of oneness in the United States Government and what that Government stands for, and above all what it should stand for, that they never had? Men don't go out and fight for their country, go through the privations that we have gone through here and face danger and give their chests to Prussians to shoot at as targets, and come back without a very strong sense that their country is something that belongs to them more than it did before.

The question is: What are you going to do with us when we come back? Are you thinking of that? Are you getting ready for that? Because, dear father, we are certainly going to do something with you and for you! Don't let that thought escape you. You would be as much impressed with that as I am if you could hear the fellows talk as I hear them—not boasters; not fledglings; not boys in their teens; but men who are thinking as well as talking. For don't forget that the very flower of your Army is over here! The men who by reason of their already assured positions, or the positions which their connections are making possible, are going to be your men of the future. Here they are. And some others are coming out of the National Army too. Don't overlook them. We have a few hundred of them over here already, and your conscript has become some man, let me tell you. The miracle of his making is not a newspaper miracle; it is a miracle of flesh and blood. He is an entirely different fellow, as you'll find out when he begins to shoot!

You will naturally ask: How about yourself spiritually? Well, Christianity is a thing that we fellows feel inside and live here. There isn't much going to church, but the number of small Bibles and the fellows who read them would amaze you. They don't say much about it. But to hear the fellows sing "The Long, Long Trail" or "Long, Long Ago" or "Rock of Ages" or "Onward, Christian Soldiers" (hymns are increasing favorites here instead of songs), that, father, tells the story. I listened to seven fellows the other night discussing for four hours whether there was a Lord God of Battle.

But here again, father, comes a question that points to when we come home. Take our church: I don't see how, for the life of me, I am going to sit and listen to Mr. Babcock again, unless the war has changed him. I tell you, father, when you have been up against the things I have; those three weeks in the first trenches and doing outpost guard duty and all that goes with that work—they make a fellow do some thinking along lines he has never thought before. And such as Mr. Babcock stands for:

form, ritual, creed, theology, hair-splitting Biblical interpretation—well, it doesn't get very far with you. What a fellow, after such experiences as he gets over here, wants in the way of religion is bed-rock stuff.

Four weeks ago I was in (erased by censor) at a Sunday morning service in the (erased by censor). Think of three thousand of us fellows in that building! You and mother know it. Now, what drew us there so that you couldn't have squeezed another fellow into the building? First, singing; for two-thirds of the service was singing. And how we did sing! Don't you see what it meant to us? We could let our spiritual selves go—we gave voice to what we felt. Where can we get that at home? First, we are not made to feel it, and, if we do, I think you will agree with me when I say that the singing in our church is not what you call inspired. Well, then we had a ten-minute talk by one of our own men, a colonel in the Engineer Corps, on "Keeping Your Word."

Father, it was wonderful! What that chap didn't pack into those ten minutes of plain, straight thinking and applied Christianity! And yet there was not a word of what at home you would call religion in it! You could have heard a pin drop in that auditorium, save for an occasional cough. Those three thousand fellows were like marble statues, and when he got through a sigh went up from that audience, indicative of the deepest impression that can be made by a speaker, that told the story of that enormous bunch of fellows. As my chum said to me going out: "Fred, that certainly was some talk, wasn't it?" And yet, what was it when you thought back over it? Just plain talk put into simple form. But there were no frills about it; no form; just a man's message to men, nearly each of whom had given his word to someone at home to be a decent chap, and here was a man telling why we ought to play the game and keep that word. That was all.

But who is going to do that for us when we get back home father? Do you know the man? I don't. Is the church going to wake up? It can't with its present weak men. The fellows who come back will want something stronger and bigger and deeper than what is being presented in the average pulpit, believe me! Or is it going to be, as so many fellows think here, that the church won't be up to it, and that we are going to look to the Y. M. C. A. at home for the new need just as the Y. M. C. A. meets our need of morale here in the billets? We are all strong for the "Y," as we call the Y. M. C. A. for what it has done for us, and is doing, and thousands of us fellows are coming home as strong rooters for it. It has its chance to hold us when we get back home. If it does, we are going to be strong for it, and they will build up a marvelous organization.

Well, I must not go on, although I could write much more. Upsetting, perhaps, you will call this life, father. And it is to the non-essentials. But, my heavens, how tremendously upstanding to the things worth while! For remember always, my dear father, that your boy is living in the Calvary of the world!

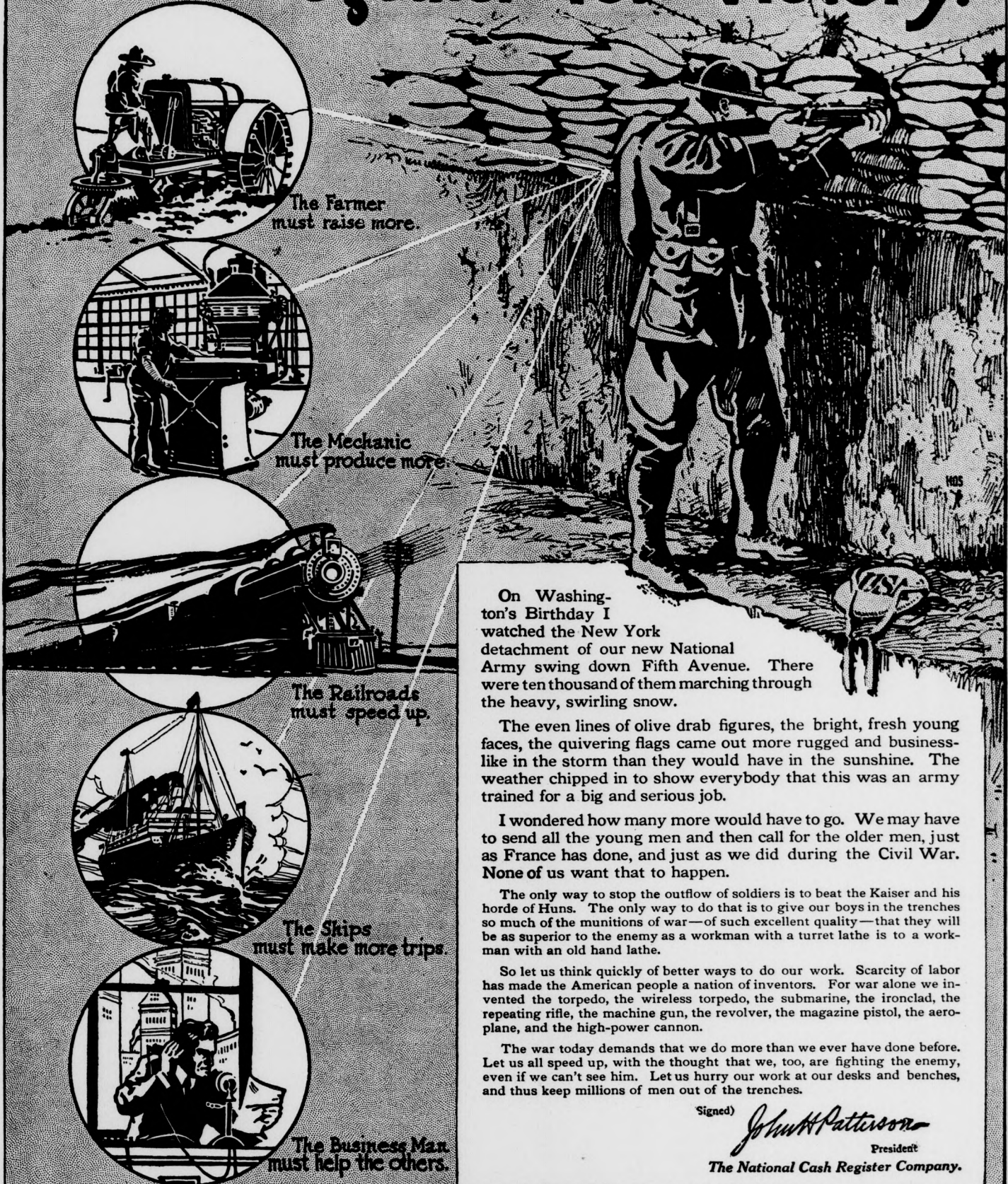
My love to mother and to you, and I shall wonder what you have to say to me to all of this. Fred.

Your Back Order.

Keep your temper, gentle sir,
Writes the manufacturer,
Though your goods are overdue
For a month, or maybe two,
We can't help it, please don't swear,
Labor's scarce and looms are rare,
Can't get yarn, can't get dyes,
These are facts, we tell no lies.

Harry's drafted, so is Bill,
All our work is now uphill,
So your order, we're afraid,
May be still a bit delayed,
Still you'll get it, don't be vexed,
Maybe this month, maybe next,
Keep on hoping, don't say die,
We'll fill your order by and bye.

Work together for victory.



The Farmer must raise more.

The Mechanic must produce more.

The Railroads must speed up.

The Ships must make more trips.

The Business Man must help the others.

On Washington's Birthday I watched the New York detachment of our new National Army swing down Fifth Avenue. There were ten thousand of them marching through the heavy, swirling snow.

The even lines of olive drab figures, the bright, fresh young faces, the quivering flags came out more rugged and business-like in the storm than they would have in the sunshine. The weather chipped in to show everybody that this was an army trained for a big and serious job.

I wondered how many more would have to go. We may have to send all the young men and then call for the older men, just as France has done, and just as we did during the Civil War. None of us want that to happen.

The only way to stop the outflow of soldiers is to beat the Kaiser and his horde of Huns. The only way to do that is to give our boys in the trenches so much of the munitions of war—of such excellent quality—that they will be as superior to the enemy as a workman with a turret lathe is to a workman with an old hand lathe.

So let us think quickly of better ways to do our work. Scarcity of labor has made the American people a nation of inventors. For war alone we invented the torpedo, the wireless torpedo, the submarine, the ironclad, the repeating rifle, the machine gun, the revolver, the magazine pistol, the aeroplane, and the high-power cannon.

The war today demands that we do more than we ever have done before. Let us all speed up, with the thought that we, too, are fighting the enemy, even if we can't see him. Let us hurry our work at our desks and benches, and thus keep millions of men out of the trenches.

Signed) *John H. Patterson*
President
The National Cash Register Company.

If one slows down all are delayed.

NOT SO BAD AFTER ALL.

How a Merchant Lost and Won a Customer.

Written for the Tradesman.

The only way to judge a man is to put yourself in his place.

Simon Swift was a merchant in a small village on one of the North and South railway lines. He was a man of considerable industry; had been a newspaper man, doing the advertising stunts for his journal.

Being a born advertiser he longed to get into a business that depended for its success on the liberal use of printer's ink. Consequence was he graduated from newspaperdom into the mercantile line, where he soon demonstrated his capacity of a first-class merchant.

No storekeeper is good enough, honest enough and philanthropic enough to win the good will of everybody. There are backbiters in every community—even in the church.

The woman in this tale was of the goody, goody sort, a farmer's wife, a crazy advocate of individual independence, therefore a very ardent believer in trading where you can buy the cheapest, which in her case was with the mail order houses. The husband of this woman isn't very much in evidence in this narrative, as he was not in the real life at the farm home.

When Swift came to town and opened his store Mrs. Batwind was one of his first customers. She sampled all the goods that could be tasted, rubbed and stretched the gingham and other dry goods to see if they were the genuine article, winding up with the old time query, "Will this goods fade?"

From the beginning she was disposed to criticize, to find fault with prices and quote, Sears, Roebuck & Co. as the model merchants of the world. Of course, Swift, being a wise man, smiled over all these peculiarities of his quasi customer.

"We always pay cash, you know, for everything we buy," confided the Batwind female, "so I think it no more than right that we trade wherever we please and we please to patronize them as sells the cheapest." Very garrulous, very self opinionated, very secure in her position was this person who bragged of speaking her mind on every occasion. Swift held his temper, continuing to profess pleasure at the occasional penny the woman chose to pass over his counter.

"Chicago is the place to buy groceries," she informed Swift confidentially. "and my husband is in town now to get a load of groceries from the car which came in this morning."

Swift agreed with her that it was an American privilege to buy where you can buy the cheapest and smilingly allowed the good woman to exploit her ideas without remonstrance or argument.

A few months later Mrs. Batwind came into the store, looking sharply about, evidently not seeing the person she was wishing to speak with.

"I should like to see Mr. Swift?" she asked of the clerk.

"In the back room, Mrs. Batwind. Shall I—"

But the woman swept into the next room and interviewed the merchant in

an undertone. The upshot of it was that, having failed to get prompt returns for some farm product they had shipped (the Batwinds never trusted to the middleman in shipments either), would it be convenient to give them a little time on some goods they badly needed?

Mr. Swift smilingly assured her that he would be glad to take her order, giving her the few weeks' time she required for payment.

After that the Batwinds were less assertive in the presence of Simon

benefit. Swift knew the species. He also knew that Mrs. Batwind would no doubt speak disparagingly of him whenever her whims dictated.

"You store men make too big profits," she told Swift. "You fix prices while we farmers have to take what is offered."

"I am sorry if you believe that, Mrs. Batwind," laughed the merchant.

"Oh, I know it. I should like to be a merchant myself. Do you know, all of them: are getting rich at the expense

an had got where she would be able to "get rich at the expense of the farmers."

About six months later who should breeze into Swift's store but that irrepressible Mrs. Batwind, her ruddy face shining as never before.

"Up from the city, eh?" queried the merchant.

"Yes, and for good!" exclaimed the woman. "We sold out the store and have bought a farm. To tell the truth farming is the business after all. I had enough of the store. Do you know, Mr. Swift, it is a dog's life? No independence, no time to yourself, just knuckle down to every pug-nosed woman and long-haired man that comes along. Deliver me from keeping another store. My!" with a long breath. "I feel as if I'd just got out of prison!"

"You didn't like the business then?"

"I should say not. Why, I was insulted every day I was in the store. I took more sass and brazen impudence from them that come to trade than I ever did in all the years I was on the farm. Independence, thy name is Farmer! I like to say what I think and did say it sometimes and that's why we lost trade, Isaac says. Anyhow, I'll take the farm for me every time. And I'm coming here to trade hereafter, Mr. Swift. If there ever was a blessed saint you must be one. I'm not angelic enough to run a store and take everybody's impudence, so there!"

Swift smilingly told his wife that right that he had seen one mail order crank who had become converted to the idea that the middleman wasn't such a bad fellow after all. Old Timer.

If Customers Don't Return.

"One of the hardest things to accomplish," says one merchant, "is to get back a customer who has drifted away. Yet we have done just that by a series of form letters to men who in some instances had done no business with us for several years."

One of the most successful of the letters is this:

It is so unusual for us to lose a customer that we cannot account for your not having visited us during the past season.

