

MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 14, 1917

Number 1782

Public Reference Library
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The Finding of Old Glory

When the day came that our revolutionary fathers needed to design a flag for the new Nation of their heroic founding, they had but to lift their eyes to the heavens to find the banner of their faith and pride.

In the glowing West, in the burning clouds of a sunset sky—streaming across the wide horizon alternate bands of flame and mist—they saw the symbol of their own fair dreams, mystic, mighty, and baffling.

And as they looked, there came a sudden rending of the fleecy mass by a wind of Liberty's own sending, and through the monster rift thus made, they then beheld a patch of azure sky set thick with silver stars.

The stars—the stripes—the blue—Old Glory, blazoned in beauty across the wonder of God's great heaven, for all the world to see. It is our Flag—God make us worthy of it.

Anne Rankin.

We fight not only to protect ourselves, but to bring nearer the day when justice, and honor, and fair dealing between nation and nation, and man and man shall exist through all the continents. We love life, but there are things we love even more than life, and we feel that we are loyal to all that is highest in America's past, when we act on the belief that those only are fit to live, who are not afraid to die.

Theodore Roosevelt.

PREPARE EARLY

For the Holidays This Year

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

Two Large Complete Lines

Lowney's Fancy Package
Chocolates

Putnam's Fancy Package
Chocolates

Putnam Factory, Grand Rapids, Michigan

DETROIT SERVICE



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

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

Citizens Telephone Company

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

Carried Home by a Patriot

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

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

CARRIED HOME

FROM
(Merchant's Name Here)

BY A PATRIOT

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

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

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

Be one of the first to use these stickers.

Tradesman Company

Grand Rapids

Michigan

You Should Carry All Franklin Package Sugars

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

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

"A Franklin Sugar for every use"

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

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

Made from Sugar Cane

The Franklin Sugar Refining Company

PHILADELPHIA



MICHIGAN TRADESMAN

Thirty-Fifth Year

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THE HALTING TENDENCY.

From now on, it is expected that marked results will be shown in the campaign against inflated prices for certain foodstuffs, and that this will tend to keep down the rising cost of living. Already, in the case of some of the foods, recessions have been forced, especially in the Middle West where the great packing houses are. It seems absolutely assured that much larger drops in prices are to come because they are warranted by conditions, and that they would have come before had not a lot of food products been cornered. How much further the plan is to be carried, of forcing producers to content themselves with a moderate profit and of bringing consumers into closer relations to them, is yet to be determined. It seems reasonable to believe that, if profiteering is restrained as to foods, it will later on have to cease as to other essentials in great measure. This will, however, require affirmative legislation. All successful efforts to reduce prices are bound to result in increased business. For the time being, in many lines, trade is a little halting on the part of consumers. Still, business on the whole and taking the country in its entirety, has been quite gratifying. Some of this is doubtless due to the fact that retail prices have not yet been moved up to a parity with those in the primary markets. It would seem, also, that some of the lessened buying by retailers is due to the reluctance of the sellers, who are watching credits closely and are likewise a little keen as to collections.

CRUSHING PUNISHMENT.

The feature of the war which appears to concern the merchants and manufacturers of Germany most is that they realize that for the next hundred years their country will be an outcast, detested and spurned by every decent person in the world. This is what may be called the increasing moral isolation of Germany. She feels herself outside the family of nations. At first, the general condemnation of the outside world was received with indifference or scorn. But slowly its deep significance has come to be felt. Lord Milner not long ago said that ever larger number of sensitive Germans were feeling most keen-

ly the moral barriers which had been erected between their country and most other civilized nations. There is more in it than hurt pride. It has a most practical side. How can industrial and exporting Germany ever hope to recuperate, or to recover anything like her old commercial position, if a settled animosity stands everywhere and for years in the way of her trade? To be regarded as beyond the pale, to be thought of as outside the family of nations—this is the thing which cannot be endured. And in all the political agitation now astir in Germany there is obvious a desire to bring about changes in the government of a sort to convince other peoples that the German people desires to escape from a moral isolation which is the most crushing of punishments.

CONSERVING LABOR.

A very convincing appeal was issued the other day by one of the department stores of the city, asking the public to help in conserving labor in accordance with the suggestions of the Commercial Economy Board of the Council of National Defense. Two things were emphasized. These are to return as few articles as possible and to carry away small articles after purchasing them. Other hints in the same direction were requests to avoid special deliveries and to shop early in the day. The suggestions are all sensible and, even under ordinary circumstances, ought to commend themselves. A universal adoption of them would reduce very materially the cost of doing business, and thus enable stores to sell goods on a smaller margin of profit. In the present campaign for economy the suggestions gain an added force. But, entirely aside from this, is the matter of conserving man power. Men are urgently needed, not only as soldiers and sailors, but just as much to make the munitions of war, the clothing and other equipment of the forces, and for the production and transportation of food and other supplies. There is plenty of employment for all who can be spared from unnecessary labor. So the appeal of the merchants is to the patriotism of their patrons, the bulk of whom are women. Hitherto the stores have vied with one another in rendering all kinds of extra service to their customers, with the result that the latter have come to expect too much. It remains to be seen whether or not they will cheerfully conform to the new order of things, especially when convinced that such conduct will help to win the war and bring on peace more quickly.

There's no law compelling a merchant to advertise—except the law of business success.

THE TWO PRICE SYSTEM.

The recent action of the Government, in ruling that consumers who buy bread at retail stores, pay for it at the time of purchase and carry it home with them, shall be charged only 1 cent per loaf profit, marks the beginning of a two price system which should prevail in every store in the land. No one can successfully deny the statement that the extra expense involved in conducting a credit business and maintaining a delivery system entails a heavy tax on the merchant. He, in turn, passes on this item of expense to the consumer in the price he charges for his goods. Under existing conditions, the credit customer pays no more for merchandise than the cash customer. This amounts to the same thing as penalizing the customer who pays as he buys and carries his purchases home with him, instead of having them charged and delivered by the merchant, as the other class of customers do.

The Tradesman has always maintained that the cash customer should not be discriminated against, as he is under the present system of conducting retail business. Instead of paying full prices for goods, which include the items of book-keeping, collection costs, losses from bad accounts and delivery expense, he should be given credit for these items, because by paying for and carrying home his purchases, he enables the merchant to avoid these expenses, so far as he is concerned, and should be given the benefit of such saving. As has frequently been shown by facts and figures, the cash and carry customer is entitled to at least 5 per cent. lower prices than the other class.

It is a matter of profound satisfaction to the Tradesman that Mr. Hoover and his associates, who include some of the most expert merchandisers in the country, are ardent advocates of the idea that the cash customer is entitled to especial consideration and that they have ruled accordingly. Their ruling may well be taken as a precedent by the trade and made to cover other transactions over the counter besides bread.

FROM GASOLINE TO GUNS.

Only a beginning has been made in the processes of conservation and the preparations for the defense of Democracy by our Government, and its officials are going forward vigorously with further steps. The restraints in the matter of food and other necessities of life that have been put on our people thus far are trivial so far as concerns their health and comfort. More are coming. Naturally, the eyes of the conservation experts have been fixed on the automobile. It is a shining mark. It is the emblem and demonstrator of prosperity, comfort and convenience of the family and the one thing above all

others which in recent years has differentiated the poor man from the well-to-do and the rich. In its use there is, unquestionably, a great waste, although more and more its utilities have been shown. There is enough in the curtailment of its use for the saving of immense amounts of money and providing the Government with means for carrying on its war activities. It has been thought that the Government would soon restrict the use of gasoline in pleasure cars, and likely that will be done before spring, but of more immediate practical benefit will be an order by the war industries board that the production of passenger cars shall be reduced at least 40 per cent. if that order shall go into effect. It does not yet appear that this step has been taken and a suggestion of the manufacturers is that a beginning be made by reducing the output 15 per cent.

It is proposed that the shops, as fast as they dismiss their automobile business, shall be converted into munitions factories or producers of other equipment needed by the Government. Such a change is needed. Great quantities of steel would thus be released for use in making munitions and labor now employed in avenues of little value to the army or the navy would become available. There is no danger of hardship by throwing automobile employes out of work for shortage of labor all around is one of the crying evils of the times. It is a pity to have another pound of steel go into these pleasure carriages when the Government cannot obtain an adequate supply, when railroads are needing cars and vessels are going to the bottom of the sea because there are not enough destroyers to protect them from the submarines. In England the use of passenger autos has nearly ceased. As the war goes on the same may be true of this country and that not a long time hence.

The Mayor of Portland, Ore., undertook an unusual and risky method of collecting an audience for a Liberty Loan mass meeting. He turned in a fire alarm at the point nearest the meeting-place, and two fire companies promptly came clanging through the city, followed by crowds of hurried and excited people. Fire Chief Dowell raced up in his big red car. Firemen swarmed up the escapes of the big building where the fire was supposed to be, and every one keenly awaited some thrills. Thereupon Mayor Baker, with Governor Withycombe at his side, climbed to a due eminence and informed the firemen and crowd of the real object of the gathering, a band of nearly one hundred pieces assisting in keeping it together. It was at this meeting that Oregon reached and passed her minimum quota for the loan.

Pickings Picked Up in the Windy City.

Chicago, Nov. 12—Chicago voters got through their election of Nov. 6 without the report of one crooked deal. According to reports this is something unusual for this city, and was, no doubt, appreciated by the majority of the population.

London No. 2. Chicago was visited last Thursday, Friday and Saturday with one of the heaviest fogs in the history of the city. It was so severe that street lights and automobile headlights were most useless. Every prominent corner in the city was a solid congestion of traffic, moving not to exceed five miles an hour. Old inhabitants of the city say that they never saw the likes of it before.

Anyone visiting the city at this time will see thousands of Chicago women carrying their knitting bags. This goes to show that the boys at the front are being remembered by the mothers, wives, sisters and sweethearts. One of the great loyal and patriotic arguments now being given considerable publicity is the following: On street cars, elevated lines, suburban trains, where they are the least bit crowded, and there is a woman standing with a knitting bag, she is immediately given a seat. This is the talk of the town. By doing this, even if it is only a matter of ten minutes, this gives the person knitting just that much time to finish the garment. This little courtesy should be given wide publicity throughout the land.

Dining the jackies is what one sees in all the daily papers published in Chicago to-day. This call has been sent out to the public, asking them to notify the daily papers they will be willing to invite one or more of the boys from the Great Lakes Naval Training Station to enjoy a Thanksgiving dinner. The commander of the Station has agreed to co-operate. There will be on relief that day some 5,000 jackies and if any person will send their name and address, the directions as to how to get to their home, this will be turned over to the commander and passed on to one of the boys. This will be a very fine move on account of some of the boys being a great many miles away from home and not being able to enjoy a Thanksgiving dinner in their own home.

Chicago has dedicated one more park to its great boulevard and park system, known as California park. This park extends from Belmont avenue on the North to the city limits, and from Western avenue West.

Chicago is doing itself proud toward the Y. M. C. A. war work fund. The largest subscription was that of Morris & Co., \$25,000. Ninety-three thousand dollars has been subscribed already.

One of the most important questions discussed to-day among the insurance companies in Chicago is that pertaining to the motor car theft hazard. This matter has come to such a pass that the insurance companies are considering very seriously of making the insurance a 50-50 proposition compelling the owners to stand half the loss; that is, if a car is insured at say \$1,000, the owner of same would only be allowed \$500. This would apply to all classes of insurance on automobiles.

Land has been purchased for the new Bunte Brothers' factory. It comprises fourteen acres on both sides of Franklin boulevard, and extends from the tracks of the Chicago & Northwestern Railway on the South to Ohio street on the North and from Spaulding avenue on the East to Homan avenue on the West. Upon this site Bunte Brothers, manufacturers of chocolate cocoa, confections and cough drops, will construct a huge plant to cost ultimately \$1,500,000. Engineers are now at work upon the plans for the buildings and it is expected that construction will be commenced within a very short time. This will be, when completed, the largest and most modern factory of its kind in

the world. The architect has not yet been selected. The company is going into the matter upon a much more extensive basis than usual. Its efforts are being directed not only to the construction of the best type of buildings, but with a view to the most economical, rapid and sanitary methods of production. The company now gives employment to more than 1,200 people and its output for this year will exceed \$3,000,000. This production will be quadrupled as soon as the new plant is completed, when it is estimated that employment will be given approximately 5,000 people in the next few years. The employees are well paid and the establishment of this large industry at that location means much for the future development and growth of that part of the city. The site was decided upon after a thorough canvass of the conditions prevailing in Chicago. It is considered ideal from a viewpoint of cleanliness, transportation, labor and distribution, and also from an advertising viewpoint, as it is on both sides of a boulevard. A large percentage of the company's production is distributed in Chicago and the location is especially desirable from that viewpoint. Bunte Brothers is one of the oldest and most successful institutions in Chicago, having been established forty-one years ago. The growth has been substantial, each year showing a greater volume of business. This is the fourth time which the company will have moved to provide larger quarters, in order to meet the growing demand for its output.

The Hotpoint Electric Heating Co., manufacturer of electrical appliances, with a plant at Ogden avenue and Twenty-second street, contemplates the construction of a factory to cost about \$250,000, the location of the site of the proposed plant not being disclosed. It is understood the company will probably make arrangements to build next spring.

The Greenebaum Sons Bank & Trust Co. has negotiated a bond issue loan of \$400,000, maturing serially in two to ten years, at 6 per cent., to Oscar F. Mayer & Bros., packers, secured upon their property, northeast corner Sedgwick street and Beethoven place, comprising 81,350 square feet of land and improved with nine brick and stone buildings. The land and buildings and equipment are valued at \$1,000,000, it is estimated. The loan is payable at the rate of \$25,000 annually for the second, third, fourth and fifth years; \$30,000 in six years, \$40,000 in seven, eight and nine years and \$150,000 in ten years. The trust deeds provides for a monthly deposit with the bank to assure the payments of interest and principal. This is one of the most important loans of its kind negotiated in Chicago this year. It is evidence that there is no difficulty for well-established and successful enterprises to obtain long-time real estate loans in this market.

The total subscriptions of members of the poultry, butter and egg trade here to the second Liberty Loan amounted to more than \$300,000. The special trade committee appointed to sell bonds and give assistance to other salesmen working in the trade was busy up until the final hour, in order to make this excellent showing, and a great deal of credit is due to the members of the committee for their hard and unselfish work. The Fox River Butter Company and the Blue Valley Creamery Company subscribed \$75,000 each. The fruit and vegetable dealers of the city, who conducted an independent campaign, bought \$200,000 worth of bonds, thus making the total subscription from the trade a cool half million.

The prices fixed by the Food Administration as being reasonable for butter are causing some dissatisfaction among wholesale dealers, owing to the fact that only 3 cents is allowed for prints. The wholesalers declare that this just covers the cost of handling, and leaves no room for profit. The 2

cent margin to retailers over the wholesale price on tubs has not caused any particular comment.

Oscar Olson, of Merrill & Eldridge, has been appointed secretary of the local committee which is looking after the campaign to teach consumers the value of cold storage goods. Henry Yepsen, of Marsh L. Brown, is chairman of the committee. Genuine progress is being made in the campaign, which is to include not only eggs, but all storage goods. On account of the heavy holding of eggs in storage it is probable that for the present the campaign will concern itself much with eggs.

The T. Wilce Co. has purchased from Edwina May Van Anden of Islip, N. Y., and Mrs. Eva R. Wilce of Ames, Ia., their interests in the lumber yard property at Throop and Twenty-first streets, for \$50,000. Mrs. Wilce is to receive an annuity of \$2,500 a year during her life while she remains unmarried.

Sidney O. Blair, of E. B. Millar & Co., has purchased from John Kreitenstein the handsome eight-room brick three-story residence, 5135 Woodlawn avenue, 46 x 178, reported price \$26,000. The house, which was built two years ago, is of the Colonial style, contains two baths and a sun parlor, with a garage in the rear.

Charles W. Reattoir.

Another Chain Store System in Trouble.

Another bright hope of the reformer has gone on the rocks, and that one of the few which had given some hope of possessing elements of permanent success. The All-Package Grocery Stores is in the hands of the receivers. Just how deeply involved the concern is, cannot yet be ascertained, but the receivers expect to make a statement in a few days.

The receivership was granted by Judge Augustus N. Hand on complaint of Isaac Baschkoff, a stockholder, in which he alleged that the company's assets were liable to dissipation and that it has been running at a loss for a long time. Judge Hand designated H. Snowden Marshall, former United States Attorney, and Herbert A. Emerson as receivers to take over and continue the business. Through its attorney, Frank M. Tichenor, the concern consented to the receivership.

The All-Package Grocery Stores Co. has attracted much attention in the trade by reason of its systematic organization and its ability heretofore to finance its own operations without recourse to the customary professional backing of banking interests. It maintained its own corps of stock salesmen and boasted that it secured ample capital from small investors at far less cost than most of the efforts of chain store establishments. Besides, the company had definite ideas as to economic management. It worked from a fixed plan of "unit," in which a unit was to comprise a wholesale central station and approximately 125 retail stores.

It built up such a chain in this city, with an especially efficient packaging plant at the Bush Terminal stores, and retail stores of uniform type and management in all the boroughs of the city—about 125 in number. It established weekly "schools" for its clerks and employed many schemes which appeared promising of real economies. Its prices were not materially lower than those of other well conducted stores, save on its own brands, on which it was able to underseil most of the "independent" stores. Chains have been less easily met in the competitive field. The cash and carry system generally prevailed, although latterly the company has had handcart delivery in some sections.

The chief comment in trade circles has been that the company seemed rather persistent in the continuance of stock sales, and curiosity has been expressed how long the capitalizing process would be necessary. It is said in some quarters that the recent difficulty in selling stock, with so many attractive ways for the small investor to use his money, led to a lack of capital, especially in the face of the company's need for ready capital to float its second unit of stores in Chicago. The company claimed six months ago to be on a dividend-paying basis in New York, but doubts of this have been expressed, based on trade observation of the apparent business being done in the stores. However, whenever questions have been asked at headquarters, the company's officers have always been able to show an attractive and promising statement of condition.—N. Y. Commercial Bulletin.

Butter, Eggs, Poultry, Beans, and Potatoes.

Buffalo, Nov. 7—Creamery butter extras, 44@44½c; first 42@43½c common, 41@42c; dairy, common to choice 35@40c; dairy, poor to common, all kinds, 33@36c.

Cheese—No. 1 new, fancy, 24@25c; cheese, 23@23½c; held 26c.

Eggs—Choice, new laid, 50c; fancy henery, 58@65c.

Poultry (live)—Fowls, 18@23c; chicks, 22@24; old cox, 17c; ducks, 22@25c.

Beans—Medium, \$10.00; peas, \$9.50 @10.00; Red Kidney, \$8.00; White Kidney, \$9.50@10.00; Marrow, \$10.00 @10.50.

Potatoes—New, \$1.50@1.65 per bu. Rea & Witzig.

The experience of others can benefit you only as you are willing to profit by it.

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.

Ionian Ave. and Louis St. Grand Rapids, Michigan

G. B. READER

Jobber of

Lake, Ocean, Salt and Smoked Fish, and Oysters in Shell and Bulk

1052 N. Ottawa Ave.

Grand Rapids, Michigan

THE PUBLIC BE PLEASED.

Modern Policy in Service Corporation Management.

Everyone will agree that "The Public Be Pleased" policy is the only one that will ensure success. There can be no satisfactory business relations between different members of a community unless the exchange of commodities or services is mutually beneficial and satisfactory to both parties to the trade. I believe that this principle applies to every form of transaction between either individuals or communities, and it is, of course, especially true in the case of a public service company dealing with the public. Merchants in the large cities have frankly accepted the view that the customer is always right, and I am convinced that this should be the position of the public service companies also.

This means, of course, that the customer shall be fairminded and willing that the trade be mutually advantageous. "The Public Be Pleased" does not mean that the customer shall get something for nothing or for less than cost. A demand for a thing means more than a desire for a thing; it means a willingness to pay the whole cost of producing the thing, plus a fair business profit. That is an automatic rule of trade, for no one can afford to sell at less than cost or even at cost. The seller must have a profit if he is going to stay out of the poorhouse.

Now I am convinced that the pub-

lic has no desire to deprive the public service companies of a fair profit. The public needs transportation, light, power and other public utilities and will be pleased to pay for them a sum equal to the cost of producing them, together with a fair profit on the capital employed, and that is all the public service companies ask. It would seem, therefore, as if it would be an easy thing to please the public. And so it would if the facts were always clearly understood. The trouble is there is often a great deal of misunderstanding as to what it is possible for a public service company to accomplish.

The facts on which public utility operations are based change so frequently that it is very difficult for the public to keep track of them and thus be in position properly to estimate the cost of rendering the service. There has probably been no period in the history of this country when this has been so strikingly the case as during the last quarter of a century, and particularly during the last few years. When the electric railway, for example, was introduced, the cost of capital, materials and labor was at a low point, and the character of the service and the transportation rate were based on the conditions then existing. To-day conditions are very different. Capital is much harder to get for public utilities; the prices of all commodities are the highest on record, whereas thirty years ago they were about the lowest; and the cost of the labor has also gone up in very striking fashion.

About the only things that have not advanced in price are the services of the public utility companies. I am afraid this fact has not been sufficiently regarded by the general public. I recall the case of an American railroad against which there has been a great deal of complaint on the score of inefficient service. In one year this road was obliged to advance wages by an amount equal to 5 per cent. on its capital stock, and, as there was no such increase in its income, it is not remarkable that it could not please the public as much as formerly. The general public has so many things to absorb its time and attention that it is perhaps not surprising that such details as this are overlooked, yet they cannot be ignored with fairness to the public service companies.

One great trouble is that the persons to whom the public looks for guidance are not as familiar with these facts as they should be, or at any rate are not always governed by them. The result is that the public is left in the dark, and is frequently disposed to ask for things which it would not ask for in a fair-minded trade. I think it would be very much easier to please the public if everyone would try conscientiously to look at the situation from the other person's point of view. There is probably no one who does not know how many mistakes people make when they try to tell another person how to manage his business. That is just as true when other people try to tell the public service companies how to conduct their affairs.

Even the public service commission, which are appointed to make a careful study of the way public service companies conduct themselves, are not always quite fair in their methods. As a rule their members have had practically no experience in operating public service companies, and in their zeal to justify their existence they make mistakes that are very costly to the companies they are supervising. Frequently in the past they have made them do things for the purpose of seeing if the results would accord with their theories, and in some cases the results have been just the opposite of what they expected, although there has been no remuneration for the loss thus incurred.

