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# MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 24,

17

Number 1779

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## The Wind Before the Dawn

Since the cherubim o'er Eden flashed the menace of the sword  
Upon sacrificial altars hath the blood of martyrs poured.  
Through long ages, dark with midnight, though its beams fell faint and far,  
God's Own hand within the shadow kept alight Hope's guiding star;  
While the slaves of greed and power, God endowed to think and feel,  
Sought their heritage of Freedom in war's thunderous appeal.  
But at last the far-flung power of the boasted right of Kings  
Vanished before the sunlight that the dawn of Freedom brings!

There is clang of breaking fetters and the crash of falling thrones,  
For a strange new note is sounding in the war's chaotic tones;  
In the throes of deadly conflict, crowns and kingdoms pass away—  
Like a storm before the coming of a new and perfect day.  
Lust of power and possession, all oppression's hellish spawn,  
Flee before the vibrant whisper of the wind before the dawn!  
For a great world-Power awaketh that shall bid the strife to cease  
And intone war's benediction in a sacred hymn of peace!

Beautiful upon the mountains are the feet of Him that brings  
To the serf and bondman Freedom, gives them Liberty from Kings!  
Soon the lifting smoke of battle shall America reveal  
As the bearer of the message and the keeper of the seal;  
For the call across the waters hath a mighty nation heard—  
And they rise as men and brothers! They shall speak the final word.  
Under Freedom's starry banner, men of brain and men of brawn—  
For the power of the nation is the wind before the dawn!

*Edith Daley.*

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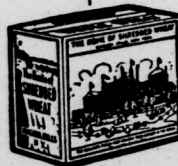
## It Is a Complete Meal

Shredded Wheat is a meal. With milk and a little fruit, at a total cost of five or six cents, it satisfies the appetite and provides enough actual nourishment to give anyone a good start for a day's work.

Call your customers' attention to the economy and food value of

## Shredded Wheat

Tell them that every member of the family can eat it for any meal in any season.



The Shredded Wheat Company

Niagara Falls, N. Y.



# MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 24, 1917

Number 1779

## SPECIAL FEATURES.

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## UNJUST ASPERSIONS.

## Hoover Unfairly Indicts Both Producers and Retailers.

Tecumseh, Oct. 22—Cannot you give us one of your strong editorials on the misstatements which have been in all the papers for the past week throwing the blame for high prices of food products on the retailers?

No class of people are doing so much for the people as retail grocers, but, like some others in high authority, Mr. Hoover seeks to make the people think the blame belongs to the men who perform the most service for the least money.

Frank D. Avery.

## The Hoover Statement.

The food administration considers that, subject to co-operation from the farmers and the retailers, the corner now has been turned in high prices and that most of the essential commodities should one after another continue to show reductions between now and the end of the year. The food administration has no control of either the grower or his organizations, nor of the great majority of retailers. The foundations have been laid for regulation of the intermediate trades, and where these regulations have come into force and the trades co-operating finely, considerable results are evident in the wholesale prices.

The current prices at which flour is being sold at the mill door in jute bags vary somewhat with the locality and freight charges on wheat, Toledo showing the lowest prices at \$10 for first patent and \$9.70 for second patent, the highest being Buffalo, at \$10.70 for first patent and \$10.40 for second patent, Minneapolis being \$10.60 for first patent and \$10.46 for second patent. This shows a large reduction under August prices.

The regulations on the distribution of wheat and the manufacture of flour were put into force the middle of September.

The average retail prices on first patents in 796 cities on Oct. 13 was \$13.77 or from \$1.50 to \$2 per barrel higher than is warranted by the price being made by the millers. In other words, the retail price has not wholly responded to the reductions made by the millers.

The bean harvest this year is estimated by the Department of Agriculture at approximately 7,000,000 bushels in excess of last year and promises an abundant supply. The growers' associations in prominent bean-producing states are holding beans for from 13½ to 15 cents per pound, as against an average price realized by the grower last year of 8 cents per pound. There has been 100 per cent. increase in the Manchurian bean crop, and it is now estimated at 2,000,000 tons. Owing to shipping shortage, virtually the only outlet is to the United States, and these beans will flow into the American market from December until March below the prices

now being demanded for American beans.

The corn harvest this year is 600,000,000 to 700,000,000 bushels over last year, and will be generally available about the end of November. The price of corn rose to \$2.30 per bushel in July and now stands at \$1.90 per bushel in Chicago. New corn is quoted in Chicago at \$1.13 per bushel for December, and indicates nearly a 40 per cent. drop in corn meal when the corn is generally available.

The Tradesman considers the onslaught on the retail grocer as entirely unjustified and not borne out by the facts. Its investigations and conclusions lead to the belief that, notwithstanding the pernicious atmosphere which prevails in the ranks of the farming and laboring classes, which has resulted in forcing the price of farm products and labor up to unprecedented limits, the grocer, as a class, has done more to maintain the equilibrium than any other interest. He has, in too many instances, sold goods at the old-time ratio of profit on cost, well knowing that when he comes to replace the goods going over his counter with fresh supplies, they will cost him more than the retail price he has been selling at. The grocer has seen the cost of doing business in his line gradually advance until it has reached unheard of figures, without recouping himself as he has every reason for doing by forcing his own prices up to the level of the prices of farm products and hand labor.

Now that labor is fully employed and there are two jobs open to every idle man who wants to work, the time is opportune to establish the cash and carry system on a firm and permanent basis. The present wasteful methods of the credit and delivery systems have no justification in the present emergency which confronts the world. We must do business on the smallest possible margin in order that we preserve the country and serve the people to the best of our ability. We cannot do these things by continuing the wasteful methods of the past, which force us to take an improper toll out of the goods which pass through our hands. The grocer who has the vision of a seer and the mind of a prophet will recognize these conditions and improve the present opportunity to so restrict his credit and delivery systems that they will be in keeping with the spirit of the times. Unless he does this, he will find himself out of joint with existing conditions and gradually lose out in the fierce race for existence and supremacy which now confronts the country.

Some folks have so little music in their souls that they can't keep the even tenor of their ways.

The wealth of the mind is the only true wealth.

## NINE PER CENT. INTEREST.

The Tradesman is in receipt of a circular letter now being sent out by M. D. Girard, the Pentwater general merchant, which is the most patriotic appeal which has been brought to the attention of the Tradesman during the Liberty Loan campaign. The document is as follows:

While I am debarred from active service in the present war, I am willing to do my bit in any way possible.

1. To those of moderate means who purchase LIBERTY BONDS I will allow a 5 per cent. discount on all cash purchases at my store up to the amount of their bonds each year while the war lasts. This discount is bona fide from regular selling prices, and makes your bond net you 9 per cent. during the continuance of the war.

2. Should you wish to sell your bond, I will guarantee you par for it at any time during the war.

3. Should you wish to borrow on your bond, I will assist you in borrowing up to within 2 per cent. of its face at 6 per cent. interest during the continuance of the war.

Should you need credit at any time, I will extend you six months' credit on your bond for any purchases you may require without interest.

Yours For World Freedom!

If more merchants had taken such a patriotic stand, the raising of the quota in their respective communities would not have caused so much concern.

Hats off to Mr. Girard!

## CANNED GOODS SITUATION.

A general slowing down in the canned goods demand is noticeable, so far as the general trade is concerned, but there is still active buying for jobbers of offers within reason, in order to fill the requisitions for the army, of which there are always some on hand. Retailers, however, are depending now on the deliveries of goods already contracted for, but which in most instances are slow and backward. However, thus far jobbers say there has been no great distress noticeable, as most of them have enough supplies on hand to keep them going for some time to come.

The one item on the list for which there is no longer any enthusiasm is that of tomatoes. There is a disposition on the part of Southern canners to still hold out for higher prices, but the trade here seems to think prices have gone high enough and in any event there are enough offers at resale to fill any orders that may be imperative, but of which, actually, there appear to be few.

In the salmon market there has been a great deal of talk and much negotiating for export account, but

few actual orders have been consummated. Fruits of all descriptions are in demand, but there is so little offering that there is scarcely a market.

Until the law permits Mr. Hoover to initiate a policy of retail price-fixing, if it should have to come to that, nothing would seem to stand in the way of an alternative policy of price-indicating. By this we mean an authoritative statement from the Food Commissioner's office of what a fair price for various commodities would be in various localities. Such an estimate need not enter into calculations of fractional parts of a cent, such as unfortunately becloud so many of our investigations. Once a fair norm is established and made generally known, the public in its dealings with the retailer will be in a position to recognize extortionate prices without trusting to personal impressions on the subject. Especially would the wide publicity for a fair price norm do away with the absurd variations in price which obtain from store to store in the same locality. The consumer at present cannot argue from the price of coal at the mine to coal in his bin, or from wholesale food prices to retail food prices, because the subject of distribution is a darksome book to him. It should not be difficult to work out such a scheme for him in regular bulletins, a procedure which might mean hardships in isolated cases, but would bring relief to the public and vindicate the retail dealer from the unjust aspersions he cast on the trade in his vicious onslaught of last Thursday.

The loss of six out of a fleet of less than a dozen raiding Zeppelins reaffirms the established lesson of the inefficacy of the balloon airship for military purposes and especially for offensive purposes. If we ask why in face of such experience Germany should have sent forth her Zeppelins against England, one answer may be that, having these monster gasbags on her hands, Germany might as well try to squeeze all the profit out of them she can while the war lasts. A special reason for the latest raid on England is to be found in the General Staff's desire to brace up a slackening morale at home. On the eve of a winter of comparative lull in the land fighting, and another long winter of semi-starvation and general wretchedness and gathering discontent, it may be of some gain to make a combined demonstration of the Fatherland's still impressive powers. With her armies holding courageously under Haig's gunfire, her fleets in action in Russian waters, her armed cruisers raiding in the North Sea, and her airships hovering over enemy soil, Germany serves notice on her opponents, on her own people, that she is still very much in the fight.

## WORLD PEACE

## Impossible So Long as Teutonic Ideas Prevail.

Clatskanie, Oregon, Oct. 20.—The subject of universal peace has been a very popular one for several years past in the United States and, therefore, has had many advocates and has now. If a minister of the gospel wishes to bring himself prominently before the denomination to which he belongs, he advocates world peace; perhaps hoping the world will take cognizance of him which, to his great disappointment, it does not. A would-be statesman climbs onto the highest stump he can find and proclaims himself an advocate of world peace and that he will devote his energies to that end so long as the breath of life lingers in his self-sufficient body, hoping the world will rally around that stump and commission him to go ahead and see that the world is at peace and that it stays at peace, but the world doesn't rally.

If a certain king or emperor has taken it into his head to prepare for war, he rushes to the Hague and sets about formulating plans for a world peace—at least until he is prepared for war; but there always seems to be some hitch in perfecting the plans and world peace does not formulate.

Sometimes a crafty American Secretary of State becomes possessed with the idea that world peace would be a good thing for the world, but the world has other ideas of what a good thing is and goes on finding an excuse for fighting in the latest approved and uncivilized manner on the old battle grounds.

A few years ago these same ministers of the church and would-be statesmen, and ex-Secretaries of State were holding forth from the same high stumps and from the same pulpits, but their theme then was not "peace on earth, good will toward men." The sentiment which rang out from the international line on the North to the international line on the South and from the Atlantic ocean to the Pacific shore, was Remember the Maine. And the Maine was Remembered, proving that the war spirit in the United States is healthy and strong when the sign is right.

Now who of all the anxious advocates of world peace will say that the sentiment was wrong or that the cry, Forget the Maine, would have been right? Who will say that Cuba, the Philippines or even Spain herself would have been better off to-day, or to-morrow if the Maine had been forgotten?

The trouble is that the advocates of world peace are advocating an utter impossibility. If they were to start a campaign to try and convince the American people that a trip to Mars is feasible, and by going to Mars on a junket they would gain a lot of valuable information about how to build canals and dig irrigation ditches, they would not be advocating anything more impossible than the idea of a permanent world peace. That is not simply a statement of mine. It is a fact based on the universal laws of the Supreme Power. The whole universe is at war, a never ending struggle between the forces of attraction and expulsion, positive and negative, light and darkness, heat and cold, the strong crushing the weak—all fighting each other and always must fight each other. Nature cannot be at peace, else all nature would be dead. We are told by those who claim to know that the moon is without any atmosphere, that it has no water, no heat, therefore no life; that all is cold and dead. Well, until this world gets to be like the moon, there will be no universal peace and can be none.

Did you ever notice how all nature is at war? Every species of animal, fish, fowl or insect is at war with every other species of animal, fish, fowl or insect, from the elephant to the ant, from the whale to the min-

now, from the eagle to the humming bird, on down to invisibility. Take a drop of water from the pond and place it under the microscope. You will see the animalcules fighting to the death, the stronger killing the weaker, although their natural lifetime is only a few seconds at most.

The human family is part of nature. In fact, some human families think they are really an important part of nature. At any rate the animal nature seems to be pretty well developed in most of them, which is natural, too, seeing that the human race is only one of the many races of animals which infest this world. They also make war on all the other races of animals. They are bred and born to fight. For instance, a young animal of almost any other species will try to play with anything it meets, alive or dead; but the young human will try to fight, the first thing, as soon as he can stand on one end. When two small boys meet as strangers, if they can work up a fight, they afterwards consider themselves acquainted. A boy who has no fight in him is despised as a coward who will probably never amount to much.

Men will fight to see a girl who has doffed her reputation and most everything else give a leg show on the stage. Men who are neighbors will fight if a dog barks under their window. Individuals will fight if a neighbor's chicken scratches a corner of their garden or if a rooster crows in the morning disturbing their sleep. Individuals, some of them the best men in the world, will fight and kill each other for a thousand and one real or fancied insults or encroachments, and men and angels would dispise them if they wouldn't. Well, nations are individuals collectively.

Show me one nation, any nation, that has lost the war spirit and I will show you a nation that has added nothing to science or the wellbeing of our race in a thousand years.

Then there is the matter of racial economy. All figures in connection with the census of a nation show that under normal conditions the population steadily increases—some nations perhaps faster than others—at a given time. Now, supposing there had been no wars during the last six thousand years of which we have fairly reliable history, what would be the condition of the world's population? Europe has been overflowing for hundreds of years, notwithstanding all the wars which have devastated that Continent. Millions and then more millions have emigrated during the same time. If there had been no wars and the consequent plagues and famine, Europe would be a pest house, or else they would be throwing their babies in the river, as they did for ages in India—a practice that some Christians consider was the fault of their religion, but which originated in the necessity of keeping down an over crowded population; simply one form of birth control. In a few hundred years this country would be in the same condition. How long since China started out to conquer the world? What have the Chinese contributed to the advancement of science, literature, inventive genius—anything that is better or different from what they were a thousand years ago? It is not from lack of that nation's resources, but because it has lost the martial spirit; that is, if it ever possessed it. The people of a nation must go ahead or stand still and to stand still is to be left behind by other nations which are going ahead. Factories must rise and the products of these factories must be sold. The goods which are not needed at home must crowd their way into other countries. Jealousies will spring up and the nation must either hold its own or back out. To hold its own it must fight competition and fight armies as well. It may get licked and some will be killed, but the national spirit of "try again" will still be left. Then it will start in and

prepare to do it all over again as soon as peace has been restored.

A great deal has been said and written about disarmament, especially in America. It is argued that if the nations would disarm, or at least only arm enough to regulate their own internal affairs, there could be no wars. If a nation has to arm to keep peace within, how can it expect there will be peace from without, unless it is prepared to enforce peace? For just as soon as one nation makes up its mind that it has a grievance against another nation, there is going to be trouble, because no two men can see everything from the same standpoint. There are many men and they have many minds, each one believing he has a mind of his own. In a moment of anger any attempt at argument is useless.

Lawmakers will flare up and fight in the halls of Congress, state senators and state representatives will argue over proposed laws until they come to blows, doctors will argue about the treatment a certain patient should have until they come to blows. Preachers will argue points of doctrine until they come to blows, trying to pound their beliefs into the other fellow, whether he will or not, thereby proving that they are members of the church militant here on earth. Then how can anyone endowed with reason, expect representatives from the different nations to agree on matters of vital importance to one that are a decided disadvantage to the other? The fact of the matter is they could not agree and would not if they could. Then why look forward to a world peace?

When America and England were one nation they could not agree, so Americans went to war for their independence and won their independence. Peace was signed by both England and America, but a few years later they went to war again over a new grievance. Some years ago the American states could not agree among themselves, so one half of the Nation had to lick the other half into good behavior. Incidentally, about a million men were lost in the operation. The English people could not agree on who would be king, so they went to war and fought each other for years, until the claimants and most of their friends either died or were killed.

A short time ago the Balkan states went to war with Turkey, and after thrashing Turkey, went to war among themselves over the spoils. All this is history and history has a habit of repeating itself.

We are told treaties could be drawn up between nations, agreeing to submit all differences to arbitration, and thereby do away with the war. Yes, and the nations would probably all agree on the terms and sign seal and deliver the documents to one another. Then what? As soon as any one of the Teutonic nations found it to be in their interest and in their power to prepare for war they would probably do so. History proves that in nearly all the wars which have shaken the world, treaties have been broken by barbarian peoples, just as the German government sneeringly referred to a solemn and binding treaty with Belgium as a "scrap of paper." But we hear some say "all the other nations would be a unit in compelling that nation to regard its treaty." Just so. Then all the other nations would have to arm and prepare for war, even as at the present time every nation which has enough self respect is compelled to arm and prepare to fight Germany, a nation so brutal and arrogant as to believe it could lick the world in arms.

There is too much difference of opinion and too many conflicting interests to expect any peace agreement that can possibly be drawn up to last.

Talking about world peace—that is, permanent world peace—sounds well, perhaps, but it is a waste of sound,

a waste of talk, a waste of brains, because the brains will never be born that will be able to accomplish what the Supreme Power of the universe cannot do—change human nature. Religion cannot do it, because all religions we are acquainted with have been at war and nearly all of them are at war now. It is useless to say Christianity can do it, for Christianity has been in more wars during the last 1800 years, than any other religion in that period; and most of them have been wars in which Christians or Christian nations were the aggressors. Indeed, the whole state of the Christian church in all its branches here on earth is militant, recognizing the fact that war is at least a part if not the whole of nature.

I wish that some one might be inspired to write an American Marseillaise, with power to awaken American manhood and womanhood to the fact that American freedom is worth fighting for.

Englishmen proudly boast that "Britons never will be slaves." What have our American pacifists to say about Americans meekly taking their orders from Berlin?

R. R. Robinson.

## Cut the Bonds of Liberty.

To say a Liberty Bond is a sword to cut Liberty's Bonds is not merely a figure of speech. It is a literal truth. Liberty, bound by lack of funds, is fettered, shackled, chained in the most shameful way! Liberty, beautiful, free Liberty, bound, ought to be a contradiction of terms! We can make it so. It is our duty, even more than it is our privilege, to forge a sword, better, finer than any Damascus or Toledo blade, that will sever the disgraceful bonds and free forever our liberty and the liberty of all civilization.

And we can do it without a cent of expense to ourselves. Give Liberty enough to buy her freedom, and yet spend nothing. For buying a Liberty Bond is not spending, it is saving; more, it is investing. Why hesitate to put your money where it is sure of a fair interest, where it is safe from your own oft-regretted extravagance and from your prodigal friends' wily pleas for borrowing?

To be sure, this is the selfish view. But human nature is selfish. To human nature, therefore, we say, buy Liberty Bonds for your own benefit.

Buy Liberty Bonds to help your country in her need! Help forge the great sword that will cut the Bonds of Liberty even as Alexander cut the Gordian knot!

Figures of speech, you say?

Very well; then let yours be the speech of figures!

Money talks!! Carolyn Wells.

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

Buffalo, Oct. 24—Creamery butter extras, 44½@45c; first 43@44c; common, 41@42c; dairy, common to choice, 35@40c; dairy, poor to common, all kinds, 32@35c.

Cheese—No. 1 new, fancy, 26@26½c; choice, 25½c@26c.

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

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

Beans—Medium, \$9.00@9.50; peas, \$8.50@9.00; Red Kidney, \$7.00; White Kidney, \$8.00@8.50; Marrow, \$9.00@9.50.

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

# The Retail Merchant

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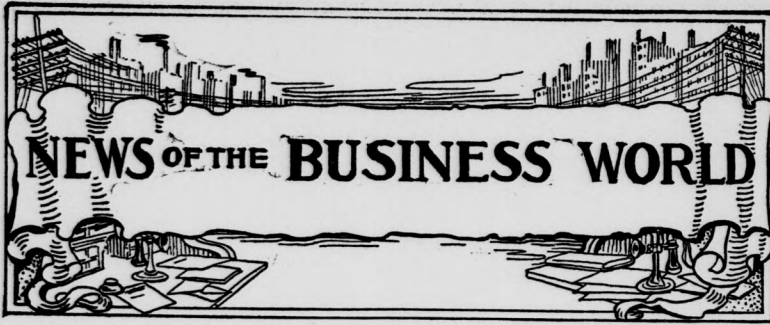
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Must do his duty in making subscription to the Second Liberty Loan. He of all men should buy war bonds to the limit of his resources, because the investment is secure, the interest rate is fair and the cause is the greatest which ever confronted the men of this world. The possession of these bonds relieves the average investor from taxation to the extent of his holdings. Every merchant—no matter how small or large his business may be—should contribute to the cause of human freedom. Your jobber will in all probability be willing to take over your bonds in liquidation of your account in case you get in a tight place and wish to relieve yourself from the investment. Many merchants who subscribed for the First Loan have subscribed for the Second Loan, but we must have hundreds of additional subscriptions in order to secure the amount we are expected to raise in this district. You can take any denomination desired and pay for same at the rate of 2 per cent. a week. At the end of 50 weeks the bond will be yours, our boys at the front will have been properly supported and our country will have been saved from invasion by a foe which is actuated by the most inhuman motives the world has ever known.

After you have decided on the amount of bonds you can take, urge your clerks and store assistants to do their part also.

## Buy These Bonds!

*Grand Rapids Liberty Loan Committee*



### Movements of Merchants.

Morrice—C. O. Robinson has engaged in the business of potato buying.

Belding—N. P. Maloney & Co. have engaged in the produce business.

Scottville—A. Kiedo has opened a restaurant and cigar store in the Miller building.

Allegan—Durand & Co. are closing out their stock of meats and will retire from business.

Paw Paw—E. R. Laverty has closed out his stock of bazaar goods and removed to Niles.

Stanton—Lewis E. Brown has added lines of hosiery and underwear to his stock of bazaar goods.

Charlotte—The Hancock Manufacturing Co., making brass automobile accessories, sustained a loss of about \$4,000 by fire Oct. 21.

Fremont—E. M. Vaughan, has sold his stock of harness and harness accessories to Ross Hartwell, who will continue the business.

Paw Paw—E. B. Longwell has sold his grocery stock and store fixtures to T. B. Clapp & Co., who have taken possession.

Jackson—C. A. Shehan will open a drug store at 220 South Mechanic street, Oct. 27, under the style of the Shehan Pharmacy.

Red Jacket—Joseph Vlasich has opened a men's furnishing goods, clothing and shoe store in his store building at 611 Scott street.