Despite every precaution on our part to avoid cause for complaint about merchandise or service, there is no gainsaying that faults will sometimes develop. When brought to our attention, we spare no effort to make the necessary corrections or an adjustment so thoroughly satisfactory to the customer as to warrant no break in his patronage.

Our sole fear is that some just complaint may be withheld from our notice. It is possible that you decided it was more advisable to make a change in tailors than to acquaint us with the cause of your dissatisfaction.

Are we asking too much when we suggest an opportunity to make good any criticism or fault you may have found in your former relations with us?
J. F. Lennon.

A Man's Character.

Edith—They say a man's character is divulged by the manner in which he proposes. I suppose your sweetheart didn't go on his knees when he popped the question to you?

Mabel—No, dear, he couldn't—I was sitting on them!



Rev. John N. McCormick, Bishop of the Diocese of Western Michigan now in the war zone in France.

Swift. There was a little less criticism on the goods she bought and went in debt for. Fact was Mrs. Batwind was honest in that she seldom allowed a bill to run much over the time specified.

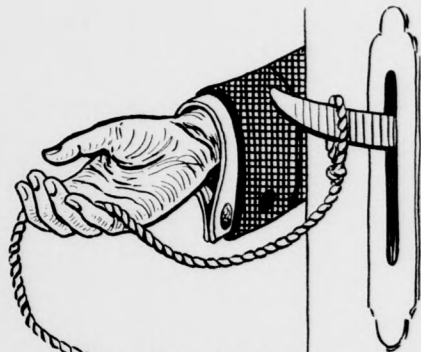
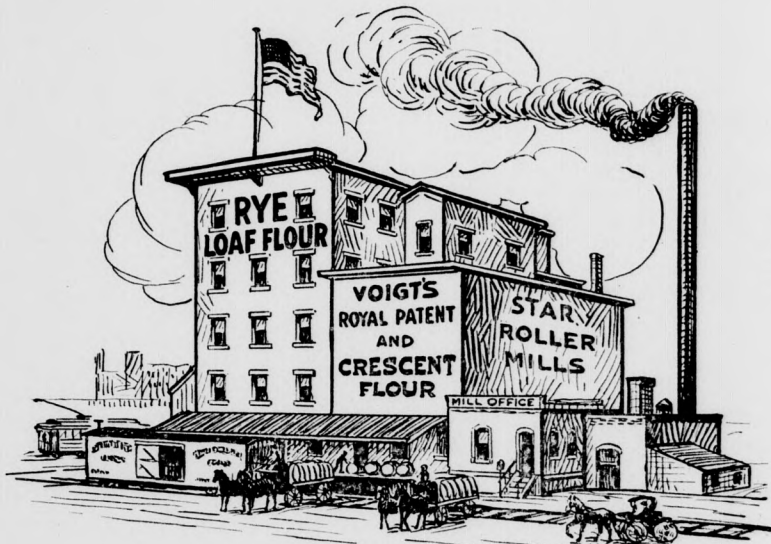
"You're the squarest merchant I ever dealt with. Mr. Swift," confided the farmer's wife. "I've always had trouble with others."

If this was meant for flattery the merchant made no comment except to laugh and drop a thank you for her

of the farmers. I've urged Isaac to sell out and go to town and start a store."

"I hope you do, madam."

And the next news that reached the merchant was that the Batwinds had sold their farm and moved into the city. They were owing a little bill which Mrs. Batwind sent through the mail a month later, stating that she and Isaac had bought a store and were now in the grocery business. At last that wom-



The Latch String's
OUT

That "New Mill"

One hundred years ago, grandmother made bread and rolls of melting sweetness with *good, old fashioned rye flour*.

Grandfather swallowed her flaky piecrust and tarts with a sigh of delight. Then he went forth with the sinew and nerve and shrewdness that subdued the virgin forests and conquered a continent.

Again in these strenuous days, we have need for muscle and nerve and brain power, and

CRESCENT

RYE LOAF FLOUR

Milled by the Millers of CRESCENT FLOUR

is the result.

We have entirely remodeled our Star Roller Mill—the oldest mill in this city. Special machinery, which is absolutely necessary to mill Rye successfully, is all installed. Now we make *the best Rye Flour* ever produced in Grand Rapids.

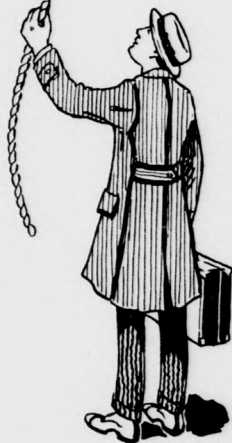
We use genuine Michigan White Rye, and the loaf your patrons get from the *Rye Loaf Flour* is sweet and ruggedly nourishing.

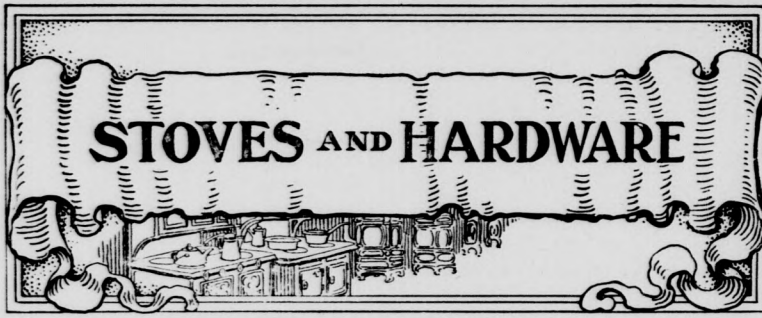
"WHEN ONCE YOU TRY IT, YOU'LL ALWAYS BUY IT"

VOIGT MILLING CO., GRAND RAPIDS, MICH.

The Latch String is Out **BUYERS' WEEK**

WHAT more interesting or instructive pilgrimage than a visit to the new home of this new flour? The process of milling RYE LOAF is entirely different than that of wheat flour. It requires different machinery. We cordially invite you to call on us, and shall be glad to greet you personally and show you "the works."





Every New Household Represents a Possible Customer.

Written for the Tradesman.

All the hardware trade resulting from June weddings does not cease when the bride is led to the altar. Indeed, the wedding is merely the beginning of new possibilities, which the wide-awake retailer will be quick to grasp.

To secure a share of the wedding present trade is of course a good stunt for the hardware dealer. But it is even more important for him to make the new home-builders his steady customers. This is, indeed, the most profitable item involved.

While the modern trend is strongly toward practical and useful gifts, no married couple will ever find their home fully equipped as a result of the generosity of their friends and relatives. There are always additional purchases to be made. New needs arise, which the hardware dealer can meet. In the immediate future there will be many necessary articles to purchase.

Now, no one retailer is going to grab all the newlyweds in his community as permanent customers. That is an impossibility. But the retailer who is going to get the larger share of them is that retailer who makes a systematic, businesslike and tactful effort to secure their patronage.

How to get the newlyweds into the store, and how to secure a continuance of their patronage, is, therefore, the dealer's problem.

Quite frequently, it is easier to secure business than to hold it. Good advertising will almost without fail attract customers to any store. But service, good service, the best of service, is required to hold them.

The first essential in going after the newlyweds is to know who they are. Presumably, the dealer who sold wedding presents has picked up the names of the contracting parties and their new residential address. These addresses, indexed, give a worth while mailing list upon which to work.

The most convenient form of mailing list is one compiled on the card index principle. Such a list can be quickly revised, new names added in correct alphabetical order, and names of people removed from the community just as readily dropped from the list.

A first step in a systematic follow-up campaign would probably be a tactful letter of congratulation to Mr. and Mrs. Newlywed timed to reach them on their return from their honeymoon. Incidentally, it might be pointed out that should Mrs. Newlywed discover the need of any articles to complete the furnishing of the

new home, they will be sent up at once on receipt of a telephone message.

In this connection, a helpful item which should be enclosed with the letter is a complete list of household accessories, classified according to their use. Cooking utensils should be listed by themselves, laundry goods in another list, and so forth. It would be well, too, to give the range of prices.

Indeed, it may be advisable to talk business only in the booklet, and to leave the accompanying letter merely a friendly one of congratulation. This, however, is a matter of tact.

Having the newly married couples on a special mailing list, it would be well to devise a follow-up campaign. For this first letter, although it may bring some business is not going to exhaust the possibilities of business-getting, or to make permanent customers of those it brings to the store.

As a rule, circular letters or other advertising literature should be sent out once a month to the names on the mailing list. Some merchants state that they have secured the best results from imitation typewritten or mimeographed circular letters, dealing with timely goods.

"Make your letter as much like a personal talk as you can," says one merchant. "Get down off your high horse of superior technical knowledge, and talk to your prospect just as you would to a friend on the other side of the counter."

I have found that to be good advice. It puts you on a friendly footing with the person who reads the letter.

Then, in putting together your letter, it is important to fling in a strong argument at last, a sort of clincher in the final sentence or the postscript, something calculated to bring the customer right into the store.

Incidentally, it is sometimes a good stunt to set aside a day or two toward the end of June as a "June bride's day." Extend a general invitation through your newspaper advertising to all brides to come in. Have several sections of the store fixed up to represent certain rooms in the home. Have your kitchen, your laundry room, your living room, your dining room—so arranged as to display your lines of stock. This will serve to clearly demonstrate to the customer what necessary articles are lacking from the home equipment.

With the small store, where floor space is limited this idea may not be practical. A variation is to set apart a section of the store to represent a single room, and to change the ar-

rangements from time to time. Thus, you feature one week a well equipped kitchen; next, a laundry room as it should be; then you demonstrate modern methods of keeping down the dust—by vacuum cleaner, carpet sweeper, etc.

During this campaign, whether it lasts two days or two weeks, the store windows should, as far as possible, be dressed specially for the occasion. The store interior, too, should be kept bright, clean and attractive, so as to appeal to feminine customers. The newspaper advertising, too, should be in line with the campaign.

Incidentally, personal invitations to the "June bride" events should be sent out, not merely to the standing list of recent brides, but to a selected list of housewives. It is a good stunt to have formal invitations printed on good stationery and to give the doings, as far as possible, the flavor of a regular social event. An orchestra is sometimes an attraction. That feature, of course, depends on local circumstances, the size of the store, and the nature of the clientele to which the merchant is catering. Refreshments may be served, if deemed advisable; a coffee percolator demonstration will provide the coffee, or a cooking demonstration with a modern range might be featured.

The main thing throughout is for the merchant to put forth a systematic, well planned and persistent effort to secure the newly married couples in his community as steady customers. That is the great object. Any advertising stunts he may adopt are successful only in so far as they help to the attainment of this end.

Victor Lauriston.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

MCCRAY

SANITARY REFRIGERATORS Conserve Food.
Increase Your Profits. Write at once for Catalog.
No. 71 for Grocers—No. 93 for Residences—No. 62 for
Meat Markets—No. 51 for Hotels and Restaurants.
McCray Refrigerator Co. 844 Lake St., Kendallville, Ind.

Bell Phone 596

Citz. Phone 61366

Joseph P. Lynch Sales Co.
Special Sale Experts

Expert Advertising—Expert Merchandising

44 So. Ionia Ave. Grand Rapids, Mich.

TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

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

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

The United Agency System of Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000
names—fully rated—no blanks—
EIGHT POINTS of vital credit
information on each name.

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

CHICAGO, ILLINOIS
Gunther Bldg. 1018-24 S. Wabash Avenue

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

Michigan Hardware Company

EXCLUSIVELY WHOLESALE

Corner Oakes Street and Ellsworth Avenue, Grand Rapids, Michigan



WE extend a hearty invitation to our friends of the hardware trade to visit Grand Rapids during Buyers' Week, June 24-28, and make our store headquarters. We are fitting up our sample room with some special bargains we propose to offer our customers during Buyers' Week. They will be worth the time and attention of the trade, because the prices will be very attractive.

W. A. McIntyre—Eastern Michigan Territory.
W. J. Klein—Southern Michigan Territory.
A. Upton—Northern Michigan Territory.
V. G. Snyder—North Central Michigan Territory.
E. F. Goebel—South Western Michigan Territory.
R. J. Nichol—Central Michigan Territory.
M. J. Kiley—Western Michigan Territory.
J. T. Boylan—City.

Michigan Hardware Company

Exclusive Jobbers of Hardware and Sporting Goods

Established 1912

SHORTAGE OF FATS AND OILS.**Need For Measures to Insure Supplies After War.**

In regard to these important commodities, normal conditions have been turned upside down.

Naturally the demand on the United States for mineral oils has been heavier than it ever was—with this country occupying the dominating position.

In reference to animal fats, however, the whole world is in a sore plight. Our own supplies dwindled before the war, and the necessity for helping out Europe has tied the situation in a knot.

For the past two decades fats became deficient in Europe, and now these three years of war have made the shortage acute. Most of the herds of cattle in Europe have been killed off, either because they were needed as food for the troops and the people or because of lack of fodder.

In normal times, the American ate butter; there was enough and he could buy it at a possible price. In Europe, there was butter, but not nearly enough. In Germany, they ate about 50 per cent. butter and 50 per cent. margarine, and the manufacturing of margarine there had grown enormously. The Hollanders ate butter and some margarine, but they made large quantities of margarine for export. The Danes shipped their butter to England and made margarine for their own consumption. Austria ate little butter and mostly margarine—if they could afford to pay for it. France and the other Southern countries ate butter to some extent, but they used more oil.

The present war has upset all this. Close at home we find butter scarce and way up in price, and we find people turning toward the use of margarine. It is estimated that, during the past twelve months, the manufacture of margarine in this country has increased by about 90,000,000 pounds, at least.

When the war broke out, many countries were fortunate enough to have formulae and processes for manufacturing substitutes—and if even these substitutes were not always plentiful, and were not always cheap, yet the people of those countries which had access to the seas have not been wanting for the much needed fats.

Right through the war the central empires suffered from a lack of fats. The British swept German shipping from the seas, and ever since, except for some supplies that filtered through from Holland and the Scandinavian countries, the central empires have been very effectively deprived of oils, fats or the seeds or nuts to make the oil from.

Of course, the countries at war did not want fats and oils for food only, they also wanted it for the extraction of glycerine, so much needed in the manufacture of high explosives.

One of the most flourishing businesses in Germany was the crushing of palm-kernels and copra, for the making of palmkernel oil and coconut oil, both used extensively there

in the manufacture of margarine. The war put an effective stop to that business.

Practically 85 per cent. of the total shipments of palmkernels (from Africa) came from British possessions, and in normal times most of this was shipped to Germany. Now, the British have diverted all this to their country. They absolutely need the oil in England. At first, matters went along rather nicely in England, but with the intensification of the submarine warfare, England became cut off from her sources of supply of Danish and Siberian butter and Danish and Holland margarine, and now she has to make it all herself, and, in addition, see to it that there is enough oil in the country for an adequate supply of glycerine.