Nothing that I have said above is in opposition to my first statement that "The Public Be Pleased" policy is the only one that will ensure success. The way to please the public is to give it the best service possible at the lowest price possible. The public has the right to ask that, and it is what every public service company should expect to do. But I do not believe that in order to please the public it is necessary to give it something for nothing, for I am quite sure that the public desires no more than its money's worth. It is not out for charity, but to buy service at a fair market price. Charles A. Stone.

When you crowd a customer into buying something not really needed or wanted, you are wasting valuable energy in making him dissatisfied with your store.

YOU KNOW!

If you are an experienced grocer *you know* that the housewife demands butter with the rich golden shade—*you know* that DANDELION BRAND—the old reliable butter color—gives just the right shade.

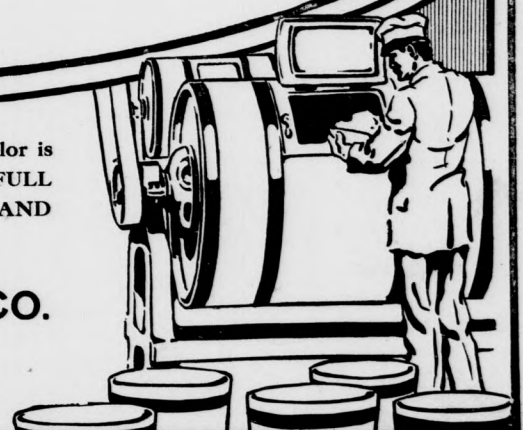
But Do Your Dairy Customers Know It?

Sell them DANDELION BRAND BUTTER COLOR. It means better butter prices for both of you.



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

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
And 200 Mountain St., Montreal, Canada



Dandelion Brand  **Butter Color**
The color with  *the golden shade*



Movements of Merchants.

Dowagiac—Ben Soli has closed his bakery until about April 1.

Reed City—Porges Bros. have purchased the meat market of John Watkins.

Manistee—Daron Bros. have engaged in the meat business on Washington street.

Alto—Charles R. Foote is closing out his hardware stock and will retire from business.

Flint—The Edwin Sterner Co., plumber, has increased its capital stock from \$30,000 to \$60,000.

Otsego—George Doyle has leased his hotel to B. C. Mansfield, who has taken possession.

Stanton—Mrs. H. W. Palmer succeeds Mrs. W. R. Beardsley in the restaurant business.

Reed City—Arthur Beedham has opened a shoe repair shop in connection with his harness business.

Thompsonville—R. C. Cline has closed out his stock of jewelry and optical goods and removed to Detroit.

Augusta—Charles Jones, recently of Climax, has purchased the meat market of Fred Black, taking immediate possession.

Ontonagon—W. C. Marley has sold his stock of confectionery and cigars to his brother, C. L. Marley, who has taken possession.

Lansing—The Hager Lumber Co. has taken over the stock and property of the Capital City Coal Co. and consolidated it with its own.

Lakeview—E. E. Sigler, formerly engaged in general trade at Wayland, is now employed in the dry goods store of J. A. Carlton.

Houghton—William Orenstein, dealer in furs and souvenirs, has purchased the M. Weiss bankrupt stock at Mass and consolidated it with his own.

Detroit—The Osborne-Boynton Co., wholesale crockery and glassware dealer at 71-75 Jefferson avenue, has changed its name to the H. F. Osborne Co.

Sparta—Fred Campbell has purchased the old laundry building and equipment and will open it for business as soon as it has been thoroughly remodeled.

South Boardman—The Gleaner Produce Co. has been organized with an authorized capitalization of \$3,000, \$1,500 of which has been subscribed and paid in in cash.

Detroit—Simon Levin, 308 Hendrie avenue, has merged his hardware business into a stock concern, to be conducted under the style of the Levin Hardware Co., with an authorized capital stock of \$15,000, of which \$9,000 has been subscribed and paid in in property.

Paw Paw—Earl Laverty has sold his stock of bazaar goods and removed to Niles, where he has taken the position of manager of the Western Union telegraph office.

Saginaw—A. M. Smallwood and L. L. Van have formed a copartnership and engaged in business at 703 Genesee avenue, under the style of the Smallwood-Van Tire Co.

Owosso—Joseph Lebowski, dealer in clothing and men's furnishing goods, is conducting a big reduction sale under the supervision of the United Sales Co. of Grand Rapids.

Michigamme—Tony Carollo has engaged in the grocery business, having removed his stock from Negaunee, where he conducted a grocery store for a number of years.

Scottville—M. Dribbin, recently of Grand Rapids, has engaged in business in the Gordon building under the style of the Dribbin Iron & Metal Co., buying hides, iron, etc.

Conklin—Mark Kuhn, formerly engaged in general trade at Casnovia, has purchased an interest in the Harris Mercantile Co. and taken the management of the business.

Howard City—W. J. Dodge & Co., dealers in fuel, have erected a large warehouse and engaged in the potato buying business in connection with their other business.

Marquette—Norman McLean, grocer, has adopted the cash and carry plan. All goods have been marked down from 10 to 12 per cent. and a straight rate for delivery will be charged.

Ishpeming—Thieves entered the department store of F. Braastad & Co. and carried away the contents of the safe in the dry goods as well as the one in the grocery department.

Marshall—Rev. J. Wendell Davis has filed his resignation at a special meeting of the vestry and purchased the book and stationery stock of the late Myron S. O'Keefe, taking immediate possession.

Nashville—The Nashville House, which was sold at chancery sale, was bid in by Serol Powers for \$1,500. Mr. Powers will open it for business as soon as it has been remodeled and repaired.

Port Huron—Norman Webb sold his interest in the Webb Porter bakery to his partner, Henry Porter, who will continue the business under his own name at the same location on West Water street.

Grand Haven—James J. Perry has sold his ice cream parlor and confectionery stock to Miss Adeline Clark and Miss Carrie Palmer, who will continue the business under the style of Clark & Palmer.

Wakefield—The Finnish Co-Operative Mercantile Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$348.17 paid in in cash and \$3,151.83 in property.

Morrice—T. S. Martin & Co. have traded their store building and stock of hardware and agricultural implements to C. A. Coy, of Oakley, for his eighty acre farm and other real estate, giving immediate possession.

River Rouge—Sam Rivkin, 3197 Jefferson avenue, west, has merged his dry goods business into a stock company under the style of Sims Bros., with an authorized capitalization of \$10,000, all of which has been subscribed and paid in in cash.

Mulliken—The Noble Implement Co. has sold its stock of agricultural implements, automobiles and automobile supplies to William Schavey & Sons, who conduct a similar business at Grand Ledge. They will continue the store here as a branch.

Sparta—Fred Morningstar, who conducts a general store at Algoma Center, lost his store building and stock by fire Nov. 8. The loss is partially covered by insurance. Mr. Morningstar will resume business at another location, it is reported.

Conklin—Last spring Amos Stockhill traded his elevator here for the farm of E. Z. Albright, near Lyons. Now the purchaser is undertaking to regain possession of the farm on the ground that Stockhill misrepresented matters to him in making the sale. The case is being tried in the chancery division of the Ionia Circuit Court.

Lansing—The Vandervoort Hardware Co. has leased the entire store building at the corner of Michigan and Grand avenues and the entire store building at 108 South Grand avenue, the former to be occupied with a heavy hardware stock and the latter with plumbing supply stock. Two traveling salesmen will cover Central Michigan after Jan. 1.

Detroit—George Pearson has been given a judgment of \$955.98 against Henry M. Wallace, Detroit agent for the Ironwood, Iron Mountain, Menominee Gas, Light & Power Co. Pearson bought a \$1,000 bond issued by the company, paying for it in live stock. He alleges that the bond was worthless. Another suit will be brought by Pearson for the recovery of \$6,000 more invested in the company's bonds.

Port Huron—Local grocers, in a drive to reduce the retail price of groceries to the consumer, are preparing to operate upon a strictly cash basis thus eliminating the expense of maintaining a credit department and enabling them to cut prices between 5 and 6 per cent. The first steps have been taken by Smith Brothers whose chain of stores opened on a cash basis the first of the month. W. D. Smith finds the cost of operating the business comparatively less if conducted along cash lines. Mr. Smith declares the saving will run from 6 to 10 per cent. which permits him to make radical price reductions on many staple articles. The delivery department will be greatly reduced. A fee of 10 cents will be charged for all deliveries.

Manufacturing Matters.

Ludington—The Haskell Manufacturing Co. has changed its name to the Haskelite Co.

Zeeland—The Zeeland Ornamental Co. has increased its capital stock from \$5,000 to \$30,000.

Menominee—The Menominee Electrical Manufacturing Co. has removed its plant to Cairo, Ill.

Owosso—The Independent Stove Co. is building a four story addition to its plant, 60 x 100 in dimension.

Jackson—The Peninsular Portland Cement Co. has removed its headquarters to its plant at Cement City.

Pontiac—Fire recently destroyed the plant of the Pontiac Pattern & Machine Co., entailing a loss of about \$45,000.

Bay City—Bousfield & Co., manufacturers of woodenware, have closed their plant, owing to a scarcity of raw material.

Belding—The Belding Machine Co. has been incorporated with an authorized capitalization of \$25,000, of which \$14,000 has been subscribed and \$2,500 paid in in cash.

Detroit—The American Twist Drill Co. has been incorporated with an authorized capitalization of \$100,000, of which \$65,000 has been subscribed and \$20,000 paid in in cash.

Jackson—The Electric Intake Heater Co. has been incorporated with an authorized capital stock of \$12,000, of which amount \$7,000 has been subscribed and paid in in property.

Pontiac—The Barker Universal Joint Co. has been organized with an authorized capital stock of \$27,000, which amount has been subscribed, \$1,500 being paid in in cash and \$25,500 in property.

Benton Harbor—The Frederickson Axle Co. has organized with an authorized capitalization of \$100,000, of which amount \$60,000 has been subscribed, \$20,000 being paid in in cash and \$40,000 in property.

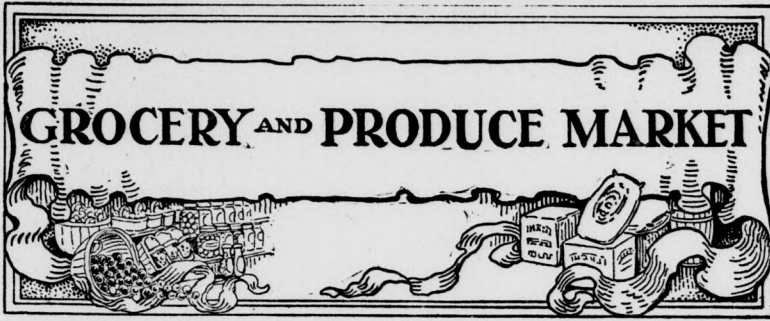
Detroit—The Brimson Transmission Co. has been organized to manufacture speed devices, with an authorized capitalization of \$10,000, which amount has been subscribed and paid in in property.

Detroit—The Begner-Seymour Manufacturing Co., at 3 Fourteenth avenue, has been incorporated with an authorized capitalization of \$10,000, of which \$5,200 has been subscribed, \$200 being paid in in cash and \$5,000 in property. It will manufacture hydro-carbon carburetors.

Three Rivers—The Cassopolis Ladder Co. has removed its plant here from Cassopolis and changed its name to the United States Woodenware Co. It will manufacture auto truck bodies, extension ladders and "Jiffy" ironing boards.

Martin—Fenner Bros. suffered a loss by fire Nov. 6, which was entirely covered by insurance.

Kalamazoo—The Electric Phonograph Co. is being organized with an authorized capitalization of \$80,000, \$30,000 of which will be paid in in cash. Arrangements have been made for the purchase of the Advance Manufacturing Co. buildings and real estate at 646-656 West Willard street, so that manufacturing may be commenced at once.



Review of the Grand Rapids Produce Market.

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

Bananas—\$5 per 100 lbs.

Beets—\$1.40 per bu.

Butter—Advices generally indicate a light production and operators are anticipating comparatively small receipts again next week, but the trade is seriously affected by the competition with substitutes and the consumptive demand for butter is much less than a year ago. Storage creamery not moving to any extent. Occasional transactions are reported, but there is no real buying element, and some holders are quite anxious to do business. The feeling is weak. Renovated slow. Ladles in light demand and prices are favoring buyers. Packing stock is still neglected and weak. Local dealers hold extra fancy creamery at 44c; centralized brings 1c less. Local dealers pay 40c for No. 1 in jars and 30c for packing stock.

Cabbage—Home grown, \$1 per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery Cabbage—10c per bunch.

Cranberries—\$14 per bbl. for Late Howes; \$7.50 per 1/2 bbl.

Eggs—The supply of fresh gathered eggs continues light and the proportion of new laid qualities is very small. Any lots containing a fair to good proportion of such are firm, with fairly prompt outlet, but range of values is wide owing to the extremely irregular quality of the stock and the comparatively low value of the held goods, which form a considerable proportion of most of the fresh receipts. The range of sales reported shows no material change. Storage eggs are meeting a fair distributing trade and are generally rated about steady on the current business reported, although there is a feeling among holders that the movement is not as large as it should be in view of the quantity of reserve stock on hand. Local dealers pay 45c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 38c; first, 37c; seconds, 34c.

Green Peppers—50c per basket.

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

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

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

Limes—\$1.50 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

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

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed Nuts, 16 1/2c.

Onions—Rome grown command \$3.25 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges—California VaVlencias, \$4.75 @5.

Oysters—Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl for either Blue Points or Cotuits; 75c per 100, for Blue Points and \$1.25 per 100 for Cotuits.

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

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

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

Green Onions—Shallots, 65c per bunch.

Potatoes—Up State buyers have stopped taking in stock, because their warehouses are full and they cannot obtain cars in which to make shipments. In some cars 75@80c is being paid.

Poultry—Local dealers pay as follows, live weight: heavy hens, 21@22c; light hens, 17@18c; cox and stags 14@15c; springs, large 21@22c; small and Leghorns, 17@19c; geese, 20@21c; ducks, 21@22c. Dressed fowls average 3c above quotations.

Radishes—15c per doz. bunches for small.

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

Tomatoes—30c per lb. for hot house.

Status of the Bean Market.

The bean market is somewhat lower, and general price to the farmers in Michigan about \$7 basis.

Food administration requires license to all dealers in beans and those trading without a license will sooner or later get into deep water.

Bean packers for the present are not permitted to can beans, which is working more or less a hardship, and particularly with the wet beans in Michigan. Some arrangement will have to be made to care for this stock or it will be a dead loss as far as human food is concerned.

Very few elevators are in a position to handle wet beans at any price. This will probably force the price still lower. E. L. Wellman.

A. J. Black, formerly engaged in the grocery business at Holt, has re-engaged in trade at that place. Judson Grocer Company has the order for the stock.

The Grocery Market.

Sugar—The market is, of course, unchanged in price. The tension is easing up and jobbers are now able to fill orders more fully than for several weeks. Sales are confined to beet granulated made by the Michigan factories, all of which are now operating to capacity. There will be no cut loaf or cube sugar to be had until raw sugars from Cuba begin to arrive after the first of the year.

Tea—In view of the approach of winter with the increased difficulties of transcontinental traffic it will entail, the wiser distributors are looking more carefully to their stocks of tea and, determined not to be caught short, are making enquiries and placing orders quite freely, all lines sharing in the activity, with no particular push on any one variety or grade. Buying interest centers in spot goods, the already very limited supply and increasing scarcity of which create a condition which makes it possible for holders to readily secure a premium on the prevailing quotations in nearly all instances. Uncertainties, great and growing, as to the time when goods bought for forward shipment may be expected to arrive renders trading in future deliveries unpopular with buyers, and comparatively little business of that kind is being done at present.

Coffee—The official cables indicate no material change in the statistical situation in Brazil. Private exchange is 1-32d higher, while prices on spot coffee at both Rio and Santos are steady. Santos futures are unchanged, except for a decline of 25 reis in February.

Canned Fruit—The market is unchanged in all its essential particulars.

Canned Vegetables—Tomatoes are offered at \$1.80 f. o. b. cannery, but are not finding ready buyers. There were rumors of corn being offered at resale as low as \$1.50 for fine Maryland Maine style.

Canned Fish—The Government has named a price of \$1.75 f. o. b. Seattle and San Francisco for red salmon for its own allotment of 18 per cent., as against \$2.75 the prevailing market price. The price named for pink is \$1.50, as against \$1.95@2.

Dried Fruits—There are very few old Santa Clara prunes on the spot, but some dealers are offering 30s-40s to the retail trade at prices to be agreed upon. All prunes are very scarce on the spot, and most sales are now being made subject to arrival. There is not a very large quantity of any kind of dried fruit in transit, and as trading between dealers is frowned upon under the new licensing rules, buyers are now compelled to shop around until they can find someone who has what they want. Raisins are scarce and there are no seedless offerings. Some dealers have Thompson and Sultana seedless on hand, and these are very firmly held at 9 3/4c in 50-pound boxes. There is not likely to be much difficulty in disposing of them, especially as currants are practically prohibitive in value. A steamer is expected shortly with a small cargo of currants, which, it is hoped, will be here in time for the Thanksgiving trade,

but as these are held at the record price of 29c in cartons, it is thought that preference will be given to raisins at 9 3/4c. There are a few apricots offering that have drifted in unexpectedly, as all arrivals from the Coast now are unexpected—the trade having given up in despair, expecting anything. These are held at 21c for fancy blenheims ranging down to 15 1/2c for standard royals.

Rice—On account of the great uncertainty as to arrival of shipments, due to the great congestion of rail freight traffic, it is not likely that much rice will be shipped this way. Distributors now being fairly comfortable in the matter of supplies, as the bulk of recent arrivals has gone directly to them, they are not showing much anxiety to accumulate further stock and, while there has been no recession in prices from the high levels lately attained, they are for the present nominal.

Sugar Syrups—Offerings are irregular and small, reflecting current meltings, but they are immediately absorbed for export by the highest bidder.

Corn Syrup—Demand continues active, with supplies in sight meagre and a very firm feeling prevails.

Molasses—New supplies are due soon and meanwhile prices on a bare market are entirely nominal.

Nuts—There are very few California walnuts to be had on the spot as delays in shipments from the Coast are serious. Foreign offerings are light and the market is firm.

Unification of Saginaw's Public Improvement Bodies.

Saginaw, Nov. 13—Six months of the new Saginaw Board of Trade has passed, and in that time the organization has commanded the respect and combined efforts of business men, manufacturers, and citizens in every movement that it has furthered. During that time the Saginaw Malleable Iron Co. and the Saginaw Shipbuilding Co., both large employers of labor, have sprung into existence, Saginaw factories are crying for more help and the Board of Trade has been very instrumental in bringing in many outsiders who have secured employment in substantial concerns. From the time the Board of Trade was revamped last spring, all sectional organizations have been wiped out and the leaders of these put their shoulders to the wheel and have worked together for a "Bigger and Better Saginaw." At no time in the history of the city was there such a concerted movement as during that campaign and it has borne fruit in the remarkable success of the two Liberty Loan campaigns, the various Red Cross drives and other war fund activities. Leaders point to a new civic awakening of the re-united city and the Board of Trade movement, which has wiped out for all time any feeling between the two sides of the river or any organization. The Saginaw Board of Trade cites this as a concrete example of what a united, commercial, boosting organization can do to inspire the Liberty Loan and other allied activities, which are so important at this time.

Chester M. Hartwell, Sec'y.

The Wyoming Sand & Gravel Products Co. has been organized with an authorized capital stock of \$25,000, \$13,520 of which has been subscribed, \$20 being paid in in cash and \$13,500 in property.

Gabby Gleanings From Grand Rapids

Grand Rapids, Nov. 12—Twenty-five years ago to-day nobody cared for the price of gasoline, farmers came to town for their mail, the hired girl drew one-fifty a week and the butcher "threw in" a chunk of liver.

The second U. C. T. dancing party of the season was given Saturday evening, Nov. 10, at the U. C. T. hall on Ionia avenue, a war strength company being present. The pep and ginger in the music by the orchestra leader, Tuller, put every one on his toes and the way the bunch tripped the light fantastic was a world beater. A great amount of fun was created when Mr. Tuller tried to coach the merry makers in the Chinese Toddle. Once in a while you could notice a peddler who might become a laundryman with a little coaching, but in the majority of cases they made poor Chinamen. During one of the dreamy waltzes a flock of balloons were turned loose and the waltz resembled a rush "over the top" in the wild scramble for possession of the rubber pills. Much credit is due to the committee for the programmes being carried out at these dances and the only means of reciprocation is for every one to boost and bring a friend. The next party will be held two weeks from last Saturday evening, Nov. 24. The music starts at 8:30 sharp.

In one way the Kaiser is holding his own. He started in the war with six sons and he still has them.

As they say in Canada, millions bear arms, but only the Kilties bare legs.

We notice since the advent of cold weather that furs have disappeared and low necks and goose pimples are predominating.

Walter Kephart, proprietor of the Central Drug Store, at Petoskey, has locked up his store for two weeks while he sojourns in the North woods in search of the fleet footed deer. Due to his inability to secure proficient help during his absence, he had to close the store.

Earl Miller, groceryman of Charlevoix, will leave the first of the week, with his family, for a three months' trip through the Sunny South.

E. A. Dibble, chairman of the Grand Executive Committee of the Grand Council of Michigan, has called a meeting of the committee for Friday night at 6:30 in Detroit.

No one in Germany but the Kaiser rides in an automobile sporting the luxury of rubber tires, which shows how they are still keeping the auto in autocracy.

During the community potato digging and bean pulling campaign, the luckless peddler is everlastingly finding locked stores and deserted towns and himself with nothing to do and no place to do it.

The Hotel Charlevoix, of Charlevoix, is under the management of a Mr. Hansen, who was formerly in charge at the Peninsular Club, of Grand Rapids. According to all reports he is conducting a first-class hotel and entitled to the patronage of the fraternity.

They sure are bitin' at Charlevoix. The express company shipped 26,000 pounds white fish and lake trout Friday. Besides this particular shipment, carload lots have been billed out.

There seems to be a misunderstanding among the tobacco users regarding the revenue tax and the prices charged by the retailers. The war tax is not enough to cause any advance in tobaccos, but the advanced prices of raw material and manufacturing has caused the finished product to be advanced. Cigars have advanced from \$7 to \$10 per thousand, thus your 6 and 12 cent cigars, etc.