Detroit—The Maurice W. Fox Co., automobile dealers, 156 Milwaukee avenue, has increased its capital stock from \$60,000 to \$120,000.

Owosso—Charles A. Lawrence, who conducts a department store, suffered a loss by fire, of \$30,000 to his stock Oct. 20. The loss is covered by insurance.

Hancock—Michelotti & Co. will open a restaurant and ice cream parlor in the Rouleau building Nov. 1 under the style of the Roma Restaurant.

Jackson—E. W. Chapin, cigar dealer at 161 West Main street, had the contents of his cash register taken by thieves, who broke into the store, Oct. 18.

Fremont—Allison I. Miller has sold his interest in the Fremont Auto Co. to his partner, Robert F. Southard, who will continue the business under the same style.

Alma—The Francis O. Lindquist Co., of Grand Rapids, has leased a store in the Merchants Building Co. block and will occupy it about Nov. 1 with a stock of clothing.

Alma—Earl Crampton has sold his grocery stock to Winslow Bros., who will close it out at special sale, preparatory to occupying the store building with a stock of drugs.

Rhodes—The Rhodes Elevator Co. has been merged into a stock corporation with an authorized capitalization of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Lennon—The Lennon Elevator Co. has been organized with an authorized capital stock of \$25,000, which amount has been subscribed, \$23,507.56 paid in in cash and \$1,492.44 in property.

Holland—A. M. Tood is erecting a large cement building for a hemp factory which he expects to have ready for business about Dec. 1, to manufacture the product of his 300 acre hemp field in Ganges.

Alma—Nassar Bros., who conduct a wholesale fruit and vegetable business, have sold their stock of Fortino Bros., who will continue the business in connection with their retail confectionery and fruit store.

Detroit—The Detroit Jewish Stock Co., 1140 Penobscot building, has been incorporated to conduct theaters with an authorized capitalization of \$5,000, which amount has been subscribed, \$2,000 being paid in in cash.

Manistique—Lawrence Beaudoin has sold his meat stock and butcher's equipment to Levine Bros., who will add a line of groceries to the stock and continue the business as a branch to their Riverside Grocery.

Bad Axe—Willard Babcock, of Detroit, has purchased an interest in the F. W. Hubbard & Co. properties at this place and Palms. The enterprise includes the general store, banks, grain elevators and several store buildings.

Grand Haven—C. M. Nay has purchased the interest of his partner, William Klocksein, in the meat market of Klocksein & Nay and will continue the business at the same location on Washington street, under his own name.

Detroit—John J. Uller, engaged in the wholesale poultry business at 415 Russell street, has merged it into a stock company to be conducted under the style of the John J. Uller Co., with an authorized capitalization of \$20,000, all of which has been subscribed and paid in.

Coldwater—Straight & Swain have sold their clothing stock to Harrison and Roy Fletcher, who conduct a clothing store at Ypsilanti under the style of Fletcher & Fletcher. The Coldwater store will be conducted under the same style, with Harrison Fletcher as manager.

Detroit—W. T. M. Weir, engaged in dry goods and men's furnishing business at 1540 Warren avenue, has merged his business into a stock company under the style of the Weir Co., with an authorized capital stock of

\$12,000, of which \$6,350 has been subscribed and paid in in cash.

Clare—H. E. Chatterton, formerly engaged in the farm produce business at Mt. Pleasant, has merged his business into a stock company under the style of the Clare Hay, Grain & Bean Co., with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

### Manufacturing Matters.

Saginaw—Bliss & Van Auken are rebuilding their flooring plant, which was recently destroyed by fire.

Detroit—The Larrowe Construction Co. has increased its capital stock from \$30,000 to \$300,000.

Detroit—The Republic Knitting Mills has been organized with an authorized capitalization of \$50,000, which amount has been subscribed, \$30,000 being paid in in cash.

Ludington—Lubetsky Bros. & Kleiner will erect a two-story brick and steel cigar factory on the corner of Dowland and George streets at a cost of about \$20,000. They expect to occupy it about Jan. 1.

Detroit—The John Schlaff Creamery Co. has been organized with an authorized capital stock of \$500,000, of which \$388,500 has been subscribed, \$8,910.33 paid in in cash and \$329,589.67 in property.

Detroit—The Detroit Processing Co., 911 Dime Bank building, has been incorporated to manufacture chemicals, with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$3,000 paid in in cash.

Detroit—The Sherwood-Gilmore Motor Co. has been incorporated with an authorized capitalization of \$60,000 common and \$5,000 preferred, all of which has been subscribed, \$1,200 being paid in in cash and \$7,282 in property.

Charlotte—Warren Stoddard has begun suit in Circuit Court, asking for the dissolution of the Eaton Rapids Foundry Co., which was incorporated in 1908. Mr. Stoddard claims he is the heaviest stockholder and also the largest creditor, having loaned the company \$6,000.

Holland—Anton Seif, Jr., has converted the Holland City Brewery into a cheese factory, which will open for business Nov. 1, under the style of the Holland Cheese Co. The company will also make butter and for this purpose has purchased the Rusk creamery, Northeast of town.

Menominee—Operations have been started at the Menominee River Sugar Co. and, while the season is somewhat late this year, the supply of beets is much larger than in 1916, due to the response of beet growers in this section to the request by the Government that more sugar be produced this year, so that the United States can furnish more sweets to her Allies. The plant will operate about seventy-five days and will supply more than its quota of the sugar to be asked of the United States.

### Late Bank News.

St. Clair Heights—The First State Bank of St. Clair Heights has been organized with an authorized capitalization of \$50,000.

Alma—Karl R. Adams, Assistant Cashier at the Alma State Bank, has been elected Cashier of the institution.

Pinconning—The State Bank has increased its capital stock from \$25,000 to \$30,000.

Mason—F. E. Densmore who has been Cashier of the First State and Savings Bank of Mason since its organization in 1890, has tendered his resignation and J. B. Dean, Assistant Cashier has been advanced to the position of Cashier.

Ovid—The State Savings Bank has increased its capital stock from \$25,000 to \$50,000.

Burlington—The Burlington State Bank has been organized with a capital stock of \$25,000.

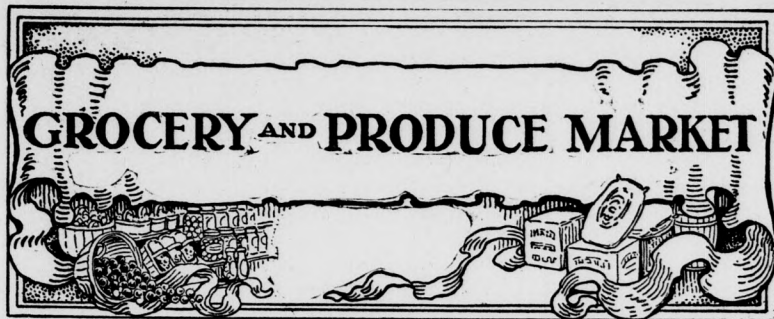
### More Call For Fine Worsteds.

There are said to be quite a volume of reorders coming in for fine worsteds from manufacturers of men's clothing. It seems that this is due, in great part, to the manufacturers having taken comparatively small lots of these fabrics earlier in the season because of the high prices they commanded, which it was felt would not be paid by the retail customers. Apparently, however, they were wrong in this premise, for men's suits of the higher grades are moving freely, and as a result manufacturers have had to replenish their depleted stocks of these fabrics to meet the demand.

### Rich Fabrics in Evening Frocks.

Simplicity of line, which is in strong contrast to the rich fabrics used, is the feature of the fall season in evening gowns. According to reports from local manufacturers, metal cloths, beaded tulle and brilliant velvets in attractive color combinations are used in gowns made along straight narrow lines. Soft draperies in appropriate shades appear, but with no suggestion of the bustle silhouette in the best sellers. Fur trimming, as in less formal dresses and suits, is said to be very popular.

The starvation of England by the U-boats has by this time passed into a highly speculative future, even according to Tirpitz. But it is doubtful whether at any time even Tirpitz expected to starve out England. The principal purpose was undoubtedly to hamper the conduct of the war on land. Official figures for the third quarter of the year show that 2,642 British vessels have been diverted from normal trade to regular or auxiliary naval service. Since the Admiralty has been taking over the larger and swifter ships we may safely assume the same average of 4,500 tons to the ship that we have used in calculating the destruction of tonnage by the submarines. This would show nearly 12,000,000 tons diverted to war purposes. Before England consented to accept a peace of starvation she would have brought back into the food service several millions of this tonnage. It would have seriously affected the military plans of the Allies, but it would have nullified the unfounded hope of a British collapse upon which the German people have been fed.



### Review of the Grand Rapids Produce Market.

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

Bananas—\$4.34 per 100 lbs.

Beets—\$1.40 per bu.

Butter—The market is steady on a decline of 2c. The receipts of fresh creamery are very moderate and gradually decreasing. There has been a fairly active demand, with a cleaning up of most of the receipts of fresh creamery butter. There has also been considerable butter withdrawn from the cold storage warehouses during the past week. No material change is looked for in the butter situation in the near future. Local dealers hold extra creamery at 42c in tubs and 43c in prints. Centralized brings 1c less. Local dealers pay 38c for No. 1 in jars and 33c for packing stock.

Cabbage—Home grown, 75c per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—20c per bunch.

Celery Cabbage—10c per bunch.

Eggs—The market is very firm, due to extreme light receipts of fancy fresh eggs and a good consumptive demand for same. Receipts of fine eggs are cleaning up daily. The market on storage eggs is somewhat unsettled at this writing, due to a surplus in the various warehouses throughout the country. We do not look for any great change in either the fresh or storage egg market. Local dealers pay 37½c for fresh, loss off, including cases. Cold storage operators are putting out their stocks on the following basis: Extras, candled, 38c; first, 37c; seconds, 35c.

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

Grape Fruit—\$6.50 per box for all sizes Floridas.

Grapes—Wordens, Concord and Niagaras command 22c for 8 lb. climax baskets and \$2 per doz. 4 lb. baskets; Delawares, \$3 per doz. California Tokays command \$2 per crate.

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

Green Peppers—50c per basket.

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

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

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

Limes—\$2 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Musk Melons—California honey dew \$2.50 per crate of 6 to 10.

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

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

Oranges—California Valencias, \$4@4.25.

Peaches—Smocks, Lemon Frees and Gold Drops, command \$1.25@1.50 per bu.; New York Elbertas fetch \$2 per bu.

Pickling Stock—Onions, \$1.50 per box.

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

Potatoes—\$1.35 per bu.

Poultry—Local dealers pay as follows, live weight: heavy hens, 25@26c; light hens, 21@22c; cox and stags, 14@15c; broilers, 24@28c; geese, 18@20c for young and 15@16c for old; ducks, 21@22c. Dressed fowls average 3c above quotations.

Radishes—15c per doz. bunches for small.

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

Tomatoes—75c per bu. for green.

### The Grocery Market.

Sugar—The market is still in a chaotic condition, but the situation is likely to be simplified within the next two weeks, due to the introduction of beet granulated. Nearly if not all of the Michigan factories have started this week and will be able to make shipments early next week. Local jobbers have only a few bags of sugar on hand and are doling it out sparingly. The same is true of local retailers, most of whom confine their sales to 5 pounds at a time. The price of beet sugar will be 7¼c at the factory, plus the New York freight rate to destination. This averages about ¼c, so sugar will cost the jobber approximately 7½c. The jobber is permitted to add only ¼c profit, which will force him to make sales at approximately 7¾c. The retailer will not be allowed to sell granulated at more than 9c.

Tea—Little more than routine business has come up for attention and no price changes have occurred. The tone is steady to firm, with brokers still optimistic on the outlook for the immediate future. There are vague hints of developments of an important character in prospect.

Coffee—The market is still very dull and weak, the quotation on No. 7 Rio, green and in large quantities, being 8¼c. No. 4 Santos, an equally standard grade of that coffee, is quoted in the same way at 9¼c. These prices are extremely low; in fact, are almost down to the cost of production, but it seems impos-

sible to get them up in view of the small demand and the very large available supply. Buyers are taking stock merely for actual needs, as nobody seems to be willing to anticipate his wants. Java and Mocha are steady to firm and unchanged.

Canned Fruit—There are only light offerings of all the fruits and the market remains strong. Gallon apples are still in demand but are hard to find.

Canned Fish—There is not a very active demand at the moment in comparison with the recent activity, but the trade has no fear of all the salmon being wanted that can be furnished. The market remains strong on the basis of quoted prices.

Dried Fruits—Two factors are showing themselves in the dried fruit situation which may become important. The first is that of transportation, the reports of which coming from the Coast offer very little encouragement. The car shortage is giving all concerned considerable worry and especially the railroads which depend upon the movement of the California crops for a considerable portion of their revenue. The other factor is the heavy demand being made by the Government for dried fruit for army rations, and their heavy purchases are causing further delays in shipments to the regular trade, as they must be given preference. All of this has a tendency to hold the spot situation firm, as dealers say that supplies remaining from the old crop may be needed if new crop supplies do not come forward fast enough. While there have been some arrivals thus far, they have been only the beginning, with little to hope for in the way of the irregular continuance. Prunes continue firm, but there have been no advances of any moment. Raisins are firm, but the trade is waiting for new arrivals. Peaches and apricots are also in demand and firm.

Rice—In the absence of spot supplies of any consequence buyers are unable to cover urgent necessities and prices are nominal. Reports from the South indicate no letting up in the conditions that have brought record high prices for the season's beginning and the tendency here is consequently toward higher levels as present spot quotations leave a margin of profit that is always negligible.

Cheese—The market is steady, quotations ranging about ½c per pound lower on the various styles, due to a good supply and a light consumptive demand. The fresh receipts, however, show decrease in quantity and also more or less defective quality, due to poor pasturage in producing sections. We do not look for any change in the near future. There is a good home consumptive demand and some export enquiry.

Corn Syrup—Business for prompt delivery is still restricted. Demand is active, having been decidedly stimulated by the scarcity of sugar.

Provisions—The market on lard is firm, quotations ranging the same as last week. Pure lard is in light supply, with a fair consumptive demand. The local packers are cleaning up their daily make every day. The market on com-

pound is very firm, due to shortage of the raw product and a good consumptive demand. Higher prices are looked for in this commodity, as it is gradually becoming scarcer. The consumption is generally improving, due to the extreme high prices of pure hog lard. The market on smoked meats is very firm, with a good consumptive demand and moderate supply. Local packers are killing only enough for their immediate needs. Barreled pork is very firm, with quotations ranging about 50c@\$1 per barrel higher. There is a moderate supply and a good consumptive demand. Dried beef is steady, with unchanged quotations, there being a fair supply and a good consumptive demand. Canned meats very firm at unchanged quotations, with a light supply and a good consumptive demand.

Salt Fish—Mackerel are extremely scarce and very firm and high. Some shores are coming in at \$33@34 per barrel, in a large way, for small sizes. This is probably \$10 per barrel above normal. Some fish are about to come in from the Magdalen Islands which will also range about \$10 above normal. Ireland is also sending mackerel over here at around \$28@29 per barrel, this being from \$10@11 above normal. Cod will be in demand shortly, but is not figuring to any extent yet.

### The Bean Situation.

On account of the lateness of the incoming crop, the market in beans has ruled rather firm. However, it is expected that the Government will sooner or later put a price on beans, and while nothing definite has been decided, gossip would indicate that the price will be around the \$7 mark. Receipts of new beans so far have been comparatively light, with a fair demand, which has had more or less to do with keeping the market in a very firm condition.

Beans from all angles are selling at a much less price than we are asking for Michigan beans right now and it would seem that unless we are in a position to lower this price, California, Colorado, New York State and others will be getting the business which rightfully belongs to Michigan.

South American beans are being offered out of New York City from \$1@3 per bushel below the price of Michigan beans and are being taken, in a great many instances, on account of their food value. E. L. Wellman.

### Timely Warning By Local Revenue Collector.

Grand Rapids, Oct. 23—It would be of interest to your readers if you would publish the fact (unless you have already done so) that all single persons having net annual income of \$1,000 or more and all married persons having a net annual income of \$2,000 or more must on or before March 31, 1918, make return thereof to this office for the year 1917. They will not be required to pay tax, however, except on the excess over these figures. In order to receive the proper blanks at the proper time, they should send their names to this office to be placed upon the mailing list.

It would also be of interest to your readers if you would publish the fact that the documentary stamps required by the new revenue law to be used after Dec. 1, 1917, will be on sale at the various postoffices throughout the

Emanuel J. Doyle.

## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 22—Business at the Soo is evidently good with John D. under the efficient management of Paddy Moher. It is necessary that a new office building, garage, barn and wagon shed be put up in addition to the present warehouse to take care of the largely increasing business at the Soo. This will set John D. back about \$10,000 when completed, and from present indications the automobiles will be able to get plenty of gasoline during the winter.

Clinton Collins, for many years a well-known representative for the National Biscuit Co. here until about four years ago, when he entered into the candy business, which was discontinued on account of Mr. Collins organizing the Chippewa Automobile Co., of which he was manager, which position he held until last week, has accepted a more profitable position with a Detroit automobile company as salesman, making his headquarters at Seattle. Mr. Collins will be greatly missed here, as he was active in the Good Roads Association of Chippewa county and prominent in civic matters. Friends tendered Mr. and Mrs. Collins a farewell dinner, wishing them every success in their new field.

Escanaba is to have a new broom factory built on the property leased by A. J. Pippin for that purpose. The new company will install a broom manufacturing plant formerly located at Stephenson and will employ at least fifteen men as a starter.

John W. Moffley has been appointed Secretary of the War Council for Chippewa county, to succeed Stanley Bullivant, whose removal from the city necessitated his resignation.

With wheat so precious and necessary to our Allies, it seems that in America should readily "acknowledge the corn."

D. K. Moses proprietor of the Leader store here, but now living in New York was a business visitor here last week. Mr. Moses is always glad to get back to the Soo, which always looks good to him.

The Dunham & King mill, at Drummond Island, has been purchased by a Bay City firm and from information received will probably be in operation during the coming winter. The Bailey mill, also at Drummond, is again in operation. With the above two mills operating this winter, Drummond Island will be a lively place.

J. R. Berry, well-known merchant of Oak Ridge Park, has taken a large contract to lumber the timber owned by J. L. Lynch, near Trombley.

"Many a man who is sure he is right lacks energy to go ahead."

Clyde Hecox, the well-known editor of the St. Ignace Enterprise, was a business visitor here last week. He assured the hunters the deer will be more plentiful than in other seasons, while the partridge hunting has been almost a complete failure this fall, with but few exceptions.

Mr. and Mrs. C. H. Hopkins, proprietors of the Woodcraft store, at the Snows, have closed their place of business for the winter and expect to spend the winter in the South, returning early in the spring to get ready for the summer season.

Erard Bros., well-known jewelers at St. Ignace, are retiring from business, selling off their entire stock of jewels, fixtures, etc. They have not mentioned any plans for the future as yet.

John LaPlaunt, of St. Ignace, has opened a barber shop in the Metevier building, on State street. A new front is being put in the building, which will add to the beauty of the street.

Richard Doud, son of James Doud, of the Doud Mercantile Co., Mackinac Island, died last week after an operation. Mr. Doud clerked in the store for a number of years and leaves a

large circle of friends besides the parents to mourn his loss.

"Money talks, but it seldom comes uncalled."

Menominee sends in the report that Charles Salewsky has started digging his potatoes, which are averaging about 500 bushels to the acre, which is over 100 bushels per acre over last year's yield. If others are averaging as well we can well afford another meatless day and get the habit of making potato bread.

Coal Administrator Garfield promises to raise prices on bituminous and lower same on anthracite. That's hard.

"Some people worry enough, but don't worry early enough." At least, that's what our credit men tell us.

William G. Tapert.

## Local Grocery Store Changes Ownership.

Arthur Cox, grocer at 747 Scribner avenue, has sold his stock to Stoel M. Frost, who has already taken possession. Mr. Frost was born in Paris township, Kent county, March 4, 1858. He attended the Patterson school house and completed his education at Lisbon, coming to Grand Rapids in 1881 to take a clerical position with the grocery house of Herrick & Randall. After working three and one half years for this firm, he entered the employ of Rice & Moon, with whom he remained two years. The Parmenter & Ireland grocery store claimed his attention for the next year, when he effected a sale of the stock to W. P. Sessions, who continued the business for a year under the management of Mr. Frost. The next four years were spent with the wholesale grocery house of the Ball-Barnhart-Putnam Co. He then removed to Cleveland, where he was employed four years by W. P. Southworth. Another year was devoted to the service of the Hoyt-Kent-Sefton Co., when he returned to Michigan and managed the Kirtzer store, at Newaygo, for two years. Since then he has been connected with the grocery department of the I. M. Smith Mercantile Co. and other local mercantile houses. Mr. Frost was married to Miss Frances Edwards, of Medina, Ohio, in the fall of 1897. He has two daughters, both of whom are married and reside in California. He resides at the corner of Third and Turner streets, belongs to the Woodman and attends the Baptist church—when he goes to church.

## Boomlets From Bay City.

Bay City, Oct. 22—James A. Pelton, hardware dealer at Bentley, has sold his branch store at Rhodes to John Levandoski, formerly of Midland City, who took possession Oct. 15.

H. A. Hardy, of the Hardy Music Co., Standish, has moved to Bay City and will engage in the same line business here.

D. D. Pattie, Roscommon, has sold a half interest in his drug stock to H. J. DeWaele. The business will be continued under the name of D. D. Pattie & Co.

The members of Bay Council showed they are patriotic and are standing by President Wilson by voting to purchase a \$500 Liberty Bond.

The many friends of Past Counselor R. S. Richards will be pleased to learn that he has recovered from an attack of rheumatism which confined him to his home for eight weeks. He will start Monday on his Northern Michigan trip. W. T. Ballamy.

## Activities in Michigan Cities.

Written for the Tradesman.

The growth of Flint is shown by the fact that of the forty-three buildings now in use for school purposes, twenty-eight are temporary buildings which are made use of until new schools can be erected.

The new shipyard at Manistee has started operations and will soon be employing 300 men, confining its operations to rebuilding barges for ocean-going purposes.

Adrian has been advised by the local light and power company that the price charged for steam is advanced from 45c to 75c per thousand pounds because of the high price of coal. The city will probably contest this action.

People operating taxis at Ann Arbor have asked the City Council for an amended ordinance permitting higher rates, because of increased operating expenses.

The Escanaba Broom Co. has started operations at Escanaba, employing fifteen men. This plant was formerly located at Stephenson.

The postoffice at Pontiac has been made the central accounting office for Oakland county, which makes this office headquarters for all supplies and stamps used in twenty-nine post-offices, or all the other postoffices of the county except Royal Oak, Birmingham and Oxford.

Affairs of the bank at Dowagiac which failed ten years ago, with \$275,000 due to 930 creditors, will be finally wound up at Kalamazoo Nov. 12. Trustee Kimmerle has paid seven dividends to creditors.

Members of the Arbeiter Band, Saginaw, at a recent meeting unanimously endorsed the purchase of Liberty Bonds.

Jitney buses operate from Alma to nearby towns, doing a thriving business. It is said that almost half of St. Louis is working in Alma now and are carried back and forth by the gas gulls.