England, at present, must be crushing about 250,000 tons of palmkernels per year against only 20,000 tons in normal times. This is a new and flourishing industry for England.

On the other hand, poor France, due to the same war conditions, is losing her business. At one time Marseilles was one of the big world centers for oil manufacturing. Since the intense submarine war few ships risk the Mediterranean, and there is an acute shortage in France, several of the oil mills having shut down for lack of raw material.

All the neutrals are in sore straits. For three years they have continued selling to Germany at very high prices their own materials, and imported, with the permission of the Allies, all sorts of material for their own consumption. Now that they are rationed, they find that they figured too much on the benevolence of the Allies, and that they have sold and shipped too much of their own goods to Germany. We might call the oil-crushing business in all the neutral countries to-day practically at a standstill.

America, again, has had to furnish Europe with a good many things which they lacked in Europe or which they had no time to manufacture. Early in the war we were stripped of fats for the extraction of glycerine to be used in the manufacture of high explosives for the Allies. Upon the entry of this country into the war, this demand, naturally, has still increased.

We have had to supply fats for human food to England, France and Italy, and we supplied it also to neutral countries, and we also supplied it during the first two years of the war to Germany indirectly through the neutrals.

This country has been fortunate in having several wide-awake oil millers, who immediately increased their capacity for crushing copra, which is the dried meat of the coconut and which makes coconut oil. This industry has shown wonderful development in this country during these last three years, and to-day the production in this country is about seven to eightfold of that of two years ago.

This is one of the new industries of the country, to which we owe thanks for enough material to make glycerine for explosives; thanks that

we don't have to pay \$1 for a small cake as they do in Germany; and thanks that those of us who cannot afford the price of butter can, at least, buy margarine at a possible price, which, after all, if well made, is just as good as natural butter.

The Government very early realized the importance of this product and has included it among the commodities which are to be handled under the control of the Food Administration, and it was also one of the very first commodities the export of which was prohibited. In Europe, also, this commodity is carefully watched by the governments; in England they have gone so far as to take over all stocks by the government and to take over all plants by the government for the duration of the war.

As soon as the war ends, and international shipping becomes possible, there will be a wild scramble by all the countries which have been deprived of fats to fill the lack created by several years of war and cessation of production.

The British, and rightly so, are going to prevent Germany from getting hold again of the palmkernel oil industry which they got away from her. Moreover, the raw material is produced in British territories, and the British need it, so why should they allow it to go elsewhere?

Naturally, the Germans are not particular about getting palmkernels; they used to buy them because they knew how to work them, and could buy them cheaper than other raw ma-

terial. The moment they find they cannot buy them at possible figures, they will turn about and buy other materials. The only thing they can buy to replace advantageously palmkernels is copra; in fact, they would prefer that because it gives them a better oil yield and a better oil.

A great portion of the world's copra supply is grown and cured in parts of the world belonging to England, and since the British need this also, they undoubtedly will put also restrictions on the shipping of copra to their present enemies. This, then, will drive the German buyers into those markets which are under the control of the French, Dutch or the United States. Naturally, France will take good care that none of her raw material goes to Germany, so that in the long run the oil millers in the United States, those of the central empires and those of the neutral countries will be all competing for supplies in the Philippine Islands and the Dutch East Indies. We cannot expect preferential treatment in the Dutch East Indies, and the Hollanders, having an industry of their own to take care of, and having ships, will take good care that we don't get any of their goods, unless we pay more for it than they can stand or their German customers will pay.

Of course, we have a very big supply of copra right in our own Philippine Islands, but if we leave that a free market after the war is over, Germany may clean that up. How is the United States going to ensure its supply?

We Grow - We PACK - We Sell

Arrangements are now perfected giving us our own packing plants in the heart of the prune and apricot growing districts of California. This is just one more progressive step insuring a control of adequate packing facilities and the absolute standardization of

Sunsweet

quality. Place your orders now for Sunsweet. To both dealer and consumer it represents the dominating brand of dried prunes and apricots.

California Prune and Apricot Growers, Inc.
Main Office, San Jose, Cal.

A co-operative growing, packing and marketing association embracing more than 5,000 growers engaged in this industry in California.





Bel-Car-Mo Peanut Butter

Bel-Car-Mo, the highest quality Peanut Butter, is packed in 1-2-5-10-15-25-50 lb. air-tight blue and yellow pails—a size for every meal.

—Can now be had in
—One Pound Tins

Friend Dealer:

The new 1 lb. Tin of Bel-Car-Mo saves you trouble and expense in weighing and packing, besides can be retailed at practically same price as bulk. Sanitary, air-tight packages are preferred by customers as they keep the Peanut Butter moist and sweet.

Bel-Car-Mo Nut Butter Co.

Ask Your Jobber

Bel-Car-Mo Nut Butter Co.
Grand Rapids, Mich.

The United States Food Administration is helping to sell DEL MONTE Products for you before they go on to your shelves, by urging every patriotic housewife to use more fruits and vegetables.

Take advantage of this opportunity by putting your efforts behind DEL MONTE Canned Fruits and Vegetables.

They are true conservation foods that every patriotic family knows about and that every patriotic dealer can afford to push.

Order through your jobber.

CALIFORNIA PACKING CORPORATION
San Francisco, California



Del Monte

IMPORTANCE OF TURN-OVER.

What It Means To the Retail Grocer.

Bloomington, Ill., June 17—Replying to a recent favor of one of our oldest retail grocer customers, asking our opinion of the relative merits of "cash and carry" plan of conducting a retail grocery business, we wrote him our conclusions which are based on a long experience in the wholesale grocery business, and think they would equally interest others.

We have always heard it said, "there is nothing to beat the cash." Probably that is true, but it certainly has its qualifications. For all the good things we get we must give up something—pay something in return. We must, therefore, start with the knowledge that the "cash and carry" plan has its handicaps. Among other things which it must give up are the telephone orders and a large part of the sale of bulky merchandise, such as potatoes, flour, etc., which produce volume.

Let us call attention, however, to another plan which, for want of a better name, has been called the "Four-Square" plan. This, in our opinion, thoroughly covers the whole subject and covers it equitably.

The "cash and carry" plan is sound as far as it goes, but it stops short of meeting the modern requirements of a large and important class of customers. It is inadequate to meet the demand for necessary and economical service which the customer has been accustomed to and to which he is reasonably entitled, resulting in a loss of volume which is essential to the successful carrying on of a business. This is the handicap. The greater possibilities for increased turn-over is its unequalled merit.

You are no doubt more or less familiar with the most successful "cash and carry" chain stores—possibly there is one or more in your town. You know they sell merchandise strictly for cash—no exceptions whatever—and not deliver. Do you also know that one of these companies has over 4,000 of these stores in twenty-nine different states; that their number increased 900 last year and during the same period their sales increased over fifty million dollars? An increase of 66.5 per cent.!

To describe and illustrate the "Four-Square" plan, let us suppose that one purchases one of these stores, stock and fixtures—and determines to run it on the "Four-Square" plan. How shall it be modified to conform therewith?

First: The plan operated by them—the plain "cash and carry" is the first side of the square. No service or credit whatever is rendered. The merchandise is priced at what it is worth on the counter for cash on the counter.

Second: Under the "Four-Square" plan, a woman wants to buy a sack of flour or a bushel of potatoes, something which she cannot carry home; the retailer says, "all right—you buy the sack of flour, pay for it, and I will deliver it and charge you what the delivery costs." Having one price of delivery regardless of quantity, whether it is a single package of yeast or a very large order of assorted groceries is advantageous, for obviously the more he sells the more he could afford to deliver. This gives you two sides of the "Four-Square" plan.

Third: Another woman says to him, "I like this method of doing business; I really prefer to pay cash, but there are times when I may not have the money in the house. I would like to arrange to settle my accounts with you every Monday. Can that be done?" He replies: "If I accommodate you in this way I have added a cost to my merchandise which is not contemplated in my selling prices. However, knowing that you will pay your bills promptly each week as per

your agreement, I will gladly accommodate you, adding to your total bill or to each of your bills that you buy during the week, a small additional charge of 1 per cent. to cover my additional cost." Here you have the third side of the square.

Fourth: Another woman asks to have both of the above services, ordering by telephone and avoiding the inconvenience of arranging for delivery and of having change in the house to pay the C. O. D. bill. The merchant explains to her in the same way. "If I accommodate you I will charge you for the merchandise—the cash price, just what it is worth and what I sell it for cash down on the counter. Now I will add the cost of delivery 5c per order and also add the cost of credit 1 per cent. You buy to-day \$2.25 worth of goods—it will be charged to you \$2.25 plus 5c plus 2c 1 per cent., totalling \$2.32."

This gives you the fourth side and completes the "Four-Square" plan. It really gives you four prices for goods but four right prices. Each is fair, each is exact, and together they eliminate all possible claims of discrimination.

Now let us consider the "Four-Square" credit plan. The vitally necessary and essential features are:

First—Cash for everything and to everybody, except those of known good credit rating, and habitually punctual in the payment of bills.

Second—No accounts to stand active on your books over thirty days. If for any reason whatever an account is not paid in thirty days entry of credit items on such account to cease, but let the customer be persuaded to remain on a cash basis thereafter until all charges are paid. However, no customer is to have the privilege of a thirty-day charge who receives his pay at shorter intervals, and this plan contemplates that your customer's pay day must be your pay day.

Third—All customers who are paid bi-weekly must settle with you every two weeks, and, as above, their credit not to be extended beyond that time.

Fourth—Those of your customers who receive their pay weekly should be placed on a weekly basis on your books as above and credit should not be extended beyond that time.

There you have the "Four-Square" plan of credit built on a sound credit system, operated in connection with a cash store.

Let us call your attention to the fact that this "Four-Square" credit plan yields earnings as well as saves losses. On accounts paid within thirty days you receive 12 per cent. per annum for all items so charged; two weeks, 26 per cent. per annum; one week, 52 per cent. per annum. This should pay for your accounting and collecting. If a 2 per cent. instead of a 1 per cent. charge were made, it would doubtless more than pay for cost of collecting and probably cover all bad debts. Two per cent. would not be at all an unreasonable charge to make on all charge items, because 2 per cent. is considered a small cash discount in the retail business. Many merchants give 5 per cent. cash discount to ensure quick returns.

One of the most important features to consider is the effect of the "Four-Square" plan on the financially good farmer, the man who insists on a long-winded credit. How is he affected by the additional charge of 1 per cent.? This same man can go to the bank at any time and borrow money on his own note at 6 per cent. Soon he awakens to the fact that he is paying you 12 per cent. for the privilege of running his account! It will not take him very long to discover how he can beat that game and thus realize his heart's keenest desire.

These underlying principles of business are being brought more to the front to-day, through the developments in the retail grocery business made necessary by the rules and reg-

ulations of the United States Food Administration. By the necessity of limiting purchases you will more certainly and thoroughly learn that profit is only made in the turn-over; earnings are principally dependent upon the number of turn-overs and adjustment of marginal profits to turnovers and expense. Keep constantly in mind the fact that you have not turned over your money until you get it back.

Don't be misled on this point by extending a credit which imposes upon you the burdens of the banking business in addition to those of the merchandising business. If you sell goods on thirty days' time at the most you turn over the money so used twelve times a year, and make twelve profits per year on that amount of your investment. If two weeks, you turn it over twenty-six times; weekly, fifty-two times a year. There is no feature of the merchandising business which should have your more serious consideration.

Suppose you take a dollar's worth of merchandise and sell it for cash. It is conservative to say that you will turn it at least several times a month—you may turn it five or ten times a month, but you will at least turn it twice. You sell this dollar's worth of merchandise, we will say, at \$1.10, you turn it at least twenty-four times a year and each time you make 10c; therefore, you will have made a gross profit of \$2.40 per annum on that dollar invested in your business. Every time you make your turnover, you make your profit.

Now suppose another dollar is employed by you on a sound credit system on a thirty day account. This dollar you turn at most twelve times a year. In order to make this dollar as good an earner as the cash dollar what profit must you charge? Twelve is contained in 240, twenty times, so obviously instead of \$1.10 (the selling price which you have for cash) you must fix \$1.20 as the selling price for thirty day item. "But," the grocery man says, "this is entirely impracticable—I can't have two selling prices in my store." So he averages and makes a selling price of \$1.15 for cash and credit sales alike, and what is the result? He charges the man who cannot obtain credit and pays cash, 5c more than the merchandise is worth in order that he may give credit to the other.

Consider the sale of the same merchandise which costs \$1 at the following different prices and terms which yield the same annual earning:

Sold at:			
\$1.10	on 24 turns	yields gross	\$2.40
	on cash.		
\$1.20	on 12 turns	yields gross	\$2.40
	on 1 mo.		
\$1.40	on 6 turns	yields gross	\$2.40
	on 2 mos.		
\$1.60	on 4 turns	yields gross	\$2.40
	on 3 mos.		
\$1.80	on 3 turns	yields gross	\$2.40
	on 4 mos.		
\$2.20	on 2 turns	yields gross	\$2.40
	on 6 mos.		
\$3.40	on 1 turn	yields gross	\$2.40
	on 12 mos.		

Note that the merchandise of the same cost must be sold at the above startling difference in price according to the time when it is paid for to produce the same annual earnings. Further note cash turnover at least twenty-four times, credit sales at most the above stated times.

The merchant may know that his cost of doing business is, say 17½ per cent., i. e., it cost 17½ cents for every dollar's worth of merchandise sold to pay the total expense of doing business. From this fact is generally established the deplorable fallacy that on whatever he sells at less than a 17½ per cent. profit he is losing money. He fails to consider that this 17½ per cent. is an average or composite figure made up of varying percentages from, say, 3 per cent. to over 100 per cent., and that some of his

merchandise sold on a 10 per cent. gross profit is showing him a very satisfactory profit instead of a loss, and, because of the frequent turn-over, these items are usually the most profitable in his business.

Often the fortunate, skillful or intelligent man who makes money in the retail grocery business never knows where he made it. Another who fails to show an earning, or loses part or all of his capital, never knows where he lost it.

Paradoxical as it may seem, where he thought he was losing money he was making it. Where he thought he was making money he was losing it. The small-profit, quick turn-over items were the cause of all his earnings.

To illustrate let us tell you of a recent discussion between the writer when addressing the retail grocers of Stark county, Illinois, and one of the retailers who protested against the small profit of a penny on a loaf of bread sold on the "cash and carry" plan. He said he was selling loaves which cost him 8c for 9c and thereby making less profit than the cost of doing business; that the Government really wanted and expected dealers to make a profit, etc., etc.

The writer asked him how many loaves of bread he sold a day. He replied he averaged 100. Then the writer said: "Let us see whether or not you are losing money on this bread. In the morning you invest \$8 in bread, and at the close of business you have \$9 in your till—you made \$1 gross profit. There are 300 business days in the year. At the end of the year you have made a gross earning of \$300 on an investment of \$8. How much money have you invested in your business? Eight thousand dollars?" to which he replied, "Yes fully that."