It is understood that Alex Cameron and Charles Coy Kendall, of East Jordan, have become proficient in fowlogy to the tune of \$2.50 per

lesson. Charlevoix boasted of a flock of swan and justly, too, but the wanderlust crept into the webbed feet of said swan and they majestically sailed away on a cruise of adventure. Their course lay across and down the lake to East Jordan, but they never reached the little lake city, as they were bombarded from ambush and killed for geese. Now here is where Alex and Charley enter the stage. They happened along and, seeing the fine looking geese, bartered with the hunters until finally they procured two geese (swan) at \$2.50 per head. They immediately back tracked for the city and procured their auto and some guns and started on a parade of their own in order to show up their skill as slayers of geese. A good friend of theirs, seeing the game which was displayed, put the boys wise to the fact that a heavy fine and imprisonment was hanging over their heads if caught with those geese, as they were swans and protected by law. Of course, the only thing to do was to duck and there were a couple of ducks. The only reminder left is a red ribbon which one swan wore around its neck. Upon meeting, the boys ask them for the "Swan Song."

Judging from the price of bus fares in Charlevoix, the war price habit has hit the bus men.

It is reported that the Winona Hotel, at Bay City, is getting tight with their towels—about three being in evidence at once.

A grand exodus to Muskegon is being planned for Saturday, Nov. 17, and every U. C. T. member and his wife and sweetheart is urged to be present at the Muskegon Interurban depot Saturday morning in time for the 11 o'clock car to Muskegon. Grand Rapids officers are going to put on the work and every member of No. 131 should go along to back them up. Don't forget the date, Saturday, Nov. 17.

Fred Beardslee's mother and sister, of Detroit, who have been visiting him for the past week, left for their home Sunday.

Claude Ballard, a popular hardware and furniture dealer of Sparta and a member of Grand Rapids Council, came to the city the other day for the express purpose of attending to business, but succeeded in creating more havoc with traffic than any rube that ever joy hiked the streets. It hasn't been figured out as yet how it happened, but we do know several street cars were blockaded and the traffic cops driven frantic before Claude succeeded in untangling himself from several different directions. We suggest putting a blind bridle on the Overland or else drive a city-broke ford.

Not only wheatless and meatless, but sugarless days have been observed in many of the Michigan towns during the last two weeks, as the stock of Eastern granulated in the hands of the jobbers has been exhausted and the beet sugar refiners have not as yet been able to supply sugar fast enough to meet the demand. Many stores have been unable to procure sugar. This situation, we are informed, is only temporary and there will soon be enough sugar to meet actual needs. As a patriotic duty, however, it behooves everyone to be as economical in the use of sugar as possible, because during the coming year our Allies will need all the surplus sugar we can spare them. No greater example of unpatriotic conduct could be evident than that displayed by certain thoughtless people who, when they have been told by their local dealer that they were limiting all customers to a few pounds of sugar, in order to make the supply go around, have gone straightway from one store to another and bought all they could get. Our attention was called to the act of a minister who was moving from a Northern Michigan town to Grand Rapids, who, when his local grocer informed him he was

only selling one dollar's worth to a customer, bought a dollar's worth and then went to two other stores and did likewise. When his conduct was criticised by a grocery salesman, he laughed, displaying the fact that he is a very thoughtless man or else a full fledged member of the genus porker. We are engaged in a great war, great principles are at stake and every thoughtful man should show his patriotism by doing his bit to cooperate in every movement, which will conserve food and make the supply of the various commodities go around, so that none may suffer want.

A booster meeting for No. 131 is being planned for our January 6 meeting, to be concluded with a pot luck supper. A lively programme is being arranged and one of the pleasant features will be the absence of lengthy talks. The programme will be snappy and full of action. For further information ask A. N. Borden, chairman of the committee.

A business meeting of the Bagmen will be held at the Crathmore Hotel Friday evening, Nov. 16, at 7:30. All Bagmen please be present.

Local weather director Schneider surely played us a shabby trick this season in giving us only ten days of Indian summer. Before we had any Government chap located here to dole out the weather in chunks, we frequently got three weeks of Indian summer and a lot better weather in between times, than now comes to our portion. Schneider may be doing the best he knows how, but the old fellows who prognosticated the weather by the moon and the corn husks hit it right oftener than Schneider does with his charts and schedules and other scientific apparatus.

John D. Martin spent a day at the Battle Creek encampment last week and, like all who visit that remarkable creation, came away greatly impressed.

Those who have occasion to act as guests at country hotels appear to agree that the Henry law is in evidence more in the breach than the observance. Every landlord who permits this condition stands before the traveling public as a lawbreaker, subject to arrest and punishment at any time.

The absence of Senior Counselor MacMillan from the last Council meeting leads us to remark that Mack could absent himself one or two times more and still have a higher percentage of attendance than any other officer of recent years. This is the second time he has failed to answer to roll call since he was elected Page, four years ago—a record which he can rightfully be proud of. Only illness prevented him from connecting this time and we are glad to report he is getting along finely and sincerely hope he can keep up his good record for the remainder of his term in office.

Mr. and Mrs. Leon Goodrich, of Rockford, were present at the dancing party Saturday night, the guests of Mr. and Mrs. E. F. Wykkel.

The latest arrival in town is the "jigger" glass, which many saloonkeepers are introducing to guarantee that no patron in the present day crisis of 20 cent drinks and Government taxes can get over the two and one-half finger mark. The new article of glassware is just a trifle more than the pony glass. Previous to arriving here the "jigger" has been the favorite playmate of the lumber camp decanter and is better known in certain Pennsylvania mill towns as a "heater." One goes in to a Keystone mixologist in a mill town and asks for "a heater and a cooler." The order is filled by the "jigger" and a large schooner of beer. Another version of the origin of the "jigger" glass is that the great number of Irishmen who were pioneer railroad builders would not work unless they had a "jigger boss," who at certain intervals from a large jug issued small drinks to the men, using the "jigger" glass so no one would be able to cheat in the dis-

tribution. Saloon men here believe it will be just as effective in stopping wastage as it was in pioneer days.

L. V. Pilkington.

Lively Notes From a Lively City.

Owosso, Nov. 13—Lon Crawford, of Sheridan, has opened an up-to-date home cooking restaurant in the building formerly occupied by L. Towner.

A collection was taken up on the T. S. & M. train last Wednesday and sufficient cash was presented to Bill Griffith, the gentlemanly driver, who boarded the car with a hirsute attachment of several days' cultivation to procure for him a hair cut and shave. No money to be expended foolishly for shampoo or massage or manicure operation. Any one meeting Bill later in the week, who is at all interested in his appearance, if you don't find him smoothed up, you will confer a favor by reporting to S. B. Pitts, chairman of the Clean-up Committee.

August Lindsley, who has been among us for several years, selling builders' supplies, has accepted a position with the Round Oak Furnace Co. and is moving to Dowagiac. We can think of quite a number of folks who we would rather have had move from among us than Mr. Lindsley and wife. Here's our best to go with you and may your territory for the furnace business be confined exclusively to this territory.

It is reported by several traveling men this week that the Wright House, at Alma, is out of soap in the wash room and we contend that the proprietor of that tavern has just as much right to have a soapless day of his own as he has to have a meatless day thrust upon him without being consulted. Boys, don't kick! Get a bar of Lenox and carry it in your hip pocket, same as we do.

George Leslie reports this morning that W. S. Lamb, of Vernon, has made application to Uncle Sam to join the Aviation Corps. Bill, no doubt, has been more or less instructed in aerial navigation since some time last fall when he fell out of a cherry tree and broke his arm.

Josh Evans, who puts in long hours during the proper season selling fire works and who is known as "Fire Cracker Josh," is out for the Bauerle Candy Co. for the holiday season, pushing business as vigorously as ever. Mr. Evans is one of the oldest traveling salesmen in Michigan and a born optimist.

It is reported this week that the Pere Marquette Railway system has taken off about forty trains on account of coal shortage. However, we are pleased to notice that there has been no reduction of schedule on the T. S. & M. branch of the G. T.

Sam Cummins, the popular conductor on the T. S. & M., who underwent an operation several weeks ago, has again submitted to the knife. Here's hoping he makes good this time. Hurry back, Sam, we all miss you.

Owosso Council held its regular meeting Saturday evening, with a good attendance and one candidate for initiation, George Brown, who represents the Corunna Robe Co., is now a member of the United Commercial Travelers. Secretary Frank E. Evans will soon leave for France. Consequently the election of a Secretary will be properly attended to at the next meeting. We regret to have Mr. Evans leave us, as he has been a very efficient officer and will make just as good a soldier. Promptness has always been his motto and Uncle Sam gets a good man while we lose one.

Honest Groceryman.

Armour to Market Brand of Coffee.

"Veribest" brand coffee in packages is a new item in the line of Armour & Company. The coffee will be exploited behind the Armour oval label.

Will the War Suspend Packaging of Foods?

Judging from opinion in some well-informed quarters, there seems to be little likelihood that the United States Government will attempt to follow the example of the Canadian Food Controller with respect to the prohibition of the packaging of cereal products in units of less than twenty pounds.

This particular proposal, like most others relating to the packaging of food products, comes under the jurisdiction of the Food Administration's Division of Distribution, of which Theodore F. Whitmarsh is head.

Conservatively inventoried, there are several rather potent influences at work in behalf of a continuance of old habits on the part of American manufacturers of breakfast foods and other cereal products. Most important of these is the circumstance that the producers of packaged cereals, etc., have been among the most active of all production and distributing interests in volunteering for any service that the Food Administration might ask. One of the general executives of the Food Administration stated to a Printers' Ink representative on Saturday that the cereal manufacturers have shown such a fine spirit of co-operation and accorded such ungrudging support to the Government in all its moves for food conservation and the elimination of waste that the officials were extremely loath to press them with respect to the curtailment of packaging, even though

such packaging be considered economically wrong.

Right here you have the crux of the situation,—a feeling prevalent to a very considerable extent in the Food Administration that packaging is a non-essential service that is placing unwarranted expense upon the consumer. Of course, not even the most ardent "reformers" of packaging practice make any plea that the issue of food conservation is involved in this particular proposition. Obviously the packaging of food does not induce or encourage any loss or waste of food. On the contrary, theoretically, use of the package should cause a saving in retail stores as compared with the wastefulness of the open bin, and a saving in homes over food storage in bulk, subject to the pilfering of servants, the raids by mice and the nibbling of junior members of the household.

What the opponents of cereal packaging do plead, however, is that the saving on the cost of the container and upon the operation of packaging, and possibly also on the cost of freight transportation, cartage, etc., ought to cheapen the cereals involved. They have on the tongue, this contingent of Food Administration objectors, all the familiar patter to the effect that America has the most wasteful and most costly distributive system in the world. Hence they like to flirt with the idea of the abolishment of packages, although whether or not their determination would hold when it came actually to signing a

death warrant is quite another matter.

That the strongest voice in the Food Administration councils on this issue is that of Mr. Whitmarsh is an advantage for the manufacturers, because through his connection with the firm of Francis H. Leggett & Co. of New York, and in his capacity of President of the National Wholesale Grocers' Association, Mr. Whitmarsh has opportunity to bring to bear on the problem the accurate inside knowledge of a merchandiser who appreciates the advantages of the American packaging system. In expressions previously given to Printers' Ink with reference to other food specialties, he has shown a very conservative attitude with respect to overturning established usage.

It is a fair guess that, in its decision with respect to packaging, the U. S. Food Administration will scarcely adopt the arbitrary method followed in Canada. The American plan, when any such disturbance of production or selling routine is contemplated, is to call manufacturers into conference and attempt to arrive at an amicable understanding—perhaps a compromise that will disturb trade conditions as little as possible. As for packaged foods, the officials at Washington have a very lively appreciation of one equation that seems to have been overlooked by the Canadian Food Controller, namely, the sanitary consideration and the preservation of the flavor of cereals that might suffer serious loss on this score if exposed

in open boxes or barrels.—Printers' Ink.

Teaching an Old Dog New Tricks.

The grocer may be persuaded to sell sugar at a dictated maximum price under fear of prosecution, but there is reason to believe that they are not entirely free from the old habit of using it for a leader. The Food Administration has made some progress in preventing retailers from making their sales of sugar to consumers contingent on the purchase of other articles, but there was recently brought to the attention of the writer a complaint of certain retail grocers that they are unable to buy sugar from their jobber unless they agree to help out the coffee situation by buying a definite ratio of that commodity.

Jobbers Want Smaller Packages.

The wholesale grocers of the metropolitan district have decided that the New York State Association should request manufacturers to put up their products in paper containers of one dozen each; such containers to be packed in larger containers or cases. A committee is to undertake the details of this work.

The claim of the jobbers is that such a system will greatly expedite the "splitting of a case" to supply small retail trade and thus save expense to the jobber; also serve the expressed hope of the Federal Food Administration that retailers buy in small lots for their immediate needs, rather than stock up heavily.



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

Barney says—

"Every Demonstration—

Helps the 'QUAKER' reputation."

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GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

November 14, 1917.

TREADING BEATEN PATHS.

For one who has summered and wintered the underlying and, therefore, perennial problems of the grocery trade, there is a fund of interest in watching the evolution of fresh minds, when applied to them for the first time under stress of the war conditions. In applying the principles of price fixing with a view to fairness and equitable treatment of legitimate functional middlemen, the Government is apparently going over much the same ground the manufacturer of specialties has traveled in trying to set resale prices for his products which would be fair and equitable.

First of all comes, of course, Mr. Hoover's efforts to not only standardize the prices of food, but, if possible, to reduce prices to the consumer. Happily, Mr. Hoover chose a prudent course at the very outset, based on a belief that most of the representative food producers and handlers are honest men and as full of patriotism as any business man when it comes to meddling with his bread and butter calling. Instead of going at the grocers pell mell and pillorying them for the benefit of the politicians and the headline writer, he invited their co-operation, and has, down to date, had a remarkable degree of it in all that he has undertaken. In fact, the solution of many of the problems and the remedies suggested for solving them have come from some of the traders themselves, notably the head of the National Wholesale Grocers' Association, who is first mate of the Hoover ship. And the fact that these solutions have run counter to the popular notion of food barons tends to indicate how wise was Mr. Hoover in his course, and how silly some others.

But even at that Mr. Hoover did not succeed greatly in bringing down prices until he made his latest decree, that resale prices must be made on the basis of actual and not replacement cost to the seller; reasonable handling profits being added for wholesaler and retailer. It was a radical step—a deliberate attempt to set aside the law of supply and demand—insisting that scarcity or intensive demand, even in time of war panic, should not result in enhancing prices. It was the real test of the whole scheme of Governmental control. Before that the regulations had in some measure stabilized prices but had not

reduced them. Speculation of the legitimate sort still prevailed. But if actual and not market value was to prevail prices must cease to fluctuate, save as the production cost moved.

Thanks to the co-operation of the trade and their willingness to "be good," the Hoover plan appears to be working out thus far very nicely, although with an occasional grumble from those who cannot yet grasp the fact that these are abnormal times, when old ideas must be discarded in toto, without regard to their reasonableness, and when even private profit must be forgotten in the interests of the greater ends to be attained. So long as this spirit prevails among the food trades Mr. Hoover will be regarded as a leader and not as a tyrant, but it is difficult to say what will happen when the arduousness of regulation leads some of the recalcitrant ones to break away and seek to reassert themselves. The hope of all good patriots is that such will not occur, but it would seem inevitable that it must in greater or less degree. At least such has been the experience in Europe.

Take the case of the canner. Next to the farmer, the canner has been the "cockiest" factor in the field of late, especially since it became evident that the pack would not be enough to go around for the combined American and European markets. All summer the game has been progressing—prices constantly mounting on one product after another. California was an especially flagrant offender, probably because of the highly organized state of the food industries there. Salmon and tuna led off with astonishing prices, followed by the whole line of canned and dried products.

Then when the farmers in the canning districts found their chance to jump contracts and sell their products at prices four or five times greater than their contracts gave them, Eastern canned food prices did similar aeroplaning. Jobbers knew very well that such prices were not intrinsically fair, but the canner exacted them whenever jobbers would trade at all. With tomatoes at from \$2@2.25 and other products similarly inflated, the canners looked for very handsome profits—strictly in accordance with the law of supply and demand, but nevertheless unduly high.

But now, according to circular No. 5, printed elsewhere in this week's issue of the Tradesman, Mr. Hoover has punctured that bubble and decreed that a fair price for tomatoes is \$1.70, while salmon prices are set at \$1.75 for reds and \$1.50 for pinks. All these prices are sensationally lower than the producers have been asking and there is sure to be a howl of protest from the packers. It means the sweating out of all the speculative profits and apparently Uncle Sam is ready to stand and fight on that basis, for it is specifically explained in the circular how the prices are arrived at and that, as named, they are believed to be fair.

Of course, the Government price is not necessarily the price to govern all sales, but in the face of the statement that this is fair and that no price based on replacement cost will be tolerated, it looks as though it would be the ruling

price in the trade. Otherwise the canners may find themselves out of business by the withdrawal of their licenses. If Mr. Hoover's machinery stands the test the whole problem of food control will appear to have been solved in America.

Some interesting questions are bound to arise out of this decision. For instance, contracts for future were made all the way up the line from as low as \$1.20 to \$1.45 or \$1.50 for tomatoes. And possibly some jobbers who found themselves "nipped" at the critical point of the crop scare may have bought at around \$2. What effect will the latest Hoover decree have on these sales?

Manifestly "a contract is a contract," and if a perfectly legal contract was made and performed at, say, \$1.30, the buyer cannot be forced to pay the other 40 cents to equal the official price. Nor can the canner be made to refund the 30 cents paid at the \$2 price. Yet the man who bought goods at \$1.30 will be enjoying a speculative profit if he sells on the basis of the new price; just as the other man will be losing 30 cents; and speculative profits are taboo. Must the actual cost in each case govern the resale price? If so, there will be some very widely varying prices of canned foods in the market.

The war has forced to the front for the consideration of the lay mind some of the very questions which have long baffled trade leaders. For instance, the Federal Trade Commission is probing the whole subject of price maintenance in a series of hearings, in which it is hoped to get at the bottom of the question. It is regrettable that this issue might not have been adjudicated in times of less stress, for rights that might be safely exercised by the owner of a brand in time of peace might run very much contrary to the trend of the Hoover efforts now, and the times are bound to influence the decision, apart from the true merits.

Many of the friends of maintained prices have felt for some time past that in insisting on the settlement of this issue by direct legislation at this time the strategists of the Fair Trade League have been guilty of some very doubtful prudence. But be that as it may, it looks as though more light is being shed on the two sides of the question now than ever before. And, when it gets both sides of the problem before it, the Federal Trade Commission frankly admits that it is intricate and not as easily settled as had been imagined. There are two economic sides of the question, two equally defensible interests that inevitably clash and a difficult problem to settle arbitrarily by any law or regulation.

The Michigan Tradesman of Nov. 21 will be the large issue of the year in point of pages and circulation. It will comprise 96 pages and cover. Many special articles of vital interest to those engaged in the mercantile business will be presented and the advertising announcements in this section will be especially interesting at this time.

You needn't advertise if you have more business than you want, unless you need help.

CANNED GOODS SITUATION.

The prices announced by the Government as the basis of its purchases for the army and navy give a clear indication of the amount of inflation in market prices that has recently prevailed. No. 3 standard tomatoes are placed at \$1.70, as against \$2 asked by the canners, the 30c representing in a sense a fictitious value, not due perhaps to direct manipulation on the part of the canners so much as to frenzied demand on the part of the buyers. If buyers were willing to pay the price there is no reason to expect the canners to refuse to take it.

Canners are, as a rule, not given to altruism. But the canners have done their share in price-making. They have had a great deal to say on the subject of increased costs due to the competition for the raw stock, precipitated by the storms and cold weather of early September, but according to the Government way of figuring they were 30c out of the way. But 30c a dozen soon runs into big money and if a canner can see that much additional profit he is apt to find some way of adding to his costs—possibly an allowance for damage to his conscience! Yet his conscience must show a tremendous number of scars when it comes to No. 10s, which the Government has appraised at \$5.25 a dozen—as against \$8 asked toward the end of the rush and \$7.50 still quoted until a day or two ago. Possibly a Maryland mathematician would declare that the cost increases in direct ratio to the square of the area of the cans themselves—something not capable of being reduced to exact figures so that round numbers have to be used instead.

If tomato quotations were a surprise, the prices fixed for salmon were a distinct shock to the trade. These were \$1.75 for reds and \$1.50 for pinks. These figures cover the allotments of 18 per cent, which the canners have reserved for Government use. The red prices are \$1 below the prevailing market price and the pinks 50c below. These figures indicate that the opening prices were too high, but the canners insist that buyers have only themselves to blame, as their rush to buy the salmon, taking it all out of first hands, caused the advance. This, however, does not explain the opening price of \$2.25 for reds.

FAILURES LIGHT.

The year 1917, despite depression in many lines, is setting an admirable record in lightness of business failures. Each new week's figure is a new record, and so evenly proportioned are the casualties in business that every section of the country appears to be enjoying seasonable prosperity. Of course, one of the reasons for this condition is the large amount of Government purchasing for war needs. It has stimulated languishing industry in every direction. The failures of the week ended Nov. 8, give a good comparison. For this last week, according to this authority, they numbered 215. In the corresponding week last year they were 235, in 1916, 258; in 1915, 327; in 1914, 371, and in 1913, 305.

If you don't advertise your business, the sheriff may.

NO MORE RACE SEGREGATION

By a unanimous decision, our highest tribunal has declared the Louisville city ordinance establishing a segregated district for colored people in direct violation of the Constitution, and, therefore, null and void. This is the most important decision that has been handed down by the Supreme Court since the Dred Scott case, and, happily, this time it is the right way. It was anticipated that the prejudice of some judges might lead them to dissent from the conclusion, but the unanimous opinion of the Court is a great victory for the cause. To Mr. Moorfield Storey, of Boston, who argued the case, and to the National Association for the Advancement of Colored People, which carried it up, congratulations are especially due. When it is recalled that the Chief Justice is from Louisiana and that Mr. McReynolds is a Tennessean, the significance of the unanimity of the Court is apparent.

It is, of course, not only the Louisville ordinance which is affected, but every other attempt to establish a negro "pale" on American soil. For all time the Supreme Court has laid it down that the most hateful institution of the Russia which has passed away shall not be set up under the American flag. What these Southern cities had undertaken to do was to draw absolute limits around a given district and so say to the colored people that they could not purchase a foot of land to dwell upon beyond that. It made no difference what the conditions of overcrowding were. Unless private enterprise platted entirely new sections, the negroes were to get on as best they could. It was legislation against thrift, against the desire to rise which all Americans hold so dear, against the acquirement of property, against the right to move about freely and to live where one wishes. Liberty and the pursuit of happiness were denied to any negro who desired to leave the segregated district for the dangerous purpose of seeking better quarters, better light, purer air, better playgrounds, and better association for his children.