A special livestock demonstration train is being operated this week over the Mackinaw division of the Michigan Central Railroad under the auspices of the Northeastern Michigan Development Bureau.

The village of Manchester has enacted an ordinance forbidding railway trains from running through the corporation limits at a rate exceeding twelve miles per hour.

More than 500 students enrolled during first week of the evening schools at Jackson and signs point to a record-breaking year. Typewriting is most popular, with stenography second.

The brewery at Holland, after fifty years of making "suds," is being converted into a cheese factory, to be operated under the name of the Holland Cheese Co., with Anton Sief, Jr., at the head. The company by Nov. 1 will begin turning out full cream, Leyden and Neufchatel cheese and arrangement has already been made with jobbers of Chicago, Milwaukee and elsewhere to handle this product. The company will also go into butter-making and for this purpose has bought the Rusk creamery, northeast of Holland.

The village of Morrice has adopted

an ordinance requiring street peddlers to pay a license fee of \$5 per month.

The Laughray Silo Co., of Portland, has voted to add \$7,500 to its capital stock and will enlarge the plant.

Thirty members of the Litchfield high school military company recently marched to the Adams farm, near town, and assisted in digging 5,000 bushels of potatoes. They were paid for their services and were given a big dinner at noon.

The Manisteean is the title of the new official paper of the Manistee Board of Commerce.

Scottville has opened a new building which serves many useful purposes, including city hall, jail, fire headquarters, rest room and community hall. Almond Griffen.

## Educational Features of the Good Homes Show.

The public educational exhibit now being arranged for by President Kurtzworth and the teachers of the school will be an exhibit of the events of the various schools, citizens creed and better homes.

In the grade schools art work on home planning and home management, decorations, and better color schemes will be in charge of Miss Calkins and the grade school teachers. Cooking in the grade schools and sewing will be handled through exhibits and booths. Also a number of talks and lectures in the theater. Manual training in the grade schools will show furniture making by the boys, designing and drawing by the boys, etc.

The high school department takes up the higher work of drawing and designing, of various exhibits and personal demonstrations. The manual training department of the high school includes architectural drawing, furniture making, carving and wood working, etc.

The domestic science department of the high school will be one of the best features of the educational exhibit and will comprise cooking, sewing, dress making, millinery work, house work, etc. Standard meals along the war times will be prepared. Models of dress making work will be shown.

These exhibits all combined will make up a most wonderful collection of lessons, in the school of Grand Rapids. A large space will be given for the Industrial School for a liberal arts exhibit.

Chicago's stockyards report as one result of the war an enormous increase in the number of girls and women employed; Morris & Co. have authorized the statement that they have 7,000 of them, or three times as many as a year ago. The new workers are in very large part at tasks upon which only men were recently employed. To meet the necessity of avoiding belts, closing doors, open machinery, and so on, the plant designed what it calls feminalls, and after some preliminary reluctance the women have taken to them in increasing numbers. Meanwhile, women have been introduced into Chicago hotels in the capacity of elevator runners, and are giving excellent service.



### Seasonable Scintillations From Saline Saginaw.

Saginaw, Oct. 22—Saturday night will long be remembered in U. C. T. circles, as it was one of the liveliest meetings held in months. To be sure, the ladies were to a great degree responsible for the large attendance (as usual, if you want a turn-out, just say eats), as they gave a pot luck supper and certainly they are to be commended for the way they handled the affair. Promptly at 7:30 the meeting was called to order by acting Senior Counselor H. D. Ranney. The following new applications were received:

Lawrence W. Lambertson (representing Symons Bros. & Co.).

Joseph R. La Forge, 519 South Kenney street, Mt. Pleasant (representing Symons Bros. & Co.).

Frank Whaley, Wesley Hotel, Saginaw (representing Hart Bros.).

After the regular line of business was finished, the initiation of candidates was in order, four being present to take the work, as follows:

P. G. Cook, Saginaw, box 62 (representing Carson, Pirie, Scott & Co., Chicago).

Raleigh Griffith, Saginaw (representing the Cornwall Co.).

Fred Rollands, Saginaw (representing A. Krolik & Co., Detroit).

Chas. W. Adams, 428 South Park, Saginaw (representing U. S. Graphite Co.).

During the initiation of candidates the surprise of the evening occurred. Mark Brown entered, accompanied by Eugene Welch, of Kalamazoo, one of Michigan's most energetic and enthusiastic U. C. T.'s. Mr. Brown arrived just in time to bestow the special rites of the occasion on a new member, P. G. Cook. If any one can make the cold chills run up your spine, he surely can by his eloquent and impressive delivery.

Owing to the death of Wm. McGregor, S. C., and the resignation of Mike Conoton, J. C., an election was held, with the following result:

Senior Counselor—O. C. Gould, who is a P. S. C. Mr. Gould lives at 316 Cherry street and represents the International Harvester Co., and the way he started out makes any one envy him his way of doing things.

The Junior station was filled by the election of Frank Bremer, one of our (not has beens but will be's) boys who is always ready to do his bit toward helping to build a still mightier and greater order. Mr. Bremer is connected with the Saginaw Sheet Metal Works, East Genesee avenue, Saginaw.

George A. Pitts was elected Conductor. He is a most conscientious and willing worker, who will fill the office with credit to himself and the Council. He sells for the Saginaw Milling Co.

Dan McArthur, another of our live wires, was placed at the Page's station by unanimous vote. He has always been a hard worker for No. 43 and if he is as earnest in his work for Morley Bros. as for the U. C. T.'s, we know they realize his worth in the sales force.

The last office to be filled, that of Sentinel, afforded the only real contest of the evening. Mark Brown, in a sterling manner, nominated Bert Rutherford. H. D. Ranney put in nomination the name of one of our young and enterprising business men, Orin Leidlien, the Thumb representative for Lee & Cady, Saginaw, but Bert had a little longer reach than Orin, so nosed him out of the race. In electing Mr. Rutherford to this office, No. 43 has taken another step forward and the boys of old No. 43 will feel well repaid for the confidence they have bestowed in this man when in a few years he will be filling the Senior Counselor chair.

The next high spot of the evening came when Eugene Welch, ex-member of the State of the Order of the Supreme Council, told us in his lik-

able manner of the shining stars of Saginaw Council, alluding to such men as Foley, Brown, Ranney, Mercer, Rutherford and the men of the Council as a whole, especially complimenting us on our ways of conducting our business. We gladly and rightly confer on Mr. Welch the title of Czar of Michigan, II, and his presence here is always welcome.

Fred Strutz announced that the first dance of the season would be held Saturday evening, Nov. 3. The hall has not been selected yet. Watch for late announcements. Boys, plan on being there and help Mr. Strutz make these entertainments a complete success. For the earnest work he and his co-workers have done so far this year they deserve a lot of credit.

No. 43 is planning on a big rally day at the January meeting. At this time the degree team from No. 143 will be on hand, as now planned. Cadillac Council is one of the real councils of the State and its degree team is, speaking plainly, a bird, so get busy and get a big bunch for them to work on. To make this meeting doubly interesting plans are being laid to have Gov. Albert Sleeper present, he being a member of Saginaw Council. Altogether now, push, pull and boost.

A. M. Roberts, formerly in the grocery business on Asylum street, Flint, has moved his stock on the Fenton road, R. F. D. from Flint.

Dollar day in Saginaw was a complete success this year and it is doubtful if Billy Sunday were to come here, whether he would prove as big a drawing card as Harry Gardner, the human fly. It is claimed that 30,000 people witnessed his three dare devil performances.

M. V. (Mike) Foley, who for the past several years has represented the Saginaw Custom Shirt Co., has accepted a position with the Wm. Mooney Shirt Co., of Grand Rapids, the Saginaw concern having gone out of business.

Stack & O'Connell, merchants at Lennon, have dissolved partnership. Mr. Stack buying out Mr. O'Connell. The latter goes on a farm.

J. W. Harwood, of Harbor Beach has sold his meat market to Mr. Hamlin of the same city, who will conduct the business under the name of Hamlin's Market. Mr. Hamlin is also agent for the Dodge car.

Watch Saginaw county in the greatest race ever run, the contest being staged between Liberty Bonds on one side and Kaiser Hellodom on the other. Score to be reported at a later date.

L. F. Johnson, Caseville grocer, has sold out to Mr. Sternberg of the same city.

Charles Wagonlander, one of the oldest grocers in Flint has disposed of his store to John Manke, on the Richfield road.

W. S. Lawton, of Grand Rapids, our Past Grand Counselor of Michigan, was in the city on business the past week.

I. F. Wolf, hardware dealer at Mt. Clemens and Secretary of the R. I. & V. D. Association, was here last week, attending the State convention.

Wm. Leppien, youngest member of the sales force of the National Grocer Co., this city, is having a hard time explaining to his friends and customers that it was his brother and not he who was married last week. Most every one he meets wants to congratulate him and in return, of course, expects a wedding cigar. At the present price of cigars, Bill says no wedding bells for him.

Fred Crowe, implement dealer at Owosso, was in Saginaw attending the State convention of the R. I. & V. D. Association. He is one of the directors of the Association.

S. H. Hamady is the proud owner of the finest equipped grocery store in Flint. His store is located on Glenwood avenue.

Hammon Bros., of Flint, have sold their grocery stock on Avenue A to George Hunt.

Fred Rabeck & Son, of Bancroft, have sold out to W. I. Hill.

H. G. Pound, owner of the Blue Front Stores, of Flint, recently bought out F. S. Baker, Saginaw and Tenth street.

Don't forget that Thanksgiving and Christmas card for our boys in the Government service.

The retail grocers of Saginaw go on a strictly cash basis Nov. 1. It was so decided at a joint meeting of the wholesalers and retailers there last week. Many interesting talks were given on various subjects by those present, the chief one being by one of Saginaw's oldest and most enterprising grocers, at which time he startled his hearers by announcing that he intended to go on a cash basis Nov. 1, whether the other dealers did or not. This was Thomas Ryan, on North Jefferson avenue, and probably no two grocers do as big a credit business as he. It is a great undertaking, but he is fully convinced that it is the call of the hour. The time is here under present conditions and these conditions must be met, both for his sake and that of the consumer. His plan is to help Hooverize the food question and this can best be met by doing a cash business. He recently bought the A. L. Kurtz grocery stock, on East Genesee avenue, and turned it into a cash-and-carry store with the result that to-day he has doubled the business formerly done by the former owner who conducted a credit business.

J. E. Zimmerman, manager of the local branch of the Loose-Wiles Biscuit Co., was in Chicago, Cleveland, Toledo and Detroit on business last week.

L. M. Stewart.

He is a mean father who has his whiskers shaved off because the baby likes to pull them.

### Pampered by Politicians, Farmers Become Artful Dodgers.

The one weak spot in the situation is the attitude of the farmers. They will neither buy Liberty Bonds, pay taxes, sell their produce or fight. I have asked many out of town bankers who have called here about farmers paying taxes, and I have learned of but one instance in which a farmer has paid an income tax. They have profited throughout the entire period of the war, but are unwilling to help the Government in any of the four ways mentioned.

The Controller of the Currency has estimated the gross income of the United States to be about, \$40,000,000,000. Of this he estimates farm produce and animals to bring a gross return of about \$17,000,000,000. The farmers, according to this estimate, are getting 42½ per cent. of the country's income and giving nothing out of it. It is left for the Government to raise taxes and sell its bonds to the remainder 57½ per cent., while the class which as a whole has profited most escapes any burden.

The farmer has been pampered by politicians until he seems to feel he is in a preferred class. He doesn't want to buy Liberty Bonds, he doesn't want to fight and he avoids his income tax. It is about time the farmer should appreciate his position in the country and help do his part in a war as much for his benefit as for those who are putting up the money and doing the fighting for him.

E. D. Hulbert.

## The Hand of Abraham Lincoln

*"It is \*\*\* for us here to be dedicated to the great task remaining before us \*\*\* that government of the people, by the people, for the people, shall not perish from the earth."*

Abraham Lincoln belongs to the ages. The deathless spirit that guided his hand as it wrote these words remains, a heritage that none can take away from us.

Citizen of the United States of America, your Government lays before you its Bonds of the Second Liberty Loan.

Yours is the most wonderful privilege that has been reserved for any man—for, as your hand signs your application for one of these Bonds, it becomes the hand of Abraham Lincoln, helping to guard your own hearthstone, to wipe away the agonies of Nations, and to preserve for all time the liberties of the Peoples of the World.

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E. A. STOWE, Editor.

October 24, 1917

## WAR TAX INCONSISTENCIES.

There can be no doubt but that in arranging so vast a piece of financing as the War tax and excess profits law, Congress used its best endeavor to be fair, but in spite of these efforts gross inequalities have crept into the bill, undoubtedly the result of the nervous worry of the last hours of the Congressional conference on the bill and the determined effort to get a bill before both houses raising a certain amount of money. In two respects these inequalities are so self-evident that it is strange they were not taken care of. One was the levying of an 8 per cent. excess profits tax on everything above \$6,000 income of those who have a nominal capital. It compels the professional and salaried man to carry a larger proportion of the burden of the war than do corporations. The other is in the case of salaried men when their income is fixed. They must pay up, although they cannot, as in the case with corporations, pass part of the burden on to the consumer, and they are thus obliged, in addition, to share the burdens passed on through higher prices. The law making power creating this position is distinctly unfair. Section 209 reads as follows:

"That, in addition to the taxes imposed by existing law and by this Act, in case of a business or trade having no invested capital or not more than a nominal invested capital, there shall be levied, assessed and paid in lieu of the tax imposed by this title, a tax of 8 per cent. of the net income only of such business or trade, in excess of \$3,000 in case of a corporation, and \$6,000 in case of a partnership or individual."

As explained by a Treasury official, in this section of the new law a general tax is laid in the case individuals having trade or business, or professions of 8 per cent. on all their trade or professional earnings over \$6,000. Thus, for example, if a single man has an income of \$10,000, he would first pay 8 per cent. on the difference between \$6,000 and \$10,000, or \$320. In computing his tax under the two regular individual income tax provisions, the old law and the new, this tax of \$320 would be deducted from the income of \$10,000, and on the remainder, after deducting the exempted amount

of \$3,000 provided in the old law, or on the sum of \$9,680 less \$3,000, he would pay 2 per cent. nominal tax of the old law. "The balance in this particular case," says this authority, "would be \$6,680, and 2 per cent. of this amount would be \$133.60. Then, by the terms of the new income tax law, the tax payer with \$10,000 income would have to pay another 2 per cent. on all income over the limit of \$1,000 set in the new law, or 2 per cent. on \$8,680. This tax would be \$172.29."

Is not this whipping the devil around the stump with a vengeance?

It matters not whether the salaried or professional man earned his salary during the three years before the war; he must pay anyway. This section of the bill cannot properly be called an excess profits tax. In addition to this extreme tax the salaried man, as a consumer, as indicated, must pay interest taxes on all articles of consumption which are taxed under the new law, as these taxes will be passed on to him by the manufacturer. Corporations are treated differently. They are permitted to deduct the returns of their business for the three pre-war years fixed by the new law up to a certain point before they are expected to pay an excess profits tax and then, if they find it too burdensome, they can secure a measure of relief through an increase in prices to customers.

Not only does the law place this heavy penalty upon the salaried and professional men, but through the sin of omission specially favors the man who receives his income from invested money, the remittance man, and the idle rich with plenty of income and no occupation. While it is not the desire of any loyal American having the best interests of the Nation at heart to evade his share of the burden of war, he has a right to expect an equitable distribution of this taxation. This section of the tax law is justly criticised and the new Congress at its session in December should either repeal it or amend it so as to bring it within the scope of fairness.

The Peoples Co-Operative Store has been organized at Holland by 300 workmen, each contributing \$10 to the capital stock. No person is permitted to hold more than one \$10 share. Therein lies the weakness of the system. It is a fundamental theory of business that in any undertaking a dominant interest must be owned by one person or set of persons. Where this method does not prevail the project necessarily fails to accomplish the object aimed at and soon languishes and decays. The American workman is not sufficiently disciplined to entrust his money to a mass and calmly await results. Because his interest is as great as the others, he wants an equal voice in the management and direction of affairs and, by insisting on this right, he again verifies the truth of the old adage that too many cooks spoil the broth.

A nation that is unwilling to make sacrifices for others is unworthy of liberty for itself.

## IS PRICE FIXING WANTED?

The statement from Mr. Hoover that prices must come down was not unexpected. It was and is merely a question of time. Still it must be borne in mind that prices have been fixed by the Government only on wheat and sugar, and that the fixing has not as yet reached the ultimate consumer. It looks like the case of coal, where also prices have been fixed but the material is not forthcoming, and bears a striking resemblance to the instance of the horse that any one person could lead to water but whom not even twenty could make drink. There are many kinds of food, of which great quantities have been grown or produced, but whose prices are high because of inadequate transportation facilities. There are also quite a number the prices of which are artificially swollen by a refusal of the growers to let go of them. Every one knows the potato and bean crops of the country have been enormous, but still the consumer finds he must pay exorbitant prices to obtain them. In the case of another food commodity—eggs—the price has been held at an extortionate figure by a ring of speculators who started early in the year to put the articles in cold storage and prevented them from coming to market. Although attention was called to this circumstance months ago, no action was taken to frustrate it, and now the speculators are even attempting to get the aid of the Government to uphold them in their extortion and save them from the losses they must sustain unless they obtain outside aid. They point to the fact that they paid the farmers high prices for the eggs, but fail to state that these prices were the result of their own efforts to corner the market. If now, only a prison sentence could be dangled in front of these conscienceless speculators.

This brings up the question as to what kind of things the Government should attempt to fix prices for while the war continues. The Chamber of Commerce of the United States is now trying to get the opinions on this of business men connected with Boards of Trade and other commercial bodies all over the country. There are those who wish fixed prices on not only foodstuffs but also raw materials of different industries just as has been done in the case of iron and steel. They say this will tend to stabilize the industries and enable manufacturers and others to make their commitments with some sense of security. Curiously enough, when the New York Merchants' Association Committee held a public hearing on the matter during the past week, not a single advocate of fixed prices appeared, but many were there to oppose the notion. It may be that what was done in the case of wheat has been rather discouraging to those who had believed in the efficacy of the price-fixing plan by the Government. It is certain that many are not convinced that the guarantee of \$2 per bushel for 1918 wheat will help toward securing a larger crop than would ordinarily be the case. There are quite likely to be persons lacking in ambition who will raise less than usual because at the high price of \$2 per bushel their wants will be satisfied with

what they will obtain from fewer bushels and they will have so much less work to do. This world is made up of different kinds of people, including a number whose ambition extends little beyond their immediate needs.

## THE SHORTAGE OF SUGAR.

To one familiar with economic history there could hardly be anything more striking than the significance at this critical time of a shortage in the supply of sugar. Before the discovery of the Indies and mercantile relations with them sugar was a product hardly known to the people of Europe. In the times of Sir Walter Raleigh and Shakespeare it was a rare luxury in England. Now it is and long has been considered a necessity. It has been plentiful and cheap, and still has been made largely a luxury in its ingenious uses for refined tastes.

A serious official statement is put out now for inducing our people to economize in the use of sugar and conserve the supply for two or three months in order to keep down the price and spare enough for the absolute needs of our friends abroad, especially in France. The production for this year from the chief sources has yet to reach the market and there is a scarcity mainly due to the exhaustion of the old supply from Cuba, that from Hawaii having been absorbed by the Pacific Coast people and the beet sugar supply being confined to the Middle and Far West. There is shortage all the way through and prices are up, at least double what they have been in normal times. The Food Administrator is seeking to put a strict limit not only on the price, but on the domestic sales, so that our friends abroad may be relieved.

The new crop from Cuba and Porto Rico will not begin to come into the market until December, and the expected amount is not less than 4,000,000 tons. The harvesting and grinding of the Louisiana cane is just beginning, and the move will be on in a month or so in Hawaii. From there 50,000 tons is expected to reach the Atlantic Coast by the beginning of the new year. Meantime the beet sugar product will be coming and there will be plenty.

The wholesale price is officially limited and retail dealers are now called upon to restrict their sales to customers and thereby reduce consumption until the new supply is available, instead of aggravating distress by an unfair distribution. This cannot be enforced, but it should be cheerfully complied with, not only by the dealers but by their customers. All consumers should be willing to do their part, to dispense with extravagant and luxurious sweets and curtail domestic use, for the sake of the suffering abroad, until the day of sugar plenty comes again with the new year.

Nothing really succeeds which is not based on honesty; sham in a large sense is never successful. Pretension is nothing, power is everything.—Whipple.

Because people are attracted to your store to-day by certain features, don't think those same features will continue to attract them continually.

**"ETERNAL DETESTATION."**

The action of the German American Insurance Co. and the German Alliance Co., in eliminating the word "German" from their titles on the ground that the real Germans on the other side of the water and pseudo German-Americans in this country have brought the name German under "eternal detestation," will meet with the hearty response and commendation of patriotic American people everywhere.

In promulgating the announcement of the change in name, an officer of one of the companies says: "Much as the German people in Germany have done to dishonor the German name and bring it into everlasting reproach, we consider the attitude of many of the people of German descent in this country as equally blameworthy, because they have demonstrated that they, too, are dishonest and unworthy of confidence. They have not only betrayed the trust reposed in them as American citizens, but have actually plotted to aid and abet the dastardly beasts on the other side of the water in the cruel work of plunder, rape, rapine, murder and hatred which they have precipitated among friend and foe alike. We wish to have no dealings with such people, because we propose to keep our company immune from such cattle. No German will be employed by this company in any capacity whatever."

**THE EGG CROP.**

The consumption of eggs in the United States is approximately one egg per day or one case per year per capita, there being 360 eggs in a case. A handy rule for reckoning the weekly egg consumption of any given locality is to double the population and divide by one hundred, which results in about the number of cases consumed weekly taken the year round.

The production of eggs is well distributed throughout the country, and in this respect differs greatly from tobacco, rice, citrus fruits and other localized crops and the problems of distribution are correspondingly different. An outline the shape of an egg, placed over the map of the United States with Chicago in the center, the point of the egg resting on Scranton, Pa., the Southern limit including Tennessee and the Northern limit Lake Superior with the butt of the egg cutting Kearney, Neb., approximately bounds the states and the Province of Ontario wherein eggs are produced in as large or larger numbers than they are consumed. An exception is found in some parts of Texas and Oklahoma not included in the oval. Eggs are universally consumed in the United States and less than 1 per cent. of the crop is exported. The production, therefore, is approximately equal to the consumption which may be roughly divided into: One-third consumed on the farm; one-third consumed in small towns; leaving one-third of the crop for the large markets.

Of the third which comes to market about one-fifth or 20 per cent., goes into cold storage at some stage

of the movement and it will be observed that this represents not to exceed 6 or 7 per cent. of the whole crop.

The last mentioned fact is exceedingly important and must be constantly borne in mind when considering the influence of supply and demand upon prices. A reduction of 5 per cent. in a season's production or an increase of 5 per cent. in a season's consumption of eggs would result in an extreme lowering of reserves unless counteracted by an adjustment to higher prices, and the reverse holds true of an increase in production or a decrease in consumption. With this fact in mind the sensitive movements in the quotation will be readily understood; also the highly speculative nature of the business of storing eggs.