The writer then said: "Now let us consider how a general increase of such sales would have affected the earnings of your business last year. If every \$8 used in your business were employed as profitably as the \$8 invested in bread, your gross earnings for the year would have been \$300,000. Were they that large?" He admitted they were not. The writer then said: "You had, however, some canned goods in your store that cost you \$4 a dozen which you sold for \$6 a dozen, and thought you were making a nice profit—50 per cent—a dandy profit! There were two dozen in the case, hence you had \$8 invested in that case of goods, and you turned it only once a year. This latter \$8 invested in your business made you a gross annual earning of \$4, a clear loss, and yet you thought that was a very satisfactory and profitable item."

It is very easy to follow this further. Sugar, flour and all the staple commodities can be turned over a great many times—a small profit makes a satisfactory annual earning, and it is this principle that the United States Food Administration is teaching the grocery man to-day. It is doing for him what he does not do for himself and teaching him the importance of the turnover and that the dollar is not turned over until he gets it back.

The time has come when the grocery man must learn that he cannot profitably loan money, as a competitor of the banks, on very indifferent credits and put it out—not only without interest, but pay his customers for the privilege of taking his money and using it for him.

We therefore reach the conclusion that above all other features of retail grocery business the most vitally important is to see that the possibilities and probabilities of turn-over in the different lines of merchandise are rightly and properly considered in fixing your selling prices and credit plans and never be unmindful of the fact that you never turn over your dollar until you get it back.

J. F. Humphreys.

Our Forefathers

Waxed Strong and Grew Healthy on a Corn Bread Diet

They reared a nation on their corn crops.

Wheat was scarce then as now, and, if they could win their independence on mush and milk, corn pone and Johnny cake without material resources of any kind except an indomitable will and an unconquerable determination to secure their rights, we with almost unlimited resources should at least be able to maintain those rights without complaining about a mixed diet of corn meal, rye flour, barley flour and wheat flour.

Furthermore, we are going to do it—willingly, cheerfully, thoroughly.

We are going to learn and are already learning that we have missed something by not varying our diet more.

Look at this assortment of good things—

Graham Bread, Rye Bread, Johnny Cake, Corn Muffins, Rye Muffins, Graham Muffins, Corn Fritters, Rye Rolls, Corn Meal Griddle Cakes, Fried Mush with Syrup, Corn and Rye Gems and Bread, and a dozen other healthy, palatable, nutritious breads, besides the white flour breads, biscuits and rolls.

Of course we are not going hungry!

Not with a SURPLUS of ONE BILLION bushels of coarse grains—corn, rye, barley, oats.

What we MUST do is vary our menus—useless wheat flour and more corn, rye, barley and oat products.

IT IS OUR PATRIOTIC DUTY. IT WILL HELP WIN THE WAR.

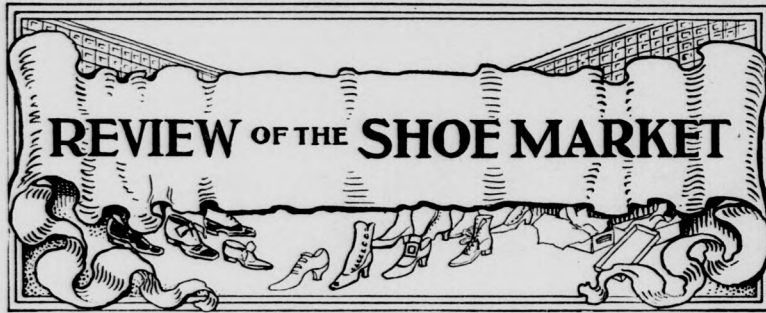
When ordering always specify—

ROWENA RYE FLOUR
GOLDEN G. GRANULATED MEAL
"YES, MA'AM GRAHAM FLOUR
GRANENA WHOLE WHEAT FLOUR
LILY WHITE FLOUR

These goods are all sold under the guarantee of perfect satisfaction or money returned. They are protected by the Rowena Trade-mark—The Sign of Quality.

We will be glad to furnish recipes upon request.

VALLEY CITY MILLING CO.
GRAND RAPIDS, MICH.



Patriotic Trims for the Fourth.

Written for the Tradesman.

By the time this article appears in print Independence Day will be close at hand. Have you planned a suitable trim for the occasion? If not you are missing a splendid opportunity.

The retail shoe dealer should not overlook any chances. The traditions, sentiments and associations of this great holiday should be utilized by the wide-awake merchant.

And this year of all years, for patriotism is running high in the hearts of our people throughout the length and breadth of the land. Let the people of your community know that you are a 100 per cent. American shoe dealer.

Ideas Plentiful.

Fourth of July window trims suitable for shoe stores are not difficult to attain.

You doubtless have on hand most, if not all, of the material necessary to such a trim.

Flags, bunting, red-white-and-blue crepe paper, a picture of the Father of this country, the Continental Congress, a copy of the Declaration of Independence etc. etc.

In a general way it may be said that anything that brings vividly to the mind of the passerby date 1776, and the spirit thereof; and then couples it up with the present, and gives some tangible symbol of the spirit of a free people one hundred millions strong that have entered into the present war to win—will make a hit with the public.

If you have a large picture of Liberty Bell, use it in your trim; if you have a sizeable and presentable picture of the American Eagle, out with him, and put him in a conspicuous place; if you have any old trophies of Colonial Times—an old fife, drum, musket or what not, now will be a good time to work them into your trim.

But by all means don't slight the present. Along with the spirit of '76 there should be the spirit of 1918.

And here your materials are practically unlimited.

With pictures of training camps, companies, battalions, the President of the United States, General Pershing, the flags of the Allies, and ever so many other things that might be mentioned, you can surely bring your story down to date.

Seasonable Shoes.

And of course the shoes you display in your Fourth of July trim should be hot weather shoes.

Now is the time to push all distinctively summer types of shoes. This

year that is not only good business, but a patriotic service as well.

The people should be buying and wearing this warm weather footwear now, for it will help to conserve heavier-wear shoes for fall and winter.

More and more as the months go by, it will become difficult for shoe dealers to supply civilian trade with all-leather shoes for heavy wear. Big problems for the shoe industry of this country are looming just ahead of us. As to just how serious these problems may be, no one is prepared at present to say.

But one thing is self-evident; namely, it will help everybody in the trade, and tend to lighten the burdens of all, if these summer oxfords and pumps can be moved now while they are seasonable.

And it should be the aim of every shoe merchant in the country to do his part in helping to move them.

Cid McKay.

The cheerful store suits customers better and it suits the clerks better, too. It makes selling and buying both easier.

The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

Merchandise Is King



You Should Visit

Grand Rapids Buyers' Week

June 24 to 28, 1918

Values in all commodities will be displayed for your inspection.

Men of national reputation will speak on subjects of vital importance to all.

Make our office your headquarters.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Plan to visit Grand Rapids
during Buyers' Week

June 24 to 28

Call on us and let us assist you in any way possible to make your stay in the city enjoyable and profitable.



Herold-Bertsch Shoe Co.

Manufacturers of
Serviceable Footwear

Grand Rapids, Michigan

We will have some interesting bargains for our visitors during Buyers' Week.

Big Repair Business Developed in Few Years.

Five years ago A. Wangerin and his son, J. G. Wangerin started in the shoe repairing business in a small way in Los Angeles, Cal., under the name of the Progressive Shoe Repairers. In two years they have developed a heavy business over the counter, in addition to that of twenty-six leading shoe stores, and they also manufacture practically all the ancient footwear used by the moving picture colony of Los Angeles. They produce many odd types of footwear, and at present are running through an order for 120 boots of the German type, such as are used in the present war in Germany, to be worn by moving picture actors.

They have from eighteen to twenty-three employes the year around, some engaged on repair work and others on work for the film people. They now occupy the main floor, a full basement and three-quarter balcony. Approximate dimensions of floor are 18 x 120.

The big shoe repairing business enables Messrs. Wangerin to specialize and they employ factory men in the various departments. Mr. Wangerin says he prefers factory men to ordinary repairers because when a factory man is trained to do their class of work he does neater work than the ordinary cobbler. For illustration:—they employ a factory heel trimmer to do their heel building because an operator in that department knows how a heel should look after it is finished; then they teach a factory laster to lay soles and make a practical repair stocker of him in a short time.

In their upper alteration department they use nine Singer fitting room machines, and employ practical women factory upper fitters to do this work. The rough rounding, stitching and edge trimming is also done by a practical factory operator.

The basement is fitted up for a stock fitting and storage room. They dye out their sole leather on a dyeing out machine having a set of dyes for both soles and heels for all repair purposes. The rear portion of the main floor is equipped with a good line of factory machines to handle the film work which is spasmodic.

A McKay machine is used to good advantage in handling the film work, as well as being used to do on an average of five to a dozen pair of half soles daily for the repair department.

Two men are employed for patching uppers, and by selecting men who are adapted to this work this concern has built a reputation for invisible patching which is greatly appreciated by their customers. For hand turning and in seaming welts on repair work a man of the old school is employed.

In discussing the details regarding their system in handling the work Mr. Wangerin said: "When a shoe comes to us to be repaired, the customer's requirements are written on a tag and the shoe is carried through the works with these orders indicated on this tag. Our machines are so arranged that the work is done in rotation. Stitching, heel slugging, the pound-

ing out of the soles or leveling, edge trimming, edge setting, heel and bottom scouring, burnishing and polishing. When the shoe is completed, the operator places it on a table and we inspect it before it is put into a new carton. The ticket with number is clamped to the outside and the bores are numerically arranged on a shelf waiting for the customer to call with duplicate ticket. Stock is all numbered.

"The young woman who takes in the repair work on the floor is very successful in selling shoe repairing, on account of knowledge of the repair business. Her advice is greatly appreciated by customers, as the majority are unfamiliar with the amount of work necessary to put a shoe in good condition."

When the old way of cobbling is considered it is wonderful to think that this concern has six men in the sole and heel department, two men in the patch department, one man in the hand turn department, two girls in the fitting department, one man in the stock fitting department, two polishers and cleaners, two special sales folk to sell shoe repairing, one outside salesman and four men who devote their time to theatrical photo play and costume work.—Shoe Retailer.

What Your Fifty-Dollar Liberty Bond Will Do.

It will protect 1,000 soldiers from smallpox and 666 from typhoid. It will assure the safety of 139 wounded soldiers from lockjaw, the germs of which swarm in Belgian soil.

It will render painless 400 operations, supply two miles of bandages—enough to bandage 555 wounds.

It will care for 160 injuries in the way of "first-aid packets."

It will furnish adhesive plaster and surgical gauze enough to benefit thousands of wounded soldiers.

Every purchaser of a Liberty loan bond performs a distinct individual service to his country and to our boys fighting in France.

Graft that doesn't come out in the washing may show up in the ironing.

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

Michigan Shoe Dealers

Mutual Fire

Insurance Company

Fremont, Mich.

Our Responsibility Over

\$1,500,000

We write insurance on all kinds of mercantile stocks and buildings at a discount of 25% from the Board Rate with an additional 5% discount if paid within twenty days from the date of policy.

Grand Rapids "Buyers' Week"

Are You Coming?

We do not believe you can afford to miss it. Come and make our store your headquarters, and look over a number of

Attractive Bargains

First come, first chance. All seasonable merchandise.

Remember the dates

June 24-25-26-27-28

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Stop That Waste

By selling your customers better shoes

Rouge Rex Shoes

SAVE { Hides
Man Power
Money

All of which our government needs to win the war.

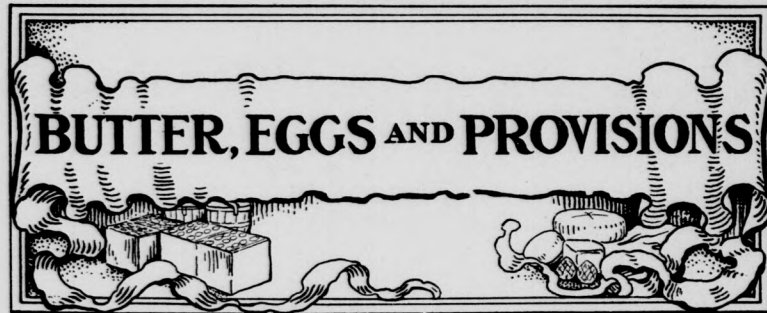
In doing so you build business for the future.

Rouge Rex customers come back and bring their friends with them.

Hirth-Krause Company

Tanners and Shoe Mfgs.
Hide to Shoe

Grand Rapids, Michigan



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

Food Administration Considers Dairy Products in Bulletin.

The U. S. Food Administration has just issued a new bulletin "Food Questions Answered," from which its attitude toward the use of dairy products may be judged. We make the following extracts:

Cheese.

Why are we not asked to save cheese?

Because we have a plentiful supply on hand in addition to that needed for exports.

How much cheese did we import in 1914?

An average of over 5,000,000 pounds every month.

How much did we import in August, 1917?

Half a million pounds.

What is the food value of one pound of cheese?

American pale cheese contains 130.6 grams protein, 162.8 grams fat, 1.35 grams carbohydrates, and furnishes 2,055 calories (according to the Atwater and Bryant). It equals one pound of fat meat in energy value.

Is cheese made of whole milk or skin milk?

Most of it is made of whole milk.

Since the butter supply is limited, why not make cheese of skim milk and use cream for butter production?

Because cheese is made when there that all of it could not be put on the market or consumed as milk or butter. It is really a by-product of the dairy industry.

What per cent. of the milk produced are such quantities of milk on hand is made into butter and what per cent. goes into cheese?

Sixty per cent. to butter, 5 per cent. to cheese.

What is cottage cheese made of?

Skim milk, buttermilk or sour milk.

Is cottage cheese nourishing food?

Yes. It is rich in protein and in price it is one of the cheapest protein foods now available.

What does a pound of cottage cheese represent as protein value in terms of other foods?

One pound of cottage cheese is equivalent to 1.27 pounds sirloin steak, 1.37 pounds chuck rib beef, 1.53 pounds fowl, 1.46 pounds fresh ham, 1.58 pounds loin pork chop.

What other products are made of sour milk or buttermilk?

Skim-milk cheese, hard cheese, sour-milk drinks, all of which are wholesome, casein and milk sugar.

What place has cheese in the diet?

It is a substitute for meat and should be eaten as a dish instead of a tidbit.

Dairy Products.

What are the dairy products?

Milk, cream, butter, cheese, ice cream, etc.

What are the distinctive qualities of milk, butter and cheese?