Of course, it was sought to disguise the real meaning of this segregation under the pretence that the purpose was to arrest and prevent racial antagonism. The Supreme Court, in the decision read by Justice Day, admitted the existence of "a serious and difficult problem arising from a feeling of race hostility;" everybody recognizes that this feeling is often intensified in urban communities where the races live in close juxtaposition, and where the pushing into newer sections by a given group may cause financial loss. New York City knows it well, not only in connection with our colored citizens, but with other racial groups and the invasion of trade. What old New Yorker but recalls the cry of rage and dismay when the first shop was opened on Fifth Avenue? But, while recognizing the racial difficulty, the Supreme Court brushes it all aside, saying: "Its solution cannot be promoted by depriving citizens of their Constitutional rights and privileges. The right

which the ordinance annulled was the civil right of a white man to dispose of his property, if he saw fit to do so, to a person of color, and of a colored person to make such disposition to a white person." It entirely rejected the theory that the ordinance in question was a legitimate exercise of the police powers of the state, and again upheld the doctrine that the police power cannot, whatever the excuse, override the Constitution—a salutary deliverance just at this time, when magistrates and other officials are deliberately overriding the Constitution under such pretexts as "disorderly conduct."

It is a cause for no little satisfaction in this period of flux that we have this remarkable demonstration of the value of a written Constitution. It has been the fashion to abuse it, although we have just seen the curious spectacle of the New York Socialists declaring themselves to be the sole defenders of our organic law. But, as in the case of the "grandfather-clause" laws to disfranchise colored men, the Supreme Court has again shown itself a true bulwark of the liberties and rights of the colored population of the United States. By this last decision it has dealt a severe blow to those reactionaries in the South who seek ever to force the negro into position of inferiority and to add immeasurably to his difficulties of earning a livelihood and living a useful and respectable life. When the Berea College case was decided by the Supreme Court in favor of the Kentucky law forbidding the co-education of the races, it seemed as if this great tribunal had definitely placed itself on the side of those who would degrade and depress our colored citizenship. That decision, Justice Brewer said, made possible a law forbidding Jews from going to market except during certain hours. Monday's decision makes it certain that there will be no "reservations" for Jews or negroes or Chinese, or any other of our racial groups. For this there are millions to-day giving profound thanks and taking new hope as they bear the heavy burdens of the disadvantaged.

In a study of factors which influence tenderness, Lehmann and his associates measured experimentally the relative tenderness of raw meat of different kinds and cuts from old and young animals, the effect of hanging and freezing upon tenderness, and also the effects of cooking. According to his summary, the toughness or tenderness of the individual meat fibers is a matter of the location of the cut, and his measurements showed that the raw fibers from an exterior cut (flank) were almost two and a half times as tough as those from an interior cut (tenderloin).

If people never stop and stand in front of your windows, there must be something lacking about your displays. Compare them with the ones people seem to like.

Just because you never have drawn trade from outside a certain radius, don't think it isn't worth while to try for it.

GOOD EFFECT OF THE LOAN.

The importance of a wide distribution of the Government bond issues is not perhaps as generally appreciated as it should be. A wide distribution is important for its political effect. It impresses the enemy. It shows that the war here is not unpopular, that the people are prosperous, that the loan was not forced. At home, it gives a huge class of people a more direct interest in the successful prosecution of the war. In a country of more perilous political fortunes, as in Russia, a wide distribution of the bonds increases their safety: it prevents talk of repudiation; it nullifies the view that the bondholders are a class definitely distinguished from the people at large.

But finally, and most important of all, it helps to restrict inflation. The banks do not take the loan by creating huge book-keeping credits. The people at large take it, out of actual savings. Really, the amount of money contributed by the huge mass of subscribers is astonishingly small. Out of \$4,617,000,000 subscribed to the present loan, for instance, it required 9,306,000 out of 9,400,000 subscribers, or 99 per cent., with their subscriptions of \$50 to \$50,000, to take about one-half of the subscription, or \$2,488,000,000. The other 1 per cent. applied for the other half of the loan. Had the Treasurer announced the \$50 and \$100 subscriptions, the number of millions of subscribers to them would probably show very little smaller, but the actual amount subscribed would be absurdly smaller. Out of 3,810,000 people subscribing to the fifth German war loan, for instance, 1,794,000, or more than one-half, bought bonds of \$50 or less. The total subscription of this 50 per cent. of subscribers to the full amount of \$2,683,000,000 taken was \$39,000,000, or not even 2 per cent.

But that is not the point. The point is that a huge number of subscribers, whether paying for their bonds out of future savings or past savings, are nevertheless compelled to save. That discourages extravagance. It releases goods and labor for the Government. The people pay for the war as it goes along. And not only have the 9,400,000 subscribers to the Liberty Loan a direct inducement to save, but their example will be efficacious with those who have not subscribed. If extravagance is infectious, so is thrift. If richer people by extravagant dress and living morally impel poorer people to extravagant dress and living for the sake of "keeping up with them," they also remove this impulsion by setting the example of saving.

POOR ECONOMY.

Occasionally the Tradesman receives a letter from a merchant, stating that he must economize somewhere and has concluded to start by discontinuing his subscription to the Tradesman.

This is the kind of economy which is correctly described as saving at the spigot and wasting at the bung-hole. In these days of remarkable revolution and innovation in merchan-

dising the merchant who does not keep thoroughly posted stands a poor chance of avoiding the pitfalls which open up before him. He cannot rely on the daily papers to guide him, because most of the so-called merchantile information disseminated in the daily press is not only incomplete and incorrect, but is presented in a biased manner purposely calculated to place the retail merchant in an unfavorable light in the community and create undue prejudice against him in the minds of his customers.

At no time in the history of trade journalism was the duty of the editor so clear as now—the duty of so directing and advising his reader as to enable him to maintain a reasonable profit on one hand and yet avoid the notoriety and loss of business which will ensue if the merchant makes one false step through failing to comply with the governmental rulings, which are correctly presented in the trade journal. The price of a yearly subscription is a mere bagatelle compared with the destruction of his business through governmental elimination, which is sure to happen in the case of the merchant who does not utilize every possible opportunity to keep correctly informed and then immediately act on that information.

In the light of this timely warning, it will be seen that the discontinuance of a trade journal is the last place where economy should be practiced by a merchant.

The Chicago Bureau of Public Efficiency has issued a pamphlet entitled "Primary Days and Election Days as Holidays," in which there is much sensible talk about the waste of time by servants of governmental bodies. The opinion is expressed that "The practice of treating all primary days and election days as holidays is absurd—and worse. There is no reason why public employes should be allowed more holidays than ordinary citizens. The practice is wasteful of taxpayers' money. It is a needless inconvenience and expense to business. It is demoralizing politically, in that it operates to place at the disposal of party leaders in control of public offices the services of political workers paid by the public." It is declared that the politicians had election days made holidays by law in order to give an excuse for closing public offices and leaving public officials and employes free for political work. It is shown that in 1916 absence by employes of local governmental bodies from their duties represented in their salaries \$136,500. It is recommended that this practice be stopped by an act of the local governing bodies and that action on the subject be taken by the Legislature. The Bureau of Public Efficiency might have gone a good deal farther and dealt with the whole subject of holidays. This country has increased the number of such gaps in activity greatly in the past few years and the tendency is still in that direction. Not content with Sunday and the totally unnecessary week-end occasions of the sort, the politicians a few years ago discovered Columbus and set up a dies non as a monument to him.



Situation More Hopeful as Respects Volume.

Written for the Tradesman.

To observe that the success of a retail shoe business depends upon volume is to commit a truism. Merely to hold one's own insofar as the number of pairs sold is concerned, is a thing to give one pause, but actually to go back—that is to sell fewer pairs during a given time compared with a previous length of time—is a serious matter. But that is precisely what a great many retail shoe dealers throughout the country have had to think about.

When the price of footwear began to advance by leaps and bounds (as did prices in pretty much everything else that people had to buy), some people—a great many of them in fact—began to practice a more rigorous economy in the matter of their footwear purchases. Quite a lot of shoe dealers made as much, if not more money on the fewer number of pairs sold than they did on the larger volume under previous selling conditions, but the distributing fact still existed that their volume of business showed a shrinkage.

The question arose, How far is this thing going to extend? If you make 10,000 sales a year at, say an average profit of 80 cents a sale, that amounts to \$8,000 a year. Now suppose, under certain conditions, you are able to increase the average profit per sale 25 per cent., in other words, make an average profit of \$1 on each sale made—but at the same time lose 2,000 customers; then you have merely broken even on profits. But if you lose any more, then you begin to lose out very rapidly. To continue to break even you must keep up the volume, and to get ahead on the game, you've got to increase the volume.

From present indications—i. e. selling conditions as actually prevailing or confidently anticipated, in many widely separated sections of the country—the outlook is somewhat more promising. In other words, people are getting used to the prevailing higher prices which dealers must place upon their footwear offering. At first the advance was so disconcerting to some people they couldn't quite bring themselves to accept it as an economic necessity quite beyond the control of the local shoe dealer. People—especially those of very limited means or easily excitable temperaments—seemed to get the idea that somebody was trying to put one over on them. They fancied that, by playing a waiting game, they could presently buy shoes at something like the

old price. Of course the public was dead wrong in such reasoning, but it takes time to eradicate wrong ideas.

Moreover sensational and ill advised newspaper articles telling about vast stocks of leather on hand—leather which presumably could be had for less money than shoe manufacturers had been paying for their raw materials—all seemed to prophesy the speedy inauguration of a lower-priced regimen.

Hand in hand with this popular fancy for footwear retrenchment, there went an almost unprecedented gain in the repair game. People thought to beat the game by getting their old shoes repaired instead of buying new ones. On the whole, this is an economic expedient of doubtful validity. Many shoes were repaired (as frank repair men will tell you) that weren't worth the cost of the repair bill when finished. Of course it all boosted business wonderfully for repair departments, and perhaps created the idea in the minds of many people that they were actually economizing, but some of them have become wiser.

Anyhow, and for whatever reason or combination of reasons, the outlook is brightening so far as the local dealer is concerned. People are getting into a shoe-buying frame of mind. And a few cold November rains will help it on, and December snow flurries will help it on still further.

Ben Jacobson, in his Weekly Trade Letter to the Shoe Retailer, tells about one dealer who has a somewhat unique method of feeling the public pulse by special buying inducements. "One week he trimmed his window with special sale goods which brought in such good business that he concluded there was no need of offering special inducements. He therefore changed the display, showing only the best goods at top prices. The falling off was so noticeable that he again brought out sale goods and is now doing a good business."

There may be some value in these changeable tactics. One thing is evident: Where one is over-stocked with seasonable goods, something must be done to make the goods move. Volume is a thing that must be zealously looked after.

At the same time it is well enough to look ahead before inaugurating a price-slashing crusade just at this time. The leather situation is anything but encouraging; and with the tremendous amount of leather going into army shoes and other military equipment requiring leather, it is a safe bet that shoes are going to cost the dealer

Leather Top Combinations



Tops are made of Dull Horse Butts.

Great for service.

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

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

In the "Bullseye" Combinations in Cartons

Black with White Sole.	Black Horse Butt Tops.	Heel.
Men's 7½ inch		\$2.70
12 inch		3.25
16 inch		3.95

"Bullseye" Combinations with Red Overs with White Soles and Dark Red Horse Butt Tops.

Men's 7½ inch	\$2.75
12 inch	3.35
16 inch	4.10

In the "Pacer" Combination in Cartons

We have one style. All Red Over with Red Leather Top.
Men's 16 inch at \$3.70

In "Old Colony"

Three Styles. Black Overs with Heel. Plain Edge.
Black Horse Butt Tops.

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

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

As an All Year Round Seller

The Bertsch Dress Shoe Line

for men is unexcelled.

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

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

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

Another all-important feature is the wearing qualities.

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

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

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

more money (twelve months hence) grade for grade, than he is now paying for them. Cid McKay.

How Shoe Retailers Can Lower Costs

Champaign, Ill., Nov. 12—There are four chief methods I think that are necessary to keeping down the rising cost of doing business.

Buying Right.

Owing to the rapid change of style, the women's shoe game has been quite difficult during the last four seasons. It is impossible for one shoe merchant to tell another what patterns he should buy. Each must study his customers and have a general idea what kind of shoes his trade demands.

Then comes the question, "How far in advance of the season should the average merchant buy his shoes?" Shoes should not be bought more than seventy days in advance, although some merchants are forced to do six months' buying all at once. He soon falls behind with his payments and he is not in a position to meet rising costs nor increasing competition by turning his stock rapidly. I believe that buying in this manner does more than anything else to break the average merchant. The second method is:

Keeping Stocks Moving.

It is necessary to know the total stock in your store. We find it a good policy to divide stock into typical lines carried, such as men's, boys', children's, rubbers and findings probably.

You should also know how much of each of these lines was carried last year. This information helps in the purchase of rapidly moving goods.

Stickers should be disposed of twice a year—to a job dealer, if necessary. Of this loss of \$500 or \$1,000, charge \$100 per month with expenses. Short lines should be thrown into stock racks and sold at once. The third method is:

Knowing Costs.

The books and entry facilities used in determining costs are as follows: Sales slips of usual type; perpetual inventory; stock record of lines; voucher checks; merchandise ledger; customers' ledger for charge accounts; private ledger for controlling accounts and the like; combined cash book and journal for handling sales and expenses. The inventory book is kept by lines and days of the week. At the end of each month write up your perpetual inventory cards from this book. Thus you can tell at any time what you have in stock. The fourth method is:

Getting the Most Out of Advertising.

One of the easiest ways a shoe merchant can throw away his profits is by useless advertising. Now there was once a time when we considered all advertising as worth the money, as good advertising. But that was in the day of lower priced advertising and printing. To-day the retail shoe merchant must look well to his advertising appropriation, for there he may discover a profit leak of enormous proportions.

First of all, there is the judicious use of the local newspapers. It is well to carefully analyze the circulation of your local papers. If the Tribune is noted for a quality circulation and you are bidding for quality business, play the Tribune strong. If, on the other hand, the Post has a mammoth circulation among the middle and lower classes, it is a good plan to keep the Post in mind when sale time comes and when any special merchandising event is to be pulled.

Remember this one thing about newspaper advertising: You must use it the year round if you're going to realize the big profits possible through its channels. Keep your space down in the duller periods, to be sure, but not too far down. Don't let an advertisement of such small dimensions appear in your papers that your cli-

entele may think that advertisement represents the size of your business.

Direct mail publicity is a splendid stimulus for the retail shoe business, but in this as well as in newspaper advertising, it is well to remember that continued effort wins. One letter won't establish a new line of shoes in your customer's minds, nor two or three. Your follow-up system must be carefully planned and the timing of the receipt of your communications should be figured. For instance, if yours is a Saturday town, time your mailing to reach your homes on Friday at noon. Give the customer time to think over what you have written. Remember always in retail advertising that the average human mind acts slowly and that you must give your message time to sink in. Don't make your letters freakish or too familiar. Merchandising is a dignified, sober, honorable profession and you should impress your audience with the responsibility and integrity of your firm by every bit of mail or printed matter sent them. John H. Snyder.

Boommlets From Bay City.

Bay City, Nov. 12—The charter election held in this city Nov. 5 was defeated over 200 votes. This is the second time the proposition has been voted on and defeated by about the same vote. The result proves conclusively that the people are indifferent as to how the affairs of the city are conducted or are in a comatose condition. It is reported that the matter will be resubmitted at the spring election. By that time it is to be hoped that the taxpayers and others will wake up and give this question the attention it deserves. Only about 25 per cent. of the vote of the city was cast at the election.

The Currie Hotel, Oscoda, has changed hands, John Connell having rented the property to Wm. Sinclair, formerly of Cass City, who has taken possession.

The Park Hotel, Orion, has closed its doors and discontinued business.

The Detroit Hotel, Rochester, has re-opened under new management.

J. D. Riedel has bought the general merchandise stock of D. Losey, Orion, and is closing it out at special sale.

Charles A. Walker, general merchant, Metamora, and Frank Carrolton, junior members of the firm of Beemer & Carrolton, Orion, have gone to the woods of Northern Michigan to spend their annual vacation. Their friends are legion. Therefore mail your order for venison to the sports early.

John Golden, general merchant of Lewiston, has returned from a two weeks' business trip to Chicago.

A large number of Michigan hotels are being heated by "hot air" at present on account of the shortage of fuel. Many of them are working the graft game from both ends by raising their rates and cutting down the quantity, as well as the quality, of the meals. It is hard for a man with a good healthy appetite to satisfy it with the most of the meals placed before him. Seventy-five cents to \$1.50 is being charged for rooms without bath, and in many instances with only wash bowl and pitcher. All on account of the war and the kaiser.

B. E. Stewart, of this city, is closing out the stock of the Fashion Boot Shop, which he purchased recently.

W. T. Ballamy.

Don't assume, because you are a natural salesman, that you cannot learn anything about salesmanship from books or trade papers.



Warm Goods in Stock

Having just completed filling all our warm goods orders, with the exception of a few numbers, we will accept new orders at prices lower than we can buy them for to-day. Our stock, like others, is limited, so order early.

This Felt Moccasin with Silk Ribbon Trim and Large Pom Pom, In stock @ \$1.20



No. 863—Old Rose
No. 864—Lavender
No. 883—Pink
No. 888—Baby Blue
No. 8026—Austrian Blue

ALSO OTHERS FOR LESS MONEY

Hirth-Krause Co.

Tanners & Shoe Mfrs.

Grand Rapids, Michigan

OUR TRADE MARK ON YOUR SHOES

A SMALL
THING
TO
LOOK
FOR



BUT
A BIG
THING
TO
FIND

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

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"



Troublesome Questions Precipitated By the War.

Written for the Tradesman.

Unfortunately there is a strain of pessimism as to the future in the thought of the business world. It should not exist. It tends to create the very state of affairs people fear. The surface of the Nation's wealth has not been scratched. There is an abundance for all, and no matter how gloomy the present may appear, matters will be so adjusted that prosperity, built upon a firm foundation, will again be with us. It should be realized that whatever may be the derangement of business and whatever the sacrifices we are called to make, they are only temporary. The silver lining to the clouds is there and will reappear brighter and broader than ever. The people at large have more money than ever before, and as the \$5,000,000,000 loaned the Government through the purchase of the Second Liberty Loan 4 per cent. bonds flows back into the channels of trade, all lines of business will speed up with beneficent results.

Directing industries to war uses is a tremendous task for the Government. Priority order No. 2, issued by Judge Lovett under the priority shipment act effective Nov. 1, brings home to us the fact that the industries of the United States are now to undergo actual organization for war. Order No. 2 is one of the first steps which will take us from the existing status of business. The order directly affects only the purposes for which the railroads may permit the use of "open top freight cars." In order to free this class of equipment for the moving of coal, coke, ores, sugar beets and cane, metal products and fertilizers, the railroads are ordered to deny their use for the loading of material for construction of roads, theaters and amusement buildings, passenger vehicles, furniture and musical instruments or the finished products of the three classes last named. This order places the ban only on some of the unnecessary products of industry, but there will, undoubtedly, be others added later. Here, again, the labor situation comes in as an important factor. It is not without the range of probability that thousands of skilled workmen, now engaged in turning out automobiles of the pleasure class, will be switched to those industries vital for the successful prosecution of the war. The case of the railroads can be taken as an example of this need. Even the money asked for through higher rates cannot solve the problem if the rail-

roads cannot get the man power they need at any price. Attention is called to this phase of the situation because it is evident that before a great while the Government will be compelled to exercise its authority to turn the labor power of the country from the non-essential to war-essential industries. Action in this direction is likely to be both swift and vigorous. There must be no favored classes from now on.

The question as to what "non-essential business" is is a very pertinent one and there is much speculation as to what the Government shall declare it to be and what course it will pursue in withdrawing labor and materials from such industries as may be regarded as non-essential during the war. No policy has been announced. The Chamber of Commerce of the United States very aptly suggests that before a business is classified as "non-essential" and deprived by act of Government of labor and materials, the industry, through duly elected representatives, should be given an opportunity to discuss the matter, and learn the premises of the Government and its reason for action. Embodied in the suggestions made by the National Chamber of Commerce is the statement, "It should be the cardinal principle that the normal structure of business should be maintained during these abnormal times, so far as possible. Therefore, consideration should be given to the possibility of allowing the non-essential business a proportion of its requirements of labor and material, so that some organization may be retained to be developed again upon the return of peaceful conditions." Furthermore, when the Government is forced to deprive a business of materials and labor because it is non-essential, an effort should be made by the Government to place with the industry orders for products needed in the war.

In a letter to the writer, A. J. Maynard, Cashier of the Traverse City State Bank, of Traverse City, says: "I notice your statement in the Oct. 24 issue of the Michigan Tradesman that out of 978,959 subscribers to the first Liberty Loan but 54^c have not paid for their bonds in full. Permit me to say there are a great many more than 546 subscribers to the first Liberty Loan in this community alone who have not paid for their bonds. True, the Government has its pay in full, for the banks have paid for them, but the Traverse City banks are carrying these subscribers. This con-

Arrange For It Now

The future welfare of your family may depend upon your foresight in arranging for the management of your estate.

A plan that meets with general approval is to create a trusteeship by an agreement or by a will from which you, or others designated by you, will receive the income.

You can also direct how the income and principal shall be distributed in the event of your decease.

A trust created in this way may be added to or decreased, or may be changed by you at any time during your life.

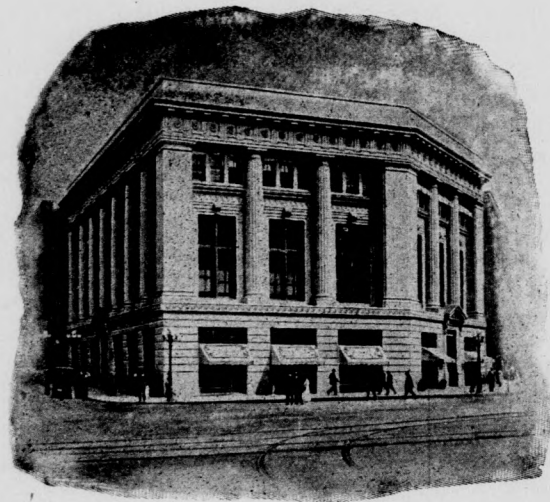
Send for Blank Form of Will and Booklet on
"Descent and Distribution of Property"

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor.