There are two seasons of production, which, broadly speaking, include the spring season from January to June inclusive, and the fall season, August to October inclusive. These periods vary somewhat owing to climatic and local influences and overlap, so that there are only four to six weeks in the year when the supply of strictly fresh eggs approaches nil. This period lies between November 1 and December 15.

Now it is the country boy's turn to alarm the public. He has been examined by the recruiting officer and found wanting. After the first draft, a great cry went up that our urban youth had degenerated since the Civil war, that the "counter-jumper" was no longer the plough-boy's equal. Gradually, however, it was developed that city boys, taking them by and large, had about come up to expectations. Unemotional patriots, therefore, will take this new alarm, sounded by a United States medical officer in Baltimore, with a grain of salt. There are no standards by which the country boy of to-day can be compared with the country boy of fifty-odd years ago. Doubtless, examinations in Civil War times were much less rigid than now. A young chap scarcely needed to be a model of physical perfection to be allowed in our army. The condition of his teeth scarcely mattered; water was not expected to flow under the arches of his feet without wetting them; his eyesight probably bothered the recruiting sergeant little, that is, anything short of blindness. There seems to be absolutely no reason why our country youth should have degenerated in the last half-dozen decades. Sanitation has improved rural condition, and the special causes alleged for the city boy's falling off, crowding, under-nourishment, overwork, etc., do not exist in the country. In other words, there were strong men before Agamemnon, and will be again hereafter.

The man who stops to pat himself on the back after hitting the ball will never get safe to first and he won't make any great hit with the grandstand, either.

It's as easy for most women to be good as it is for some men to be no good.

**Carried Home by a Patriot**

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

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



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

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

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

Be one of the first to use these stickers.

**Tradesman Company**  
Grand Rapids Michigan

**DUTCH MASTERS  
SECONDS**



Will stimulate your trade

Handled by all jobbers

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



**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.

#### Grocer Must Worship at Shrine of Service.

One who enters the grocery business with the "get-rich-quick" idea soon ends up with the "get-out-quick" fever raging in his veins.

The grocery business is essentially one of service.

The grocer who gets up early; conscientiously does his best to please rich and poor, black or white, married or single, homely or good looking, pleasant or ill-tempered, is the one who is going to succeed.

The grocer must be a hard working man, willing to work twelve hours a day, and then some. He does not need to enlist under the starry flag to become a good citizen. If he does his full duty as a law-abiding honest grocer he will be carrying his share of the burden.

People ask and expect favors from the grocer that they do not expect of merchants in other lines of trade.

Your average grocer takes all this as a matter of course and is courteous with it all.

He is very apt to be ill spoken of by the very people he is giving his best efforts to please; yet has not this always been the way of the world?

One who enlists for service must not mind the wagging tongue or the ominous head shake.

Yet faithful service brings with it a pleasure that is real and satisfying.

In the social and financial world there is always someone waiting to jump into one's shoes.

They can scarcely wait for the breath to leave the body, so anxious are they to climb the ladder to fame or riches, and take the place of the fallen envied one.

Yet he who lives for service has not this to look forward to, for while the world admires, no one is anxious to follow in the tracks of the toiler and burden team.

The greatest pleasures to be found in life are the result of work well done.

The grocery business appeals to the work side of a man. Every turn he makes during the day seems to open up some new avenue of work.

It appeals to the mind also, for one has continually to keep his brain clear and wide awake.

It appeals to the social element in man, for how long would a man suc-

ceed if he was cool and indifferent to the people in his locality?

The idea of doing away with the service end of the business is a great mistake.

To my mind the strongest hold one has on the trade is along that particular line.

It can be made a real pleasure if done in the proper spirit and not grudgingly.

Of course it would be like working a pump-handle and no water coming out, if the pay did not go along with it.

Even the grocer needs a few dollars once in a while to keep the band playing.

So do not let this "carry your goods home" idea get you "in Dutch."

People, especially the female contingent, like to be catered to.

Personally I have not changed my tactics in the least in regard to deliveries.

It is a pleasure to me to be able to send a nice large order home for a good customer and I know it is appreciated.

If they care to "tip" the boy, as they frequently do, it is up to them.

I would feel like a brute if I left some delicate frail woman lug home her heavy purchases.

That is one condition where I would say to the Government, "Hands off!"

War or no war, grocers, let us use our brains and good common sense.

Frank Scott.

#### Odd-Penny Prices On Food.

In the present movement for reasonable profits on staple foods the retail grocer will find many opportunities for readjusting his prices on the odd-penny basis. Sales of groceries have been hampered for years by the so-called round prices; that is, prices in even nickels and dimes. Odd-penny prices have been used to build up the tremendous sales of department stores and mail-order houses and are just as effective for the small retail stores. An interesting adaptation of the odd-penny price is being made by the cigar stores to meet increased revenue taxes on cigars, cigarettes, and tobacco. Articles which were formerly sold for 5 and 10 cents are priced variously at 6, 7, 8, 11, 12, and 14 cents to maintain both the standard quality and size of package.

#### 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.

## The Price Of Wheat Is Stabilized

and at a price over \$1.25 under last year's high mark which, in turn, means \$6 a barrel less.

The miller's profit is fixed by the federal government at a very low sum and the customer gets the benefit, as he properly should. The quality of

## New Perfection Flour

is a little better than ever and next year we hope to still further progress.

With prices reasonable you should handle the best at all times.

## Watson-Higgins Milling Co.

## Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



## Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

WE COVER MICHIGAN

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 BEANS, CLOVER SEED, POTATOES, ONIONS, FRUIT

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GRAND RAPIDS, MICHIGAN

**Plan For Selling Christmas Gifts.**

"Nearly time to think about selling Christmas gifts," said a member of the executive staff of a department store of moderate size. "I'm going to try a new angle on an old scheme this time, and I don't mind showing my hand in advance, as the scheme is not my own and couldn't hurt me if our nearest rival were to try it, as it is merely a good plan to move the higher priced and more exclusive novelties carried by almost any department store with a clientele which has money in quantity and doesn't object to spending it.

"Instead of a regulation 'house beautiful' idea, or an absolutely distinct department given over to household goods, both of which schemes are now as common as flies in August," the department store official continued, "I am going to make an intensive drive on my patrons' pocket-books by building in the centre of the store's main floor a small house decorated in the most approved modern way. To sell furniture and so on, you think? Not by any means; that is, not just for that purpose, although we won't scare away any patron who may be pleased at such furniture as he may admire there. I shall make the interior of that little house as attractive as possible and it will be lighted appropriately as to its various rooms and halls with electric lights, each lamp and fixture bearing the price in plain figures and they won't be cheap. The walls I probably shall have covered with framed pictures of different sorts, each also marked with its price. The chairs standing about, covered with gayly colored cushions, will bear prices, as also will the cushions and the mirrors, ornamental tables with fancy gifts thereon and the player-piano, victrola and so on, each will bear its price, plain to the passer-by. The idea will be not so much to show how a house should be furnished as to display high-priced gifts, yet following the 'unities' as to house furnishing. It will not be an advertisement, merely as such, but a practical attempt to sell goods on sight. And the staff of clerks that will hover about will be the cleverest from each department that can be spared to answer questions about the stock and bring out the gifts' good selling points.

"Unlike the usual 'house beautiful' idea, just as much effort will be made to sell the toilet articles displayed on the chiffoniers and dressing tables as the furniture. Jewelry in jewel boxes, books rarely bound, and perfume in holiday holders and bottles will be prominent. Gifts for men—especially for the soldier and sailor from well-to-do families—will be featured in one part of the house and ought to bring a ready response. Comfort kits, athletic outfits, good for men at the cantonments, and various articles of appeal to the defenders of the country will not be kept in the background, and I think that tobacco and smoking utensils of various kinds, if one may call them

that, will appear up in front of this department.

"The psychological effect on customers of the segregation of novelties has often been observed, and it is my belief that segregating them in this particular way, as they will appear amid their natural surroundings, without especially seeming to do so, will have its particular response. Curiosity makes the customer stop; the look-in fascinates, the customer is impelled to investigate and the clever clerk with the ready answer helps to clinch the sale. Most especially shall I make an effort to keep the green, the uninformed and slow salesman and saleswoman away from this plan. The superintendent as well as the department heads will help me select the right clerks.

"In short, the most attractive things in the whole store will be featured in my first floor house scheme, and each class will be arranged in such a way by experts—department heads as well as display managers—as to put forward its greatest advantages.

"This idea," continued the department store man, growing rosy with enthusiasm, "I believe could be carried out in a much smaller way with correspondingly good results. For instance, one might try segregating a certain number of the higher priced goods that are particularly attractive as Christmas gifts. Arrange them in an unusual way and make the lighting scheme somewhat extraordinary, as lighting has a most pronounced beneficial value to the articles shown, and place in charge experienced clerks able to offer suggestions unobtrusively, and you may be able to induce customers to buy many times what they would have purchased without such special effort."

**Sensible Suggestions From a Sensible Man.**

Detroit, Oct. 22—Mr. Hoover is asking housewives and the public generally to cut living expenses—a cent here, two or more cents in other ways, meatless and wheatless days, etc., to help win the war by sending the necessary supplies to our boys and the Allies. The Fuel Administration is asking all to reduce the amount of heat in homes and offices.

Several millions of citizens of this country are in need of fuel. Families and especially children are suffering from cold. They could be supplied very quickly, if business and pleasure interests in every town and city in the United States and Canada would at once stop every electric light display sign. These signs are not absolutely necessary and in the present distress by need of fuel, would be one of the largest savings which could be made, afford sufficient fuel for every family and get things in good shape for next year's work and supplies.

Instead of paying huge sums for using these display signs, I would suggest that business interests, theaters, movie picture places and all users of these signs devote the amounts of money now spent for the upkeep of these display signs by the purchase of Liberty Bonds, thus doing a triple benefaction, making the people comfortable, keeping necessary business plants operating and giving Uncle Sam the necessary funds to quickly push this war to a successful finish. John R. Wood.

**Poultry Shippers:**

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



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**Reed & Cheney Co.**  
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**PRODUCE COMMISSION MERCHANTS**

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Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common selling well.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.



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

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

**Potatoes, Apples and Beans**

Write or telephone when you have anything to offer

Association of Commerce Bldg. Grand Rapids, Michigan

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

**Miller Michigan Potato Co.**

**WHOLESALE PRODUCE SHIPPERS**  
**Potatoes, Apples, Onions**

Correspondence Solicited

Wm. Alden Smith Bldg. Grand Rapids, Mich.

**PEANUT BUTTER**

**CAN BE COMPARED TO COFFEE**  
**AS TO QUALITY**

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

**Perkins Brothers, Inc. Bay City, Michigan**



### Grand Rapids Banks Set Fine Example to Country.

The banks and trust companies of Grand Rapids, through clearing house action, are showing real patriotism which should result in greatly increased small subscriptions to the second Liberty Loan. It was decided that in order to enable all to share in the purchase of the 4 per cent. Liberty Loan bonds they would advance the money to those who could not pay at once at 4½ per cent. interest, holding the bond as collateral until paid for, and giving five months' time in which to pay for it. This is the spirit that will win the war.

In response to numerous enquiries as to the method of converting the 3½ per cent. Liberty Loan bonds into the second issue 4 per cent. bonds, Secretary of the Treasury McAdoo announces "There will, in the near future be issued a circular by the Treasury department setting forth how this conversion should be undertaken. The terms of the 3½ per cent. bonds require that an interest adjustment be made on each and every bond converted. The Treasury Department has devised a method whereby this adjustment of interest can, in a large measure, be made without the payment of any cash by any holder of the bond to the Government, or vice versa. Holders of the 3½ per cent. bonds are reminded that the date of issue of the new bonds into which their bonds are to be converted is Nov. 15 and that no actual conversion can actually be made until that date." There is an apparent conflict of dates for, according to the Liberty Loan Committee of New York, in a circular recently issued, this statement is made: "This issue of the 3½ is convertible into any subsequent issue, provided the holder converts within six months from the date of the new issue. For example, the holder of the present 3½s can convert into the proposed 4 per cent. bonds, provided he does so before May 15, 1918. If he converts into the issue of 4 per cent. bonds, he then becomes subject to all conditions of every kind, including the conversion features of the 4 per cent. bonds, except that the bonds issued for such conversion are to be identical with the 3½s as maturity of principal, interest dates and date and terms of redemption."

While no definite terms of adjustment or interest have been announced, it is reasonable to suppose that the 4 per cent. bonds exchanged for the 3½s will have the first coupon payable Dec. 15, and 4 per cent. interest from Nov. 15 to Dec. 15. Take, for example, a \$100 bond. The first coupon would be for \$1.79, \$1.46 being 3½ per cent. to Nov.

15, and 33 cents being interest at 4 per cent. Nov. 15 to Dec. 15. Then the other coupons would be for \$2 each for full 4 per cent.

No more striking evidence of the spirit of the American people could be produced than the fact that out of 978,959 subscribers to the first loan, but 546 have not paid for their bonds in full. Taking in consideration that to the great majority subscribing for bonds was a new experience this showing is remarkable. If the holders of the 3½ per cent. bonds, as they naturally would, convert their 3½s into 4s, and the \$2,000,000,000 was thus absorbed, where would the Government reap any great benefit from the \$3,000,000,000 Loan? In explanation it may be said that the conversion of 3½s is entirely outside of the \$3,000,000,000 call and will be effected through a special issue of 4s especially authorized for that purpose, so that the \$3,000,000,000 or more now being raised will not be reduced by conversion.

Consistency is a jewel which has never been found in the possession of union labor. On the one hand, union labor leaders, particularly Gompers speaking for the American federated bodies, are professing unqualified loyalty to the Administration in the prosecution of the war and have made frequent public assurances that union labor would refrain from action that would interfere with work needful to that end. On the other hand, the epidemic of strikes all over the country in all kinds of industrial enterprises has recently been on a scale never before equalled. So persistent have been the demands for higher wages and so ruthless has union labor been in attempting to enforce its demands that the professions of loyalty and patriotism on the part of union men are mere mouthings uttered solely to divert the attention of the people from the black hearted treason which is cherished in the breast of every union man in the country. Union labor demands and cessation from work or threats to quit have assumed the attitude of a "fire in the rear." You hear much criticism on profiteering of the mercantile class, and yet this is profiteering of the worst kind—taking advantage of the country's needs to enforce exorbitant demands. Business interests have willingly aided the Government on price fixing. The exigencies of war have warranted drastic actions as to the fuel and food supply, yet the most cold blooded, selfish and arbitrary profiteering is going on in the union labor field, thus far unchecked or condemned by the venal and unscrupulous union labor leaders. Are not these labor

## 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

# Over 85%

of the wills filed in court, it is estimated, contain errors that would be fatal in any other formal document. Although it's hard to "break a will" every contest costs the estate—costs the beneficiaries. The one safe way is to draw a legally correct will—and to appoint this experienced institution the Executor.

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.

pirates affording aid and comfort to the enemy? There is a splendid campaign on for the over-subscription of the Liberty Loan, a share of which is neutralized and nullified by demands which, if granted, will absorb a portion of the proceeds and still further enhance the high cost of living. We should all bear our just proportion of the burdens of this war, labor not excepted. It should voluntarily consent to an extension of hours and be content with fair remuneration for its work. If it does not, it should be compelled to "assume a virtue (patriotism) even if it has it not." Union labor should no more be exempt from Government regulation than are the producers and distributors of food and fuel. Paul Leake.

#### Happy Marriage Puts Quiet on Woman Suffrage.

Detroit, Oct. 23—Many wrong impressions about woman suffrage are abroad which are gained from newspapers and from propaganda spread by those who are prejudiced.

Ordinarily, men wish the women to have everything they really want, but personally, I do not believe that those women who desire "equal rights," if they obtain their right to vote, will be one whit happier. A woman of discernment once told me that the majority of those women are either unmarried or are not happily married, in her opinion. I have no statistics to prove or disprove this assertion, but I do believe that there are by far too many bachelors of both sexes in this country, which causes a great deal of present unrest.

We all wish to be happy, and one is not really living unless he is happy, and the highest form of happiness is that obtained in a happy marriage. Singleness is against nature. Is the world to-day a comedy of errors? Isn't there some thing wrong with society when there are so many professional or confirmed bachelors? If woman suffrage will solve the problem, we should all wish the women "Godspeed to the heights."

Woman has what is called intuition. Man has not. Perhaps it is because woman is closer to the mysteries of life that she is able to sense the dominant note of man's nature.

But love is the real remedy, the great sweetener of the mind and the body; it produces harmony, equilibrium and health and is the greatest thing in the world.

The mere routine pleasures of social life blast and destroy a large number. With all the sunshine and color and beautiful surroundings one needs love—or else one is out of the picture. Therein lies the kernel of the nut, the blossom of the clove. So let us concentrate on that point—and mental concentration brings unexpected inspirations. No matter how set a bachelor man may be in his ways he still dreams and has at times radiant visions of his lovely life which fill him with blissful hopes and glowing aspirations.

The greatest pleasure of life is love and in the heart of him who truly loves is a paradise on earth and he has God in himself, for love is God. We are shaped and fashioned by what we love, and love is really never lost, for if it is not reciprocated, it flows back and softens and purifies the heart. Wedding bells still chime the joyous music in the happiest hour of a woman's life, and its music sets the brain awirling, the heart atumping, and the feet agoing.

We have been too aboundingly interested in ourselves, in our little affairs of income, our self-indulgence, in our unprincipled desire to be entertained, too busy, perhaps, to go about trying to peep into another's soul because the lamp of our own soul has ceased to shine. We need

the love quality to sweeten life as honey locust sweetens the summer air. The stimulating influence of altruism, of finding all joyous life by developing joy in others, recalls the Biblical injunction, which, if lived up to, will attract all other things to us, even wedded happiness. A man's life can rise no higher than his aspirations.

A man loved by a good woman carries with him a talisman that renders him well-nigh invulnerable, and he then has a much higher value than his less fortunate brother.

George C. Bronson.

#### Better Lend Than Lose.

The emergency confronting the Nation at this time is greater than any that can possibly confront any private individual or corporation.

An army and a navy must be brought into being and into action in record time. Soldiers and sailors must be clothed, fed and armed, and munitions furnished, requiring capital in unprecedented amounts.

Every man, woman and child in the United States has a vital interest in the success of our arms, and the purchase of a Liberty Bond is not only a purchase of stock in the future of the United States but does its bit in guaranteeing the kind of future we all desire.

It is certainly better to invest money at a fair rate of interest, with the security behind it that we, by our own acts, guarantee, and to preserve inviolate our lands, than it would be to pay an indemnity for the release of our country from the hands of a foreign foe.

It should be a duty, no less than a privilege, for everyone who can do so to purchase to the extent of his or her ability, bonds in the Liberty Loan.

R. H. Aishton.

The steady decline of bonds and stocks for more than a month has been by some folk attributed to the selling by people who wanted to get the money to invest in the Liberty Loan. Partly that may be true. There has been some such selling. Some of it has been guided by mere personal self-interest: the holders of stocks and ordinary bonds wanted tax-exempt securities. But there has also been some selling by people who rightly thought it their duty to subscribe to the Liberty Loan, and sold their ordinary securities to get the funds. Some people have disadvantaged themselves by doing this. And now comes a nice ethical question. Was it their duty? People do not add to the available money in the country by selling securities to each other. The money is merely transferred from the security buyer to the security seller. May not the holder of securities rightly say: "If I sell my securities now I sell them at a loss; I help to depress the price of everybody else's securities; I make everybody but the bears feel poorer. And the money that I get for my securities is money that is already free, money that the buyer of my securities could have invested in the Liberty Loan. It is his duty to invest it there; not mine."

A man's standard of beauty always depends on the woman who questions him.

## BUY SAFE BONDS

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Tax Exempt in Michigan

Write for our offerings

### HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

## Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

We are organized under the laws of Michigan and our officers and directors include the best merchants, bankers and business men of Fremont.

We write mercantile risks and store buildings occupied by our policy holders at 25 per cent. less than the board rate established by the Michigan Inspection Bureau.

If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.

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

### GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

**Foes in Our Own Household.**

The man who still asks "why we are at war," or apologizes in any way for Germany, should look to his own soul; he is neither a patriot nor a true American, nor a lover of mankind; and the foes of his own household are the folly and the cowardice and the cold selfishness of his own heart.

We should hold Germany in horror for what she has done. But we should regard with contempt and loathing the Americans who directly or indirectly give her aid and comfort; whether they do so by downright attack on our own country, by upholding Germany, by assailing any of our Allies, by trying to discourage our people from vigorous, resolute, unyielding prosecution of the war, or by crying on behalf of peace, peace, when there ought not to be peace.

In the long run we have less to fear from foes without than from foes within; for the former will be formidable only as the latter break our strength. The men who oppose preparedness in our military and our industrial life; the business or political corruptionist or reactionary and the reckless demagogue who is his nominal opponent; the man of wealth and greed who cares for nothing but profits, and the sinister creature who plays upon and inflames the passions of envy and violence; the hard materialists, the self-indulgent lover of ease and pleasure, and the silly sentimentalist—all these are the permanent foes of our own household.

From their ranks are drawn our immediate foes; the faint hearted who fear Germany, the puzzle-headed who refuse to understand her, and the men of foul soul who do her evil bidding. The Hun within our gates masquerades in many disguises; he is our dangerous enemy; and he should be hunted down without mercy.

High-minded men and women should brace their souls against the menace of peace without victory for the right. It is worse than idle to talk of a league to enforce peace for the future, unless we, who are now partners in the league to smite down wrong in the present with iron will carry the war through to overwhelming triumph. Theodore Roosevelt.

**War Taxes Here to Stay.**

As the crushing weight of the recently enacted war taxes becomes appreciated and realized, there will be a general shifting of investments. The small investor in stocks affected only by the double tax laid on corporations, can continue to hold his shares if he wishes and hope for better things. The large holder, however, is affected also by the heavy super-taxes on individual incomes and must either change his investments or be content with a small income.

Many investors are rather thoughtlessly assuming that the war tax is a temporary burden which will disappear after peace is declared. This hope is likely to prove illusory. After the war there will remain an enormous debt to be liquidated, and as it is paid new ways will be found for using the revenue, so that the reduction of the tax will be slow and diffi-

cult. The only safe course for an investor is to assume that a good part of the new tax is here to stay a long time and to make his plans accordingly.

Large investors are already turning to Government and municipal bonds. Some are figuring on buying farm lands to take advantage of the freedom from taxes and exemption from anti-speculation laws granted to the farmer. Small investors are likely to be left as almost sole owners of the great corporations, and if they do not want to be permanently the financial beasts of burden for everybody else their only recourse will be to join hands and make their influence felt. They are now more numerous than members of labor unions, and if they were half as well organized the burden of the war tax would have been more evenly distributed. If they do not make themselves heard in the future, investors will continue to carry the heaviest part of the load.