Milk is called a "perfect food" because it contains all the food elements in nearly the right proportion for proper nutrition and in the most digestible form; butter is probably the most attractive fat and is 100 per cent digestible; cheese has high protein value and is a good substitute for meat.

Why is the number of dairy cattle in Europe diminishing?

Because Europe has had to eat many dairy animals; because shortage of labor has reduced fodder and help necessary for the herds; and shortage of shipping has limited the amount of imported fodder.

Why do the Allies turn to us for dairy products?

Because supplies reaching them from Scandinavia, Holland and Switzerland are now largely cut off, and shipping can not be provided to bring food from Australia and New Zealand.

Why should we encourage our dairy industry?

Because children need plenty of milk and butter; because the world faces a shortage of milk and butter; and because dairying is fundamental in much of our agriculture.

How can we use dairy products most wisely?

By using butter only on the table; by using more skim milk and sour milk



Genuine War Economy

Many of the new war desserts are so delightful when flavored with Mapleine, that they have become permanent articles of American diet.

Crescent Mapleine

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-211)

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.

Blue Vitrol, Nitrate of Soda, Acid Phosphate, Paris Green, Arsenate of Lead

Reed & Cheney Company
Grand Rapids, Michigan

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

Edelweiss—It's IT

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



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Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
Pleasant St. and Railroads

Rea & Witzig

Produce
Commission Merchants

104-106 West Market St.
Buffalo, N. Y.

Established 1873

United States Food Administration
License Number G-17014

Shipments of live and dressed Poultry wanted at all times, and shippers will find this a good market. 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.

E We Buy EGGS E We Store EGGS E We Sell EGGS

We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

Kent Storage Company,

Grand Rapids, Michigan

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

and more whole milk; by wasting no milk or butter.

May we use ice cream freely?

Ice cream is a healthful food and offers an excellent way of using milk products. But it contains sugar, which is one of the foods we wish to save. Patronize dealers who use corn syrup and honey in place of sugar, and when making it at home, always use sugar substitutes.

Fats.

Do Americans eat too much fat?

As a nation we have a reputation of being the greatest fat eaters and wasters in the world.

Why is it necessary to save fats?

Because fats have high value as energy-producing food of a sort specially needed by soldiers; and because they are needed in the manufacture of high explosives, for the lubrication of machinery, and for ointments.

What are the animal fats?

Cream, butter, lard, and fats of all animals.

What are the vegetable fats?

Olive oil, cottonseed oil, corn oil, and oil from nuts.

Why may vegetable fats be used more freely than animal fats?

Because the animal fats are needed for the Allies, and we have larger stocks of vegetable fats.

Is there any difference in the value of animal and vegetable fats in cooking?

No; vegetable fats are just as good as animal fats.

Is there any essential difference between fats and oils?

No; fats are solid at room temperature and oils are liquid.

Is our lard supply decreased?

Yes; the total production of lard in 1916-17 was 22,500,000 pounds less than in the previous year. It began to show decided increase in the spring of 1918.

How can we save fats, especially animal fats?

By frying less; by saving meat drippings; by using butter only on the table; by using substitutes for lard; by wasting no soap.

How much fat should an adult consume daily?

Not below forty grams (about one and one-half ounces) and many will prefer fifty grams (about one and three-quarter ounces) or sixty grams (a little over two ounces).

Milk.

Does the Food Administration ask us to decrease our consumption of milk?

No; nor attempt to substitute other foods for it. Use all the milk. Children need plenty of whole milk. Use sour and skim milk in cooking and for making cottage cheese.

If I can not afford whole milk, shall I get skim milk?

Yes, skim milk is an excellent food. Try to make up for the lack of fat in some other way. But remember that children should have whole milk.

Is milk a cheap food compared to its food value?

Yes. Even at 12 cents a quart one gets protein as cheaply as in meat at 25 cents a pound, eggs at 35 cents a dozen, or fresh cod at 20 cents a pound.

How can we avoid wasting any milk?

By using all remnants of sour milk, cream and buttermilk in cooking and for homemade cottage cheese.

How much milk does a child need each day?

At least a quart up to the age of 6 years; after that at least a pint up to the age of 12.

Does an adult need milk?

Under normal conditions it is not absolutely necessary as it is for children, but it is nevertheless a desirable food for adults.

What is the nourishment in skim milk.

It contains all the protein of whole milk, contains lime, phosphorus, milk sugar.

What is the food value of milk?

Skim Milk.

- 90.5 per cent. water.
- .3 per cent. unavailable nutrients.
- 3.3 per cent. protein.
- .3 per cent. fat.
- 5.1 per cent. carbohydrates.
- .5 per cent. ash.

Whole Milk.

- 87.0 per cent. water.
- .5 per cent. unavailable nutrients.
- 3.2 per cent. protein.
- 3.8 per cent. fat.
- 5.0 per cent. carbohydrates.
- .5 per cent. ash.

One pint of skim milk furnishes 170 calories; one pint of whole milk furnishes 310 calories.

Why is milk so important a food?

Because it is the most complete and well balanced of any single food and is a vital food need for babies and children.

How much milk does the United States produce annually?

About 33,000,000,000 quarts annually.

How is this milk usually distributed?

- 4.3 per cent. goes to feed calves.
- 6.6 per cent. goes into production of ice cream and condensed milk.
- 89.1 per cent. is used in butter and cheese making and for fluid use.

A little learning is a dangerous thing—especially if it is something a man's wife has learned about him.

Knox Sparkling Gelatine

A quick profit maker
A steady seller Well advertised
Each package makes
FOUR PINTS of jelly

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

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

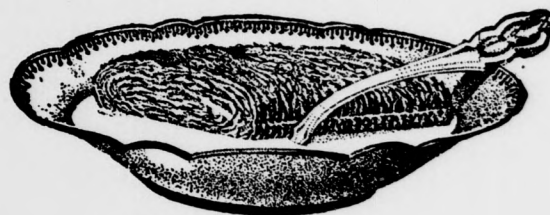
Help to Win the War

You can't go to the trenches or nurse the wounded on the blood-soaked fields of France, but you can do the things at home that are necessary to the winning of the war. The supreme problem of the war is the salvage of men—the saving of man-power.

The great food staples must be conserved. There must be no waste. We are sure of a good crop of wheat—but we must not waste it. When we eat wheat we must be sure it is the whole wheat. It is man's staff of life, the food to fight on and work on. We cannot supply the normal demand for

Shredded Wheat Biscuit

but we are doing the best we can under the limitations placed upon our output.



Made only by

The Shredded Wheat Company, Niagara Falls, N. Y.

Loose Sugar Loss Is Sheer Waste

Many paper bags of sugar break while being wrapped or delivered. Many pounds of loose sugar are thus wasted.

Franklin Package Sugars

save this loss No broken paper bags. No spilled sugar. No scooping and wrapping. The sturdy cartons and cotton bags are weighed, wrapped and sealed by machine in the refinery. They are ready to put in your customers' hands.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



Prices for Salmon, Prunes and Raisins Named.

Prices have been announced for Columbia River Salmon on the basis of \$2 for halves, \$3.25 for flats, \$3.15 for talls and \$3.95 for olds. While, of course, these prices are high they are only about what was expected. In fact, the trade has made up its mind that high prices are in order this season and almost anything that can be named would hardly cause any surprise. The only question is as to whether or not it will be possible to sell the salmon at these figures, inasmuch as the public has shown a disposition to curtail consumption when prices are too high. The naming of Tuna fish prices has been postponed indefinitely owing to a new complication that has arisen, namely, the refusal of the Japanese fishermen on the Pacific Coast to accept the price fixed by the Government of \$95 per ton. They have refused to fish and the question is now open, so that it will have to be threshed out all over again. So far there has been no fishing of any consequence, so that the postponement of the naming of prices is working no hardship.

Announcement is made from Washington that maximum prices of 8½¢ per pound net to the prune growers and 5½¢ per pound to growers of raisins for 1918 crops had been approved by the Food Administration. These prices are higher than were generally looked for, as 8¢ had been expected for prunes and not over 5¢ for raisins. The growers, however, seem to have convinced the Administration that the labor situation and increased costs justify these prices in conjunction with the shorter crop of prunes this year. It is believed, however, that with regulation all along the line the consumer will not appreciate this advance in price as much as he would have done otherwise, for the announcement stated that labor conferences will determine the margins to various handlers of the crops for which retail prices can be computed. Speculation will, of course, be entirely eliminated, as the principle will be strongly enforced of moving goods from the producer to the consumer in as direct a line as possible. Trading will not be permitted before July 15, so that between now and that date jobbers are expected to be able to outline their requirements so that a great deal of the readjustment that comes later in the season will be avoided. Jobbers here, of course, regard the prices as high but hope that the margins to be established later will equalize values.

For Dealers in Flours and Meals.

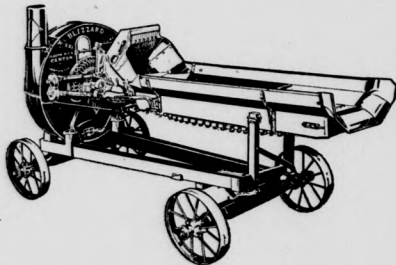
Heavy losses of flours and meals will occur in hot weather unless careful attention is given to storing them.

Such losses at this time, when breadstuffs are so necessary to the Allies and ourselves, must not happen.

Consider your needs and do not overstock. See that flours and meals are in good condition when purchased.

Spoilage of stock on hand can be prevented.

NEW DICK'S "BLIZZARD"



Special Demonstration for Dealers during Buyers' Week



Clemens & Gingrich Company

Wholesale Distributors

COMMERCE and CHERRY

GRAND RAPIDS, MICH.

FOR SALE!

A GOOD CLEAN GROCERY STOCK, FIXTURES, ALSO ELECTRIC FEED MILL, MOTOR, ETC. DOING STRICTLY CASH BUSINESS, MOSTLY FARMER BUSINESS. DOWNTOWN LOCATION AND REASONABLE RENT. WILL SELL AT REASONABLE PRICE. FURTHER PARTICULARS ON REQUEST. A GOLDEN OPPORTUNITY FOR SOME ONE. ADDRESS:

Joseph Shalin,

314 E. Front St.

Traverse City, 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



BLUE VALLEY BUTTER is good butter

These are strenuous times for the retailer. How many of your "lines" are money makers?

Is your butter department a "money maker" or a "loss taker?"

We can help you develop your butter trade to high water mark. A pleased customer will come back. Blue Valley print butter will please. Write us for particulars or come and see us when in Grand Rapids or Detroit.



Blue Valley Creamery Co.
Grand Rapids, Mich. Detroit, Mich.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

Keep them in a cool dry place where there is plenty of air.

Use your oldest stock first—never pile new stock on the old.

If you have a large stock of any line make a special effort to move it quickly.

Keep your place clean—not just the floors and counters but also your stock room, windows and every inch of shelving.

Keep the containers or cases, packages or tins clean.

Shift the packages, turn them over occasionally.

Weevils are responsible for much loss every year. Don't permit a single package known to have weevils in it, to remain in your storeroom.

Watch especially your stocks of rye and graham flours, cornmeal, hominy and oatmeal.

Boomlets From Bay City.

Bay City, June 18—It was an inspiring sight as thousands of the school children of our city marched in the parade that was one of the features of the Flag Day observance last Friday.

O. E. Sovereign, Bay City member of the War Board, delivered an address before the members of Bay Council Saturday evening. Mr. Sovereign recently visited Washington and New York and his statements regarding the conditions in these cities because of the war prove conclusively that the people of the East and South are making greater sacrifices than residents of Michigan. He stated that U. C. T. men in Michigan could materially aid our Government in various ways and instructed those present as to the best methods to pursue. His address was interesting

and instructive. Please visit us again, Mr. Sovereign.

Henry Boss, Saginaw, who represents the Bay City Hardware Co. in Northern Michigan territory, had a portion of one of his fingers cut off last week by a door, which was closed suddenly when he was at the store of E. J. Bonehard, Tower.

Frank Bartlett, general merchant. Quick, has sold his stock to Frank Zeldic, who has taken possession. Mr. Bartlett will engage in farming.

The Hotel Ottawa, Cheboygan, has been re-opened by Fay C. Hall. The name of the hotel has been changed to Fay Hall.

R. S. Richards, who has been at Mercy hospital several weeks, is rapidly recovering and has been informed by his physician that he may return to his home in ten days.

J. H. Belknap.

Nothing More to Say.

There was once a Scotch farmer famed for his strength, who was often challenged by people from a distance who had heard of his reputation. One day there arrived from London Lord Darby, a well-known amateur athlete. He found the Scot working in a field.

"Friend," said his lordship, after first tying his horse to a tree, "I have come a long way to see which of us is the better wrestler."

Without saying a word the farmer seized him round the middle, pitched him over the hedge and resumed his work. His lordship slowly gathered himself together, whereupon the farmer said, "Weel, hae ye onything mair tae say tae me?"

"No, but perhaps you'll be so good as to throw me my horse."

There is nothing so apt to make a man economize as the lack of money.

Stands for Something

THE BROOKS family has been engaged in the confectionery business for twenty-eight years. They have built up a business second to none in their line. Their goods are known in several states and are universally conceded to be the standard of purity and excellence.

Why is this?

Because the Brooks family have devoted their best energies for 28 years to

Making the Brooks Name Good

in every avenue in which they have exerted their influence. This is the reason they have reaped their reward. This is the reason people insist on having Brooks' candies. Because the most discriminating trade demand Brooks' goods, wise merchants handle them.

Retail dealers visiting in the city Buyers' Week are invited to call and inspect the most complete and most sanitary confectionery establishment in the country.

A. E. Brooks & Co. Grand Rapids

Barclay, Ayers & Bertsch Co.

321-323 BOND AVENUE

Grand Rapids, Michigan

Jobbers in

**Pipes, Valves, Pumps, Sinks,
Roofing and Mill Supplies**

We extend a cordial invitation to all our customers and friends to call and see us

BUYERS' WEEK, JUNE 24--28, 1918



Bonus Plan Brings Three Results.

We employ six salesmen in our wholesale business, and all of them work on a bonus plan of salary payment. Our method gives us several desirable results. In the first place, it automatically encourages the men to make a large volume of sales; and, in the second place, it encourages them to push the lines we want pushed. Finally, it effectively discourages price cutting. An incidental result is that it encourages our salesmen to save money.

We have three kinds of bonus payments, which we divide into class A, class B, and class C, for the sake of convenience. A class A bonus entitles the salesman to \$5, a class B bonus to \$3, and a class C bonus to \$1.50.

These bonuses are awarded on the basis of unit sales. With us a carload of lumber is a unit, for in our wholesale department we sell nothing less than that amount.

The salesmen know exactly on what basis the bonuses are awarded. For example, we may place on the bonus list a kind of lumber on which we are slightly overstocked. The price is fixed and the salesman receives the bonus for every carload of that lumber which he sells at the fixed price.