Boxes to rent at low cost.

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

dition undoubtedly holds true throughout the entire United States." The statement made in the Michigan Tradesman was from Federal Reserve reports and was technically correct. However, as Mr. Maynard very justly points out, the banks which so patriotically responded to the Nation's call are carrying a goodly proportion of the subscribers for small accounts. It was only through the splendid co-operation of the banks of the country, large and small, that it was possible for many thousands of persons to subscribe for the Liberty Bonds, making small payments down. The subscriptions ran into the hundred million class. It will thus be seen that pursuing the same broad and patriotic policy in the second Liberty 4 per cent. loan, the banks have added to their burdens, temporarily tying up a large amount of capital. Real sacrifices have been made by the banks and trust companies of the State who spent hundreds of dollars each in advertising, devoted their time and that of their employes in the campaign, receiving in compensation only the satisfaction of knowing they were doing their part in winning the war. Not one cent was received by any institution for handling or selling Liberty bonds. In addition to these institutions every investment banking firm in Grand Rapids and, in fact, in the State, virtually suspended all business to devote their time and energies and those of their salesman, without compensation, to the selling of Liberty Bonds. Cheerfully and enthusiastically they entered the campaign and worked night and day until its close met with gratifying success. No greater patriotism has been shown during the war than that of these men who quietly and unostentatiously did so much to make the Liberty Loan a success.

Tumbling prices of securities on the New York Stock Exchange have assumed such proportions during the last few days as to cause the governors of the Exchange to take unusual but, under the circumstances, eminently proper steps to scrutinize selling orders with a view of determining whether the toboggan course of prices is being caused by speculation, short selling, German influence or genuine liquidation. They adopted a resolution requiring all Stock Exchange members who are borrowing stocks either for themselves or for their customers, to furnish daily to the committee on clearing house a list of all stocks borrowed, with the names and amounts, and the parties from whom borrowed, requiring similar information daily from those loaning out stocks. This course will enable the Stock Exchange governors to put the clamps on speculation and short-selling of stocks by persons who do not own them, the seller borrowing the stocks for the transaction with a view of buying in at a lower level and making actual delivery at the higher price at which they were sold. Short selling at this time is taking a treasonable advantage of the country's crisis and there is no doubt that such an offense will

be dealt with on that basis. As soon as it became known that the governors of the Stock Exchange had acted and are in close touch with the Government, there was a noticeable decrease in the selling movement indicating that a bear raid was in a preliminary stage of operation. The tumbling of prices naturally had a depressing effect on business and superinduced selling by timid holders who, under the duress of fear, unloaded at any price and at a great sacrifice. If this throwing the lime light on Stock Exchange transactions will put a stop to market manipulation little less than criminal, a genuine service will have been rendered the country by stabilizing prices of securities and re-establishing the confidence of the people as to the general business situation. Paul Leake.

Getting Trade By Fraud.

In a bulletin issued by the Department of Commerce attention is called anew to certain of the methods pursued by Germans in extending their foreign trade. The particular field in this case is Turkey, and the subject is that of hardware. Consul General Ravndal, formerly at Constantinople, is the authority for the statements in the bulletin. It appears from this that articles of American hardware have been reaching Turkey only through a few firms in Hamburg and Bremen. Those concerns have their agencies here. In the catalogues furnished to the dealers in Turkey, American articles would be shown on one page, while opposite them were given imitations of German manufacture. The advantages of reduced price and quicker delivery of the German goods were conspicuously indicated. In spite of these tactics, however, the American goods were making their way solely on their merits. This is no isolated case, but a part of the regular procedure by the German traders. For nearly half a century the same thing was done by them in various parts of the world American trademarks being forged and American patents misappropriated. As the German goods, moreover, were invariably of inferior make, their use tended to discredit the value of the ones imitated and were a serious impediment to the growth of American export trade. The Consular reports of this country demonstrate that much of Germany's foreign trade was built up on fraud and misrepresentation. This is one of the things that will make impossible its resuscitation after the war, because the foreign buyers, once made familiar with the merits of the imitated goods, will not content themselves with taking the imitations.

Related By Marriage.

Ethel Barrymore and her husband were watching the antics of a monkey with an organ grinder. Finally the monkey came straight to the actress for a penny.

"Ah," laughed the husband, "he came straight to you, Ethel. Evidently a relation."

"Yes," replied the actress, "by marriage."

THE



GRAND RAPIDS, MICH.

177 MONROE AVE.

Complete Banking Service

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

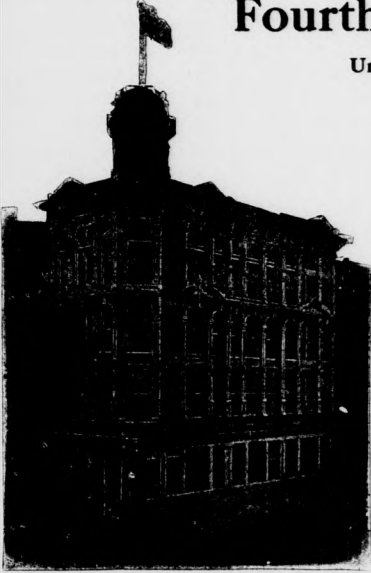
Our 3½ Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

THE PREFERRED LIFE INSURANCE CO.

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

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3
Per Cent Interest Paid on Savings Deposits
Compounded Semi-Annually

3½
Per Cent Interest Paid on Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

Valid Insurance at One-third Less Than Stock Company Rates

Merchants insure your stocks, store buildings and residences in the

Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan

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

Home Office, Grand Rapids

Great Treat in Store For Grand Rapids People.

As the time draws near, Nov. 28, for the formal opening of the Grand Rapids Better Homes Exposition, to be held in the Klingman Furniture Exhibition building, the fact becomes more apparent that its success is to be of almost unparalleled nature. It will certainly prove an attraction that Grand Rapids can and should be proud of. No similar exposition exhibits all of the better home features from the selection of the real estate to put the home on, the investment and savings features necessary to provide a home, the construction and building of the house on through to the final furnishings and outfittings, from laundry, kitchen, bath and sleeping and living room will be demonstrated at this great show.

Probably one of the most interesting departments will be that of the thrift and war conservative talks on food products and cookery by Mrs. Bertha Wilcox, of Washington, D. C., brought here by the management to tell the women of Grand Rapids the latest dishes in war thrift cookery and the many demonstrations, principally by local firms of food products of the very best sort needed and used in the better homes.

Among those who will exhibit and demonstrate along these lines will be the Judson Grocer Co., Worden Grocer Co., Valley City Milling Co. Grand Rapids Refrigerator Co., the Electric Dealers Association, Consumers Power Co., American Laundry, Mutual Home & Savings Association, Grand Rapids Savings Bank, Hackmuth Pure Food Co., Maffitt Sales Co., Bissell Carpet Sweeper Co., Grand Rapids Dairy Co., Hoover Suction Sweeper Co., Good Housekeeping Magazine, St. Louis Asbestos Table Mat Co., Bunte Bros., the Sellers Kitchen Cabinet Co., McCray Refrigerator Co. and several coffee companies.

In the line of furniture the Grand Rapids Furniture Manufacturers Association collectively have taken 8,000 square feet of space and will have uniform styles of booths displaying goods for the home, but in such a comprehensive way that the general public will get a better idea of our furniture factories than they ever had before. As an adjunct to this display, the Association is sending out 2,500 tickets and invitations to buyers of furniture during the January and July dealers months in Grand Rapids. This will bring to the city between 700 and 800 furniture men, which should be a matter of congratulation to the merchants and manufacturers of the city.

The retail dealers of Grand Rapids have taken a great interest in this Better Homes Show. If any one will be particularly and directly benefitted it should be such exhibitors as Steketee & Sons, Herpolsheimers, Boston Store, Heymans, Wurzburgs, Young & Chaffee, Harris Furniture Co., Herrick Piano Co., Klingman Sample Furniture Co., Vandenburg Bros., and others. Most beautiful showings will be made by these representative retail dealers of the city and they will be brought in contact

with the thousands of housewives some who may know and have visited their stores.

A great feature of the Exposition will be the showing of eighteen or twenty completely outfitted, up-to-date model rooms. The entire cost of fitting up these rooms will amount to over \$5,000. In these rooms will be placed, on the statement of the Committee of Designers who are arranging the rooms, about \$100,000 in furniture, draperies, bric-a-brac, paintings, carpets, rugs, etc. No such showing was ever made in such an Exposition, big or little, in the United States before. The designers have appointed its guides to explain the color scheme, the practical utility of the same, the character of the furniture used and the reason why and for, to all visitors.

The lectures of Ross Crane, who comes to Grand Rapids from the Chicago Art Institute Extension Course, will continue for five days. He is being brought here by the management and the Grand Rapids Art Association jointly. His first talk will be given on Wednesday night, which is Association of Commerce night, Real Estate Association night and Builders & Traders Exchange night, his subject being "Building of a Home." Mr. Crane has a reputation as an artist, humorist, cartoonist, educator and designer of home decorations and also as a very sincere believer in popularizing art. There is no extra charge for these lectures, Mr. Crane delivering them in a beautifully designed theater seating about 500 people. The Crane talks will be given both afternoon and night.

Musical concerts, special events, society programmes, such as that of the St. Cecelia Association, the Mother's Club, the Business Girls' Co-Operative Club, the Drama League, the Grand Rapids Literary Club and other organizations will be given during the period of the Exposition.

An educational exhibit will be made by the Board of Education. A loan exhibit will be in charge of Mr. Sargent, of the Public Museum. All these features will demonstrate the possibilities of a better home, showing its advantages to the public and, above all, will form an entertainment at 25 cents and 10 cents admission most wonderfully beautiful as well as of great value to the housewife. Grand Rapids should be congratulated on the bringing here of the first exposition of the National Better Homes movement and its fame and publicity will prove a splendid asset to the city in the years to come.

The Boston Way.

They tell in Boston a story about Margaret Deland, the novelist.

A lank little girl at a Cambridge tea walked up to Mrs. Deland and said to her in a loud voice:

"I think you are a wonderful genius."

All within hearing applauded, and Mrs. Deland blushed with delight, kissed the lank child and asked:

"Why do you say that, my love?"

"Because," said the little girl, "mother told me to."

BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

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

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

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

Wm. N. Senf, Secretary.

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

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Duke Disgusted With American Methods.

James B. Duke, the multimillionaire tobacco man and former head of the old American Tobacco Co., which was dissolved by the U. S. Supreme Court as a trust operating in violation of the Sherman anti-trust act, according to advices that have been received in Wall Street, did not subscribe a single dollar to the Liberty Loan bonds. Therein lies an interesting tale.

Mr. Duke is credited with being worth easily \$40,000,000. He is a proud Southerner and high spirited. The American Tobacco Co., as it was brought together into one great unit from many rival parts, was largely the creation of his genius. He thought he was doing the American people and the tobacco trade a great service in bringing what to his mind was a demoralized and depressed business into harmonious relations and creating one big company, composed of the biggest of the tobacco manufacturing companies in America. He contemplated his work with pride and delight and this was not diminished when he saw his big corporation march to financial success and develop great prosperity. With the success of Mr. Duke's creation his fortune grew and he was soon numbered among the great magnates of America. He became a power in the banking world of his home State, North Carolina, and owned banks and trust companies and built an estate in New Jersey that for luxurious appointments and palatial magnificence could not be rivaled in America. His Jersey place is still one of the show places of America. He and Thos. F. Ryan were the whole thing in American Tobacco.

The anti-trust agitation developed and grew apace. Mr. Duke's tobacco trust came under fire and was sued by the Government and in due time ordered by the Supreme Court to dissolve. At the same time Mr. Duke's ire increased and in great wrath he began to transfer his interests to the British American Tobacco Co., operating in England and on Continental Europe, and he is understood now to have not a dollar's worth of interest in the American Tobacco Co. In fact he has lived abroad the greater part of the time since the dissolution verdict was rendered. His dissatisfaction with America and American institutions must still rankle, inasmuch as he not only refused to subscribe to the Liberty Bonds, but vetoed any and every suggestion that the banking companies he controlled be permitted to do so. In some well informed quarters it is believed Mr. Duke will become a British subject.—Financial World.

Bottom Facts From Booming Boyne City.

Boyne City, Nov. 12—The greatest sensation of the year was Potato Day last Wednesday, when every store in town was closed and 150 merchants and school boys and girls invaded the surrounding country and hustled out the crops which were still unharvested. That the help rendered and the spirit thus exhibited made a hit with the farmers was shown by the messages of

appreciation which were subsequently received by the local Chamber of Commerce secretary.

Last week was a heart breaker for the farmers. Four inches of snow and freezing hard every night. It was reported last Saturday that there were 9,000 acres of crops not secured in Charlevoix county. The week just passed was, however, ideal fall weather and all the crops are pretty well taken care of, although the freeze of Oct. 22 spoiled a good percentage of the potatoes.

K. Gerrie, the jeweler, is very positive there is a vast difference between handling a potato fork and a watchmaker's tools. Two hours of the former work was plenty—thank you—to demonstrate his spirit if not his brawn. W. A. Hyslop was also perfectly satisfied with a short session with the hook.

Our newly-paved roadways are assuming a finished appearance. Commissioner Dow has been pushing the work rapidly, in spite of the bad weather. While the cost of both labor and material has been very much higher than was counted on when the work was started, the cost has been very reasonable. Next year we will have a complete circuit of good roads around Pine Lake for the benefit of the traveling public.

Hooper & Heaton have begun the construction of a new garage on Lake street, which will be enclosed before Christmas. This is the second venture of this kind that these hustlers have put over this year.

Fred Hays, a long-time resident of this town and who has been local manager of the Eden Cooperage Co., which completed its cut last spring, will leave the coming week for Louisiana, where he will "hoop" it up, as he has here for the past decade.

Referring to a note by your Grand Rapids correspondent a few days ago, we have seen no one in Boyne City who has time to amuse themselves with "Fritz," except the station contingent and traveling men. "Fritz" is a very serious minded personage, who is intensely interested in all public improvements, but condescends to amuse any one whose time hangs heavily on his hands through lack of employment.

We are informed that the work of furnishing the grade of the B. C., G. & A. has been progressing very favorably the past two weeks.

The Northern Auto Co. opened its new garage two weeks ago, and is doing a good business. The manager reports the nasty weather boosted the enquiry for and sale of buzz wagons. Farmers find them both profitable and comfortable. Maxy.

Hints to Credit Men.

Several points of interest to credit men are touched on in the November letter of the National Association of Credit Men. One of these deals with a simple way of helping to reduce office labor and expense, particularly in cases where employes are now in the National service. Of this matter it says:

"Don't file unimportant letters and documents. Have each department indicate upon a letter or document that it is of an unnecessary or unimportant character, for which purpose a rubber stamp could be supplied, and have them filed apart from the important ones. They could be retained for thirty or sixty days—longer, if desired—and then destroyed. In this way two kinds of expenses can be cut down—the cost of the labor of filing and the cost of files, and the office space occupied by them."

Another thing on which the letter touches is the unfair administration

of the insolvent business enterprises by referees in bankruptcy in certain parts of the country. Action on this matter by the Association, taken at the request of members, has resulted in the last year in the removal of at least two referees of this type. The Association advises its members to report cases of unfair administration, together with any evidence on which a complaint or request for removal may be based. Care in assembling this evidence is requested.

The letter also speaks of the fallacy of passing lightly on credits of enterprises with which the names of well-known persons or business men are associated. "Enterprises of a dubious character seek prominent names to lead their lists of officers and directors," the letter goes on, "and too often the well-known man falls for a game that is nothing more than a scheme to trade on his reputation. Too frequently, also, recommendations are handed out for a consideration because they can be traded upon and used as a selling feature.

"When a credit man faces an order it should not be accepted or entertained merely because the name of some man prominent in finance or business is at the head of the concern's stationery. He should, with the same diligence that he would exercise with other orders, ascertain the nature of its organization, the extent of its financial abilities, and pass upon the order more largely because of these features than because of the goodness merely of some prominent name."

Kent State Bank
 Main Office Fountain St.
 Facing Monroe
 Grand Rapids, Mich.
 Capital - - - - \$500,000
 Surplus and Profits - \$500,000
 Resources
9 Million Dollars
3½ Per Cent.
 Paid on Certificates
 Largest State and Savings Bank
 in Western Michigan



THE BANK WHERE YOU FEEL AT HOME
GRAND RAPIDS SAVINGS BANK
 WE WILL APPRECIATE YOUR ACCOUNT
 TRY US!

DUTCH MASTERS CIGARS



Made in a Model Factory
 Handled by All Jobbers Sold by All Dealers
 Enjoyed by Discriminating Smokers
G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS



All Linen Goods Short—Hemp to Be Used.

New York has had the shortest linen market that we have seen in many years. The goods are scarce and the middle class consumer is the one that will be inconvenienced. Even the union and all cotton goods will not round out the amount necessary for New York alone without sparing it. Consumers bitten with the saving fever will make any quantity answer, but it will not be as of yore. All over the country the stocks of linens and of their many substitutes are of the same condition. Imports of linen are hardly worth repeating; all-flax goods are rarer than "angel's visits."

We are not alone in our being deprived of "real flax" goods, and while we are not weaving flax for the Government we do conserve on other work and material, knowing that all is necessary. The Irish mills are all more or less on government work; this requires all but very limited orders, so the commercial comes next, and we ordinary buyers take what we can get.

Ireland had expected a supply of Russian flax in good time, but the trouble now at Riga will probably cut this supply off partly if not entirely. Flax grows in Russia in Livonia, Courland, North and East of the district now as a disputed point and out of all of this area we hope for flax. The Riga crop was ready for harvesting, and it is nip and tuck between the Russians to destroy it and the Germans to secure the crop of growing flax. No improvement is held out from any other land, although the women could handle the crop, as they were well capable of doing.

The brownish linen so much used for anything below the "pure" linen cannot be had, but Italy will send tons of hemp yarns to be used; the fabric thus evolved is not half bad, but can not be bleached, cutting it off from staple household purposes. Prices are higher than was expected, and we are told to wait "until the situation improves." Manufacturers are loth to accept many orders, as they do not know just what the production may cost them. Those fortunate in having cloths on hand find buyers willing to pay a big increase; they are ready to take all they can at any within reason prices.

The occupation of Riga brings the war close to the area occupied by growing white flax which is liked by the spinners of Scotland. Canvas is made of white flax, and in further trade it is mixed with brown flax and used for tent duck. During the past three months New York importers received little of union and flax linens.

In the retail stores stocks are a sham, as they are eaten into badly. Broken allotments do not allow for much choice, and the retailers deserve credit for the showing they are still making in the linen departments. As fast as new goods come in they are sent out to fill waiting orders, but the importers seldom fill up on even one item with any surplus. Reserve stocks are now counted in as relics of the "good old days."

The retailers have had several linen sales of remnants and perfect high and medium grades of linen, making a good showing even though the stock was high in comparison with a year ago and low as it will even be a month from now. The sales introduced more union and cotton damask to the public, and while they are winning their way from price and scarcity of other goods, they will never replace the glistening, snowy linen of Ireland, France and Belgium.

The Thanksgiving sales will soon follow; not much stock back of the samples, but the retailers are combing the market for goods and the importers deserve credit for keeping up the supply as well as they have tried and succeeded in doing.

The Government has been enquiring about plain linen for airplane cloths, as there is much difficulty wound about the silk question. Our Government is experimenting with various materials, as the strain must be tremendous. Every new purpose that linen is taken for is felt in the price and quantity, but it must be done. The British government is discussing a change in the manner of licensing the exporting of linen goods; if this is done it will probably relieve the importers here. There seems to be a feeling that by the new plan devised that the speculative buying of houses not known until recently as large buyers of linens will cease or be kept down. Cash buying may control for a time, but there are other things to be considered in business.

In the sales lately had in New York the table linen was sold in sets so far as possible. Broken lots sell readily at any time, and when they are freely shown the sets do not sell as well. Usually the holidays mean gifts of table linen, but this year the interest seems centered on knitting bags of gay ribbon or cretonne and hand knit articles. It is wonderful how attractive the retailers are able to make the linen department with the contracted stocks that they must have, but they accomplish it.

Flax grows about three feet in height and is a very pretty flower when in bloom. We grow it in this

country for its seed, linseed for the oil used in mixing paints and varnishes. The flax retted in the river Lys in Belgium is the finest known. After the weaving the bleaching used to be in the open air, but many goods are now bleached by artificial means. At an exhibition held in London in 1851, one pound of linen yarn was shown so finely spun as to measure 228,000 yards, or 130 miles. Very fine linens used to be spun on the hand spinning wheel.—Dry Goods.

President Suspenders
for comfort

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

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

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Comprising 1,750,000 names—
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information on each name—
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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

SOMETHING PRACTICAL Have You Seen It? A Non-Breakable Doll

You will profit by showing this BABY DOLL in your HOLIDAY DISPLAY.

These Dolls—dressed complete—to retail for 50c to \$1.00.

Call and see them, or will be glad to submit samples.

Quality Merchandise—Right Prices—Prompt Service

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

cMc 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



The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

Dealings in Broad Silks.

Again last week buyers for broad silks confined themselves to a great extent to such filling-in business as was needed to carry them through the immediate future. They were not inclined to place any large commitments far ahead until the price situation has become more settled.

Sellers, on the other hand, made no attempt to force their goods on the market. There was little or no price cutting to get business. The practical deadlock in raw silks, which has obtained now for some time, it is felt will have to come to an end soon, and manufacturers do not wish to be loaded down with orders at present prices should they be forced to pay an increase for raw materials.

There is talk here and there of an advance in prices shortly in some of the more popular weaves, and in some quarters a scarcity is predicted for January and February. Buyers, however, do not seem to place much confidence in these reports, and are holding up a lot of their business for price concessions.

The prospects for the coming spring season are looked upon in all branches of the trade as particularly good. Styles favor silks, and enquiries from cutters and others are plentiful. Satins, taffetas, chiffons, and the crepes are most in demand just now and, for spring, silk jersey, foulards, and other prints continue in the lead.

Hosiery Unchanged.

Cotton hosiery is moving conservatively, and no new steps are being taken regarding the future. Agents report that there is still considerable spring business to be collected from many sources and no one is thinking of fall business except on woolen and cashmere goods.