It is taken for granted that a fire-swept community will follow Chicago's example and turn a disaster into a blessing by rebuilding upon improved principles. But the difficulties that have to be overcome before this result can be assured are prominent in the report of the commission that has had general supervision of the rebuilding of Salem, Mass. The requirement of noncombustible roofs was fought by persons financially interested in the use of shingles. The requirement of a larger amount of open space between houses was anathema to speculative builders, as was the ban on wooden "three-deckers." In the face of the destruction caused by a fire that owed its spread to the lack of just such precautions, however, they appealed with no little force to the body of citizens, who have supported the Commission also in its efforts for sanitary improvement of the 256 acres burned over. It is admitted that aesthetically the new Salem does not equal the best parts of the old. The first aim in rebuilding was utility, and not so much attention was paid to preserving the colonial appearance of the city as might have been. Even so, the general attractiveness of the rebuilt part excels that which it replaces, while the speculative builders have to admit a rise of values to a point higher than before the fire.

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.

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

Resources  
**9 Million Dollars**

**3 1/2 Per Cent.**

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

**THE PREFERRED LIFE INSURANCE CO.**

Of America offers  
**OLD LINE INSURANCE AT LOWEST NET COST**  
What are you worth to your family? Let us protect you for that sum.  
THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

**Valid Insurance at One-third Less Than Stock Company Rates**

Merchants insure your stocks, store buildings and residences in the

**Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan**

For the last ten years we have been saving our policy holders 33 1/3% on their insurance. We can and will do as much for you.

Home Office, Grand Rapids

THE



GRAND RAPIDS, MICH.

177 MONROE AVE.

**Complete Banking Service**

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

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

**Fourth National Bank**

United States Depository



Savings Deposits

Commercial Deposits

**3 1/2**  
Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

**3 1/2**  
Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

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

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

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



### Pickings Picked Up in the Windy City.

Chicago, Oct. 22—One of the business conditions most noticeable in Chicago to-day is the number of chain stores throughout the city. It is a common thing to see chain drug and grocery stores, tea and coffee houses, but now a person sees under one head a chain of delicatessen stores, independent cigar dealers and garages, double the number of moving picture shows owned and controlled by different stock companies, but with all the chain stores merchandise of all description is going up.

A correction of an item in last week's issue referring to the Chicago Arena, the largest ice skating rink in the world. H. C. Wood is Vice-President and General Manager, not Second Vice-President, as stated therein. Through his efforts the Arena has been brought prominently to the front.

One of Chicago's successful retail cigar merchants is A. J. Howlett, who has opened a cigar and tobacco store in the Distributors building, Clark and South Water streets. Mr. Howlett is a Bay City, Michigan, product, and is laying the foundation of a very successful business in Chicago.

All of the cabarets in the city are again getting considerable publicity on account of catering to minors and no doubt before a few of them get squared away, they will have their licenses taken away from them by the officials. Through the cabarets in the last week or two a couple of young girls have disappeared.

One of the big real estate deals the last week is that of the Feltman-Curme concern, shoe dealers, taking over a lease in the retail shopping section of State street, at an annual rental of \$32,000.

Employees of the City Comptroller's office had the distinction the other day of sending to camp Logan, Texas, to one of their former associates in the office, a letter measuring 252 feet long, containing 6,300 words, written on a roll of adding machine paper.

The only obstacle now standing in the way of the widening of the Michigan avenue-Rush street boulevard extension is the Kirk Soap Co. This factory stands directly in the path of the improvement and until such time as the present controversy is settled in the courts, where the owners of the factory have taken the case, this part of Chicago will remain an eyecore to everyone who frequents the neighborhood of the Rush street bridge.

Chicago was well spotted Sunday with Camp Grant soldiers who were given the privilege of spending the week end in Chicago. Anyone visiting the city would surely have seen a sight in this new drafted army.

One of the great patriotic demonstrations will be Liberty loan day, Wednesday, Oct. 24. The city is preparing for the greatest celebration it has ever known and from the way things look it will be a great success.

One of Chicago's most prominent physicians, Dr. Baxter Miller, who besides having an extensive residence practice, was house physician for most of the prominent loop hotels, died suddenly in his office, 30 North Michigan avenue, Friday afternoon last. The doctor had just returned from visiting a patient and complained of not feeling well. A short time after his assistant, Dr. O'Connor, found him dead on the couch.

The Regent Tailors have leased from Charles G. Stevens the second and third floors of the building northeast corner Monroe and Jefferson streets, term of years, total rental \$35,000. The space will be occupied by the tailors as their main offices and factory.

Performance is better than promise. Practice is better than profession. This sounds like a joke; but go out and see how many people promise

who do not perform, and how many people profess that do not practice. You would think that they did not know anything about fidelity to contract.

Herman Cushman, Vice-President of A. S. Krieder Co., has purchased from Captain John Roberts, President of Roberts & Oake, stationed with the quartermaster's department at Kansas City, the latter's beautiful country estate, known as Richmond Hill, one and one-half miles west of Barrington, said to have been held at \$55,000. The estate comprises forty-three acres of land, partly timbered, and a most attractive fourteen-room residence. The purchaser conveyed in part payment the residence, 43½ Greenleaf avenue, 160 x 250, in Glencoe, for \$18,000, subject to \$5,000.

Too many too long shots are just as bad for the speculative builder as they are for the gambler on the races.

The Western Steel Car and Foundry Company of New Jersey has conveyed to the Chicago and Calumet River Railroad, a subsidiary corporation, which operates an industrial railroad, 8,288 acres between One Hundred and Thirty-fifth and One Hundred and Thirty-eight streets and the Nickle Plate railroad and the Calumet River, for \$44,579. The conveyance is made subject to an incumbrance of \$1,073,000 on this and other holdings of the grantor.

It is generally known that the thirty-five blocks comprehended in the loop district have more factors of value than any like amount of area in any other big city on earth. The greatest single factor is transportation, and with our facilities here we have the ability to bring more people into and out of the district, per day, than occurs in any other city. That, with the skyscrapers in the district, a type of building not allowed in the European cities, means that each foot of ground has a capacity to earn \$3 for every \$1 as compared with London or Paris.

Graham, Anderson, Probst & White are receiving bids for the new warehouse which the Union Station company will construct on the east side of Canal street between Randolph and Lake streets for Butler Bros. It may cost around \$3,000,000. The bids will be all in a few weeks. If the bids are not too high construction will begin shortly. The building will be fourteen stories high and will front 382 feet in Canal street and 151 feet in Washington and Randolph. It will be of the most substantial construction; a duplicate almost of the large structure extending on Canal street from Lake street to Randolph street. This is an opportunity for contractors to contribute what they can to keeping the building alive to such an extent as necessity may require. It is worth while to call attention to the fact that a few weeks ago the municipality had in mind the construction of a large building in the Southwestern part of the city. It was proposed to let the work by contract. Bids were invited but when they were opened they were found to be so high—so excessive—that the commissioner of public works, Frank I. Bennett, came very nearly deferring construction indefinitely. It had been suggested that the city do the work itself. This brought a quick response on the part of the contractors. They used their influence to open up the matter again. They asked for another opportunity to submit bids, and to see what could be done about reducing the cost. Charles W. Reattoir.

#### The Three Essentials.

There are three things a man should get out of his business—profit, permanence and pride.

Without profit, it isn't business, but only a hobby.

Without permanence, it's only an existence.

Without pride, it's only drudgery.

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

## Grand Rapids Better Homes Exposition

Klingman Exhibition Building

November 28th—December 8th, 1917

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

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

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Liberty bonds, up to the value of \$5,000 are exempt from every kind of tax.

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

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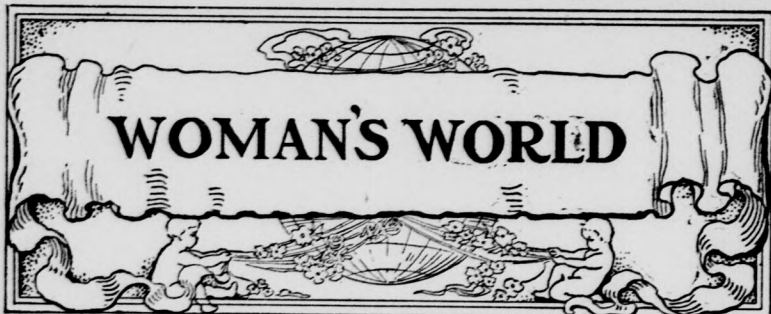
which is destined to be one of the greatest dividend payers of the age. Better get in your order early, so as to secure your holding at \$10 per share. The price will positively be advanced to \$11 per share January 1, 1918.

## Deuel & Sawall, Inc.

Financial Agents

Murray Building

Grand Rapids, Michigan



### Necessity of Obedience in the Family.

Military training is in the air these days, and one naturally thinks of obedience as the essence of it. I have been wondering about the young men in the various training camps—what sort of mental preparation they have had for the kind of discipline to which they must now adapt themselves. For it is undoubtedly true that obedience has been out of fashion of late. Not long ago I heard a man say that what the American youth needed was "to learn to obey without thinking." Indeed? Isn't that one of the things we find fault with in the German system? Do we really want that sort of thing as the basis of American conduct? If we are to have a nation of folk who "obey without thinking," who is to give the orders? What sort of authority are we to install over ourselves who can be trusted with the power conferred by such an attitude on the part of the mass of the people?

No, what we want in America is a discipline of another sort; the obedience that we should cultivate is not unthinking, but definitely intelligent. Even our soldiers, exactly obedient for the time being for the purposes of unified action to a common end, would not be worthy of the name American if their obedience were of the blind, unthinking kind that some of our militarists think they believe in.

Some day—soon, we hope—the war will be over, and the military kind of discipline will cease to be necessary. Individual initiative, action, and self-government will again become the normal operation of our citizens. It is of the obedience that we need and should cultivate for the purposes of ordinary life that I would speak.

Obedience is regarded by many as the chief virtue of childhood. Granting that, it must not be forgotten that there is little virtue in obedience for its own sake. The purpose of it is, or ought to be, at bottom, the gaining of self-control. Obedience to outside authority through fear, without the consent of the mind, is a miserable thing; really injurious to all concerned. Teaching to a child the right kind of obedience is one of the most delicate and difficult tasks the parent has to perform. It calls first for self-control on his own part.

Since the demand for obedience involves restrictions upon natural impulses, it imposes habits of action in accordance with the interests of others—one's friends, family, neighbors, the community as a whole. After all, law, in the best sense, is simply the

expression of the judgment of the community as to what each must do or sacrifice in the control of his own desires and impulses, for the sake of the peace and welfare of all the rest. It is in preparation for living under law in this sense that we require obedience of our children before they are able to realize the reasons for it.

Authority in the first instance is personal. The child meets it first in father, mother, nurse and teacher. From the very outset of his life, he must accept the judgment of these in opposition to his own. Do you see, then, how important it is that this personal authority should be wise, considerate, consistent, self-controlled? Even in its smallest exercise it affects the whole after-life of the child. Your insistence upon obedience must be reasonable and based upon fundamental principles of universal or at least general application. Erratic, arbitrary and unreasonable requirements, which are not intelligible to the child, create a sense of injustice and do only harm. Certainly, there are times when, for the child's own sake, instant obedience must be had without thought or question, but as soon as practicable the reason for it should be made plain to him. If you establish in his mind early the assurance that your commands are habitually reasonable, he will more and more accept those which at the moment he does not understand.

Nothing is much worse or more common than bribing them to obey—unless getting obedience through fear by threats. The obedience given for pay of some kind, or because of fear of punishment, is a pitiful thing. Children should be trained to do right for its own sake, because they know it is right. The other course appeals to the lowest motives, and should never be resorted to. The way in which parent or teacher exercises authority has the profoundest effects upon the life of the child. The effort should be always to accomplish at the earliest possible moment the substitution of self-control for outside authority.

"The principal business of parents and teachers," a very wise man said to me once, "is to fit the child as soon as possible to get along without them." The purpose of obedience is to give the child as quickly as possible the kind of self-imposed authority that will make obedience, in the sense of subservience to others, unnecessary.

You cannot begin too early in the life of the child to enforce this kind of obedience. A mere baby can learn

not to touch certain things, not to do certain things; to respect the rights and possessions of others. In a very short time he will learn not to meddle with father's papers, mother's work-basket. It is easy too, to control his physical functions, by requiring a fixed regularity in his habits. Remember always that these things are for his sake more than for yours.

Kirkpatrick, one of the wisest of child-students, in his "Fundamentals of Child-Study" says that "obedience is a temporary and immature virtue, which becomes mature and lasting only when it grows into free self-control, by appropriating outer laws and making them inner standards of conduct."

Froebel says that "between educator and pupil, between request and

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and  
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**VANILLA**  
EXTRACTS

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### American Sugar Refining Company

#### Domino Granulated Sugar Is Ready to Sell

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

Granulated, Tablet, Powdered, Confectioners, Brown  
Sold in convenient packages

### American Sugar Refining Company

The Most Complete Line of Sugar in the World



### Don't you "trig the wheel" a little bit

As the days go by it becomes easier and easier for dealers to find a market for "WHITE HOUSE" Coffee.

Now-a-days folks expect every well-regulated grocery to have it ready to hand out on demand; and are disappointed if it hasn't.

Distributed at Wholesale by  
**JUDSON GROCER CO. — Grand Rapids, Mich.**

obedience, there should invisibly rule a third something to which educator and pupil are equally subject. This something is the right, the best."

The clear knowledge, soon felt by the child, that so-and-so that you require of him is right, that it is best for him to do it, will automatically inspire obedience. This is training for conscience and will, and its effects are profound and life-long.

No law is self-enforcing. The common-sense of the community must accept it, or it falls into disuse. And the enforcement must be fair, reasonable, and consistent; it must appeal to the average citizen's sense of justice, utility, and fair play. So it must be in the management of children. You must not ask of the child what you would not and do not do yourself, or what does not or at least ought not appeal to him as right and wise and fair. Obedience under such conditions prepares him for his life as a part of the nation. In such obedience he finds the truest freedom.

The soldier's obedience, if it is to be in any right sense American, is his own voluntary submission to the common purpose. On no other ground can military discipline be justified. For the purposes of normal life, the obedience that we want is that of free men and women, gladly subordinating their own desires and impulses to the common welfare in willing and conscious compliance with the authority long ago established within themselves. Is it this kind of obedience that you are training your own child to give?

Prudence Bradish.

**What Unionism Means in the Household.**

It was a cold, drizzly afternoon, and the lady of the house was lying down. Just as she was falling into a restful doze the door bell rang insistently. She heard voices in the hall, and then the summons of the maid.

"Some ladies to see you, ma'am."

"Have you their cards?"

"They said they came on business, ma'am."

"But I have asked you not to disturb me to see agents when I am taking a nap."

"But these are not agents, ma'am. They are ladies."

Making a hasty toilet she descended to the reception room.

"We are a committee of the Housemaids' Union. You employ union help?"

"Yes. And I have complied with all the rules of the union. I get my own breakfast. Jane goes to work at 11 o'clock and is through at 7. We had to buy a new set of dishes as she leaves the dinner dishes, and I am not very strong, and cannot get up early enough to wash them. We have a cold dinner Sunday from one of the menus in the Union Housemaid's Cook-book, with which your union so kindly supplied us. I have installed a gas range, as I am not always here to put coal on the old range, and the union rules forbid the maid doing such work. I had just spent \$250 to install electric washing machines when the union rule was

changed, and the maids were forbidden to do any washing. It is really too bad to waste all that money. You see, I cannot have anybody come in to do the washing, as the union rule says that wash ladies must be given a full week's work, and we cannot afford to buy clothes enough to keep one busy. I wish that you would take a look at Jane's room. She has furnace heat, electric and gas lights, and the new bath room that I have installed for her is a dream. It was a little inconvenient for me, but after the passage of the new rule prohibiting maid's baths in the basement I was obliged to give up my dressing room for that purpose. I hope the dear girl appreciates it. There is really but one fault to be found with her room. It was quite large at first, but the rule in regard to fresh paper whenever we changed maids has compelled us to put so many layers on the walls I am afraid that before long it will be too small for some of the book-cases.

"We know all that," replied the

spokesman, frigidly. "But what we came to see you about is the garbage can. It now stands down by the alley. It is against the rules for the maid to carry the garbage down there."

"But what am I to do? The driver of the garbage wagon told me the other day that it is against the rules of his union to come up to the house for the can. I want to obey every rule of the union, and have tried to do so, but can think of no possible way."

"The union has a rule to cover such cases," replied the spokesman, severely.

"Oh do tell me what it is. I am so relieved!"

"Here it is. Rule 1147, page 421, By-laws of the Housemaids' Union: 'When a house sits twenty feet or more from an alley, thus making it impossible for the maids to empty garbage in cans which are placed as specified by the rules of the Ancient and Honorable Association of Garbage Gentlemen, the house must be moved back to the alley.'"

"That is simply splendid! I knew what you ladies would find a way out of it for me. You are so good about everything! I will telephone my husband to have the house moved at once."

"And while it is being done," replied the spokesman, "I would call your attention to the next rule, which says that until such arrangements have been completed, in order that there shall be no infringement of the rule, the family must take their meals at a restaurant. We have been very lenient about this, and permit the maids to empty their own garbage."

"Oh, ladies, that is so good of you!"

**Responsible Man Needed.**

"What I want," said Farmer Corn-tassel, "is a man in whose honesty, discretion and skill I can place implicit reliance."

"You want a confidential secretary?"

"No, I don't, I want a man I can trust to dig potatoes."

The State and Our Own  
Rigid Inspection Guarantee  
**Sunsweet  
Quality**



Before SUNSWEET  
**Prunes and Apricots**

earn the right to bear the SUNSWEET label, they must conform to the highest standards of growing, curing and packing.

They must be passed by state inspection and by our own even more rigorous inspection. They must be the best prunes and apricots produced—or they are not SUNSWEET.

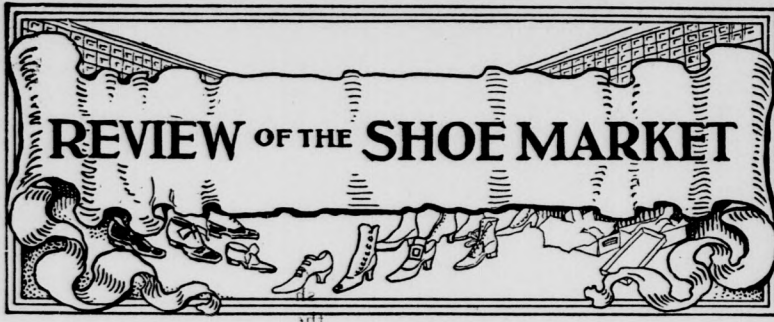
Live grocers everywhere will realize what this means to them in the way of

increased sales and new customers. Stocking SUNSWEET means selling SUNSWEET—not only because of their superior quality—but because this brand will be popularized by a broad advertising campaign to the women of this country.

Order SUNSWEET, California's "Nature Flavored" Prunes and Apricots from your jobber. We will gladly send you upon request valuable dealer helps and advertising matter.

**California Prune & Apricot Growers, Inc.**  
SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.



### Careful Fitting the Best Store Policy.

Written for the Tradesman.

There are two aspects of correct fitting. Looking at it from the customers' point of view, it's a service which the dealer is under obligation to render his trade. Considered from the merchant's standpoint, it is a store policy. And yet the two ideas are so intimately intertwined it is almost impossible to consider the one apart from the other.

In these pages attention has been called time and again to the evil consequences of careless and incorrect fitting. Corns, bunions, callouses, broken-down arches, ingrowing nails, painful macerations, and other diseases, injuries and malformations of a more or less serious nature—are not unfrequently directly traceable to a pair of ill fitting shoes.

It has only been in recent years that this whole subject of fitting has received an emphasis commensurate with its importance.

In view of the importance of correct fitting, both from the customers' and the retail dealers' best interests, it may be worth while considering some causes contributing to poor fitting. After which it will be in order to discover, if we may, how these causes may be removed or overcome so as to ensure proper fitting.

For one thing, so many customers are dominated by the size octopus. A woman, for instance, acquires the notion that she has a 3 A foot, because at some time in the past she has worn a snug-fitting, neat-appearing shoe which the dealer informed her was a 3 A. This may, or may not, have been the case. And even if it were, it doesn't prove conclusively that the foot in question was a 3 A foot. It might, for instance, have been a 3½ D or a 4 B foot. There are appreciable differences in the lasts of different manufacturers. Some sizes run larger, in certain respects, than others; some carry width, some length.

But men as well as women get obsessed by a certain size number, and the clerk will find them peering at the little row of numbers on the lining to discover if they can, the size and width.

Ridiculous procedure! Remind them that they are not buying arithmetic symbols, but shoe comfort. Try to get them to see how unimportant those more or less arbitrary size-markings are compared with actual foot-comfort and foot-health.

I recall a painted hint prominently displayed in a Western shoe store that I happened to visit some years

ago, which read: "Don't ask for your size; let us fit your feet."

Some people can wear a close-fitting shoe and get away with it, but others can't. Sensitive feet must be fitted sufficiently large to relieve the foot of undue pressure at any given point, otherwise there'll be trouble. So far as outward looks are concerned, there's very little difference between A and B, but there may be a very real difference to a foot in the shoe.

In the school of experience one gradually acquires caution. I know people who do not hesitate a moment to discard a pair of shoes that they've worn only a few days, having made the discovery that the shoes are punishing the feet. And I commend them for so doing. It's a mistaken idea of economy that prompts one at any time to wear shoes that do not fit.

Of all species of refined torture under the canopy, none I think is worse than suffering feet.

Uncle Sam has detailed orthopedic surgeon to visit the cantonments and look after the feet of the men under training. The duties of these specialists are two-fold: first, to ensure the proper fitting of shoes worn by the men now taking intensive military training, and second to prevent, as far as possible, troubles incident to the work which the men will do.

Fit 'em long—i. e. with plenty of room for the toes—is a pretty good method to follow. In other words, fit from the heel to the ball of the foot. When one puts on a new pair of shoes and walks around gingerly over a 6 x 9 rug, the toes of the foot are not thrust down into the toes of the shoe as far as they will be when he gets out on the street and walks naturally. In the act of walking the toes flex back and forth in the shoes. If there isn't ample room for the toes, there'll be trouble. But there will be plenty of room if the ball of the foot corresponds with the ball of the shoe, for the last provides for sufficient toe room if the shoes are properly fitted.

In rush hours when customers are waiting and the dealer or the salesman is anxious to close the sale and attend the wants of another customer, there is a strong temptation to hurry the process. But this doesn't pay. It makes a bad impression upon the customer you are waiting on at the time as well as the one who is waiting his turn. Unless there is something very urgent on hand the party waiting will wait patiently if he discovers that you are conscientiously fitting the customer ahead of him; for he thereby feels assured that he will also be accorded the same

*Uncertain Leather markets and consequent high priced footwear, are causing people to turn from the extreme high prices and seek a good strong line of footwear that can be bought at medium prices.*

## THE BERTSCH SHOE FOR MEN

*on account of its well known style and good qualities, makes an ideal shoe to meet this popular demand.*

*Good people everywhere are realizing more and more that in this line they have a shoe in which the style and quality combination is just right.*

*Wear-resistance is one of the things people again expect to find in their shoes, and that is where the BERTSCH shoe makes most of its friends.*

*The superior grade of material used, together with careful workmanship, make the BERTSCH one of the best service-giving shoes on the market.*

*The BERTSCH is replacing a lot of high priced lines and you, Mr. Dealer, should investigate it fully if you are not now handling it.*

*You can win and hold the substantial trade in your community on this line.*

## Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## BE AN AMERICAN!