Our salesmen have a certain slight latitude in quoting prices to customers. They know, however, that if they cut prices they will do so at their own expense, because a cut price means a forfeited bonus.

A salesman may forfeit his bonus on an individual sale, however, if he feels it is wise for him to do so, and still gain a bonus on his aggregate sales.

We always set a sales quota for each salesman, and this quota increases from year to year. When the salesman more than makes his quota for any year, he receives a bonus on each additional unit of sales. This bonus he receives entirely aside from the fact that he may have received class A, B, or C bonuses on the individual carload sales. In some territories where the competition is exceedingly keen, the salesmen find it to their advantage—and anything which is to the salesman's advantage is also to the company's advantage—to try for the aggregate bonus rather than for the individual bonuses. Where the competition is not so keen, it is often better for the salesman to strive for the individual bonus and to let the aggregate take care of itself.

Every time that a salesman earns a bonus, we send him a certificate showing that he has earned the bonus. The salesmen, almost without excep-

tion, keep these certificates and figure up how much they are earning on their bonus accounts. They are anxious to see the amount climb; but, as a matter of fact, they are no more anxious to see it climb than we are because the company benefits every time the salesman earns a bonus of any kind.

Especially important, however, is the encouragement for thrift in the salesmen that the plan provides. At the end of the year a man finds he has due him on the company's books perhaps \$1,200 or \$1,500. He has had enough money to live on comfortably during the year and he is probably in no immediate need of the additional sum.

He may, perhaps, have some immediate use to which he wants to put \$200 or \$300; but the bulk of it is usually invested and saved. The men themselves realize and appreciate this point, and it is one of the things that has encouraged them to stay with us.

The plan does exactly what we want it to do. It increases sales at a popular price; and, by manipulating the bonuses, we are able to induce our salesmen to move the goods we are most eager to have moved.

William F. Severn.

Open Letter To Harry Hydorn.

Corn Cob Corners, June 17—Spring has come again and the Spring Poet buddeth out with the rest of the weeds—the Skunk Cabbage of the Human Garden, therefore it is open season now for the above named pest and also time for the Sprayer to get busy with the Lime and Sulphur, Whale Oil and Shot Gun—anything which will exterminate this Ancient Scourge of Society.

Knowing you to be a Knight of the Hoe, the following effusion will in all probability bring tears to your eyes and a lump in your throat, not especially because of any pen pictures portrayed in this "pome" which takes you back to your boyhood days down on the farm, but through sympathy for a fellow farmer who stoops so low as to write spring poetry. I did not tell you that I have taken unto myself a small truck garden of two acres at Corn Cob Corners where I hole up at night and on Sundays and delve into the bowels of the earth during my spare moments during which periods I am inclined to break into verse or most anything else equally rash.

I have recently paid up my accident insurance so in case you operate upon me with a shot gun, my widow will be well cared for. All I ask of you is to write on the head board, "He Was a Good Farmer And He Died Game." So, here it comes:

THE MAN WITH THE HOE.

Under the spreading Hollyhock,
Old Farmer Brownny stands;
That grand old Knight of the Pumpkin
Vine
Mopping his face and hands.

You can see him out with his little hoe
Toiling at break of day,
Annihilating Potato Bugs
With Tobacco Juice and Spray.

'Though he's a Lemon in the Garden of
Love,
He's a Pippin in the Garden of Fame;
For the Squashes and the Cauliflowers
All call him now by name.

He can tell you just what time to plant,
In the light or the dark of the Moon;
At early morn or evening late
And when not to sow too soon.

He can talk on crops, of the market
price—
What Spuds will be worth in the fall;
This wizard of the Cabbage Patch,
Of Garden Truck knows it all.

He drives with his load on Saturday
To the country store near by;
And pulls up late at the barn yard gate
With a comfortable load of rye.

And when the wintry days have come,
And crops are all stowed away,
He and Farmer Boyce near by
Meet and at poker play.

And guzzle the old hard cider,
The two old Baptist Bucks,
Then go to church on Sunday
And pray for better lucks.

So when the final "cash-in" comes,
To shake this world of greed,
They'll plant the two old codgers
And let them go to seed.

Side by side in the corn field,
Away from strife and toil,
Where they'll be at their best—even in
Death
They will fertilize the soil.

Wilbur Brown.

The Patriotic Flat Dweller.
I cannot build a battleship.
I cannot raise a hog,
But I'll do this for Uncle Sam:
I'll keep no woolly dog!



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

Automobile Insurance is an absolute
necessity.
If you insure with an "old line" company
you pay 33 1/3% more than we charge.
Consult us for rates
INTER-INSURANCE EXCHANGE
of the
MICHIGAN AUTOMOBILE OWNERS
221 Houseman Bldg., Grand Rapids, Mich.

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

CODY HOTEL
GRAND RAPIDS
RATES: \$1 without bath
\$1.50 up with bath
CAFETERIA IN CONNECTION

REMEMBER

CITIZENS LONG DISTANCE CIRCUITS
ARE COPPER METALLIC



Direct Connections with
250,000 Telephones in Michigan;
117,000 Telephones in Detroit.

CITIZENS SERVICE SATISFIES

CITIZENS TELEPHONE COMPANY

The trail of 10 cent smoke
that costs the smoker only
6 cents at its source.



Miss
Detroit

6c —The 6-cent Cigar
with the 10-cent
Taste.

The Woodhouse Co., Distributors, Grand Rapids, Michigan

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

June 17—The new Hickler House is again open to the public, J. Nicholson being proprietor. The hotel has been re-furnished and decorated throughout and is now one of the niftiest little hotels in the Soo, catering to tourists and transients. It will be appreciated by the traveling public who are looking for accommodations in the East end.

Fred R. Price, the enterprising druggist, made a visit to Grand Rapids last week.

Dan McDonald, proprietor of the hotel at Raber, has opened up his place of business again with a full line of soft drinks, confectioneries, etc., and will be pleased to see his friends who have been in the habit of stopping, going to and from Raber. The auto traveling public will be more than pleased to note that Dan is again doing business at the old stand.

Chas. Hall, the popular hardware salesman who left a good job to take up his duties with Uncle Sam, returned last week from Camp Custer to visit his best girl and numerous friends who were more than pleased to see him. Charley is looking the picture of health and enjoys camp life. Charley says the Tradesman is the leading paper on file at the Y. M. C. A. huts for the boys up in this part of the country, and they eagerly watch for news from their home towns. It is all that many of them are able to obtain.

It is beginning to look like summer around the Snows, as the Elliott House opened for the season June 24. Everything is in readiness and a busy season is looked for.

Mrs. R. S. Melcher, proprietress of the Islington Hotel, is making some improvements on the building and will open the hotel in the near future.

The Cedar Inn, at Cedarville, has been leased by H. P. Hossack & Co. for the season and is being prepared for opening soon. Mr. Hossack has engaged the services of Arthur Johnson, the well-known hotel man, as manager. Mr. Hossack is very enthusiastic over the success of the famous hotel and is at present making plans for entertaining his guests.

Bert Cady, one of the famous guides in Northern Michigan, will be on the job meeting the boats and seeing that the guests are entertained in the most fitting manner.

"If the average man would only keep a well controlled mouth the rest of his

faults might be endured without unusual difficulty."

Much interest is being taken in the development of the Upper Peninsula fairs this year. A preparatory get-together meeting of the various secretaries and directors of this circuit will be held at the Soo, Thursday, June 20. The delegation will meet with the Board of Education, Chippewa county supervisors and Commercial Club and will be the guests of the Chippewa County Agricultural Society. Special attractions will be put on this year for the fairs. The object of the gathering is to exchange experiences and suggestions of the various fair managers.

G. M. Smith & Co., of Trout Lake, have disposed of their entire stock of groceries to Werlin & Martin. Mr. Smith will continue with the dry goods department only.

George Grazier, the leading barber of Naubinway, has added a side line to his establishment and is buying old iron, bottles, rags, etc. One of the families in the neighborhood woke up the other morning and was unable to find their cook stove. The lady learned later that some enterprising boys had sold it to the new junk man. This is some combination and the only one of its kind on record here.

Michel Dodge, well-known ticket agent for the Arnold Transit Company, at Mackinac Island, is back on the job for the summer after having spent the winter in the South.

The barbers of Newberry are taking advantage of the high priced conditions and have raised the price to 25c for a shave and 50c for a hair cut, with shampooing and extras in proportion. Now is the opportune time for the safety razor man to get busy and open a night school to relieve the situation.

D. K. Moses, proprietor of the Leader, was a business visitor here last week. William G. Tapert.

Confections—All popcorn confections, such as Cracker Jack and Shotwell checkers, have advanced to new figure. Hundred prize package goods are \$5.50 per case; plain, 100 packages, \$5.25, putting this line to a seven-cent package retail. The cost of popcorn, molasses, nuts, cartons, etc., makes the change. Popcorn that will pop 60 to 70 per cent. brings 18@25c per lb. wholesale now.

THE WHOLE COUNTRY IS AROUSED AGAINST

Fire Loss

Automatic Sprinklers solve the question and provide a suitable and efficient remedy. Get in touch with us

Phoenix Sprinkler & Heating Co.
Grand Rapids, Michigan

Detroit Office, 909 Hammond Bldg.

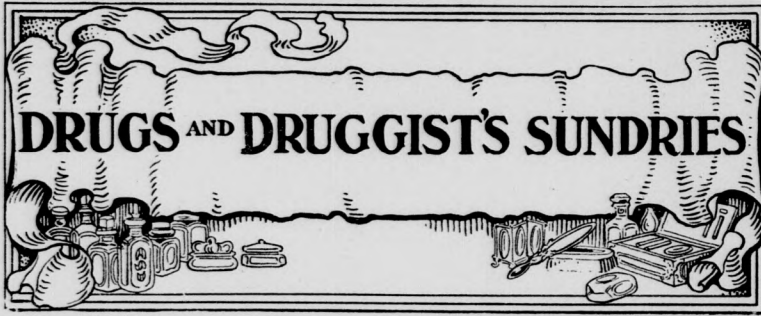


Your Attention is called to *Buyers' Week* to be held in Grand Rapids from *June 24th to 28th inclusive*. We shall then offer some very attractive prices on our entire stock of

Summer Millinery

also a good showing of Sport Hats for touring and resort trade. Will appreciate a call from you.

Commerce Ave. and Island St. **Corl-Knott Company** Grand Rapids, Michigan



Tender Tribute to a Masterly Man.

That was a graceful tribute which was paid Mr. Lee M. Hutchins at the Highland Golf Club last Friday evening when the sixty members of the Wholesale Dealers' Department of the Grand Rapids Association of Commerce rose as one man and drank to the health of Mr. Hutchins in celebration of the twenty-first anniversary of his removal to this city from Detroit.

Mr. Hutchins is conceded to be the greatest asset possessed by the wholesale trade of this market. Not content with being the manager of one of the largest houses of its line in this country and being in such complete command of the situation that he dominates every detail with the trained hand peculiar to the remarkable grasp which long experience in his chosen occupation has given him, he is always first and foremost in every good work for the betterment of trade and the improvement of the moral and material interests of the city, State and Nation. As an after dinner and platform orator, he has no superiors and few equals in this country. His talks are marvels of rhetoric, logic and uplift. No good cause is too insignificant to claim his co-operation and no great governmental or international topic is too complex to receive illuminating elucidation at his hands. Mr. Hutchins is vitally impressed with the danger which now confronts this country in particular and humanity in general and all of his public utterances of late have embodied masterly patriotic and prophetic appeals for unity of action on the part of all our people against the Crucifiers of Christianity.

Attend Your State Meeting.

For the next four months pharmacists will—in many sections and states—be attending their local state and

National conventions. Or, at least, they should. There is great educational value in all such gatherings, if properly conducted. The programmes which have so far reached our desk indicate that the sessions will be very helpful this year. Every druggist owes it to himself to attend one of these sessions. Problems which have been troubling him and others will come up for discussion and he is bound to be benefited by the free expression of opinion and recital of experiences.

There is always a common ground on which even competitors may meet and those meetings often show how the "common cause" can be made to rise superior to trade rivalry and to render it, if not less keen, at least less offensive. If any druggist leaves a convention without feeling the better for it, without feeling prouder of the professional industry in which he is engaged, without having his faith in it rejuvenated and a kindlier feeling for all who are serving in the ranks of pharmacy, then is something sadly wrong with the man or his method of conducting business.

So we hope that everybody who possibly can get away will make a point of attending, even if only for one day. See to it that you learn a few things that will help you pay the expense and particularly see to it that the legislative committee of your state association is provided with funds enough and encouraged to make its influence felt, for your benefit, as well as the welfare of the public at the state capital. And then have all the fun you can assimilate.

Quite Correct.

"The man I met yesterday does not look particularly intelligent, and yet he told me he made his living by his pen."

"So he does; he raises pigs."

Jennings Flavoring Extract Co.

invite you to see their exhibit of
FLAVORING EXTRACTS

Make their Factory Office Your Headquarters
50 ISLAND STREET

Lindquist Building :: :: Opposite Union Depot

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure.
Catches 50,000,000 flies each year

PLACE YOUR ORDER NOW FOR Soda Fountain Fruits and Syrups

We Are Distributors of

J. Hungerford Smith Co.'s Fruits and Syrups
Royal Purple Grape Juice
Welsh Grape Juice
Hire's Syrup Coco Cola

We Also Carry a Full Line of Soda Fountain Accessories
WRITE FOR PRICE LISTS

Putnam Factory Grand Rapids, Michigan

Many Have Delayed

The Season Has Been Backward

Prohibition became effective May 1st.

Demand for soft drinks increases, naturally,
necessarily and automatically.

We are in a position to serve you now, viz:

Soda Fountains
Tables Chairs Stools
Mixers Holders Dishes
Spoons

Also

Syrups, Fruit Juices,
Chocolate Flavors, Etc.

Write our Mr. Arthur W. Olds for a date.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Sales Simplicity

The selling of

Fleischmann's Yeast

is so easy and simple. Nothing to cut, weigh,
measure, or wrap up.

And the yeast, always fresh and strong, gives
unfailing satisfaction to your customers.

THE FLEISCHMANN CO.



A Strong and Steady Seller

Generously Sampled

Widely Advertised

In 50c. and \$1.00 Sizes

A Reliable Article to Recommend

In Demand Everywhere

Keep Up Your Stock

FOLEY & CO.

CHICAGO, ILL.

BE SURE TO ATTEND

our special House sale of big values to buyers who come to the Grand Rapids

Buyers' Week June 24, 25, 26, 27, 28

We have discontinued handling the following lines and offer subject to prior sale—

Glidden's Varnishes and Jap-a-lac, Benj. Moore's Varnishes, Auto Mooramel, Tile-like and Sani-flat; Chicago Varnish Co.'s Varnishes; Columbus Varnish Co.'s Varnishes; Pratt & Lambert Varnishes; Benj. Moore's Egyptian House Paint \$1.75 per gallon.