The price trend among knitters is still an upward one. Many of the smaller mills of Pennsylvania and the South are picking up any opportunity that comes their way for an advance. Agents find that unless this course is tempered with reason it leads them into difficult positions.

An example in point is to be found in women's mercerized goods. Some of the extreme figures placed on this merchandise recently have had to be revised into line with the rest of the market. Manufacturers must not get the idea that distributors will pay any price simply because they have taken quietly to abnormal advances. It is a notable fact that many large organizations have done all they can to keep prices down.

Wool socks may be opened at any time. Mills are also ready to open cashmere hosiery. Production available to the civilian trade on both of these lines for 1918 seems much reduced.

Millinery For Spring.

For early spring wear, according to the bulletin of the Retail Millinery Association of America, the opinion is expressed here that satin hats with touches of braid in high colors, or satin hats combined with velvet, will be quite the vogue. For immediate use white hats are coming to the fore. Sometimes they are of white satin

combined with white panne velvet, while others show white satin with facings of black velvet.

White bengaline, a material that has not been used for some time, is coming back into style. It is seen here in hats made entirely of this material, as well as in hats that combine bengaline with black velvet facings. All of the bengaline hats seen are tailored effects, and are trimmed with seal fur, balls, pompoms, and bands. Bustle hats in white panne velvet with gold trimmings are seen, as are white panne velvet shapes, combined with silver cloth and trimmed with small silver flowers.

The bulletin also says that fur and fur combination hats are doing well in the high-priced goods, while in hats to wholesale at \$36 a dozen there is a demand for French helmet effects in panne velvet combined with satin in white and colors. Nutria fur is used to decorate the edges.

As to Wool Conservation.

Washington, Nov. 12—The Commercial Economy Board of the Council of National Defense announces that all branches of the woolen cloth and of the clothing and garment industries are now co-operating in carrying out the wool conservation programme undertaken by the board last summer.

The campaign was initiated to forestall a threatened wool shortage. The board asked the cloth manufacturers to produce fewer designs and to use reworked wool or cotton mixtures as far as practicable, and the men's and women's garment makers were asked to avoid unnecessary multiplicity of styles and to leave off features which violated the principle of economy in yardage. The board has been in conference or correspondence with thousands of representative men in the trade, including woolen and worsted manufacturers, wholesale manufacturers of men's and women's garments, merchant tailors, tailors to the trade, men's fashion plate publishers, retail clothiers, makers of women's styles and patterns, dress-makers, women's tailors and women's garment retailers. As a result, leaders in all these lines have pledged adherence to the programme. The amount of the wool savings cannot be estimated, but it is already large.

The board has carried on the campaign without power of legal compulsion. The industry has responded voluntarily and heartily to the appeal for co-operation in meeting a National emergency.

Velvet Market Active.

Buying for immediate delivery for velvets and velveteens is reported to be very active. The popularity of these fabrics this year for use in suits and dresses is said to have gone far beyond the most sanguine expectations of mill agents. Unlike other seasons, many brilliant colors have been sought this fall. The millinery trade particularly has been a large buyer, and in some of these shades there is said to have developed a scarcity which may not be relieved for some time. Mills are working overtime with what help they can get in an effort to keep pace with the demand, and have managed to make deliveries, with but few exceptions, within the time specified.

Underwear Scarce.

Manufacturers of cotton ribbed underwear have been running largely on

Government order lately. Several of the large New York State mills were approached by Government agents last month and a solid four weeks' production requested. It is understood that this was done in order that the deficiency in winter weight underwear for the army be made up at once. The obtainable supply of woolen and worsted goods has not been sufficient.

Sellers foresee a scarcity of merchandise for the civilian trade of which many jobbers are unaware. Army business is being placed quietly, and it is said that only those intimately connected with the operation of buying these goods realize the immense amounts under order and likely to be consumed during 1918.

The general market is quiet with rib and fleece mills slow to take steps for late 1918 deliveries while conditions remain as bullish and uncertain as they are now. Spring goods are strong and likely to be in steady demand.

Sign Regulation in Panama.

The City Council of Panama has issued a decree that in the future no signs or advertisements will be permitted in public places unless the owners sign a contract with the municipality for their display. Commercial signs in front of places of business are excepted from this ruling, but they are to pay a tax of \$1 a month. Payment of this fee in advance will reduce it to \$10 a year. All signs displayed in public places

must bear a stamp showing compliance with the decree, and must be in Spanish. The text in a foreign language, however, may be placed directly under the Spanish wording, if desired. The display of signs, posters or advertisements containing mistakes is prohibited and is penalized by fines.

Men Taking Better Suits.

The demand for men's suits this fall, say authorities in the trade has been much better than many retailers had expected or were even prepared fully to meet. Those merchants who favored the cheaper lines in their original orders have since been coming back to market for more of the better stuff, and the proposition of moving all of the low-priced garments is in many cases worrying them. "Business on the whole," said one prominent manufacturer, "has been very good this year, and things are lining up very nicely for spring."

An Irishman employed in a large factory had taken a day off without permission and seemed likely to lose his job in consequence. When asked by his foreman the next day why he had not turned up the day before, he replied: "I was so ill, sir, that I could not come to work to save my life." "How was it, then, Pat, that I saw you pass the factory on your bicycle during the morning?" asked the foreman. Pat was slightly taken aback, then regaining his presence of mind, he replied: "Sure, sir, that must have been when I was going for the doctor."

SERVICE

QUALITY

Not Merely Immediate Shipment

The whole spirit of this house is real service, bigger, broader, more complete and comprehensive than you can imagine.

Not only quality goods, priced right—not only orders shipped at once—not only complete stocks to select from—far more than this—

Real Service of Quality

helps you grow bigger.

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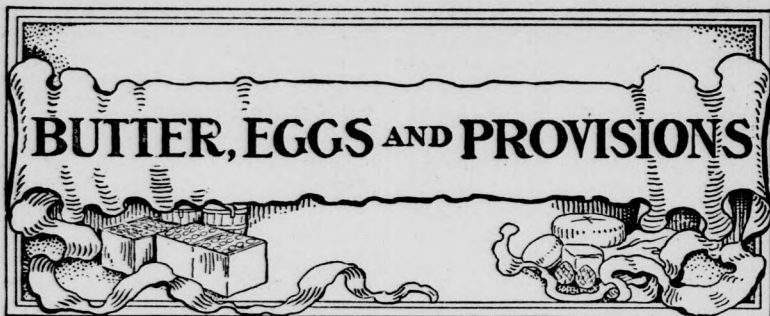
Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

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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.

Uncle Sam Will Probably Shave Tomato Prices.

That the Hoover plan of licensing promises to be effective in producing lower food prices, at least to the extent of eliminating the speculative element from prevailing prices, is growing more and more evident every day in the trade. Nor is there any disposition to deny that in the past most of the high prices have been due to the speculative advance in values; not necessarily speculative in that a holder exacted the tribute, but because scarcity or demand created the enhanced value as actually prevailing in replacement cost.

There is little doubt that the actual cost of canning, especially of tomatoes, was about what the packers estimated 'way back last February, when they made their future prices, save for the advance in tomatoes which was imposed by the farmers out of their own whimsical business morality during September and October. Everyone knows that they jumped contracts at pleasure and sold their contracted products at prevailing market prices. But even that rise has not justified, in the opinion of most of the jobbers, any such prices as packers have been demanding, as contrasted with the future contract prices.

Ever since it became known that Mr. Hoover proposed to disregard replacement values in determining the fairness of prices there has been an opinion that as soon as the Government really got to it, the costs of packing would be looked into and that lower prices would prevail. This has caused the reluctance of some jobbers to buy at packers' recent asking prices. If Mr. Hoover meant what he said, there was a feeling that no such prices could long obtain.

The expected is about to happen. Uncle Sam has been looking into tomatoes and other canned products with a view to learning just what the right prices should be. It was commonly accepted that whatever price Uncle Sam named would become the ruling price—or an influence in price making—just as his preliminary price of \$1.45 was taken as a basis months ago and prevailed for a long time until the bad weather and poor crop scare set it.

Farmers undoubtedly got fancy prices for their pack, but no one in

the camp of the buyers has felt that tomatoes were actually worth \$2 a dozen. It didn't figure right and the feeling was that the packers were taking advantage of the uncertainty. When short deliveries became the order of the day, these suspicious were more than ever confirmed, and everyone awaited with some anxiety the investigation of the Government into the price. As already stated in these columns, it was also thought that investigation would ensue into the reason for short delivery and whether any such shortage in delivery as prevailed was justified. With its own governmental purchase of 12 to 16 per cent. as a basis, the Food Administration had ample groundwork on which to predicate some figuring as to what became of the pack.

Reports are to the effect that this investigation has decided that the fair price for No. 3 standard tomatoes should be about \$1.70, which fact will be promulgated in a day or two. Enquiry in the local trade yesterday found everyone who should know very reluctant to admit anything, but no doubts were cast upon the correctness of the round about report. In fact, it has been forecasted in some degree by the recent decline in asking prices, aggregating about 15 cents a dozen, but neutralized in effect by the freight scarcity and the enhanced demand for actual New York goods.

There is still room for the guessers as to what will happen if Uncle Sam finds that the packers have been "playing 'possum" in the matter of deliveries. If it is true that packers have been holding back goods to profit by the speculative advance in spots and they expected to cash in at about \$2, they will find their little airship badly punctured by the finding of Uncle Sam that \$1.70 is a fair price. In fact it may force a temporary reaction in the form of a disposition to call back some of the pleadings of the jobbers a few weeks ago for tomatoes at from \$1.75 to \$1.85, and if Mr. Hoover should find ground to prosecute the packers interesting action might ensue.

Of course the intrinsic value of tomatoes or other products will not be materially changed because there is undoubtedly a short pack, speaking generally, and it is probable that the packer will find a waiting market at profitable figures for all he wants to sell, but knocking out the great wave of wealth that has been the canner's dream will be a sad blow to the manipulators and probably force a lot of goods on the market.—N. Y. Commercial Bulletin.

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Store Fixture Co., Inc.
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 BUY AND SELL
 Used Store and Office Fixtures

Turkeys
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 Telegraph, phone or
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 CAR LOT SHIPPERS

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Write or telephone when you have anything to offer

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Car Lots or Less

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M. PIOWATY & SONS

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

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

One Who Keeps Heart.

New York, Nov. 12—Now that the hysteria over the Italian reverses has about subsided, let us take a serious view of the situation and its possibilities. No one denies the value of Italy as a factor in the war, not even the Germans. We all know what efforts she took, what inducements she offered Italy in return for her absolute neutrality. L'Italia Irredenta, long coveted, was to be the prize for her alignment with descendants of Attila and Genseric. But those who shaped the destinies of Italy knew the ultimate choice which their land must make.

The entrance of the Germans into France caused calamity, but not so much as when they began to approach Paris with an almost certain prospect of taking it. When the French realized that once again their beloved Paris was to fall into the hands of the Huns, they came to their true senses as to what they had to contend with. And Catholic, Protestant, Jew, and atheist as well as royalist and republican joined hands with one solemn bent, that of repelling the invader. The result was the Marne!

Italy had not been entirely a unit as to this war. Let us not labor under any delusion on that score. The Socialists viewed the matter in the usual light, the Clericals were somewhat on the fence in some matters, and those Italians who had profited by the German exploitation of Italian industries were none too keen to have Italy get into the fray. All of these divided elements had to disappear or Italy was to be at the mercy of the Germans sooner or later. The German propaganda in Italy would have only one result for Italy—defeat and humiliation. Was it to be?

The invasion of the Friuli is not a defeat, nor a disgrace, nor even a repulse! It is the decoying of the Germans into the open. It is to be the best thing that has happened to Italy, for it has caused the Italians to come to the defence of their native soil, not the Italia Irredenta alone! With the prospect of Venice, or Milan, or Ferrara, and other monuments of a golden age, meeting the fate of Liege, the valiant sons of a united Italy will fight the Hun with renewed ardor, not on the snow-capped peaks of the Carnia, but in the open fields of the Friuli, where they can again show the world that the spirit of Garibaldi still lives.

Let not Americans of Italian extraction nor the Italians in the United States who are still subjects of Italy feel that the United States or its Allies are blind to Italy's urgent needs. They have been so, perhaps, but the public is not always informed of the reasons for many apparent neglects and will not be until diplomacy is an open book. As chairman of the Italian committee on the Liberty Loan in this district, I am in a position to know to what extent the Italians have responded to the appeal of this country for support of its financial programme. And the response from Italians has come not from citizens alone, but from aliens who knew that in aiding the United States they were aiding their beloved Italy and her Allies, in their fight for humanity and democracy.

Festina lente. Let us not despair. The Italians are united in Italy and the Italians of the United States will be all the more united in the sacred bond of sympathy for the land which gave them birth. They will support their adopted land with renewed vigor. Let us remember that, as in the days of her youth, "L'Italia fara da se," Italy knows her part and let us have no doubts on the score that she will give a good account of herself.

Luigi Criscuolo.

New Produce Regulations.

Eliminating unjustifiable sales from one wholesaler to another, stopping

speculation in "futures," and having butter, cheese, eggs and poultry handled in the most direct route from producer to consumer are the chief objects at which the new produce rules of the Food Administration's licensing system are aimed.

One of the fundamental purposes of these rules and of the entire system of licensing is to get the largest possible share of the consumer's dollar to the producer." In these words George E. Haskell, dairy expert of the Food Administration, sums up the means by which the farmer will be benefited.

The licensing system which went into effect November 1 does not apply directly to farmers or farmers' organizations and is directed chiefly at wasteful and unfair practices in the handling of food products between the producer and the consumer. But with such practices stopped or diminished, the producer is expected to benefit in several indirect ways. One is a greater public demand as the result of reasonable prices to the consumer made possible by a less expensive distributing system. Another benefit will be the confidence of the producer himself resulting from the fact that his products are being handled in a distributing system under Government supervision.

Patent on Crisco Held Invalid.

On the ground that the patent under which "Crisco," the widely advertised food product manufactured by the Procter & Gamble Co., of Cincinnati, is produced, contained nothing novel at the time of its issue, the United States District Court for the Southern District of New York has held that the patent is virtually worthless.

The case in which the question was decided was one brought by the Procter & Gamble Co. against the Berlin Mills Co., manufacturer of a food product known as "Kream Krisp," alleging infringement of the "Crisco" patent. The products, it appears from the court's review of the facts in the case, are similar in a general way, and contain similar ingredients, although in different proportions. However, on the showing made by the complainant, and the facts brought out at the trial in connection with the research which developed "Crisco," the court held that the Burchenal patent, secured by an employe of the company and assigned to the company, showed no new invention, but merely carried to a logical conclusion certain work done by E. C. Kayer, who was employed by the company for a time, and whose process, it seems, was subsequently taken over by the defendant company.

The decision is based on a technical analysis of the products whose composition was in controversy, both as to the materials entering into them and the quality of the product in finished form. No question regarding the trade-names of the two products was involved. The really significant part of the case lies in the fact that under this decision, the Procter & Gamble Co. has no exclusive right to the manufacture of lard substitutes

similar to "Crisco." An appeal to higher courts is probable, however, in order to secure a final adjudication of the matter.

Keep Turkeys Until Mature.

This year's turkey crop has been so slow in maturing that the U. S. Food Administration is urging farmers to withhold the birds from market until fully fleshed. W. F. Priebe, poultry expert of the Food Administration staff, states that the average young turkey will weigh from 10 to 15 per cent. more on December 15 than on November 15 of this year. "Turkeys are unlike other poultry" Mr. Priebe explains. "Chickens can be fattened at any time, but a turkey does not take on much flesh until it has nearly reached maturity. Then it gains in weight rapidly."

Feed is now abundant in most of the turkey raising areas and to place immature birds on the market means the loss of a large potential supply of turkey meat at a time when it is needed to substitute for the beef, pork and mutton that we must export to feed our army and our Allies. The rapid gain in weight which turkeys make after reaching maturity will more than compensate growers for holding them the additional thirty days.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

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.

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



Watson-Higgins Mfg. Co.

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Merchant Millers

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New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

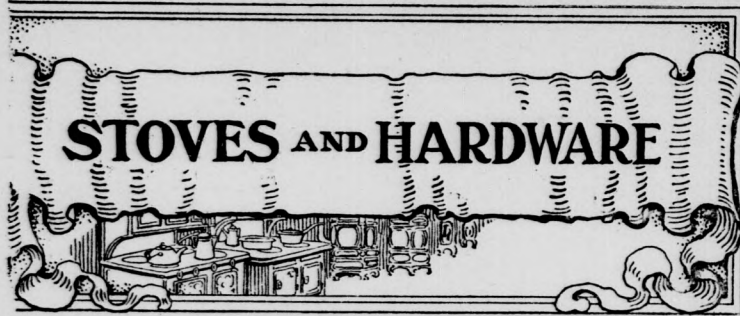
PEANUT BUTTER

CAN BE COMPARED TO COFFEE AS TO QUALITY

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

Perkins Brothers, Inc.

Bay City, Michigan



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

Organize Early to Stimulate Early Holiday Trade.

Written for the Tradesman.

Although Thanksgiving Day is still a couple of weeks distant, with many astute hardware dealers the Christmas holiday campaign is already tacitly under way. The windows may not yet be "talking Christmas." The holly and Christmas bells may not yet have made their appearance. But none the less, the big drive of the year has actually commenced.

Coincidentally, Christmas shoppers are also busy. I know quite a number in my own town who had done most of their Christmas buying by the first week in November. Present day conditions are such that wide-awake minds realize without being reminded the need of shopping early; and it needs only a comparatively gentle reminder from the retailer to start things moving generally.

The wide-awake hardware dealer is now organizing his forces to handle the Christmas trade.

One item of organization, that of buying the stock, should have received attention long ago. In other years, buying could be left until comparatively late and still leave a fair chance of getting in a rush order at the last moment. That wasn't good business, of course; but merchants did it. But now the merchant sees to it that his stocks are secured early.

Coincidentally, careful buying is also essential under present conditions. The merchant must figure his needs closely and accurately. This is where intimate personal knowledge of his community and its business possibilities plus careful study of the lines being offered and the current prices will help immensely. Specific, accurate knowledge of all phases of buying and selling was never worth so much as it is now.

To handle the Christmas selling campaign efficiently and successfully demands close attention. It is good policy to induce early buying. Early buying spreads the campaign over a longer period, and mitigates the strain of the last-minute rush. It makes for greater satisfaction all round. Customers get better service, and salespeople undergo less strain.

A first essential in inducing early buying is to start selling early—to show Christmas goods well ahead of time. Thus, many merchants start their actual Christmas selling, Christmas advertising and Christmas win-

dows right after Thanksgiving. But even before the Thanksgiving holiday, the special Thanksgiving advertising is made a sort of "lead" to the bigger holiday campaign that is to follow.

Thus, one merchant makes a feature of a "brighten up for the holiday" display. Here is the idea. It is getting late for exterior painting. But there are many visitors coming home for Thanksgiving. Why not brighten up the house inside for their benefit? So the merchant puts in a window display showing just what he has in the way of floor finishes, wall tints, enamels, varnishes, brushes, etc. which can be used in touching up the bare spots of which there are always a few in the average house. He takes the same line in his newspaper advertising; and in addition gets out a circular letter to householders urging the need of brightening up the home for the coming holidays. One significant line is:

"Thanksgiving is coming—and right after comes Christmas. Now is the time to brighten up your home for your visitors. Now, before you get too busy to even think about it. Before you buy, come in and get our suggestions anyway. Our advice doesn't cost a cent. Our experience is at your service. Let us help you right now."

Immediately following Thanksgiving, the Christmas advertising and the Christmas window displays can be started. "Only twenty-one more shopping days until Christmas" then becomes the slogan. Displays should be changed frequently, seasonable lines well displayed inside the store. Christmas decoration used to give a seasonable touch to everything.

Now is the time to organize this campaign, however, and to work out on paper such of the various details as can be calculated in advance.

For instance, you can decide and note down what lines you intend to feature in your window displays from time to time. Look up the clippings, notes and ideas you have stored away in your desk or clipping file. Knowing what you want to feature, you can with the aid of material of this sort, plus your own ingenuity, outline on paper a series of good, pulling displays.

Of course, after you get the displays outlined, new ideas are bound to occur. If they do, just work them in where you can; or if you can't work them in this season, jot them down for use next Christmas.

The same thing holds true with regard to your advertising. You can sketch in outline, and even write out

Sanitary Cloth Window Ventilators

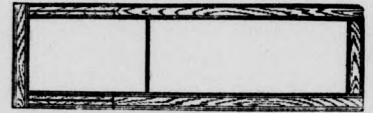
Continental Sanitary Window Ventilators

Fresh Air Without Drafts, Dust, Rain or Snow



For Bed Rooms, Living Rooms, Bath Rooms, School Rooms, Hospitals, Offices, Etc.

They Keep Out Dirt and Dust Rain or Snow



Fresh Air Without Drafts

Made with Special Woven Fine Mesh Buff Colored Cotton Cloth
 Packed One Dozen in a Crate
 Imprinted Circulars Furnished Free

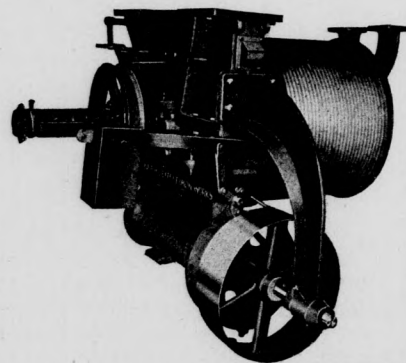
MICHIGAN HARDWARE CO.
 Exclusively Wholesale GRAND RAPIDS, MICHIGAN

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.



Leitelt Elevators

For Store, Factory Warehouse or Garage

Built for Service

Send for proposal on your requirements

Adolph Leitelt Iron Works
 213 Erie Street Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES AND Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,
 Freight Traffic Manager,
 Detroit, Michigan

in full, a large part of your advertising copy long before the Christmas selling campaign is actually commenced. You have more time for the work now. A month from now you will be pressed for time, and the preparation of advertising copy is apt to be slighted.

So, too, with circular letters, if you use them. Get your ideas in shape now, while the holiday season is still a long way off.

Then there is the store arrangement, which merits some thought and attention. You will probably need some extra help. See to that important point right now. Later on, it will probably be exceedingly difficult to secure any kind of help.

You will need price cards and show cards. Most of these can be prepared in advance. Decorations can also be planned ahead of time and the material secured. The delivery system, which is bound to be overtaxed even under the most favorable conditions, should be looked after. It will pay to spend a little time "coaching" and training your extra holiday help.