## BUY A Liberty Bond

**One Hundred Dollar Bond NOW is going to save the life of many of our brave boys. Do your bit, don't give from your surplus but make the sacrifice.**

## Hirth-Krause Co.

Tanners & Shoe Mfrs. Grand Rapids, Mich.

conscientious service when his turn comes.

If your customer seems to prefer a last not suited to his or her feet, it is better to try to dissuade them than to let them go out with a pair that will prove unsatisfactory in the end. A quiet but confident attitude on your part—the assurance of the man who knows—will generally overcome any scruples or prejudices that they may have. And this is a part of your duty as a shoe retailer. It's easier, of course, just to let the sale slide along the line of least resistance, but this isn't always best.

And sometimes you will discover a pair of feet that you cannot properly fit with anything you have in stock. Where such is the case it is better to be absolutely frank than to sell a pair that will not prove satisfactory. In the latter case you are pretty apt to lose their good will for all time. And this you cannot afford to do for the sake of a single sale.

Any store that emphasizes the importance of correct fitting and conscientiously follows this policy will make good in the end; for this is one of the most important factors in the retail game. Cid McKay.

**Huge Orders in Foot Gear.**

Washington, Oct. 22—Contracts have been awarded here for a million and a half pairs of boots for the Russian army at a total cost of \$7,500,000. The awards were made by members of the Russian Purchasing Commission, advised by the committee of supplies of the Council of National Defense.

These contracts, with those placed by the War Department for the American armies, make the enormous total of 8,400,000 pairs of footgear which have been placed in the past week. This will result in heavy calls upon the output of the tanners both for uppers and sole leather.

The Central Leather Company is sharing largely in the contracts being placed in this country by the Russian government and will naturally receive its part of the business resulting from the contracts for the American army shoes, while the American Hide & Leather Company, as one of the biggest producers of uppers in the United States, must also benefit from the Government expenditures. The price of \$4.65 per pair which has been fixed for the War Department's shoe contracts was established by the Council of National Defense as allowing a fair margin of profit and the fact that the bids submitted at the price named by the Government were for a quantity 15 per cent in excess of that named in the advertisements is taken to indicate the manufacturers considered the figure reasonable.

**Enlarge the Scope of the Company.**

Fremont, Oct. 22—The policy holders of the Michigan Shoe Dealers Mutual Fire Insurance Co. held a meeting at Lansing Oct. 17 and decided to enlarge the scope of the company so as to insure all classes of mercantile stocks where they consist in part of foot wear; also the store buildings housing same. The articles of association were amended to conform to this change and the officers were instructed to file amended articles with the Insurance Commissioner. The company has \$1,500 of the first Liberty Bonds and the officers were instructed to purchase \$5,000 of the Second issue. It has \$1,544,500 insurance in force. Secretary Bode confidently expects to be able to increase his volume to \$5,000,000 within the next two years.

**Amount of Material Available.**

No data have been furnished showing what will be the probable wool needs of the military forces in any year. It is known that 35 per cent. of reworked wool, or shoddy, is used in the fabrics supplied. Does any one suppose that there will be required for each man in the service as much as thirty pounds of wool beyond what he would use in civilian life? But, even at that, a force of 2,000,000 men would only use up 60,000,000 pounds, which is a little more than 10 per cent. of the amount ordinarily consumed in the mills of the country in peace time. Now, the wool clip of the country is about 289,000,000 pounds. The imports for the last fiscal year, despite the British embargo on Australian wool, totaled nearly 300,000,000 pounds of clothing and combing wool. These imports are to be enlarged decidedly by the coming here of Australian wools, of which 70,000,000 pounds have already been released. Then, too, the recent census showed a very large quantity of wool in this country, much of it in the possession of the mills, not one of which complained of a scarcity. So it happened that, when the woolen and worsted manufacturers first were called to Washington to consult the head of the Commercial Economy Board they had to show him, first, that he was not familiar with the facts in the case, and that some of his suggestions would be hurtful rather than otherwise.

**Avoid Overheating and Save Coal Supply.**

Avoid overheating your houses this winter.

Do not let the temperature stay above 68 degrees.

Everybody do this and millions of tons of coal will be saved in this country.

This will mean: more coal to prosecute the war. Smaller annual fuel bills.

Improvement in the health of the people.

Several channels of heat waste common in American homes were pointed out by the State Board of Health in a statement recently. One is, the chimney, through which an enormous amount of heat is wasted. Windows are loosely constructed; roofs provide other means of loss. At a time like this, when fuel is scarce and the Government needs all the coal it can get for war work, all such leakage should be stopped as much as possible.

Frank H. Clay, manufacturer auto accessories, Kalamazoo: "It is with pleasure I hand you check for subscription although I feel that I am receiving several times the \$2 in value. You are certainly producing a paper that is more than a price current or trade journal. You are giving your readers very valuable advice in many directions and you are always fighting on the right side, open and above board, favoring none, no matter who suffers. I bespeak for you a most prosperous future and many years of usefulness to the community which you are serving."

**OUR TRADE MARK ON YOUR SHOES**

A SMALL THING TO LOOK FOR



BUT A BIG THING TO FIND

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

**Rindge, Kalmbach, Logie Company**

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"

**GOOD STYLE ←**  
**→ Moderate In Price**  
WHICH MEAN  
**READY SELLERS**



No. 5519

5519 Represented by the cut is a Gun Metal 8½" Lace, with Black Cloth Top, @.....\$2.75

5517 Like cut, but Imitation Stitched Tip. Gun Metal 8½" Lace, with Dull Gun Calf Top, @.....\$2.85

5555 Like cut, but Bright Kid 8½" Lace. Kid Top, @....\$2.75

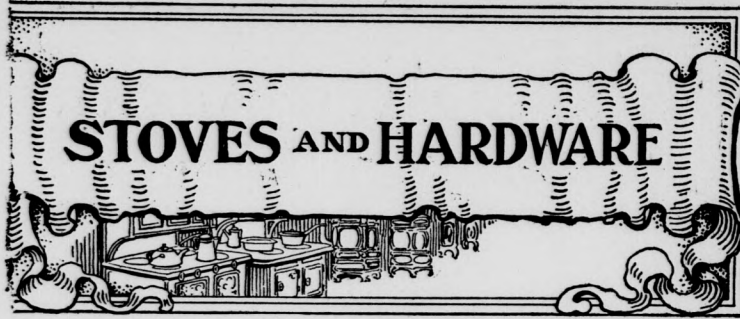
All with Louis Heels, McKays

Popular Styles at Popular Prices  
Produce Profits.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



**Michigan Retail Hardware Association.**  
 President—James W. Tyre, Detroit.  
 Vice-President—Joseph C. Fischer, Ann Arbor.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Pushing Sporting Goods In the Autumn Months.

Written for the Tradesman.

Among timely lines, sporting goods are prominent, and are well worth pushing right now. These lines lend themselves readily to window display; and the ingenious merchant can quite often devise a display that will attract a lot of attention, not merely from those primarily interested in sports, but from the general public.

A good hunting window right now would probably prove a paying investment. In this connection it is worth remembering that nothing interests a huntsman so much as a display of animals. One dealer not long ago made a very appealing display that was fairly a menagerie. To attract attention to his stock of "shooting irons" he put in an "animal window" that became within a few hours the talk of the town.

In his window display, the floor was thickly covered with leaves. In one corner was arranged a tent, with necessary articles for keeping warm at night, in addition to cards and books to enliven the odd moments. Outside the tent a packing case was spread with eating utensils and edibles. Close by glowed a camp-fire, constructed of an electric bulb covered with red tissue and charcoal. Over the fire a stove pot hung from a tripod, constructed of branches.

In one corner were two squirrels and a bear cub in a tree—stuffed. Opposite was a grey squirrel, climbing a bough of a tree. Among the varieties of game shown in the boughs were a crane, a raccoon, a duck and a loon.

On two logs were shown shot guns, ammunition, knives, revolvers, cleaners and compasses. The background was made up of cedar and maple branches, with a deer's head in the center. A stuffed eagle was placed at one end, and gun cases at the other. Two live rabbits in a wheel added a distinctive feature to the display and gave the suggestion of motion.

This display illustrates the possibilities awaiting the ingenious merchant in the showing of hunting lines.

Such displays as this make the hardware window fairly stand out in comparison with its competitors. They are, particularly if helped out by neat, attractive show cards, an invitation to the man interested in

hunting to come inside and look around.

In designing such a window trim, the great essential is to adapt these ideas, or your own, to the window you are going to decorate. The display I have described would not fit every window. But it can be cut down, altered, shifted about, or used in part, and so adapted as to fit almost any window. Possibly your town offers additional ideas and opportunities for appropriate display, which will fit into the main design. The merchant who slavishly copies another window, or who, failing space or equipment for the trim described, refuses to attempt anything, is missing his opportunity. If you can't do the same thing, attempt something different. If you can't put on a display on so large a scale, try something smaller. If you have better ideas, put them to use. That is the spirit of modern merchandising; to take an idea and improve upon it or adapt it to your individual circumstances.

In preparing your newspaper copy, it is a good thing to use an attractive cut if you have one—something suggestive of hunting, or camping out, or the woods. Then try to fit in a catchy phrase: something that will grip the attention and stick in the memory. Thus:

Think of Your Hunting Needs Now—Not Afterwards—

Here—Not in the Woods!

That drives home in a few direct words the importance of preparedness, for the huntsman.

Of course, hunting is only one of a number of fall diversions to which the sporting goods department of the hardware store can successfully cater.

A good hunting stunt was adopted by a Northern hardware firm a couple of years ago. This firm got out an "information card for hunters" showing the open season for deer, moose, duck, partridge and other varieties of game. Then the card gave a price list and brief description of fire-arms and munitions carried in stock. Finally, as a clincher, was the argument: "We have the stock to give you a good selection to choose from. Our prices are reasonable. See us right now."

A variation of the hunting display which may suggest ideas for a window trim was furnished by another hardware firm. A stretch of rail fence and a dummy figure in hunting costume occupied the center of the trim. Inside the fence was a tree with the familiar sign: "No Hunting Allowed," and beyond it could be glimpsed a small pool of water sur-

**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

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

### Sand Lime Brick

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

**Brick is Everlasting**

Grande Brick Co., Grand Rapids  
 So. Mich. Brick Co., Kalamazoo  
 Saginaw Brick Co., Saginaw  
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### 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

### AGRICULTURAL LIME BUILDING LIME

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



### Sunbeam Mackinaw Coats

A large assortment of attractive patterns

### Knit-to-Fit Sweater Coats

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

### Hunting Coats

### Canton Flannel Shirts

Knit-Right Hockey Caps and Toques  
 Made from fine all-wool yarns

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

CATALOG ON REQUEST

### BROWN & SEHLER CO.

Home of Sunbeam Goods  
 GRAND RAPIDS, MICHIGAN

## Pipe and Fittings

Boilers, Radiation, Valves, Covering  
 Steam and Water Heating Supplies

Power Plant Equipment

Complete Power Plant Installations

### Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.

rounded by thick underbrush, amid which could be seen several varieties of wood fowl. The hunter carried a rifle in his hand and was in the act of crawling through an opening in the fence. This gave the color, atmosphere and background for a showing of hunting knives, revolvers, shells, duck calls, decoy ducks, and similar lines which occupied the foreground of the window. Rifles and shot guns were displayed on a rack. The wood-fowl shown in the background were stuffed birds borrowed from a local taxidermist.

In connection with the sale of hunting accessories, every effort should be made to keep the stock clean of shop-worn guns and rifles. Rust, worn and scatched browning, dented stocks, these and other trifles are very noticeable to the intending purchaser, and are apt to injure the sale even of entirely new goods. The shop-worn weapons are as good as any others when it comes to practical service; but they are poor property for the dealer to carry. Every effort should be made while there is still a demand to clean out these odds and ends, even if necessary at a price sacrifice.

The war will doubtless increase interest in shooting to a considerable degree, and the dealer will of course aim to take advantage of this fact.

Incidentally, it is a good thing to have a mailing list of your local hunting enthusiasts, and to go after them, by personal letter or personally, regarding their supplies of ammunition for the present season. Every gun or rifle customer of the past few years is to-day a prospect for ammunition. Keep a permanent list of these people, noting any changes of street address or removals, and use list every season to boost business in these lines. If you happen to meet one of these people personally, don't hesitate to talk business.

The business that is worth having is worth going after systematically and persistently.

Victor Lauriston.

**Activities in Michigan Cities.**

Written for the Tradesman.

Mayor Mey, of St. Louis, gives notice that beginning Oct. 19 the city light and power plant will shut down each night at 11 o'clock and will also shut down one-half of each day, probably afternoons, until such time as coal can be secured or until the water in the river raises.

Mayor Cambrey, of Pontiac, who has been investigating the garbage problems of other cities, says it is probable that next spring the commission will take steps to enact an ordinance requiring all householders to patronize the garbage collection system and that an amount sufficient to handle the work will be placed in next year's budget. He finds that thirty-four out of forty-eight cities from which reports were received handle the collection by general taxation, while seven of them put the cost up to the householder, as has been the system followed in Pontiac. In twenty-five of these cities farmers

are allowed to collect garbage and haul it away for feeding purposes.

Flint is opening night school courses in various branches of the automobile trades, in order to hitch the schools closer to the city's leading industry. A course in the painting and enameling of automobile bodies is one of the latest added, which will be practical in view of the fact that 200,000 automobiles will be finished in Flint this year.

Sault Ste. Marie will have a new creamery—one of the finest north of the straits.

The Business Men's Association of Niles has named a committee of three to co-operate with a local building and loan association in issuing \$400,000 worth of stock, the money to be used in building new houses for working men there.

Manistee merchants will observe their second semi-annual dollar day Oct. 18, under direction of the retail trade committee of the board of commerce.

The beet sugar factory at Menominee has started the season's operations and the beet crop this year is fair, with price to farmers \$2 per ton higher than last year. The factory will operate night and day for about ninety days, employing 300 men.

Lansing has hired Dr. Schubel of East St. Louis to take charge of city garbage collection and the piggery.

Hartford village places the kibosh on noisy motors by adopting an ordinance forbidding the use of automobiles or motorcycles without proper mufflers or with the cut-outs open.

The Parker Manufacturing Co., of Detroit has bought the plant of the Star Motor Co. at Ann Arbor and will manufacture drill chucks there. The company has \$75,000 capital and will soon employ over 100 men.

Ishpeming would like lower fire insurance rates, or a reduction from fourth class, and is taking steps toward improving its waterworks and fire alarm systems.

Government engineers, after a year's work of surveying the Saginaw River valley, report that \$6,057,000 must be expended to bring about immunity from flood damage. The principal item is channel improvements and levees and it is claimed the improvement would un-water 90,000 acres of fertile lands.

Almond Griffen.

**The Merchant's Bit.**

The country is passing through an unusual period, one that marks the beginning of a new epoch in its business and political life. The merchant must be more alert than ever to feel out conditions, catch the drift of change, and shape his policies accordingly. Read carefully the daily papers, read trade journals and Government bulletins, and co-operate with the Food Administration in creating a sentiment in your locality in favor of the Government policies; it will not only be patriotic, but will keep you abreast of changing demand.

A wise man keeps on good terms with his wife, his conscience and his stomach.

# DORNBOS

## Single Binder Cigars

Put up in  
**Special**  
**Christmas Packages**

Christmas is coming,

No doubt we all know it.

When we feel happy and gay

We desire to show it.

By some tokens we trust

Our friends will hold dear

We make glad their lives

Through the coming new year.

But what shall we smoke?

That's easy to say,

There's Dornbos Single Binder

That we all carry away.

In compliance with the requests of my many customers, I have decided to put up my famous Single Binder cigar in a Christmas Package (either 25 or 50 boxes), beautifully embellished and accompanied by a Christmas card for use of the donor in designating the recipient of the gift. My traveling representatives and jobbing salesmen will exhibit this package on the occasion of their next visit to the trade.

Be sure and get in your orders early, because these goods are sure to be heavily oversold.



How Our  
Christmas Package  
Will Look

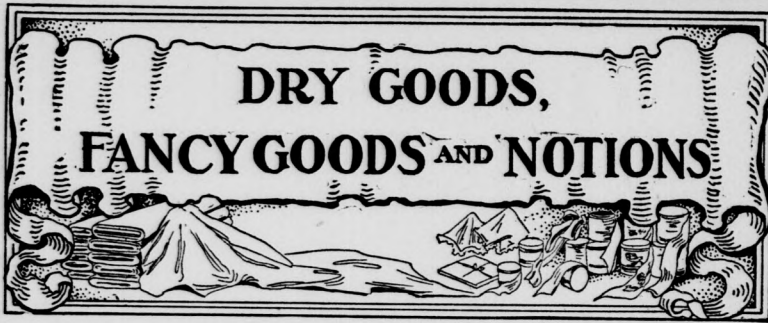
The Blend is Different. The Taste is there.

SOLD BY ALL JOBBERS

**PETER DORNBOS**  
Cigar Manufacturer

16-18 Fulton St., West

Grand Rapids, Mich.



### New Bureau at Washington to Help Retailer.

Back of the recent brief announcement in the daily press of a project for the establishment within the United States Chamber of Commerce of a Bureau of Business Economics is a promise of the most ambitious undertaking yet attempted for the study and solution of the problems of the American retailer. This definite, comprehensive move to get at the very heart of the retailers' problems may inspire with hope if not with immediate reassurance the National advertisers who are dubious with respect to the retail situation.

It is desirable to emphasize at the outset that this new project in the Chamber of Commerce of the United States is presumed to tackle the troubles of retail merchants in all lines. Because the inception of the basic idea is credited to the Committee on Retail Co-operation of the National Wholesale Dry Goods Association the impression has become current, from the fragmentary announcements thus far made, that the new trade bureau aims to serve the interests of only the larger operators, wholesale and retail, and is restricted to the dry goods field at that.

As a matter of fact the new bureau, while aiming to survey every section of the mercantile field, will address itself particularly to the difficulties of the small retailers—difficulties that have multiplied appreciably since the beginning of the war—because it is the small storekeepers whose future is especially imperiled.

Particularly significant is the fact that several of the leading National associations of retailers have signified their intention to co-operate actively in furtherance of the work of the new institution. It is generally admitted that if all National associations of retailers were as efficient as the best of them (or rather their "service" bureaus), there might be little reason for accepting outside aid, but high standards in this respect are by no means universal. Even the National officers of retail organizations that come pretty close to 100 per cent. efficiency seem inclined to fall into line and accept, with thanks, any aid the new National bureau can render.

This new Bureau of Business Economics has no connection with the Commercial Economy Board of the Council of National Defense. The undertaking of the Commercial Economy Board is purely a proposition "for the duration of the war," whereas this later project aims to build up within the National commercial body

a permanent institution that will be continuously on the job in behalf of better storekeeping.

Until the new bureau is on its feet no detailed 'investigative programme will be announced, but the promoters are evidently willing to undertake a large contract, for they promise research with respect to any and all business practices to which the average retailer is committed—price-making, use of windows for display, cost keeping, sense of proportion in advertising and what not. The present intention is to have the Business Economics Bureau undertake research work on no controversial subject that has already been disposed of by the National Chamber through the medium of its various special committees or by referendum. Thus, for example, the subject of resale price fixing upon which the Chamber has already taken its stand, will not be reopened unless new circumstances present themselves whereby the interests of retailers are particularly affected.

### Conference of Woolen Men.

After a great deal of preliminary fussing came a rather lame and inconclusive result from a conference of woolen goods manufacturers with representatives of the Commercial Economy Board held in New York last week. The trouble came from the fact that the beard started wrong. It should have taken example from Mr. Hoover, the Food Administrator. He took the public into his confidence, told how much wheat was available, and how much would be needed for the Allied powers. This left a balance for the use of the people of this country of a size that called for the exercise of economy. In the case of wool, clothiers and other garment makers, as well as the manufacturers of woollens, were told at the outset that styles must be changed and adulterations put into fabrics because of the scarcity of wool and the needs of the military forces. No figures were presented and none have been publicly given out in support of the proposals made. Indeed, it has been tacitly admitted by the Commercial Economy Board that the wool supplies on hand are ample for all needs, but they say these may not be sufficient if the war should last, say, ten years. The inference is that sheep will cease to grow wool in neutral countries in war time. So far as the shipping situation goes, which concerns the bringing of foreign wools here, every one knows this will improve from now on, and that the tonnage used for this purpose is not the kind that would be employed in the war zone.

### Need of Wool Census.

The details of various lots of wool that are not available for Government use are anxiously awaited by those who do not agree that there is the real shortage of wool that some have claimed exists. It is believed that there is considerable wool on hand that could not be used by the Government, and that the Australian wool recently released for shipment to this country will contain much that can only be used for civilian requirements. The grades of the various stocks that exist are not known, and it is pointed out that only by an exact census can this information be obtained.

He that doeth what he will, doeth not what he ought.

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.

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

**UNITED SALES CO.**  
431 Houseman Bldg. Grand Rapids, Mich.  
**EXPERT SALE PROMOTERS**  
For Merchants Any Line  
**WRITE FOR PLANS FREE**

### United Agency

Reliable Credit Information  
General Rating Books  
Superior Special Reporting Service

**Current Edition Rating Book**  
now ready

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

**THE UP-TO-DATE SERVICE**

Gunther Building

**CHICAGO :: ILLINOIS**  
1018-24 South Wabash Avenue

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

John L. Lynch Sales Co.,  
28 So. Ionia Ave.,  
Grand Rapids, Mich.

*President Suspenders*  
for comfort

Of All Jobbers

PRESIDENT SUSPENDER CO., Shirley, Mass.

### The Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis

Dallas

Quality Merchandise—Right Prices—Prompt Service

### FLANNEL SHIRTS

Don't fail to see our splendid line of Flannel Shirts. These numbers are made up in plain gray, blue and heather mixtures with flat or military collar. Priced from \$6.50 to \$21 per dozen. This is good seasonal merchandise and pays you a good profit.

### Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids

:::

Michigan



**Gabby Gleanings From Grand Rapids**

Grand Rapids, Oct. 23—A regular meeting of the Bagmen of Bagdad was held Saturday evening, Oct. 20, in the U. C. T. Council chambers, it being the first meeting since the ceremonial series held in Bay City June 2. Great Ruler W. E. Mellinger, who has moved to California, sent in his resignation, which was accepted and W. S. Lawton was elected to preside during the remainder of the year. Several business matters were brought up, among which was the creation of a burial fund. Each member will pay in \$1 and upon the death of a Bagman each member will be assessed \$1 to keep the fund intact. Further progress of the insurance feature will be announced later. A regular business meeting will be held the third Saturday in November, when plans will be made for the big ceremonial the third Saturday in December.

With the arrival of October, the bathing girls on the cover of the magazines are changing to evening dress.

Camouflage is an ancient art. We used to work it with a big geography when we wanted to read a red backed novel during school hours.

Just because Pontiac, Flint and Lansing are auto manufacturing cities, is no reason why parking laws should not exist. It is almost impossible to find room for a bus to discharge its passengers at a hotel.