Our July line of Job Wallpapers—short lots of Combination Goods, Specials, and odd borders will be attractive to the bargain hunter.

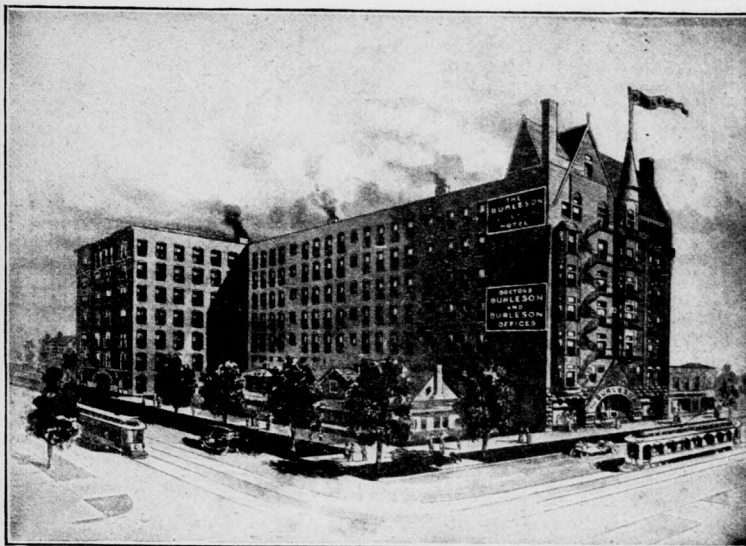
Heystek & Canfield Co.

Grand Rapids

:::

Michigan

Piles Cured WITHOUT the Knife



The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rec- tum (Except Cancer.)

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.

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.

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 2 70
16 oz. 25c, 1 doz. box 1 75
32 oz., 40c, 1 doz. box 2 85

AXLE GREASE
Diamond, 1 lb., 4 dz., dz. 55
Mica, 1 lb., 4 dz., dz. 1 10
Mica, 3 lb., 2 dz. dz. 2 75
Mica, 25 lb. pail 1 40

BAKED BEANS
No. 1, per doz. 1 35
No. 2, per doz. 2 25
No. 3, per doz. 3 60

BATH BRICK
English 95

BLUING
Jennings'
Condensed Pearl Bluing
Small, 3 doz. box 2 25
Large, 2 doz. box 2 60

BROOMS
Fancy Parlor, 25 lb. . . 9 50
Parlor, 5 String, 25 lb. 8 75
Standard Parlor, 23 lb. 8 60
Common, 23 lb. 8 00
Special, 23 lb. 7 75
Warehouse, 23 lb. . . 10 50

CIGARS
Peter Dornbos Brands
5c Dornbos Sin. Bdr. 40 00
5c Dornbos Perfecto 40 00
6c Van Dam 42 50

Johnson Cigar Co. Brands
Dutch Masters Club 75 00
Dutch Masters Banq 75 00
Dutch Masters Inv. 75 00
Dutch Masters Pan. 72 00
Dutch Master Grande 72 00
Dutch Masters Lond. 72 00
El Portana 42 50
Gee Jay 42 50
Dutch Masters Six . . 42 50
Dutch Masters Hand
Made 42 50
Dutch Masters Baby
Grand 42 50
Little Dutch Masters 42 50
S. C. W. 42 50
Dutch Masters
Seconds 37 50

Worden Grocer Co. Brands
Boston Straight 37 50
Trans Michigan 40 00
C. P. L. 43 00
Court Royal 43 00
Hemmeter's Cham-
plon 42 50
Iroquois 42 50
La Azora Agreement 42 00
La Azora Bismarck . . 70 00
Whaleback 42 50
Worden's Hand Made 36 00
B. L. 40 00

Woodhouse & Co. Brands
Tox 37 50
Miss Detroit 43 00
Special deal in quantities.

CONDENSED MILK
Carnation, Tall 5 00
Carnation, Baby 4 40
Hebe, Tall 5 00
Hebe, Baby 4 90
Pet, Tall 5 00
Pet, Baby 3 20
Van Camp, Tall 5 00
Van Camp, Baby 3 20

FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanilla
Terpenless
Pure Lemon
Per Doz.
7 Dram 15 Cent 1 25
1 1/2 Ounce 20 Cent 1 75
2 Ounce 30 Cent 2 60
2 1/2 Ounce 35 Cent 2 75
2 1/2 Ounce 40 Cent 3 00
4 Ounce 55 Cent 5 00
8 Ounce 90 Cent 8 50
7 Dram Assorted 1 25
1 1/2 Ounce Assorted . . 2 00

FLOUR AND FEED
Valley City Milling Co.
Lily White 12 25
Graham 5 70
Granena Health 5 80
Gran. Meal 5 70
Bolted Meal 5 20

Watson-Higgins Milling Co.
New Perfection 12 00

Worden Grocer Co.
Quaker, 1/2s cloth .. None
Quaker, 1/4s cloth .. None
Quaker, 1/2s paper .. None
Quaker, 1/4s paper .. None

Kansas Hard Wheat
Worden Grocer Co.
American Eagle, 1/2s 11 40

Meal
Bolted 11 50
Golden Granulated .. 11 70

Wheat
Red 2 08
White 2 05

Oats
Michigan carlots 80
Less than carlots 83

Corn
Carlots 1 75
Less than carlots 1 80

Hay
Carlots 24 00
Less than carlots .. 26 00

Feed
Street Car Feed 69 50
No. 1 Corn & Oat Fd. 69 50
Cracked Corn 71 00
Coarse Corn Meal .. 71 00

PEANUT BUTTER
Bel-Car-Mo Brand
6 oz. 1 doz. in case .. 2 90
12 oz. 1 doz. in case .. 2 50
24 1 lb. pails 5 75
12 2 lb. pails 5 75
5 lb. pails, 6 in crate 7 00
10 lb. pails 21 1/2
15 lb. pails 21
25 lb. pails 20 1/2
50 lb. tins 20 1/2

SOAP
Lautz Bros. & Co.
Acme, 100 cakes 5 40
Big Master 100 blocks 6 00
Clitmax 5 00
Queen White 5 90
Oak Leaf 5 40
Queen Anne 5 40

Proctor & Gamble Co.
Lenox 5 00
Ivory, 6 oz. 5 90
Ivory, 10 oz. 9 60
Star 4 90

Swift & Company
Swift's Pride 4 90
White Laundry 5 35
Wool, 6 oz. bars 5 15
Wool, 10 oz. bars 7 00

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 3 70
Black Hawk, ten bxs 3 65

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders
Sapolio, gross lots .. 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand 2 40
Queen Anne, 30 cans 1 80
Queen Anne, 60 cans 3 60
Snow Maid, 30 cans .. 1 80
Snow Maid, 60 cans .. 3 60

Washing Powders
Snow Boy, 100 pkgs. . 5 65
Snow Boy, 60 pkgs. . 3 55
Snow Boy, 24 pkgs. . 5 00
Snow Boy, 20 pkgs. . 5 25

Soap Powders
Johnson's Fine, 48 2 5 75
Johnson's XXX 100 .. 5 75
Rub-No-More 5 50
Nine O'Clock 4 00
Lautz Naphtha, 60s . . 4 25
Oak Leaf Soap Powder, 24 pkgs. 4 25
Oak Leaf Soap Powder, 100 pkgs. 5 50
Queen Anne Soap Powder, 60 pkgs. 3 60
Old Dutch Cleanser, 100s 3 60

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22
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 picklig
— Packages free.

SPECIAL Price Current

SALT
Diamond Crystal



24 2 lbs. shaker 1 70
36 2 lbs. table 1 30
150 2 lbs. table 5 75
75 4 lbs. table 5 50
24 12 lb. flake 4 75
280 lb. bulk butter ... 3 38
280 lb. bulk cheese ... 3 38
280 lb. bulk shaker .. 3 88
28 lb. cotton sk, butter 40
56 lb. cotton sk butter 85
35 lb. D. C. coarse ... 48
70 lb. D. C. coarse ... 90
D. C. stock briquettes 1 30
D. C. block stock, 50 lbs. 40



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

ARCTIC EVAPORATED MILK
Tall 6 00
Baby 4 25
Manufactured by Grand Ledge Milk Co.
Sold by all jobbers and National Grocer Co., Grand Rapids.

BAKING POWDER
Ryzon
The Perfect Baking Powder
10c size, 1/4 lbs. 4 doz. 90
18c size, 1/2 lbs. 2 doz. 1 62
35c size, 1 lbs., 1 doz. 3 15
\$1.50 size, 5 lbs. 1/2 dz. 13 50

THE ONLY 5c CLEANSER



Guaranteed to equal the best 10c kinds. 80 can cases \$3.40 per case.

AXLE GREASE



1 lb. boxes, per gross 11 40
3 lb. boxes, per gross 29 10

You'll Like It

FLOR DE ODIN

Dime Quality 6c



Contains Havana
National Grocer Co.

State Distributors
The Old Reliable
B. L.
Sold by All Jobbers

Lubetsky Bros. & Kleiner
Manufacturers
Grand Rapids, Michigan

Diamond Jewelry

Supreme quality—supreme style—supreme character and exclusiveness are embodied in the incomparable new diamond creations shown by the Herkner Jewelry Co.

New pendants, flexible bracelets, bar pins, and the new style oval and long-shaped brooches, each piece a masterful work of art, modeled in finest and most exquisite platinum lace work.

To see them is to appreciate their entire uncommonness.

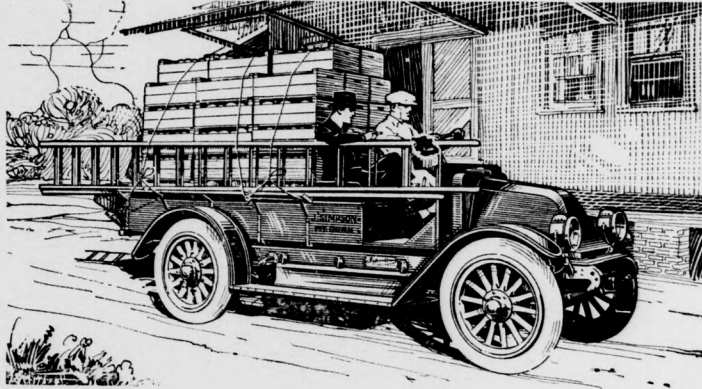
Gifts for every gift occasion in almost limitless variety.

J. C. Herkner Jewelry Co.
Grand Rapids, Mich.

114 Monroe Ave.

121 Ottawa Ave.

Built in
Seven
Models



Price \$1550
to \$2650
F. O. B. Factory

LOW COST HAULING

With the freight rates advanced to such a high cost, Motor Truck hauling has solved the problem of transportation. By installing an

INTERNATIONAL MOTOR TRUCK

in your business you will be independent of all traffic conditions, and be able to give better service to your customers at a very low cost. Investigate our line of Motor Trucks before you purchase your new truck and you will see a real motor truck at a very low cost.

International Harvester Co. of America, Inc.

168 Wealthy St.
GRAND RAPIDS, MICHIGAN

YOU RETAIL DEALERS

Always received us cordially and treated us royally when we visited you on our Trade Excursions. As you know, war conditions have made it impossible for us to secure a train for our Trade Tour this year.

So we planned

BUYERS' WEEK

and we want you to come to our town and participate in an event which will be of positive and lasting benefit to every one of us—wholesaler or retailer who is there.

In other words, we can't visit you on our regular Trade Tour, so we want you to return our previous visits and call on us this time.

Aside from the excellent buying opportunities which will be open for you, we will see to it that every hour of your time can be used to the best possible advantage. There will be STIRRING ADDRESSES, VALUABLE TRADE DISCUSSIONS, IMPORTANT MARKET CONFERENCES AND BARGAINS GALORE.

There won't be one dull moment, for if you get tired of the business side of Buyers' Week, you can "knock off" and play and you'll find some good wholesaler friends of yours ready with their cars to take you anywhere you want to go among the beautiful show places of Grand Rapids and Kent County and they won't tire you out trying to give you a good time.

YOU WILL OWN GRAND RAPIDS while you are here and we Wholesalers will be your chauffeurs and office boys during your stay.

Among the principal speakers will be DR. MERTON L. RICE, lately returned from Army "Y" work in France.

BERTRAM W. PULLINGER back from three years at the Front with a British battalion in France.

WILLIAM L. SADLER, whose knowledge of war conditions is authoritative and told hot from the shoulder.

Lee M. Hutchins and other Grand Rapids Wholesalers whom you know, also will be on the program—and every one of them with a real message for his fellow Wholesalers and their guests.

We know that none of the other excellent speakers whom you will hear will be jealous when we mention only these four stars.

Plan to come and plan to stay as much of the five days as you can. You'll be glad of every hour you spend with us.

Roy Baker
Barclay, Ayers & Bertsch Co.
Becker Auto Company
Bennett Fuel & Ice Company
Blue Valley Creamery Co.
A. E. Brooks & Co.
A. F. Burch Company
Brown & Sehler Co.
A. J. Brown Seed Co.
Central Michigan Paper Co.
Citizens Telephone Co.
Corl, Knott & Co.

Clemens & Gingrich
Peter Dornbos
Durfee Mfg. Company
Foster, Stevens & Co.
Grand Rapids Bedding Co.
Grand Rapids Dry Goods Co.
Grand Rapids Overland Co.
Grand Rapids Oil Company
Grand Rapids Paper Co.
Grand Rapids Safe Company
Grand Rapids Shoe & Rubber Co.
Sherwood Hall Co.

Hazeltine & Perkins Drug Co.
Herold-Bertsch Shoe Co.
Heystek & Canfield Company
Hirth-Krause Company
W. C. Hopson Company
Jennings Mfg. Company
G. J. Johnson Cigar Co.
Judson Grocer Company
Kellogg-Burlingame Co.
A. B. Knowlson Company
H. Leonard & Sons
Lewellyn Bean Company

C. J. Litscher Electric Co.
Michigan Hardware Co.
Michigan Lithograph Co.
Michigan State Telephone Co.
Michigan Tire & Accessories Co.
C. W. Mills Paper Co.
National Biscuit Company.
National Candy Company
National Grocer Company
M. Piowaty & Sons
Powers & Walker Casket Co.
Rademaker-Dooge Grocer Co.