In short, the shrewd merchant will look right now to getting out of his way every item of preparation for the holiday selling that can be attended to beforehand. There is a lot of this work that can be done now, and for which there is more time now than there will be in a month from now.

Of course it is easy to say, "Christmas is a long way off. There's no hurry for a day or two." But it's a lot more pleasant to have things well planned ahead, to have your campaign organized, and, when the period of real stress comes, to feel that things are running smoothly; yes, are running with a smoothness you never experienced before.

Victor Lauriston.

The Thing That Pays the Best Dividends.

I am the foundation of all business.
I am the fount of all prosperity.
I am the parent, most times, of genius.
I am the salt that gives life its savor.

The rich who try to do without me deteriorate, languish and usually fill premature graves.

I am the primeval curse, yet a blessing that no healthy man or woman can be happy without.

Nations that woo me ardently rise; nations that neglect me die.

It is I who have made the United States what it is to-day. I have built her matchless industries, opened up her rich minerals, laid her incomparable railways, reared her cities, built her skyscrapers.

I have laid the foundation of every fortune in America, from Rockefeller's down.

I alone have raised men up from the ranks and maintained them in positions of eminence.

I am the friend and guide of every worthy youth. If he slights me, he can have no enviable end.

I am the sole ladder that leads to the Land of Success.

Sometimes men curse me, seeing in me an arch enemy, but when they try

to do without me life turns bitter and meaningless and goalless.

I must be loved before I can bestow my greatest blessings and achieve my greatest ends. Loved, I make life sweet and purposeful and fruitful.

Fools hate me; wise men love me.

Savages, some rich men and many rich women shun me—to their undoing.

The giants who fill the presidential chairs of our railroad systems, our great industrial organizations, our institutions of learning, almost without exception, owe their place to me.

I can do more to advance a youth than his own parents, be they ever so rich.

I am the support of the millions; indirectly, the support of all.

I am the creator of all capital.

Wealth is me stored up.

I am represented in every loaf of bread that comes from the oven, in every train that crosses the continent, in every ship that steams over the ocean, in every newspaper that comes from the press.

I am more zealously cultivated in America than in most other countries, especially by men of wealth.

I am sometimes overdone—voluntarily by the ambitious, involuntarily by the oppressed and the very young.

But in moderation I am the very oxygen of the ablebodies, even though some, sure of my constancy, look upon me as loathsome. A little taste of my absence quickly brings them to their senses.

My followers among the masses are becoming more and more powerful every year. They are beginning to dominate governments, to overthrow anachronistic dynasties.

I am the mother of democracy.

All progress springs from me.

The man who is good friends with me, who is not afraid of me, can go—who can tell how far?

Who am I?

What am I?

I am Work.—B. C. Forbes in N. Y. American.

Yourself as a Part of Salesmanship.

"Yourself" is not just so many pounds of flesh and bones wearing appropriate clothing. If it were, then any man of equal weight and dimensions, wearing the same clothing, could be you.

"Yourself" is a collection of habits—habits that were born in you, habits you have cultivated, and habits you don't know you have.

Take a list of your good habits—the little ones which are matters-of-course with you, and note which ones you postpone occasionally.

The habit of shaving every morning, for example, is a good habit. No man can shave himself without following it up with clean linen, brushed clothes, a shine, and a smile which begins at his heart and spreads out.

Omit the morning shave, and you have not only discounted your appearance for the day, but you have discounted your efficiency for the day.

No use talking, the individual who makes a habit of looking efficient is

cultivating the habit of being efficient.

Stop to think of it. The success of every institution is built upon a combination of individual selves.

No man can help make an organization greater, better, more successful and more efficient without making himself the same.

Enthusiasm is a habit, belief, persistency is a habit, politeness is a habit, salesmanship is a habit.

And these, by the law of nature, have their complement, which is that of making confidence, satisfaction, appreciation and buying a habit on the part of the customer.

Which is as it should be—and as it must be, when you make "yourself" of the best of yourself.

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.



"Sunbeam" Harness and Horse Collars

We use only carefully selected leather and the very best grade of trimmings. Our manufacturing facilities are unsurpassed, which enables us to offer a product that has unusual MERIT.

Owing to the extreme scarcity of all materials, it is imperative that dealers place their orders early. While we are making every preparation to keep up to our orders, but in spite of any service we can give you, you will be disappointed unless you anticipate your probable requirements as far in advance as possible, and specify early shipment.

We will appreciate your inquiries and orders.

BROWN & SEHLER CO.
Home of Sunbeam Goods
GRAND RAPIDS, MICHIGAN

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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



OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

Sand Lime Brick

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

Brick is Everlasting

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

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

THE HIGH COST OF PROGRESS

EVER since the friction match came into existence, there have been imitators. Some of them were content, after having made a match that would light a fire, to "let well enough alone." No wonder they didn't progress beyond the "just as good" stage.

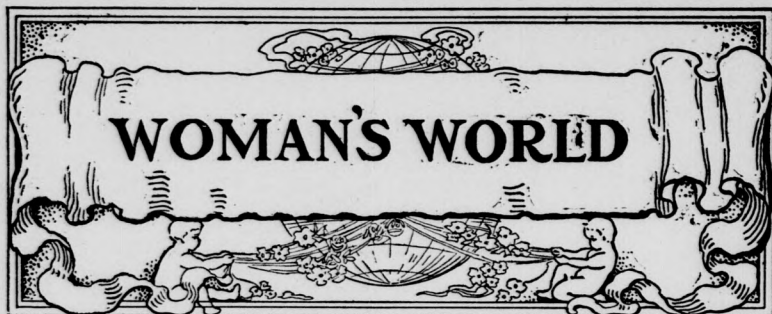
But this company has never been satisfied, even though its product was the "standard" by which imitations measured their shortcomings. Even though it has produced the only match ever awarded a gold medal for proved safety and efficiency, the

SAFE HOME MATCH

We are still spending more money than all other manufacturers of matches combined in an endeavor to improve our product, our methods and the condition of our workers—for the benefit of the world at large.

There's a "DIAMOND" match for every need, every trade, and every price, and every one of them represents in its class the same effort at perfection and leadership. The grocer who pins his faith to "DIAMONDS" can rest content that he is selling his customers the best match that money, care, science and 40 years of experience can produce

THE DIAMOND MATCH COMPANY



Necessity of Cleaning Out the Neglected Places.

One day not long ago I went house-hunting with a friend in the small suburban town where she lives. The search took us into the houses of some of the well-to-do folk of the community, and we saw what their own neighbors seldom see—the real inside of those dwellings. For we went from cellar to attic in each of them. As we came away from the last of them, which as you saw it from the street appeared one of the most attractive houses in the whole town, my friend said to me:

"Well, I don't know that we have found the house we want; but one thing I do know: From this time on my own attic, cellar, closets, kitchen, and doorsteps are going to be clean and orderly if I don't have a rug or piece of bric-a-brac in the house or a velvet dress for my back. I have seen things this day that I would not have believed without the witness of my own eyes."

Such showy drawing-rooms we were ushered into, in houses where the front door-casing was smeared with dirty finger-marks? Such dining-rooms, filled with elaborate plate and china and glittering glass, ten steps from kitchens that reeked with greasy odors and stood grimy with ancient layers of neglected accretions! Such hallways, replete with gilt furniture and statuary, hinting nothing of filthy cellars, musty closets, and attics cluttered with the dusty relics of all the past ages of man!

Now, a busy woman has to plan her work carefully, and there are many things that she must ignore and neglect because she has neither time nor strength to see them through; but there are some things that are her especial business; it seems to me that no outside claims upon her time are valid if they are to stand as excuse for a house dirty except in the showy parts, and unwholesome and full of rubbish. These are matters that relate to the health of her family, and in the long run neglect of them really makes the housekeeping harder.

Whatever may have been the case in normal times, it is now a fact that such conditions belong in the category of the inefficiency and waste against which we are all conscripted to do battle. In that cellar and attic of yours are there not things long since forgotten that ought to be brought out and sold or given away or repaired or otherwise made use of in place of new things that otherwise you might have to buy? Do you know what is in your cellar or your attic?

It may take a little time, especially if you have been neglectful, to clear out that cellar and that attic; but once you have it done and keep your resolution to have an eye on them hereafter, you will find it easy.

Do you realize that the mere matter of freeing your house of places for the thriving of vermin and germ disease has now a relation to the National situation? Doctors and nurses are not so plenty now; thousands of them have been drafted or have volunteered for war-service. You must do your share to keep the community clean and wholesome. In one of those fine houses that we visited we found four barrels of decaying vegetables that must have been in that cellar not less than two years. Suppose you take a half-day every week for a month; go over everything in your attic; give away ruthlessly or sell every single thing that you do not see definitely a way to use or have a clear reason for keeping. Then brush down the walls, mop the floor, have the small windows washed. Go through the cellar in the same fashion, and at the end have it all white-washed. See how virtuous you will feel.

Do not keep a lot of clothing with the vague idea of some day using or making it over, unless there is something really very handsome or of such exceptional quality that you feel you must await a return of the fashion, or that you may use it for a costume party or something else quite out of the ordinary. Practically speaking, you will not use it again; it will only serve as a nesting-place for moths; it can be used now by some clever friend of yours in more straitened circumstances, or sold, if you please, for the benefit of the Red Cross or some other activity that you want to help.

Broken furniture should be gotten out of the house at once, unless you definitely intend to have it repaired and restored to active use. But look it over carefully before you let it go. Even small pieces of mahogany or other fine woods are wanted by cabinet-makers. Nine-tenths of the contents of the average attic ought to be disposed of forthwith. All the more if the children play there on rainy days; dust and clutter are bad for them in every way.

Closets do so love to gather old and useless things! Some women are so reluctant to part with clothing, shoes, hats, and such like that their closets get to be veritable storehouses of unused things that some one would find invaluable. An hour spent once a month or once in two months clearing out the closets will accomplish won-

ders. Closet floors should be brushed whenever the room is cleaned. It is well in the spring, after a good cleaning, to sprinkle the shelves with powdered camphor or naphthaline; this will help to keep the moths away.

Look at your kitchen with the eye of a stranger looking things over with a view of renting or purchase. Is your kitchen sink like one I saw that day—so thick with accumulated grease that you really cannot tell whether it is porcelain or iron or soapstone? Is the wood work so filthy with finger-marks, like that in that same kitchen, that you are almost in doubt what color the paint was? Yes, I know how touchy some cooks are, and how hard it is nowadays to get even poor ones; but have you no tact? That is the place where the food for your family is prepared and kept—are you sure that the pantry and refrigerator are fit for such purposes?

A dirty front or back door, such as we found repeatedly on that house-hunting expedition, speaks to me of shiftless housekeeping inside. We found it so. Invariably we found them the waymarks to filthy cellars, overcrowded closets, and dusty, cob-webbed, neglected attics. There seemed to be a direct ratio between the ornate elaboration of the showy parts of the house and the degree of neglect in the less visible quarters.

It is time for the American homemaker to take thought of the importance of her profession. Many things that have gone by default, negligence that has been covered by the superficial displays of extravagance, luxuries of the material kind that have been purchased at the cost of the treasures of the real life, must give way now for a long time, let us hope forever, to simpler ways of living, to higher and more purposeful efficiency. Some of us have got to come to this perforce of narrowed incomes and increased cost of everything. All of us ought to come to it because after all it is needed for the life worth while.

Prudence Bradish.

Did Not Mean the Same Locality.

Two sisters looked very much alike. One was a widow and the other's husband had gone back to the city, where a terrific hot wave was then in full blast. A young man was deputed to take one of the sisters out to dinner and he drew the widow, thinking he was escorting the other. "Isn't it hot here?" asked the widow.

"Yes," answered the young man, wishing to be consoling; "but I fancy this is nothing to the heat where your husband has gone."

A Real Attention-Getter.

A six-inch cannon made of cardboard covered with black tissue paper helped to make up an attractive window display for a Chicago retailer. The gun was pointed directly at the street, and inside at the back was a wad of red paper. Behind this a lamp flashed every few seconds, giving the impression of an explosion to passers-by.

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
MY SIGNATURE
Paul Skinner
ON EVERY PACKAGE
SKINNER'S MACARONI
GRAND RAPIDS, MICH.

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

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

Successful Advertising For the Small Town Merchant.

The day is past when the retail merchant may insert a two by four card in the local newspaper, calling attention to the fact that he is "still doing business at the sold stand," or has "just received a carload of fertilizer" and expect to get results. His advertising must be so designated that it will present real selling arguments; it must show the prospective buyer how the article advertised is a necessity to his business or how he can, by using it, effect some financial gain.

The most elementary appeal is to offer your prospect some money saving or gain through his purchase. Any periodical you pick up will give examples of bargain sale headings, such as "At Factory Prices," "Discount for Cash," etc. Most sales schemes are directed to this motive of money gain, the only resort of the advertiser who is blindly groping his way. This money appeal offers a big outlet that accommodates supply to demand. Over emphasis to this money motive, however, loses prestige and patronage for your store, especially if your prospect wants utility, quality and convenience, rather than cheapness.

"Dog-in-the-manger" tactics are poor advertising. In planning your copy, never lose sight of the fact that not readers, nor even enquiries, but orders and profits make good advertising. Do not shout merely to interfere with the man in the half-page next to yours. Waste no space, nor money addressing poor prospects. Get an idea of your prospect and of the task your copy must perform; then with all your power, focus your appeal where it belongs. Puns, plays upon words, pretty portraits, these all attract idle readers as sugar draws flies, but this power, applied through real selling appeal, might be reaching more groups of actual prospects.

Keep in close touch with the solicitor of the newspaper. Seek his advice often. With him, the advertiser should come to some understanding as to the page and position for his advertisement and when his copy appears, he should check carefully to see that he is getting what he pays for. The best plan, when using small space, is to specialize on one article or one line of articles in each advertisement. The advertiser should exercise his best judgment in selecting the article to be advertised, using only such as are desirable because of style or price, or some other selling point. These leaders will draw the people to the store and give the clerks a chance to sell them a variety of articles.

I have in mind one firm, a grocery store in Frankfort, which has practiced this plan for the past two years. This young man began business some four years ago with small capital, in a little building and a comparatively meager stock of goods. Predictions varied as to how long he would be in business; some said three months, others going as far as six or eight. He stuck it out, however, barely making ends meet the first year. A num-

ber of people passed him by because he insisted on doing a cash business. At the end of the first year he decided he would try newspaper advertising. Each Saturday morning he would insert a small advertisement, giving special prices for that day only. He stuck to this plan for the next fifteen or eighteen months, each week becoming more convinced of the value of newspaper publicity.

A little over a year ago, he sent for me and told me that he had decided to try daily advertising and asked for a contract and special position. This we gladly gave him, for we felt sure that if we could hold him for three months, he would become one of our best customers. To-day he has the largest business of its kind in Frankfort. From a \$15,000 business, he has climbed in four years to the \$80,000 mark. This statement may seem to you rather absurd. It did to me when I first heard it and I told him so. Careful examination of his books, however, convinced me of the truthfulness of his statements. Frequently his books' figures for the day's business ranged from \$250 to \$700, 90 per cent. of which was in cash.

One mistake the average merchant makes is that in designing his advertisement, he does not make his appeal general enough. He directs it either to men or to women, very seldom to both. Two partners in a men's clothing business were arguing over a piece of umbrella copy, addressed strictly to men. One of the partners claimed that the advertisement should also appeal to women. He insisted that women had often come into the store to buy men's umbrellas. During the discussion an advertising expert happened into the store. After listening a moment, he pulled out a book of advertising data and showed the proprietors that in the judgment of haberdashers in over one hundred towns, considerably more than 60 per cent. of all umbrella sales were to women. This he followed by showing that in the judgment of the merchant's who had gone on record, about 40 per cent. of men's underwear and hosiery, 55 per cent. of their handkerchiefs, 50 per cent. of bathrobes, sweaters and overcoats and 20 per cent. of men's shoes, hats, suits and gloves are generally bought by the ladies of the household. Thus in the wording of their publicity, the partners had been neglecting one-half of their actual sphere of trade.

The most important requisite of successful retailing is to have the right things and to so buy them that they can be retailed at the right prices. No amount of persuasive advertising can bring continued success to the retailer who does not carry a good stock of what the people want, or what they will want when it is properly advertised. Advertising can only bring buyers to the store and if a merchant's stock and prices are not attractive, the force of the advertising is lost. To have good store service is just as important as to have good merchandise. A retailer may make up his copy in the most approved manner, or buy most judiciously and then fail to build up a successful

business, solely because of poor store service.

Another important matter to be considered in the retail business is the delivery service. Many small retailers lose valuable customers simply because of a disinclination or lack of facilities to deliver the purchase a mile or more from the store.

"But how much shall I spend for advertising?" asks the retail merchant. This is a question that must be decided by the merchant himself. The amount to be spent on your advertising is usually determined by taking a fixed percentage of the preceding year's business. A successful Brooklyn store furnishes an excellent example of how skillfully costs of selling may be figured. According to its figures, the cost of doing business is 23 per cent. of the sale. Ten per cent. of this figure covers general store expense, rent, light, depreciation of stock, etc. The remaining 13 per cent. covers the cost of labor and advertising. Now, if labor can be held down to 6 per cent., then the store has 7 per cent. for advertising. Of course, both the sum represented by this 23 per cent. and the profit percentage of the store are added to the cost price of the goods. It should not be inferred, however, from the foregoing statement that 7 is the proper per cent. for all retailers to spend on advertising. The proper per cent. depends upon the character of the store, the volume of its trade, the size of the territory and other conditions. It might be 3 or 4 per cent., or it might be 6 or 8.

Advertising cannot accomplish the impossible any more than barren ground can yield rich crops. But how it does make things hum when the product and proposition are right; the men and the methods above criticism; where there is an honest purpose and an earnest effort from bundle boy to general manager to serve efficiently, to deal honestly, to sell good goods and to price them fairly. Oil up the machinery of your business, imbue your organization with the spirit of true service. Make your business worthy of the good will, the confidence and the patronage of the people. In this fertile field then, sow the seed of advertising and it will bring forth abundant fruits in an increased business and augmented prestige. Wm. G. Simpson, Jr.

Attentiveness Wins.

"One of the very best ways to ensure the future patronage of a customer is to make him feel at home when he comes into your store," says a Kalamazoo dealer, whose ability to corral trade makes his advice well worthy of consideration.

"We make special effort to become at least fairly well acquainted with each individual who honors us with a visit; we want to be able, as soon as possible, to address him by name. The clerks all understand what is expected of them along this line and are doing very commendable work.

"There is one little practice we have adhered to in late years which I believe is productive of much good—that is, for as many salesmen as possible to speak to each customer who comes in.

"For instance, Mr. Brown enters the store to buy a traveling bag. John meets him at the door with a pleasant 'Good morning, Mr. Brown,' and proceeds to attend to his wants; then while Mr. Brown is waiting for change, I approach him with a cheery salutation, enquiring concerning the family health, or something else in which he is interested; on the way out, Fred, who is stationed somewhere along the line, speaks to him and invites him to call again.

"This makes a man feel that he is welcome and his business appreciated."

If you lack confidence in your goods, you may be sure that lack will be discovered by your customers, who will develop the same feeling.

Fiegler's

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



Sample Line of Goods Without Salesmen.

New England shoe manufacturers have found a satisfactory method of covering their territories with fewer salesmen. In view of the present difficulties in many lines of business of getting and holding good salesmen, an account of their solution of the problem may be significant. With traveling expenses mounting and men scarce, manufacturers are hard put to it to cover the country as satisfactorily as heretofore by means of personal representatives.

The New England plan consists of sending sample trunks to dealers, unaccompanied by salesmen, routing them just as a salesman would be routed, and trusting to the merit of the goods to get the business. The trunks are sent by express, and the plan, according to those connected with the shoe companies, has been the means of opening many desirable accounts.

Because of the number of concerns in Brockton, Mass., using the "silent salesman" idea in sample trunks, the plan is often referred to as the Brockton idea. The Ralston, Packard, Eaton and other shoe houses of that city have been using it for a considerable period, and have worked out the details in such a way that the plan seems practically trouble-proof.

As used in the shoe business, the method gives an opportunity to reach buyers in small towns not regularly "made" by the salesmen. The trunks are sent only on the request of the dealer, however, these requests being obtained as a result of trade-paper and direct advertising. Only "in stock" items are sampled, as the small-town dealer, not being a close student of styles, as a rule, does not care to buy as far in advance as the stores in the large cities do, and immediate delivery is therefore required. The trunks are sent out principally during the October-November fall buying season, and again in May and June, when buying is most active.

Each trunk is given a routing similar to that of a salesman, twenty different "stops" being indicated in some cases. The trunk is not locked, but is turned over to the express company ready to be opened, the carrier assuming entire responsibility, including the safety of the samples. The trunk is delivered to the dealer, and the express company calls for it the next day. It was found that allowing the dealer to indicate when he was ready for it to be moved was a poor plan, as many of the merchants allowed the trunk to lie around their

stores for weeks without getting action.

By means of this plan a trunk can make a trip covering a big territory in a few weeks, and at a nominal cost. The weight of the trunk is not so great as to make transportation charges prohibitive, in view of the fact that the number of samples shown is limited to items which can be delivered. This means as a rule that twenty-five or thirty shoes are sent out, whereas the entire line may consist of a hundred or more.

The salesmen, as a general proposition, are given credit for the business taken out of their territories by means of the sample trunks. This results in their boosting for the plan and doing all that they can to ensure its success. In many instances, where a salesman has not felt that a given town was worth covering, opening a new account there by means of the sample trunk has resulted in a personal call the next season, with the result that a profitable line of business was developed. In fact, some of the salesmen whose territories are covered in this way make a rule now of following up the new accounts put on the books through the unchaperoned trunks, so as to make the first order an entering wedge of the sale of a representative line of shoes.

In view of the unquestioned success of the plan, it seems to offer a way out to the manufacturer whose sales force has been depleted by the draft, or who would like to invade new territory with his line, but is unable to organize the force with which to reach the trade. Making up a complete sample line, or one representative of the principal numbers, would offer a more attractive proposition to the dealer than merely to send a catalogue or one sample, and hence would make the traveling trunk feature a winner.

The arrangement made with the express company seems to ensure complete safety for the samples and trunk, and to make it certain that the enquirer will see the samples within a reasonable time after they have left the factory. At any rate, the idea may be worth trying, especially in view of present conditions—Printers' Ink.

Logical Conclusion.

"Did you really call this gentleman an old fool last night?" said the judge, severely.