John D. Martin, appointed by Grand Counselor Hach to further the drive for Liberty Bonds among the commercial men of this vicinity, reports that one member of No. 131 purchased \$2,000 worth of Anti-Kaiser pills. From all reports, the purchase of bonds among local traveling men will exceed \$10,000.

Clare McPherson, formerly with Jackson & Tindle, of Pellston, and recently with A. B. Large, of Bellaire, has accepted the management of the Charles Weiffenbach Co.'s store, at Bellaire. Horace Weiffenbach, former manager, has been called for Uncle Sam's New National Army and expects to leave Oct. 25 for Battle Creek.

At a Liberty Bond meeting held at Alden last week, \$2,100 were subscribed—\$1,800 of which was subscribed by the ladies present. Must be they know the combination of their husbands' trouser pockets.

The greatest union label in the world is the American Flag.

O. E. Bohannan, proprietor of the hotel and cafe at Elk Rapids, is closing out his business and will move to Kansas Dec. 1, were he has purchased a farm. Looks as though he is taking up arms against old H. C. L.

Only sixty-three days before Christmas. Do your shopping early.

Any one having a good winter overcoat to swap for a suit of B. V. D.'s, please notify Homer Bradfield.

The hotel and eating house at the P. M. depot, at Traverse City, has closed its doors, due to the prevailing malady, H. C. L.

C. R. Bell, popular groceryman of Mesick, has roses blooming in his door yard. They are the Magna Charta and Killarney variety. Why California?

"Uncle Louie" Winternitz left Monday for Chicago en route for West Baden and St. Augustine. He will spend the winter at the latter place. He was given a farewell party at the home of Mr. and Mrs. Thomas B. Ford, on North Lafayette street, Saturday evening. While here he evolved a new card game from his inner consciousness which, by common consent, has been given the name of Winternitz. It is played by two or more persons, who are dealt ten cards each and have the privilege of discarding the same as in rhum under certain conditions. Mr. Winternitz says that his month's stay in Grand Rapids is one of the most pleasant memories of his life.

Rufus Boer, who has been serious-

ly ill in a hospital for several weeks, is slowly recovering.

The Bell family held a family reunion at Big Rapids Saturday. All the big and little Bells were present and a gala day was spent in figuring out the distant relation and the high cost of living.

As a concession to America, English may now be spoken over the telephone in Paris. This will also save the wear on the instruments that would be caused by the American effort to talk French.

Antrim county boasts of fine roads and in most cases justly, but a strip of road between Central Lake and Bellaire is in such a condition that no man can remain a good Methodist and travel over it.

James Cavis, of the Cavis Cigar Co., Traverse City, who enlisted in heavy artillery and has been stationed at Sparta, Wis., for some time, writes that they expect to leave for over seas duty in a short time and would not write until he reached France.

C. H. Carpenter, proprietor of a cigar store and barker shop in Beulah, is recovering slowly from an operation for appendicitis.

Julius Hale, of Thompsonville, is building a fine new garage, 30 x 100 feet, on Main street. Mr. Hale conducts a cigar store, pool room and barber shop.

A. B. Large, druggist at Bellaire, has been appointed chairman of the Liberty Loan committee and is organizing his forces throughout the township for a mighty drive to kick the h— out of Kaiser Bill.

We could but notice last week that the hotels at Traverse City gave the best of attention to handling the throng of ladies acting as delegates for the Federation of Women's Clubs, while commercial men who are regular guests of the hotels were left to shift for themselves and find rest and food as best they could. It hardly seems fair to the traveling fraternity to be thrust out and rates and accommodations given to a delegation that perhaps will never visit the city again and especially to those who might do more good by staying at home and attending to the needs of the family.

Have you secured that dance ticket? Five dollars means twelve dances and some dances. Remember Saturday evening, Oct. 27, at 8:30, at the U. C. T. hall on Ionia avenue, just off of Monroe street. Good music, good floor and a good live crowd. Come and bring a friend.

The Phoenix Hotel, at Charlotte, has been taken over by W. G. Epley, of Paw Paw, and is being remodded and renovated so that the traveling public will find as good a hotel as any place can boast of.

Morris Mann, of the Fifteenth Hospital Unit, stationed at Battle Creek, spent Sunday with his parents, Mr. and Mrs. J. Harvey Mann.

The area of the earth is 196,940,000 square miles—56,255,000 square miles

of land and 140,295,000 square miles of water. Why worry about the place to play golf or a place to bathe?

Just one hundred years ago a man was permitted to sell his wife in open market at Dartmoor, England, for \$11, but times have changed. Old H. C. L. is upon us.

W. S. Katzenstein, export chemist for the Antrim Iron Co., at Mancelona, returned Saturday from a business trip to Buffalo.

Don't forget the U. C. T. dance Saturday night, Oct. 27.

Mrs. Esther C. Beers, grandmother of Mrs. John D. Martin, died Saturday morning at 2 o'clock at the Mar-

tin residence from complications resulting from a broken hip in a fall received about four weeks ago. The body was shipped to Cooper Saturday evening, where burial took place Sunday in the old family burying ground. Mrs. Beers was in her 87th year. The funeral was held in the church in which the deceased was married to her first husband in 1853. The pall bearers were all nephews of the deceased, members of the Huntley family. L. V. Pilkington.

Although money talks, it doesn't always make a satisfactory financial statement.

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

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

Systems installed complying with certain governmental requirements.

Consultations and work strictly confidential.

Full particulars given upon request.

Call, telephone or write.

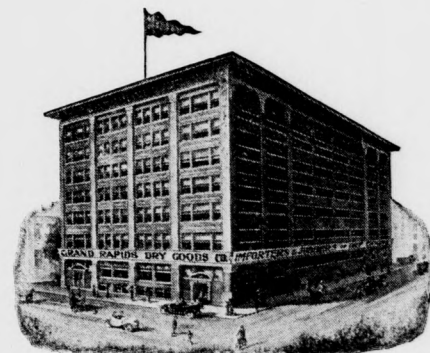
**THE MICHIGAN TRUST COMPANY**

Audit Department.

SERVICE

QUALITY

# Exclusively Wholesale



**Grand Rapids Dry Goods Co.**

Grand Rapids, Mich.

QUALITY

SERVICE

**Mr. Flour Merchant:**  
You can own and control your flour trade. Make each clerk a salesman instead of an order taker.

Write us today for exclusive sale proposition covering your market for **Purity Patent Flour**

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

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

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



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

**Traveling By Automobile Cheaper and Better.**

One of the main advantages the salesman traveling via automobile enjoys is the opportunity to carry samples which I find is the only way to sell goods. I can also make more towns per day and give customers more time. There are a good many small towns on my territory where it would not pay me to get off the train and spend half a day's time between trains for a \$25 order. The way the train service is on my territory the best I could do would be to make two towns a day. By machine I can average four towns and give my trade plenty of time.

Approximately half of my territory is off the railroad. The following figures will show where a machine is profitable for the house and the only way to make a large territory of small towns profitably.

I would have to team my territory twelve days per month at \$7 per day, or a total of \$84. I cover the same ground via automobile in six days at \$5 per day or a total of \$30. Take \$300 as an average day's business.

**Via Team**

Team 12 days at \$7 per day ..\$84.00  
 6 days' lost time, \$3 per day .. 18.00  
 6 days' lost time, salary and expenses, \$10 ..... 60.00

**Via Auto**

6 days' auto expenses, \$5 per day .....\$30.00  
 6 days' time saved, \$3 per day 18.00  
 6 days' expenses saved at \$10.. 60.00

I estimate that it costs approximately 7c per mile to run a machine, this takes in depreciation and investment. I could figure 15c per mile and still make more money for the firm over the cost of travel via rail and team.

Another point, in traveling via train you can figure on losing two days time per month (at least) taking late trains in the a. m. and early trains in the p. m. and waiting for trains several hours late. This would mean approximately \$600 to \$1,000, according to the territory, where with a machine a salesman is always ready to go. In other words a machine is a

good paying investment for the boss but hard on the man. Personally I would rather travel via machine, as I do not like to loaf around a town several hours after my work is done.  
 E. V. Hansen.

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

Detroit, Oct. 23—As an expedient to avoid delaying shipments and facilitate using full car space on the earlier as well as the later outgoing trains, in handling the heavy volume of traffic now moving, five express companies doing business in Detroit, announce that on November 1, they will discontinue vehicle pick-up service in Detroit at 5 p. m. daily. This plan is expected to give the companies one hour additional time to assure prompt dispatch of all business on the same day it is received. Under the present plan a large proportion of the business comes to the companies, practically at the close of the shippers' day of business they say, forcing delay in shipment and causing damage through haste in handling. The companies discontinuing collection at 5 p. m. are the Adams, American, National, Wells Fargo and Western.

As part of its winter course of study, Detroit Chapter of the American Institute of Banking has inaugurated a series of weekly lectures on the organization, examination and departmental division of a bank. J. M. Dodge, of the Highland Park State Bank of Detroit, is in charge of the series. The lectures are to be given at the Board of Commerce every Friday evening. Mr. Dodge has had long experience as bank examiner and Secretary of the Michigan Securities Commission. He has been a frequent contributor, also, to the leading banking publications. In addition to the course in elementary banking conducted by Mr. Dodge, Detroit chapter is to have a Thursday evening course in banking law, with F. H. Aldrich as instructor. Both the law and elementary banking classes are open to all members of the chapter.

Arrangements have been made by which the Essex Motor Co., recently incorporated by officers and stockholders of the Hudson Motor Car Co. takes a lease for three years of the property known as the old Studebaker plant No. 5. The property has a frontage of 200 feet on Franklin and on Guoin streets, with a depth of 200 feet between St. Aubin avenue and Dequindre street. The entire area is covered by a one and three-story building containing about 60,000 square feet of floor space.

Subscriptions to the \$155,000 of new stock issued by the Russel Motor Axle Co. will have been paid in full by October 31, when the company will have a paid in capital stock of \$650,000 compared with \$150,000 on October 31, 1915. The present addition to capital stock was authorized at a special meeting of the stockholders, September 21, when the corporation's authorized capital stock was increased from \$600,000, comprising \$500,000 of common and \$100,000 of preferred stock to \$750,000 all common stock. There was then outstand-

ing \$495,000 of common and \$39,000 of preferred stock. All the latter has since been retired at par and the stockholders have exercised rights of subscription to \$155,000 of the new common stock at par.

**Being a Good Citizen.**

A good citizen is not only one who wouldn't steal from his neighbor, or murder him, or embezzle from his employer. Nor is he necessarily a good citizen who pays his bills promptly and votes regularly. He does all these things and more. He believes in his community and the laws that are made for its betterment. He avoids doing himself all those things that he hires men to punish the other fellow for doing. Instead of considering himself an exception to restrictions, he endeavors to be a splendid example of the wisdom of them. In a word, he does cheerfully and gladly what the law says others must do.



Five Stories Completed April, 1917

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

**CODY HOTEL**  
 GRAND RAPIDS  
 RATES \$1 without bath  
 \$1.50 up with bath  
 CAFETERIA IN CONNECTION

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

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

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

**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

**NEW MERTENS**  
 FIRE PROOF  
 One half block East of the Union Station  
 GRAND RAPIDS MICH

**Automobile Robes**

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

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

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

**Sherwood Hall Co., Ltd.**

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

**DETROIT SERVICE**



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

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

**Citizens Telephone Company**

# What the Stay-at-Homes Can Do

We can observe rigidly the meatless day on Tuesday and help to induce our neighbor to do likewise.

We can respond to the President's call for a wheatless day on Wednesday and use nothing on that day made of wheat flour.

We can restrict the use of sugar on the table and the use of candies in order to provide sugar for our armies and our allies.

We can make our money move faster; that is, we can collect our bills and pay our accounts more promptly than we have. This means releasing money for war purposes.

We merchants can turn our merchandise oftener. In other words, we can do our usual business with a smaller stock, and therein also release money for war purposes.

We can sell ourselves a Liberty Bond and help sell to our neighbor a Bond, so that every man, woman, and child in our community is helping put over the Liberty Loan.

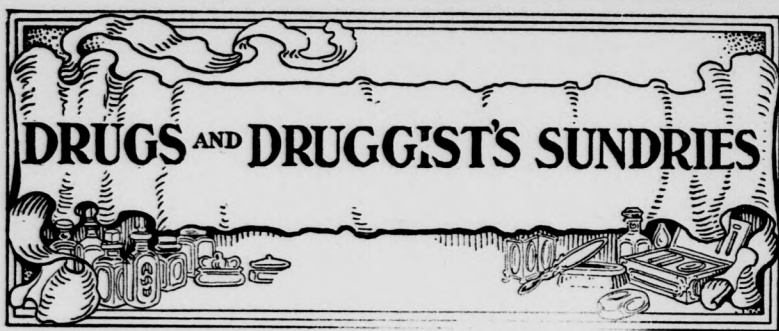
We can stand shoulder to shoulder, following the lead of our President without delay in all the things that he asks in the effort to win this most terrible war of history.

These suggestions are made to answer the question so often put as to what may be done by those that are forced to stay at home.

**WORDEN GROCER COMPANY**

GRAND RAPIDS and KALAMAZOO

**THE PROMPT SHIPPERS**



#### Michigan Board of Pharmacy.

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

#### Michigan State Pharmaceutical Association.

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

#### Michigan Pharmaceutical Travelers' Association.

President—W. F. Griffith, Howell.  
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### Quinine Still Rising Among Second Hands.

Fear of legislation of one kind or another at Washington, difficulty in securing ocean freight room even when export licenses are obtainable, increasing delays in domestic transportation and the abnormally high prices demanded for many drugs and chemicals all have a tendency to make consumers adhere to a very conservative course in making purchases. In the main, however, the market is characterized by the same firm tone which has been noticeable for some time past. Carboic acid is an active feature of the list. Prices have been advanced by manufacturers, and as spot supplies are small higher prices are also demanded by second hands. Quinine sulphate continue to meet with good enquiry, especially for American salt, and some dealers have advanced prices further. Acetphenetidin is weak and lower under freer offerings, due to a lack of demand of consequence. Coumarin is higher owing to scarcity. The demand for lycopodium has been light recently and the market is weaker on keener competition among dealers. Saccharine again receives good enquiry and the market continues to present a firm appearance. White castile soap is higher, owing to increasing scarcity. The general list of essential oils is firm, while higher prices are demanded for wormwood oil, owing to a further shrinkage in stocks. Japanese refined camphor is easier, influenced by an absence of demand. Epson salt is lower owing to some increase of late in offerings. Quinine continues to meet with a good enquiry among second hands and the market is stronger. Sales are reported early in the day at from \$5@87c per ounce for American sulphate in lots of 1,000 to 5,000 ounces and later on some holders advanced the price to 90c an ounce. Pure alcohol is easier, owing to competition. Sales have been reported of 190 proof sugar cane and cologne spirits at \$5.21@5.22 and easy, with sales reported in a small way at \$4@87c per gallon. Acetphenetidin is

weaker, owing to a lack of demand of consequence and competition and prices have been reduced to \$8.50@9 per pound. Coumarin is stronger at \$19@20 per pound, the rise being due to scarcity. Nitrate of silver has been reduced by manufacturers to 52½c per ounce in lots of 500 ounces. Cuttlebone is in fair demand and firm, with sales of French at 38c per pound.

#### Maintaining the Glory Standard for American Perfumes.

"Let us set for ourselves a standard so high that it will be glory to live up to it. Then let us live up to it and add a new laurel to the crown of America."

When the first of the drafted men to make up the National army reported for duty, President Wilson admonished them in the foregoing words to set up the glory standard. This advice should not only be heeded by the men who go to the front, but it should likewise be heeded by every American business man and every American citizen. If there ever was a time to display loyalty, this is the accepted time.

Unfortunately for business honesty and business loyalty, however, many merchants handle goods, knowing them to be falsely labeled, particularly as to the place and country of manufacture.

No other business suffers so much from misrepresentation as the perfumery and toilet preparation industry. It is a disgrace that some American manufacturers put up goods with labels to deceive the purchasing public to believe they are manufactured in Paris.

The words of President Wilson, uttered under other conditions, fit this situation. The Parisian is proud of the fact that France makes good goods. Americans make good perfumes which are appreciated not only at home, but also abroad. It is a matter of business patriotism that American tradesmen who handle and sell toilet preparations appreciate prevailing conditions and show their loyalty to American efforts to create and maintain the glory standard in business. There is no excuse whatever for any merchant to stock up and to feature goods that are falsely labeled. It is not only disloyal, unpatriotic and unbusinesslike, but it is contrary to law. Buyers of toilet preparations and perfumery should not encourage deceit and illegal methods in marketing goods.

The Federal law prosecutes those who make false statements in advertising. Every label on a bottle may be construed as an advertisement. It is illegal to misbrand any preparation

as well as to state falsely the place of manufacture.

The Manufacturing Perfumers' Association of the United States, as well as the Perfumery Importers' Association, are strongly opposed to these methods. We earnestly ask the cooperation of the buyers of every establishment to refrain from buying or featuring such goods. Give every man a square deal. If there is a demand for goods made in Paris, see that the customer is not deceived, but receives what is demanded and paid for. Do not sell misbranded goods at fictitious prices.

See to it that when anything bearing the Paris label is sold, that the money actually goes to the Paris manufacturer, and not to some American manufacturer, who does not put up goods of sufficient merit to stand the test of competition.

"Let us set for ourselves a standard so high that it will be glory to live up to it. Then let us live up to it and add a new laurel to the crown of America."

A. M. Spiehler,  
President Manufacturing Perfumers' Association.

#### Bone Dry Beverages.

The undertakers are working overtime in Colorado since the Violet Cocktail became popular. The Violet is composed of Jamaica ginger, sugar and water.

The Delirium Fizz is all the rage in Maine. It is made from diluted wood alcohol, powdered sugar and vanilla extract.

Out in Kansas the Aurora Borealis is making a big hit. It is made from bay rum and seltzer.

Nebraska prefers the Whang Whizzer. It is a mild concoction made from witch hazel and sweet spirits of nitre.

Virginia is getting along temporarily on the Snake Developer. This is composed of peppermint, liniment and molasses.

#### His Customers Can Not Get Away.

"You look disgruntled," said the shoe man.

"Yes," snapped the druggist. "Had a little rush just now, and a couple of prospective customers walked out without being waited on."

"They seldom get away from me," declared the shoe man. "I take off their shoes as soon as they come in."

#### War Has Boosted Sales of Candy.

Our boys in khaki are gladdening the hearts of proprietors of confectionery stores. Here is another peculiar development in the evolution of business directly resulting from our entrance into war. Under the law men in uniform are strictly forbidden the use of spirituous liquors. To such a rigid change in their method of living our men in uniforms are not accustomed. They require some substitute as a nerve solace, especially those men who are not tobacco users. Candy has been the natural choice as a substitute because it is toothsome, satisfies and results in no physical harm. Where once the slogan was "Send her a box of chocolates and make her happy," it may soon be changed to "Send your boy at the front a box of chocolates; it will cheer him in his hard work." Over there, somewhere in France, Great Britain has been sending her boys countless boxes of sweetmeats, for she found candy a great aid in keeping them contented with their hard lot. We shall soon have nearly one million men under arms, who, because of the restraints under which they have been placed, as a military necessity, will develop an increased desire for sweet things to eat, and this new source of trade will increase considerably the business of our makers of confectionery. In fact, they are already realizing an impetus to their business from this new field.

Lavish promises lessen credit.



It's Pure, That's Sure

Piper Ice Cream Co.  
Kalamazoo, Mich.

**To-day's Flavoring**

Crescent Mapleine, the "Golden Flavour," is today's flavoring. A few drops go as far as a teaspoon of other flavorings. No other flavoring is so rich—none so economical. Are you selling Crescent Mapleine? Modern economy practices mark it the first flavoring. Look to your stock now. \* \* \*

Crescent Mfg. Co., Seattle, Wash.  
Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago.

**Crescent Mapleine**

## "CRITERION" House Paint, Flat Wall Paint and Finishes

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

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

Heystek & Canfield Co.  
GRAND RAPIDS MICHIGAN

**Late News From the Cereal City.**

Battle Creek, Oct. 22—Mr. and Mrs. W. I. Masters entertained at dinner Sunday evening Capt. Miller, of Virginia, stationed at Camp Custer.

One of the best meetings Battle Creek Council has had for a long time was Saturday evening. One stranger crossed the hot sands and said he liked it.

E. B. T. Schumacker, of Cadillac, Detroit, visited No. 253 Saturday evening and gave the members something to remember. He gave us an interesting talk on Liberty Bonds and the special work he is doing for the Y. M. C. at Camp Custer. If any stranger wants information regarding the wonderful work the Y. M. C. A. is doing, just ask any of the Y. M. C. A. boys at any hut at the camp. No finer treatment could be offered any one who visits any of the huts. Just a good word for the Y. M. C. A., a good word is always a treat.

Ed. Guild, of Detroit, gave Battle Creek Council Saturday evening his regular visit while spending the week end at home. Jack.

What has become of that society of serious-minded persons whose object it was to meet once in so often at dinner for the purpose of testing the food value of all sorts of strange dishes? Nothing edible was indifferent to them. They were willing to try anything once. With the present food problem on his hands, it would appear that Mr. Hoover ought to give this society an official status, as Testers of New Foods for the Administration. Shark, squid, mussels, sea-weed, decayed birds'-nests, crayfish, osage oranges, cactus shoots (using the thorns as toothpicks after the ample meal), all these would be fair subjects of enquiry by practiced and

hardened experts such as the members of the said society. What hitherto had been a mere hobby might develop into a great patriotic function. The high cost of living might be reduced radically by the discovery of an edible tomato can, for instance. Naturally, some casualties might be expected among the members of this heroic commission in the exercise of their patriotic duties. But what of that? A monument, say the facsimile of a chafing-dish containing octopus a la Newburg, might easily console their relatives, with a liberal pension payable in meal-tickets.

The country's greatest loss in men, thus far in the war, must have found most Americans braced to read of such disasters as the sinking of a transport. That she went to the bottom homeward bound, instead of on her voyage to France with 1,200 soldiers, is a piece of good fortune. Despite all the skill and foresight shown by the War and Navy Departments in sending troops to France, the possibility of a great calamity has always been present. The fact that the losses on the Antilles involved but few fighting men will not lessen the regret that so many lives were taken by the lurking submarine. Seamen or stokers are just as truly servants of the Nation as soldiers, and are just as freely risking their lives for their country. Heavier losses will surely come to America, if the war goes on, but this first toll of death necessarily carries with it a peculiar shock, and a special appeal to sympathy.