F. Raniville Company
Rindge, Kalmbach, Logie Co.
Standard Oil Company
F. Steketee & Sons
Tradesman Company
Valley City Milling Co.
Vinkemulder Company
Voigt Milling Co.
Watson-Higgins Milling Co.
E. L. Wellman
Woodhouse Company
Worden Grocer Company

FIVE BIG DAYS — June 24, 25, 26, 27 & 28 — DON'T MISS THEM

Time Is Money

A VERY few minutes of your **TIME** spent in our store will save you many **DOLLARS** in the purchase of any article in store or office fixtures.

When here for merchants' week be sure and step in and get acquainted. Perhaps you have something in fixtures for sale—**WE BUY**.

Bring your grips or packages and leave them here. You will be welcome.

Yours for a square deal,

Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

While in Grand Rapids
make your
headquarters at

The House of Quality

A. Casabianca & Son

What We Might Do What We Don't Do What We Do Do

AND WHY

- We might make matches out of cheaper wood . . . *But We Don't.*
- We might save money by using cheaper chemicals . . . *But We Haven't.*
- We might shut down our scientific department and cease trying to make the **BEST** match ever made **BETTER** . . . *But We Won't.*

BECAUSE

- 40** years of pre-eminence as the leading match makers of the world is something to live up to, so . . . *We're Doing It.*
- The safest match science can produce is none too good for the greatest nation on Earth, and so . . . *That's What We Make.*
- There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . *We're On The Move.*

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

DIAMOND MATCHES



Mean so **MUCH** to so very **MANY** people
---**YOUR** people, that you must **NEVER**
lose sight of their **BIG** value to **YOU**.

You can go as far as you like in extolling their virtues, if need be—for the guarantee behind them really **MEANS** something.

Distributed at Wholesale by
LEE & CADY Wholesale Distributors of
DWINELL-WRIGHT CO.'S PRODUCTS
Detroit—Kalamazoo—Saginaw—Bay City

BUSINESS - WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Show cases, five drawer cabinet National cash register, Burroughs adding machine, two hat cases, counters and tables. My stock is entirely cleaned out and fixtures will be sold cheap. Address F. E. Holmes, Mt. Morris, Mich. 771

For Sale—Up-to-date grocery stock and fixtures. In Ann Arbor. Invoiced \$2,000 to \$2,500. Address 772, care Michigan Tradesman. 772

Salesmen—Lace and embroidery importers. Work established trade, Michigan and adjoining territory. Excellent opportunity right man with established trade smaller towns. Fuld, 1140 Broadway, New York. 773

For Sale—Eighty-acre farm; best of soil, good buildings and fences, wind mill, fruit, etc., seven minutes' drive to city of Petoskey; also a nice home at this number. Write Mrs. S. C. Johnson, 207 Michigan St., Petoskey. 774

For Sale—The most complete and up-to-date meat market fixtures in Southern Michigan. Will sell as a whole or various fixtures separately. Enquire of A. E. Armstrong, care The Carroll Dept. Store, Bronson, Michigan. 777

For Sale—One clothing cabinet with six trolleys; eighteen 42 inch trolleys; 16 foot show case; one safe; three indirect electric chandeliers; electric signs; window fixtures; reflectors. Address Miles Stark Clothing Co., Grand Ledge, Mich. 776

\$6,000 stock furnishing and shoes in best small town in Michigan. Money maker. Low price; will pay to investigate. Address No. 775, care Michigan Tradesman. 775

For Sale—A tank oil wagon, with cab, capacity 150 gallons, in first class condition. Address H. W. Warden, Leland, Michigan. 778

For Sale—Grocery stock and meat market. Good business—reason for selling, sickness. Best location in town. Stock and fixtures invoice about \$2,500. Can be reduced. Only \$8 per month rent. Only cash deal desired. Wellman & Barber, Mulliken, Michigan, Lock Box 47. 779

For Sale—Garage 52 x 140, brick and cement, in county seat; best garage in town and fine opportunity for the right man. Write W. J. Parker, Corunna, Michigan, owner. 760

Garage and Good Automobile Agency For Sale—Best location in town; would consider selling half interest to right party, but would rather sell all. Address H. E. Morris, Hill City, Kansas. 761

For Sale—Stock of general merchandise, in good farming community and factory town. Will reduce stock to suit purchaser. Residence and store buildings at low rent. Must sell on account of draft. Address Fred Eichenberg, Parklake, Michigan. 763

For Sale—General stock located in church center in good farming country. Stock will inventory about \$3,000. Annual sales \$20,000. No bad debts. Store buildings, barn and blacksmith shop can be purchased for \$2,000. Address Mrs. P. J. Bresnahan, Parnell, R. R. from Ada. 764

Cash Registers—We offer exceptional bargains in rebuilt National or American registers. Also fireproof credit systems. All makes. We buy, sell or exchange. We carry a full line of supplies. Address The J. C. Vogt Sales Co., Saginaw, Michigan. 335

Wanted—Second-hand cash register, for cash. Address A. F. Hunt, 215 So. Washington Ave., Saginaw, Mich. 767

For Rent—Corner store building on main street, plate glass and copper front down stairs and large show window up stairs. Balcony in rear first floor, size of rooms twenty-two by eighty feet. Fine location dry-goods store, permanent bankrupt store or complete hardware store. N. B. Hawkins & Co., Portland, Ind. 749

Grocers and other merchants—Roof's Daily Sales Cards—Twelve trial cards, 10 cents. Roof, Grocer, Albion, Indiana. 753

For Sale—Grocery store and meat market. Will inventory about \$1,200 to \$1,500. Good resort business. Mrs. B. W. Miller, Charlevoix, Mich. 754

For Sale—One Hobart Electric Coffee Grinder, 1/2 H. P., good as new, cost \$175, worth over \$200 to-day. Selling price, \$100, if taken at once. One 4 lb. Dayton Automatic Platform Scale in first-class condition, cost \$45. Selling price, \$15. One Automatic Beeman Oil Tank, cost \$45, good as new. Selling price, \$15. Above goods to be sold to satisfy trust mortgage. C. J. Goodrich, Attorney for Trustee, 626-627 Post Bldg., Battle Creek, Mich. 755

For Sale—My partner having gone to war and being of draft age myself, must sell at once the ice business in town of Chelsea. No competition. Outfit includes horses, wagons, ice houses and everything used in ice and teaming business. Evert Benton, Chelsea, Mich. 756

Bakery—Well established. Present owner in possession 18 years. Good chance for young man. Can buy premises or rent bakery and living rooms. Very convenient. Mixer and moulder. Hot water heat. Owner getting too old. Address Bellevue Baker, Bellevue, Ohio. 759

For Sale—\$5,000 stock of men's, women's and children's shoes in good location in city of 6,000 inhabitants. Best farming country in the State. Reason for selling, am 72 years old and cannot attend to business longer. Jacob Summers, 141 South Main St., Charlotte, Michigan. 733

For Sale—Grocery stock and fixtures, rent low, location good. Extra good proposition for man and wife. Reason for selling other business. Address Lock Box 247, Owosso, Michigan. 738

For Sale—Counter fixtures, cheap. One Burroughs adding machine, 1 Underwood typewriter, 1 individual 5 drawer National Cash Register, 1 individual 6 drawer National Cash Register, two 16 ft. Sherer-Gillett Patent grocer counters. Jim McGuire, Buckley, Michigan. 745

\$20 Little Giant Automatic Soda Fountain, \$10 cash. Order direct from factory, save agent's commission. Established fifteen years. Grant Manufacturing Co., Pittsburg, Pa. 743

If you want to buy, sell or trade your business, see Hallock, 135 1/2 East Fulton street, Grand Rapids, Michigan. 654

For Sale Or Rent Below Value—Building, living rooms and complete fixtures for grocery and market. Clean stock, about \$900. Good business. A snap for someone. No. 657, Michigan Tradesman. 657

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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 608

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

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

HELP WANTED.

Retail Shoe Salesman Wanted—Give age, experience, salary expected, references and full particulars in first letter. Also state how soon you can come. Butler's Largest Shoe Store. Address A. Ruff's Sons, Butler, Penn. 765

Wanted—Experienced up-to-date department store man as a partner and manager of an established business, modern store and equipment, located in the best city of 4,500 in Michigan. Other business demands owner's attention. Address No. 768, care Michigan Tradesman. 768

POSITION WANTED.

Wanted—Position in grocery or general store. Have had thirty years' experience in general merchandise. Am fully qualified to manage or help manage mercantile business. Do you want such a man? Address No. 762, care Michigan Tradesman. 762

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

Like a welcome guest
Gold Dust
never overstays
its time

Let the GOLD DUST TWINS do your work.

We Have the Most Complete Line of Flour and Feed in Western Michigan

====

New Perfection Flour

Perfection Corn Flour
Perfection Corn Meal
Perfection Barley Flour
White Corn Meal
Pancake Flours
Dairy and Horse Feeds

====

Watson-Higgins Milling Co.

Grand Rapids - - - Michigan

Our latchstring will be out to our visiting friends
June 24-29.

Harper's Special Sales Are Breaking the Record for Results

PROFITABLE SERVICE; rendered to Retail Merchants. Sixteen years conducting Trade Building, Stock Reduction and Complete Closing Out. Advertising Special Sale Campaigns, with a record of having sold stocks netting more than 100 cents on dollar. Are you interested? For particulars mention size of stock and object of sale.

C. N. HARPER & COMPANY, INC., 905 Marquette Bldg., Chicago, Ill.

ALL FOR A MESS OF POTTAGE.

War is the great confounder of prophets. It makes the wisdom of the wise look like the folly of fools. The most careful prevision it causes to appear reckless improvidence. Plans it shatters; combinations it tears apart; infallible reliances it blows to dust. War is the incalculable. "Neither party," said Lincoln in 1865, "expected for the war the magnitude or the duration which it has already attained." How much more can the statesmen of 1918 say it. "Each looked for an easier triumph, and a result less fundamental and astounding." True to-day as then!

If a confessional for errors of judgment about the war were to be set up, the Allies would have to enter it as well as Germany. The blunders are not confined to one side. Allied diplomacy as well as Allied strategy have been proven grievously at fault. Forecasts in London and Paris and Rome have been as widely astray as those in Berlin. This could be shown, it has frankly to be admitted, in endless detail. But take one instance—perhaps the chief—the Allied miscalculation about Russia. This began with the war itself. Even the great Col. Repington predicted that the Cossacks would be riding the streets of Berlin before the year 1915 was old. The Russian "steam-roller" was watched for with an eagerness that was pathetic all through the early months of the war. Soon the decisive military action of Russia was postponed to 1916. It was confidently predicted for 1917, just on the eve of the falling into ruin of the whole Russian military power. Never was there a more complete misreading of the future by men whose boast and business it was to understand the signs of the times.

On the side of the German government, the miscalculations have certainly been no less gross. This is the more noteworthy, in view of the fact that Germany has for two generations sought to organize all knowledge in preparation for war. Her General Staff was supposed to know to the bottom everything that could be known about warfare. And in purely military matter, it cannot be denied that Germany has made a wonderful display of resource and prowess—perhaps the most wonderful, all things considered, that the world ever saw. Yet even in its own technical province, the German General Staff has made sad blunders. The plans by

which it confidently expected to win the war in a rush fell to pieces immediately. It made the mistake of underestimating the French army and of despising the British. It went too much upon the theory that what could be neatly demonstrated on paper must infallibly be the result on the battlefield—the battlefield, where chance or the unforeseeable or prodigies of valor or incredible exaltations of the spirit of heroes may bring the cold calculations of the militarists to naught. Even in the bloody fighting of this year on the Western front there is now good reason to believe, or at least hope, that the elaborate reckonings of the German General Staff are proving fallacious. They embraced everything and figured out everything except the soul of man and the miracles that are wrought by love of liberty.

It is mainly, however, in its misreading of other nations that the German government has blundered. Here again there was miscalculation, despite the most prolonged and painful efforts to make all secure. In international psychology Germany had specialized for years. It was her pride that she understood thoroughly all other countries, although none of them understood her. Yet what a long series of misinterpretations and fundamental misconceptions, relating to other lands, has she exhibited during the past three years! She did not know her own neighbor, France. She had no measure for the soul of Belgium. England she quite misread. She failed to comprehend America. All the facts available she had in her pigeon-holes, but she appeared to be totally unable to enter by imagination into the mind of other peoples and think their thoughts. She was capable of affronting the moral sentiment of the whole world, and yet of fondly expecting the whole world to love her.

It may be said that Germany had at least a truer knowledge of Russia than any of the Allies, and has proceeded upon it to her own enormous advantage. The knowledge we may concede; the cynical unscrupulousness in making use of it stands avowed; but the result is not yet certain. There is still doubt what the effect will be in Russia; there is scarcely any doubt what and how damaging to Germany the effect will be in the rest of the world. This last is now penetrating the German consciousness. The Volkszeitung of Cologne ut-

ters the warning that the German triumphs in the East are outweighed by threatening defeats elsewhere; declaring that "the consequences of our European victories are in a measure balanced by the sum total of losses we have suffered in America." It adds, specifically:

After the war, Germans will no longer be able to enter America; the Hamburg-American and North German Lloyd lines are entered in the black book. Shipbuilding yards and offices have been sold with the prohibition of reselling to Germany after the war. The American press speaks of forbidding Germans to buy shipbuilding yards. It will be the end of German trans-atlantic commerce.

Can an enlarged empire in the East—in that Russia which Germany at the beginning of the war described as the home of a "semi-Asiatic" and abhorrent Kultur—make up for being forever shut

out of the West—out of its markets, out of its intercourse, out of its scientific life? No German not war-besotted would for a moment admit that it could. Yet it is simple truth to say that the events of this year may easily decide whether Germany is not in danger of forever cutting herself off from her share in the great heritage and hope of the Western world, all for the sake of a mess of pottage in Russia.

A lie seldom dies from inactivity.

BUSINESS CHANCES.

Extraordinary Opportunity—Owing to illness, necessitating retirement from business, will sell business property consisting of grocery doing good business, confectionery store adjoining (fine for meats) five nice rooms back of store; nice flat above; barn; two fine lots, corner location. Rental of buildings paying investment alone. Chas. B. Magennis, 141 Knapp St., Grand Rapids, Mich. 780

For Sale—Restaurant and confectionery in city of 5,500, county seat, established business, coal in for winter; other business. The Crouts Cafe, Charlotte, Mich. 781

THE JENNINGS CO., Perfumers

will exhibit their entire line of

Holiday Perfumes and Toilet Articles

It will pay you to look their line over and buy early.

Make their factory office your headquarters.

50 ISLAND STREET, Lindquist Building, Opposite Union Depot

Michigan Merchants

During your visit to Grand Rapids

Buyers' Week

JUNE 24-28

do not fail to visit the PETER DORNBOS CIGAR FACTORY

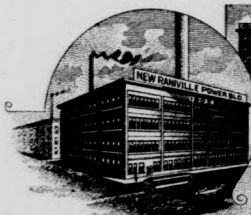
where the celebrated

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