**WHOLESALE DRUG PRICE CURRENT**

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

|                     |                                      |  |                                   |                                     |                             |                                     |                                     |                               |                            |
|---------------------|--------------------------------------|--|-----------------------------------|-------------------------------------|-----------------------------|-------------------------------------|-------------------------------------|-------------------------------|----------------------------|
| <b>Acids</b>        | Boric (Powd.) .. 17@ 25              | Boric (Xtal) .. 17@ 25                   | Carbolic .. 68@ 71                | Citric .. 90@ 95                    | Muriatic .. 3 1/4@ 5        | Nitric .. 9@ 15                     | Oxalic .. 60@ 70                    | Sulphuric .. 3 1/4@ 5         | Tartaric .. 1 05@1 60      |
| <b>Ammonia</b>      | Water, 26 deg. .. 11 1/2@ 15         | Water, 18 deg. .. 7 1/2@ 12              | Water, 14 deg. .. 6@ 10           | Carbonate .. 14 @ 16                | Chloride .. 25 @ 35         |                                     |                                     |                               |                            |
| <b>Balsams</b>      | Copaiba .. 1 40@1 65                 | Fir (Canada) .. 1 25@1 50                | Fir (Oregon) .. 40@ 50            | Peru .. 5 50@5 75                   | Tolu .. 75@1 00             |                                     |                                     |                               |                            |
| <b>Barks</b>        | Cassia (ordinary) .. 25@ 30          | Cassia (Saigon) .. 90@1 00               | Elm (powd. 35c) .. 30@ 35         | Sassafras (pow. 35c) .. 40@ 30      | Soap Cut (powd.) .. 23@ 25  |                                     |                                     |                               |                            |
| <b>Berries</b>      | Cubeb .. 1 40@1 50                   | Fish .. 20@ 25                           | Juniper .. 10@ 15                 | Prickley Ash .. 30                  |                             |                                     |                                     |                               |                            |
| <b>Extracts</b>     | Licorice .. 55@ 60                   | Licorice powdered .. 85@ 90              |                                   |                                     |                             |                                     |                                     |                               |                            |
| <b>Flowers</b>      | Arnica .. @3 00                      | Chamomile (Ger.) .. 75@1 00              | Chamomile Rom. .. 2 00@2 20       |                                     |                             |                                     |                                     |                               |                            |
| <b>Gums</b>         | Acacia, 1st .. 75@ 80                | Acacia, 2nd .. 65@ 75                    | Acacia, Sorts .. 40@ 50           | Acacia, powdered .. 60@ 70          | Aloes (Barb. Pow) .. 30@ 40 | Aloes (Cape Pow) .. 20@ 25          | Aloes (Soc. Pow. 60) .. @ 55        | Asafoetida, .. @2 25          | Asafoetida, Powd. .. @2 50 |
| <b>Insecticides</b> | Arsenic .. 23@ 30                    | Blue Vitriol, bbl. .. @ 11               | Bule Vitriol less 11 1/2@ 16      | Bordeaux Mix Dry .. 20@ 25          | Hellebore, White .. 38@ 45  | Insect Powder .. 40@ 60             | Lead, Arsenate Po .. 34@ 44         | Lime and Sulphur .. 15@ 25    | Solution, gal. .. 15@ 25   |
| <b>Ice Cream</b>    | Piper Ice Cream Co., Kalamazoo .. 80 | Bulk Vanilla .. 80                       | Bulk Special Flavored .. 90       | Brick, Plain .. 25                  | Brick, Fancy .. 30          |                                     |                                     |                               |                            |
| <b>Leaves</b>       | Buchu .. 1 75@1 85                   | Buchu, pow'd .. 1 85@2 00                | Sage, bulk .. 67@ 70              | Sage, 1/4 loose .. 72@ 78           | Sage, powdered .. 55@ 60    | Senna, Alex .. 90@1 00              | Senna, Tinn. .. 40@ 45              | Senna, Tinn. pow. .. 50@ 55   | Uva Ursi .. 18@ 20         |
| <b>Oils</b>         | Almonds, Bitter, true .. 15 00@16 00 | Almonds, Bitter, artificial .. 7 00@7 20 | Almonds, Sweet, true .. 1 35@1 60 | Almonds, Sweet, imitation .. 65@ 75 | Amber, crude .. 1 75@2 00   | Amber, rectified .. 2 50@2 75       | Anise .. 2 00@2 25                  | Bergamont .. 8 00@8 25        | Cajeput .. 1 35@1 60       |
| <b>Potassium</b>    | Bicarbonate .. 1 90@2 00             | Bichromate .. 55@ 60                     | Bromide .. 1 70@2 00              | Carbonate .. @ 2 00                 | Chlorate, gran'r .. 95@1 00 | Chlorate, xtal or powd. .. 70@ 75   | Cyanide .. 80@1 00                  | Iodide .. 3 50@3 60           | Permanganate .. @5 25      |
| <b>Roots</b>        | Alkanet .. 2 00@2 10                 | Blood, powdered .. 25@ 30                | Calamus .. 50@3 50                | Elecampane, pwd. .. 15@ 20          | Gentian, powd. .. 30@ 35    | Ginger, African, powdered .. 20@ 25 | Ginger, Jamaica, powdered .. 22@ 30 | Golden seal pow. .. 8 00@8 20 | Ipecac, powd. .. 3 25@3 50 |
| <b>Seeds</b>        | Anise .. 35@ 40                      | Anise, powdered .. 40@ 45                | Bird, 1s .. @ 10                  | Canary .. 10@ 15                    | Caraway .. 85@ 90           | Cardamon .. 1 80@2 00               | Celery (Powd. 50) .. 38@ 45         | Coriander .. 36@ 45           | Dill .. 30@ 35             |
| <b>Tinctures</b>    | Aconite .. @1 55                     | Aloes .. @1 20                           | Arnica .. @2 55                   | Asafoetida .. @3 60                 | Belladonna .. @2 25         | Benzoin .. @1 80                    | Benzoin Compo'd .. @3 00            | Buchu .. @2 25                | Cantharadies .. @3 75      |

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

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

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

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

Yours respectfully,

**Hazeltine & Perkins Drug Co.**

Grand Rapids, Michigan

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED. Lists items like Canned Salmon, Baking Powder, etc.

Index to Markets By Columns

Main index table with columns 1, 2, 3, 4, 5. Lists various grocery items and their prices.

CHEWING GUM. Adams Black Jack, Adams Sappota, Beeman's Pepsin, etc.

CHOCOLATE. German's Sweet, Premium, Caracas, etc.

CLOTHES LINE. No. 40 Twisted Cotton, No. 50 Twisted Cotton, etc.

COCOA. Baker's, Cleveland, Colonial, etc.

COCOANUT. Dunham's, 1/2s, 5 lb. case, etc.

COFFEES ROASTED. Rio, Santos, Maracaibo, Mexican, Guatemala, Java, etc.

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

CONDENSED MILK. Carnation, Tall, Carnation, Baby, etc.

CONFECTIONERY. Stick Candy, Horehound, Standard, etc.

Mixed Candy. Broken, Cut Leaf, French Cream, etc.

Specialties. Auto Kisses, Bonnie Butter, Butter Cream, etc.

Chocolate. Assorted Choc., Amazon Caramels, etc.

Pop Corn Goods. Cracker Jack with coupon, Cracker-Jack Prize, etc.

Cough Drops. Putnam Menthol, Smith Bros.

NUTS-Whole. Almonds, Tarragona, Almonds, California, etc.

Peanuts. Fancy H P Suns, Raw, Roasted, etc.

CREAM TARTAR. Barrels or Drums, Square Cans, etc.

DRIED FRUITS. Apples, Evap'd, Choice, blk, etc.

Apricots. California, Corsican, etc.

Peaches. Muirs-Choice, 25 lb., Muirs-Fancy, 25 lb., etc.

Raisins. Cluster, 20 cartons, Loose Muscatels, etc.

California Prunes. 90-100 25 lb. boxes, 80-90 25 lb. boxes, etc.

FARINACEOUS GOODS. Beans, California Limas, Med. Hand Picked, etc.

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

Hominy. Pearl, 100 lb. sack, Maccaroni and Vermicelli, etc.

Pearl Barley. Chester, Portage, Peas, Green, Wisconsin, bu., etc.

Sago. East India, German, sacks, broken pkg., Tapioca, etc.

FISHING TACKLE. 1/2 to 1 in., 1 1/4 to 2 in., etc.

Cotton Lines. No. 1, 10 feet, No. 2, 15 feet, etc.

Linen Lines. Small, Medium, Large, Poles, Bamboo, etc.

FLAVORING EXTRACTS. Jennings D C Brand, Pure Vanilla, Terpenless, Pure Lemon, etc.

6

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent 11 25
Fancy Spring 12 50
Wizard Graham 11 00

7

Jiffy-Jell
Straight or Assorted
Per doz. 1 15
Per case, per 4 doz. 4 60
Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pineapple, Mint.

8

20 lb. pails ... advance 1/4
10 lb. pails ... advance 1/2
5 lb. pails ... advance 1
3 lb. pails ... advance 1

9

Mackerel
Mess, 100 lbs. 16 50
Mess, 40 lbs. 7 00
Mess, 10 lbs. 1 85

10

Oolong
Formosa, Medium 25@26
Formosa, Choice 32@35
Formosa, Fancy 50@60

11

Pails
10 qt. Galvanized 3 50
12 qt. Galvanized 4 00
14 qt. Galvanized 4 50

**SPECIAL PRICE CURRENT**

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



AXLE GREASE



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

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



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

**THE ONLY 5c CLEANSER**



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

**COUPON BOOKS**

Economic Grade  
 50 books..... \$ 1.50  
 100 " ..... 2.50  
 500 " ..... 11.50  
 1000 " ..... 20.00

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

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

**USED AUTOS**  
 —My Specialty. Largest Stock—  
 Runabouts \$65—\$350    Touring Cars \$150 and up  
 What have you to trade? Easy terms.  
 Dwight's Used Auto Ex. 230 Ionia, N.W.



Don't Despise the Drinking Man—Help Him

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



Mc Ready-Made **PRICE CARDS**  
 are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.  
 Write for Samples  
 CARNELL MFG. CO.  
 Dept. k, 338 B'way, New York

**Liquor, Drug Addicts**  
**TAKE SAFETY FIRST**  
 The NEAL Remedies given at NEAL Institute will destroy the appetite at the end of treatment. A guarantee Bond, for every patient, with (3) day Liquor Treatments, upon request. Don't doubt nor hesitate. COME; make us prove it, at our expense if we fail; strictest privacy is maintained to patients, their friends, at our Home.  
 534 Wealthy St. S. E., City  
 PERRY MILLER, Manager



**Chocolates**

Package Goods of  
 Paramount Quality  
 and  
 Artistic Design

**Bread is Doing Its Bit**



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

**Sell More Bread**

The best bread is made with  
**Fleischmann's Yeast**

**TAKING INVENTORY**

Ask about our way  
 BARLOW BROS. Grand Rapids, Mich

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

**EAT SKINNER'S THE BEST MACARONI**



We solicit shipping accounts from country dealers.



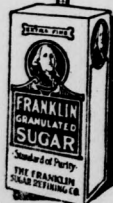
**Franklin Package Sugars**  
 Are Uniform In Quality and Sweetness

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

"A Franklin Sugar for every use"

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

The Franklin Sugar Refining Company  
 Philadelphia





# 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.

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

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

For Sale—Twelve hundred acres virgin timber located in Ontonagon county, Michigan, consisting of cedar, pine, birch, basswood, elm and hemlock. Close to river and railroad. Address A. P. Huellmantel, 138 Ford Ave., H. P., Detroit, Michigan. 397

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

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

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

Groceries—In my two store rooms and warehouse in Central Rock Island at street railway junction for Davenport and Moline, reaching 125,000 people, offers unequalled opportunity. No competition. E. H. Guyer, Rock Island, Illinois. 401

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

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

Bakery For Sale—59 x 160 feet. Doing business for forty years on this place. I will sell it reasonable. Everything modern. N. Ritter, 1218 Oak St., New Albany, Indiana. 404

For Sale—Tea and coffee business. Going business. A good proposition with active routes and customers. R. J. Prendergast, Trustee, care Worden Grocer Company, Grand Rapids, Mich. 405

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## HELP WANTED

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

## POSITION WANTED.

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

**SEE NEXT PAGE.**  
Advertisements received too late to run on this page appear on the following page.

## Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75  
File and 1,000 specially printed bill heads..... 3 50  
Printed blank bill heads, per thousand..... 1 25  
Specially printed bill heads, per thousand..... 2 00

Tradesman Company,  
Grand Rapids.

## SELL VICTOR GAME TRAPS

THERE IS GOING TO BE A BIG DEMAND.

Michigan Hardware Co.

Exclusively Wholesale Grand Rapids, Mich.

## The Boss Told Jones

"When you answer the telephone, come right out with a cheerful 'Ajax Company, Jones speaking.'"

"That sort of introduction to a telephone conversation fairly bristles with business."

"It tells in a few words your firm name, your own name, and it lets the other fellow get down to business at once."

"It saves your time, makes your job easier, and, most of all, it creates a favorable impression in the mind of the man at the other end of the wire."

Try it and see if the Boss wasn't right.

Michigan State



Telephone Company

## Economic Coupon Books

They save time and expense.  
They prevent disputes.  
They put credit transactions on cash basis.  
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

**\$300,000 PER DAY.****Stupendous Amount Necessary for Maintenance of Camp.**

Battle Creek, Oct. 23—Three hundred thousand dollars a day.

That is the amount that the goods cost in dollars and cents which are handled on the average through the quartermasters department of the army division stationed at Camp Custer.

**250 Men Employed.**

The subdivisions of the quartermaster department each have branches which are equal in many cases to the largest of similar industries in Battle Creek and in some cases the State. These branches are headed by army officers, but all come under the general direction of the captain. There are eight commissioned officers and ninety-two enlisted men whose business is entirely in the quartermaster department. In addition to these there are 257 enlisted men acting as public utility men, used in connection with the power, lighting, water, sewer, forage and camp grounds departments.

The \$300,000 daily helps to pay for about forty carloads of supplies per day. A better idea of the immense quantities of supplies bought by the quartermaster department can be gained by the method employed by the captain to show it. Picking up a huge pile of papers, he began reading off the different carloads of supplies which came into camp last Saturday and is typical of each day. The list was something like this:

- 2,000 pounds of towels.
- 1,000 pounds of spoons.
- 15,000 pounds of shoes (about 7,000 pairs.)
- 16,000 pounds of gloves, socks and undershirts.
- 3,000 pounds of overalls.
- 1,400 pounds of knives.
- 87,000 pounds of sundry equipment such as typewriters, desks, etc.
- Eighty-seven horses.
- Sixty wagons, and two mules to the wagons.
- 23,000 pounds of lard and lard substitutes.
- 54,000 pounds of bacon (a carload).
- 32,000 pounds of canned goods.
- Car of rice and beans.
- Car of dried fruits.
- Car of fish, such as canned salmon.
- Car of sugar, from San Francisco.

Besides these there was 120,000 pounds of miscellaneous matter which arrived in Battle Creek in various cars and were transported to the camp in three carloads.

The above was part of what came in Saturday and about double this amount was received yesterday. Surgical equipment also passes through this department and represents large sums of money. There are ten warehouses, nine of which are nearly filled. One of the fillers was named in 15,000 coats. Another little item in the day's business was the receipt of 7,894 animals, about half and half horses and mules.

In addition to those tabulated above, there is daily a car of ice, a car of beef, a car of potatoes, nearly a car of onions, rations alone taking up about six or seven cars each day. About eight cars of forage for the animals is another little matter worth mentioning, this meaning about 240,000 pounds. This with five cars of coal per day brings the average arrival of cars up to about twenty. The rations for the men mean about \$18,000 to \$20,000 per day.

The department is divided into four principal divisions: first, mail and records; second, finance; third, supply; and fourth, transportation. The supply division is the largest although the finance division is a close second. The supply department is subdivided into four smaller parts, subsistence, clothing miscellaneous and fuel and forage.

The mail and record department has charge of all the correspondence

connected with the office and records of the personnel of the office. All the correspondence of every nature is filed in the same way in every quartermaster's office. An elaborate although simple filing system is used which enables the head of the department to see at a glance the exact correspondence concerning any little subdivision of supplies of any sort. The same system is used in every office so that the same form numbers can be employed at each division headquarters.

The finance division audits and pays all bills for the department. The supply division procures by requisition or purchase all the supplies and accounts to the quartermaster general. The transportation division has charge over all transportation by mail, motor and animal.

The tremendous quantities which are being received at the present time are not to be continuous but are for the purpose of accumulating a month's supply before the coal begins to come in and more cars are needed. It is estimated that forty or fifty carloads of coal will be needed daily to provide a total of 100,000 tons of coal per month to be used for cooking purposes. An additional 1,000 cars will be needed, it is thought for heating.

With this enormous task on its hands, the quartermaster department has been able to keep pace with the requirements in clothing for the selected men and there are more than enough ready and waiting for them as the men shall take the physical examinations which are among the first requirements. In most cases, clothing is not issued until after the examinations for the reason that there have been some disqualifications after selected men have been brought to the camp.

While in the midst of these small items furnishing the details of the day's business for the head of the quartermaster department for the division at Camp Custer, he still had time to go over them and make it possible for the public to know in what quantities purchases are made for the cantonment for Michigan and Wisconsin men.

Under full steam 2,000 men can be fitted up with clothing and equipment per day. Commissioned officers are placed in charge of various supply stations where the men are outfitted as the job would be entirely too large for one man to manage.

The laundry at Camp Custer is also under the quartermaster department and according to the President of the State Laundry Association who was a recent visitor at the camp, it is as large as any three laundries in the State of Michigan. Until this business becomes self-sustaining, which won't be long, the quartermaster department will advance a loan of \$36,000 to finance it. The refrigerating plant is also about as large as any in the city of Battle Creek, and yet it is only one of the many branches into which the army quartermaster department is subdivided.

**Listened to Two Patriotic Talks.**

Hillsdale, Oct. 23—Hillsdale Council, United Commercial Travelers, entertained their families and friends, Saturday evening, Oct. 20. Dr. Jerome, of the Radcliffe Chautauqua Bureau, gave a very interesting talk on the patriotism of the South. This was followed by a musical programme after which E. A. Dibble, member of Hillsdale Council, also of the Grand Executive Board, made an earnest appeal for the Liberty Loan. Lunch was served and every one reported a very enjoyable evening.

C. W. Chapple, Sec'y.

Detroit—The Kow Dairy & Bakery Co. has changed its name to the Cream Fried Cake Co.

No day without an advertisement.

**Do Not Propose to Compete With Retailer.**

Chicago, Oct. 23—At the session of the executive board of the National Retail Grocers Association, held last week in Washington, a report was made bearing on the rumor that the retailers were to have formidable competition from Armour & Company, Sol Westerfeld, Vice-President of the Association, submitted a report to the board, based on a conference with J. Ogden Armour, President of Armour & Company. Mr. Westerfeld's report contained the following statement from Mr. Armour:

"I am not going into the retail business. Neither will Armour & Company. There is no crying need for such a move now and if there ever is, I hope it will not come in my lifetime for I do not intend to add the woes of retailing to the burdens of manufacturing and wholesaling.

"With reference to the rumors you speak of, I will say this: Neither Armour & Company nor myself are in any way interested in chain stores or like enterprises and as President of Armour & Company, I can state that we have no intention of acquiring any such interests. There is nothing to the rumors.

"It ought to be apparent to any thinking man that we could not go into the retail business on any scale except one so vast that it would enable us to handle our entire output of food products. Ten stores, or a hundred stores, or a thousand stores would not be enough, and we could not expect to have customers for the remainder from among our retail competitors. It would be folly for us to enter the retail business for it would require the expenditure of millions upon millions of dollars and the result would not be pleasing either to us or to the public which frowns upon monopoly.

"While I am convinced that there are too many retailers for their own best interests and those of the general public, and while I know that there are some bad retail practices which ought to be eliminated, I am, nevertheless, well aware of the handicaps under which the retailers of the Nation work and I regard them, on the whole, as being indispensable. They are far from being overpaid for the service they give.

"There will be no change in our policy toward the retailers. We will continue to regard them as our co-workers and not in any sense as our competitors. We will continue endeavoring to create a ready market for their goods, because as they prosper, so will we. Let me reiterate: we are not going to compete with our own customers in the retail business."

Believing the foregoing to be of considerable interest to the retailers, we submit it in the hope that you see fit to publish it.

Armour & Company.

**Sparks From the Electric City.**

Muskegon, Oct. 23—The National Lumberman's Bank has been torn down to the last story and by the end of the week will be completely razed.

A. W. Stevenson, who visited Marquette Oct. 13, reports Marquette Council as a very live wire. They had three candidates and are looking forward to a 200 membership. Steve says that when it comes to entertainment they surely deliver the goods.

Harold Foote is traveling for Swift & Co. He has Muskegon and Grand Haven territory.

Castenholz Bros. have changed ownership, three of the brothers retiring. William Castenholz and John Albers Sons have organized the Castenholz-Abers Co.

Frank W. Clark has moved into his new garage at Bellevue.

Muskegon Council will hold a rally Nov. 17. The ladies are to be invited and a good time is promised. They

now hold their meetings over the Koon & Hoppersted drug store.

Milton Steindler was out Saturday to the meeting, but had to go home early to see a friend(?).

We have no patience with the fellow who cannot conform to the menu on the table meatless and wheatless days. Two very annoying circumstances happened in my presence at a hotel very recently. Neither party looked to us as if they ever had a square meal at home.

Be sure and buy a Liberty Bond! Boys, it is your duty.

I am on my way up North looking for bears. E. P. Monroe.

Will one of the peace conditions involve a return of Belgian and French art treasures removed by the Germans since 1914 from the occupied territories? Until the present war's outbreak, every one had supposed the custom of nations changed since Napoleon's time, so that it would no longer be possible for a conqueror to fill his museums with plunder. That supposition, like so many others, seems to have been given the lie by the Kaiser, whose agents have ruthlessly emptied the Antwerp and Brussels museums for the benefit of Berlin. Even the Emperor's grandfather, in the war of 1870, took practically no toll of Paris art treasures. Malice has ascribed this moderation to the lack, in that Spartan generation, of appreciation for art, which led those earlier invaders to confine their activities, for the most part, to ormolu clocks and silver services. The modern Prussian, however, from the Crown Prince down, has become an art connoisseur—with no more knowledge of the subject than a hog has of matrimony. Hence the very thorough clean-up made of art objects. The brutal Germans—every German is a brute in this war—are determined to make Berlin an art center. If tourists prefer Paris because of its greater natural charm and also because it is inhabited by gentlemen instead of barbarians, they will, in any event, be forced to visit the Prussian capital in order to see Rubens's "Descent from the Cross." A monopoly of the world's potash supply, and a collection of stolen art, is to keep the world at Germany's mercy—unless the terms of peace provide otherwise.

**Every Child His Own Salesman**

Children were successfully enlisted as salesmen by a Chicago laundry owner. He regularly allowed customers who brought and called for their bundles a 20 per cent. discount. He offered the youngsters this discount on any work they might bring in and deliver for him.

**BUSINESS CHANCES.**

To Rent—Fine modern brick hotel in lively town of 3,200. Thirty-six sleeping rooms, two baths, steam heat, electric lights. Would rent dining room and kitchen separately, or the whole. None but experienced hotel man need apply. Address No. 406, care Tradesman. 406

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 235 Gratiot Avenue, Detroit, Mich. 407

For Sale—Grocery stock. \$90 daily trade, invoice. \$5,000, rent \$30 per month; five minutes walk from tower clock. Meat market in same store. Weekly trade, \$350 to \$400. Invoice, \$1,000. Rent, telephone, heat, delivery—all \$35 per month. Can be bought together or separate. Holt Bros., 222 Widdicombe building, Grand Rapids, Michigan. 408

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