The prisoner tried hard to collect his thoughts.

"The more I look at him, the more likely it seems that I did," he replied.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



USED AUTOS

My Specialty—Easy Terms or Trade

DORT AGENCY

Dwight's Auto Ex. 230 Ionia Ave., N. W.

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

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests
Popular Priced Lunch Room

COURTESY SERVICE VALUE

Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

Good Food
Prompt Service

Reasonable Prices

What More Can You Ask?

LADIES SPECIALLY INVITED

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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich. :-: Michigan

An Aid to Good Service

Cards distributed by the New York Edison Company among its employees suggest these ways of helping secure good telephone service:

- 1—By answering the telephone pleasantly and promptly.
- 2—By speaking directly in the transmitter.
- 3—By calling the number as listed in the directory.
- 4—By announcing the name of the firm and the party speaking.
- 5—By feeling responsible for a neighbor's telephone in the same office.

Would not the practice of the same principles in your business help to develop the ability of your organization in handling telephone calls?

Michigan State



Telephone Company

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Nov. 12—M. S. Hotton, one of the Soo's well-known butchers, has moved to Shell Drake to take charge of the meat department of the Bartlett Lumber Co. store. Mr. Hotton has many friends in the Soo who will miss him, but wish him every success in his new field.

C. H. Hopkins, well-known proprietor of the Woodcraft store, at the Snows, has gone to Florida to spend the winter. On his way he stopped at New York, where he made some observations, spending a short time on Broadway in the center of the theater district, where one witnesses a scene perhaps not equalled any where in the world. Thousands of electric lights and enormous theater signs with innumerable lights turn night into day. Crowds surge along the walks and into the theaters and restaurants. Automobiles crowd the street and come and go without end, making a scene of great brilliancy and, apparently, great abandon. New York would be an exceptional place to practice economy, and he could give the Government a few good pointers that would Hooverize it.

The France-Supe hunting party left last week for their camps near Strongs. The party consists of John A. France, Otto Supe, John Shine, Thomas M. Ross, Joseph France, and William La Measure, the latter from Detroit. The above mentioned camp is one of the best situated in the Upper Peninsula and also has the reputation of being the best regulated camp on the Taquamenon.

"Success will go a block out of its way to dodge a lazy man."

Sam Skidmore, one of our well-known butchers, was married last Wednesday to Miss Lena May Osborn, daughter of Frank Osborn, of this city. They have hosts of friends here who wish them every happiness for a long successful future.

Jack Newhouse, traveling member of the firm of Ryan & Newhouse, is winning new laurels at Trout Lake as a tenor singer. He gave a complimentary concert at the Trout Lake House the other evening which drew a full house. He also gave an exhibition in fancy dancing.

The village of Brimley sustained a loss by fire last week in the building occupied by F. R. Sprague, who was running a barber shop and confectionery store. The efficient work of the Brimley fire brigade prevented the flames spreading to the adjoining premises.

"Some men attempt to practice what they preach, but they soon get out of practice."

Ned Hudson, of the Snows, has opened his camps at Hills Island for the winter, anticipating a large cut.

"Be sure of your ground before you start to build upon it."

A. H. Eddy, our enterprising grocer, attended the conclave of the Mystic Shrine of the Marquette lodge last week to see that our esteemed citizen, Capt. Marshall Duddleson, got all that was coming to him. His many friends at the Soo are not worrying, however, as Marshall is large enough to look out for himself, and are not looking for any bad effects.

Gene Brown, of the St. Ignace Automobile Club, found he had made quite a mistake in trying to use molasses instead of cylinder oil in his car, as the results were far from being satisfactory. The Wing's garage has been doing a nice business, separating the molasses and substituting oil therefor.

"No, Charlie, the clearing house has no connection with the weather bureau."

Ted Steffens and Chester Black, of the Cornwell Company force, returned Monday from their deer hunting trip. They report a successful tramp

through the woods and got "four," but did not say just what they were. They may have been "bucks." However, Mr. Black has purchased the usual chicken for dinner and expects to save the venison for the meatless days.

L. C. Gimmel, representing Swift & Co., butterine department, Chicago, is working the Soo this week.

William G. Tapert.

Government Produce Market Survey.

Apples.
Chicago, Nov. 13—Barrel firsts and A's are a shade lower, with last week's average top seldom reached. Illinois, New York, Maine, Virginia, Missouri are leading in shipments of this class. Box apples from Washington comprise over 20 per cent. of the season's total apple movement. At Northwestern shipping points, markets are strong for stock on board cars, extra fancy Jonathans selling \$1.40@1.75. At Grand Junction, Colorado, \$1.50 ruled for extra fancy Jonathans. Car shortage is slightly relieved in Colorado. Volume of shipments for the week from box apple sections is fully maintained, Washington shipping 358 cars more, but leading barrel states show a slight falling off compared with last week. The demand for cooking varieties in most markets is still checked by the sugar situation. Virginia and Pennsylvania Yorks; New York, Maine and Michigan Baldwins; New York and Maine Greenings per barrel, firsts and A's 4@5.50; Missouri, Pennsylvania and Virginia Ben Davis, firsts to fancy \$3@4.75. Table varieties fancy Jonathans and Grimes Golden mostly \$4.75@6. Northwestern boxed extra fancy Jonathans were in fair demand and fairly steady with bulk of sales in most markets \$1.75@2.25.

Slowly Declining Potato Values.
The majority of primary markets continued a slow downward trend, although several reported better tone and firmer values. The heaviest shipments were from Northern lake regions and Northwest, maintaining about the average volume of recent weeks, but movement was impeded by acute scarcity of protected cars, and offerings of stock exceeded facilities or demand. Primary markets now quote on 100 pounds basis, but most distributing centers show the usual varieties of bags, barrels, and hampers, Presque Isle, Maine, Green Mountains steadier at \$2.12@2.27 for 100 pounds. F. o. b. Grand Rapids, round whites sold at \$2.13@2.35 and Rochester, New York quotes white stock at about the same range or a little higher. Wisconsin shipping points exhibit poor demand at \$1.50. Minnesota Red River Ohios top at \$1.75; Colorado reported frost damage with light movement at \$1.40@1.80. Northwestern shipping points show fairly steady tone at \$1.20@1.50. Reports from various points East and West show slow movement, buyers hesitating because of much frosted stock and diggers or holders inclined to wait for price recovery. Leading Western sections have exceeded last year's shipments to date, but Maine shows only about one-third of last year's figures. Movement in distributing markets is still slow to moderate. Maines in Eastern markets are in fair demand at \$3.20@3.50 in 120 pound sacks. New York whites and rurals, bushel basis in bulk \$1.40@1.60. Wisconsin, Michigan and Minnesota whites, per 100 pounds in bulk rules steady to strong, jobbing at \$2@2.50, with slow to fair demand.

Beans Slow at Steady Prices.
Offering of field beans have been light at all country shipping points. The market position has inclined in the seller's favor, although of late Western holders have shown rather more disposition to accept offers from buyers. As yet little recent carlot movement has resulted from California, Michigan white stock is held around \$8 per bushel. The Novem-

ber crop report, indicating yield of 4,000,000 bushels on 639,000 acres makes for local confidence. Colorado's large crop has not been moving to any great extent because holders have been unwilling to meet views of buyers offering \$7@7.25 per 100 pounds for recleaned pintos. In jobbing centers prices are steady, with general demand light to moderate. Michigan and New York white range \$9@9.50 per bushel. California white and lima, in sacks, chiefly \$14@15 per 100 pounds, and Colorado pintos \$8.50@11.50.

Cabbage in Weak Position.
Stock continues declining tendency at most shipping points. At Rochester, N. Y., unfitness of many lots for storages, forces early sale at \$15@23 per ton for domestic and \$25@28 for Holland Seed. From Wisconsin Holland Seed sold rather slowly in bulk f. o. b. at \$17@22. Bulk of stock is cut and will be shipped when cars can be had, much being unfit for long storage. These conditions make for temporary weakness. Shipments from New York, Wisconsin and Michigan all exceeded last week's figures. New York stored 500 cars and has shipped to date over 20 per cent. of the total cabbage movement, and has shipped three times as many cars as last year to corresponding date. The past three weeks decline at shipping points was not fully reflected in distributing centers, partly because of transportation difficulties, most jobbing markets were slow at lower prices. New York domestic sold \$2@5 below last week's figures, ranging \$20@30 per ton, and New York and Wisconsin, Holland or Danish Seed generally \$20@35. Southwestern markets, with slow to moderate demand, quoted Colorado stock \$1.50@2.75 per 100 pounds.

Celery Moving Fairly.
On account of freezing, much of Eastern celery is unfit for storage and is being shipped more rapidly, but demand is good and values well maintained, with tops 25c higher, at \$2.75@3.25 for large crates f. o. b. Rochester, N. Y. At Kalamazoo, the position is stronger, with some lots reaching 12c per dozen in the rough. The jobbing price range is about as last given, some markets showing improvement, while Chicago and Boston were weak and movements slow on account of light demand or arrival of nearby supplies. General sales \$3@4.

Produce Movement Sluggish.
Despatch of produce from primary shipping points has been checked by continued car shortage. Full warehouses and no cars available, is a common state of affairs, while damaged stock is sometimes a cause of buyers reluctance, but in many quarters the holders appear confident, or at least unwilling to sell at the general lower levels reached lately. The demand in large distributing markets may be termed fair to good, but movement continues slow in fruits affected by sugar scarcity. In centers where supplies of general produce are coming forward normally, jobbing markets often show a weak or dragging tendency, displaying as yet but little of the buoyant activity that should precede the Thanksgiving season. Recent slumps in various lines seem to have encouraged a waiting attitude of buyers.

Charles J. Brand, Chief,
State Officials at Cross Purposes With Hoover.

Lansing, Nov. 13—Some of the members of the meat dealers' division of the Lansing Grocers' and Meat Dealers' Association, while willing to co-operate in every way with the food conservation propaganda, maintain through President John Affeldt, that some of the things being done are rather at cross purposes. As an instance, President Affeldt cites the State food inspectors who travel in "twos."

"Speaking for myself and our

market," said President Affeldt, "let me cite an instance which occurred here this week. Meat is scarce and the price high as everybody knows. We used to throw away stuff that is now carefully hoarded by the dealers co-operating in food conservation. Meat adhering to bones was generally discarded in the good old days when meat was plentiful and cheap.

"We scrape these bits of meat off now and salt them. They are used in making bologna, sausage, etc. The meat is fresh and made up almost directly. This market will save 100 pounds of these perfectly edible scraps in a week. Supposing, if you please, that the other twenty markets in the city make such a saving. This aggregate saving would mean two tons of meat conserved in a week's time, a weight that would equal three cows perhaps.

"Yet the two food inspectors from the State office were in this market and in the course of their inspection advised the discarding of such scraps. They admitted the meat was fresh and all right. We wouldn't ask any customer to eat a thing we wouldn't eat and we eat this meat when it is made into sausage and bologna.

"The scraps are carefully washed and conserved. We explained this to the inspectors, but they were not friendly to the plan, although they had no fault to find seemingly with the quality. When the women all over the country are around urging food conservation and when Mr. Hoover and the President urges every merchant and every housewife to be economical, the advice of the inspectors relative to discarding the saving I refer to, appeals to me as being at cross purposes with the general National plan. These scraps won't be scrapped."

Adrian Council Welcomes Four New Members.

Toledo, Nov. 12—On Saturday, Nov. 10, Toledo Council went to Adrian, about fifty strong, in a private car and a jazz band and visited Adrian Council. Four men joined the Council. The team from Toledo put on the work and, judging by the applause, the work was enjoyed. Grand Counselor Hach, of Michigan, Grand Representative H. Howarn, of Detroit, Supreme Ex-Committeemen Dan McCarthy, of Ohio, Grand Treasurer C. W. O. Boehme, of Ohio, and several other of the big boys were present. Adrian Council did their part in fine shape and their banquet will long be remembered by the guests.

A. C. Basinger.

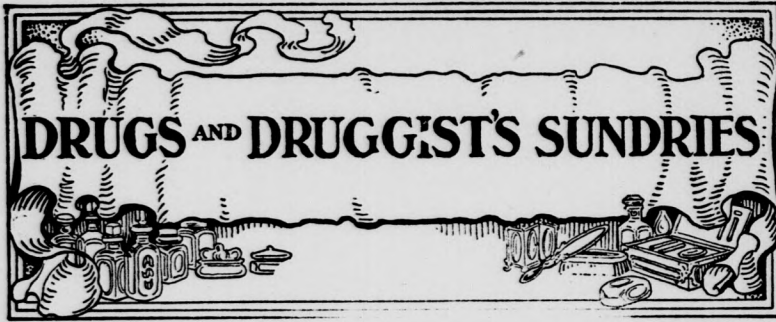
Country people on a party telephone line hear all the news that's going.



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



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.

Caution Required in Handling Dangerous Chemicals

The question of handling dangerous chemicals in small quantities is one that, at times, confronts the regular pharmacist. On referring to the chemistries or to the dispensaries we find abundant cautions, but they lack, presumably from the want of space, descriptions of the original package, and just how they should be handled.

Phosphorous is described as a wax-like substance that must be preserved and cut under water; that sodium requires to be kept under petroleum naphtha; that carbon bisulphide is very inflammable; there are plenty of cautions, but just how to manipulate the original container is often puzzling as it is only occasionally that the average drug clerk is called upon to open them and in many of the smaller stores the clerk is in the same position as the doctor was that brought back the ounce of bromine, saying that he wanted a heavy dark brown liquid for urine analysis and not a white powder.

The size of the original package of sodium larger than the ounce is the pound. It is a sealed tin container about eight inches long by two and one-half inches in diameter. The sodium is in a single stick that almost completely fills the can, and has no liquid covering it, and unless the can is opened carefully so as not to bend the sides it is difficult to slide it out. The best way is to turn the can bottom side up and with a pair of tin snips cut the rim along the bottom, a very small trim will accomplish the purpose, when the sodium will slide out easily. Days when the humidity is at a minimum the sodium may be handled with rubber gloves or with perfectly dry hands but care must be exercised, as the surface when exposed to the air loses its metallic lustre and turns to a grayish or chalky white when it becomes very caustic. The safer way is to keep it moistened with some hydrocarbon oil, benzine, kerosene or smaller oil. It cuts quite

easily and can then be preserved under the oil.

Potassium, whose properties are very similar, is usually in round balls weighing about five grams each; they can be handled in the same manner as sodium and as they are imported in this form and under oil are not difficult to handle.

Phosphorous is shipped in sticks in eleven pound cans filled with water, and consequently must not be stored where they will freeze and burst the cans, allowing the water to leak out. In dividing into smaller containers a supply of water should always be handy, cut out the top of the can with a can opener and as the sticks are removed they should be held under water and cut with a heavy pair of scissors. I prefer a pair of tin snips. One must be on their guard that no small pieces are overlooked as when cold it is quite brittle and likely to fly. In fact, when near the freezing point of water it is easier to break than cut. Always keep the original can filled with water, as in taking out the sticks the water drops below the tops of the other sticks. Whenever you see a piece beginning to smoke plunge it under the water. In case a portion of it becomes ignited in your hands, hold them under water until you obtain some chloroform or sweet oil to clean it off with. As before igniting it usually melts and spreads, causing a serious burn if not handled properly. A mixture of sweet oil and chloroform work better. Would say right here that chloroform is next to carbon tetrachloride as a fire extinguisher, and not next to ether in inflammability as I have been surprised to find some believe.

Red phosphorous is not classed as a dangerous chemical, and, although it may be handled and shipped with safety it should not be allowed to come in contact with other chemicals of strong oxidizing properties.

Phosphorous pentoxide, sodium peroxide, and to a lesser extent barium peroxide should be handled only in very dry atmospheres; if there is very little humidity they can be weighed on perfectly dry paper, using rubber gloves; never attempt it in a damp atmosphere as they are likely to set fire to the paper.

Ether, carbon bisulphide and gasoline, we all understand, should be kept away from flames.

Sealed tubes of sulphuric anhydride, nitrous ether, hydrogen peroxide and, in fact, the majority of sealed tubes should be cooled in ice water before opening.

The chemical that caps the climax

in the line of treacherousness and severity of its corrosive action is strong hydrofluoric acid, acid that runs anywhere from 50 to 75 per cent. What one of our late generals said about war can be appropriately applied to its burns. Like carbolic or glacial acetic acid, there is no feeling when it first comes in contact with the skin, and later when it does begin to make its presence felt it is too late to altogether counteract it. It seems to go right on eating regardless of what you do. After keeping you awake a night or so—a single drop under the nail is sufficient—the skin sluffs off similar to the carbolic burn, the great difference being that while the one is only moderately painful the other is extremely so. Rubber gloves should always be worn, and the acid poured near an open window or fume chamber, examining the hands carefully to see that none of the acid has leaked through the gloves, or that none has spattered on the skin anywhere. Ceresin, paraffin, rubber or lead containers are required.

Amonia or other alkalis will neutralize its corrosive action to a considerable degree, but the calcium salts make the best antidote. Portions that have been spilled are immediately neutralized by powdered chalk, and as for burns I have found nothing better than lime water, washing the acid off thoroughly with the same and then keeping the parts wrapped in gauze that is kept soaked with it. Some mild antiseptic ointment may be applied later to protect the surface where the skin has dropped off. Washing the hands and face with lime water after handling is always a wise precaution, as I said before, the burns from the acid are hardly ever felt until they have eaten considerably below the epidermis.

George Garrie King.

Oil From Rubber Seed.

In the world-wide search for vegetable fats, new materials are being utilized. Seeds from the rubber trees on the East Indian plantations have heretofore been wasted. An experimental shipment of these seeds was recently crushed in England and yielded oil useful for various purposes, and also fodder for cattle. Mills for crushing are to be erected in the East Indies.

Five Reasons For Soap Shortage.

One of the astonishing effects of war on commodities is that upon soap, which has become scarcer than food in some European countries. This country is now feeling a soap shortage that calls for careful conservation. At least five factors affect the industry in this country, according to the Oil, Paint, and Drug Reporter. First, food conservation has reduced the amount of oil and grease recovered from city garbage by 40 per cent. Second, ship shortage has cut off the supply of palm and other vegetable oils from the tropics. Third, glycerin, which was formerly a by-product of soap, is being used to make explosives to such an extent that soap has practically become a by-product of glycerin. Fourth, there is a serious shortage of rosin, which is one of the most important ingredients of soap. Fifth, our consumption of soap has been increased by the establishment of nearly fifty army training camps, adding to the demand in a country which was already the largest consumer of soap per capita in the world.

Fishing without bait is business without advertising.



It's Pure, That's Sure

Piper Ice Cream Co.
Kalamazoo, Mich.

CIGARS

Dornbos Single Binder
Xmas Package



Give your order to your salesman now

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

"CRITERION" House Paint, Flat Wall Paint and Finishes

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

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

Heystek & Canfield Co.
GRAND RAPIDS MICHIGAN

Manufacture of Wood Smoke Products.

Ishpeming, Nov. 12—All the charcoal iron furnaces in the Upper Peninsula have chemical works where, from smoke distillation, very valuable by-products are secured. There is a heap of things in a cord of wood, about three barrels of pyroligneous acid being the greatest single element. From the wood is procured acetone, used in the manufacture of smokeless powders, acetate of lime, tar, and several other substances, all of much value in these war times. At every chemical plant tank cars are waiting for the chemicals, due to the insistent demand. Before the war the by-products netted very little in profit, as there was not the call for them that now exists. Charcoal irons have also been at very high figure, limited sales having been made as high as \$50 per ton, this price holding for a very few days only, but the average selling price for the last two years has been satisfactory, and a great variation from that quoted just before the war began, when it was under \$13 a ton, which gave absolutely no profit to the manufacturer.

A handicap at the present time is the scarcity of wood for charcoal purposes nearly all the makers being short of their requirements. It is almost impossible to keep men in lumber camps that specialize in cordwood, labor turning to almost any other vocation in preference to wood chopping. The largest concerns maintain fine camps where the bill of fare equals that of the Annex, Chicago, and where there are no meatless or wheatless days. The lumber worker can save more money in the woods than the miner in the towns, his wages also including his bed and board.

So scarce is hardwood that there is not a cord to be had for fuel purposes at any of the yards in this county. There is absolutely not a cord of hardwood coming in. The

people can get a limited amount of wet hardwood slabs selling at better than \$7 a load of very low heat value in the condition in which they are received. It is all the wood dealer can get and he appears to be glad to be able to get this.

George A. Newett.

Fewer Pleasure Cars.

Henry Ford's recent offer to stop manufacturing passenger cars and devote his plants exclusively to war work is an indication of the fact that the automobile manufacturers in the United States are ready to do their bit in pushing the war to a victorious end. At present many of the larger plants have arranged to give a large part of their capacity to war work, but at the same time they are anxious to know just what the Government requirements will be so that they can map out their schedules for succeeding months. It is believed by many in the trade that the present production of passenger cars will be curtailed about 50 per cent. by war requirements.

Used For Syrup



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

Crescent Mapleine

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

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

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

**Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan**

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) . . . 18@ 25	Boric (Xtal) . . . 18@ 25	Carbonic . . . 71@ 75	Citric . . . 90@ 95	Muriatic . . . 3 1/4@ 5	Nitric . . . 9@ 15	Oxalic . . . 60@ 70	Sulphuric . . . 3 1/4@ 5	Tartaric . . . 1 05@ 1 10
Ammonia	Water, 26 deg. . . 1 1/2@ 15	Water, 18 deg. . . 7 1/2@ 12	Water, 14 deg. . . 6@ 10	Carbonate . . . 14 @ 15	Chloride . . . 25 @ 35				
Balsams	Copaiba . . . 1 40@ 1 65	Fir (Canada) . . . 1 25@ 1 50	Fir (Oregon) . . . 4@ 50	Peru . . . 5 50@ 5 75	Tolu . . . 75@ 1 00				
Barks	Cassia (ordinary) . . . 25@ 30	Cassia (Saigon) . . . 90@ 1 00	Elm (powd. 35c) . . . 30@ 35	Sassafras (pow. 35c) @ 30	Soap Cut (powd.) . . . 23@ 25				
Berries	Cubeb . . . 1 40@ 1 50	Fish . . . 20@ 25	Juniper . . . 9@ 15	Prickley Ash . . . @ 30					
Extracts	Licorice . . . 55@ 60	Licorice powdered . . . 85@ 90							
Flowers	Arnica . . . @ 3 00	Chamomile (Ger.) . . . 75@ 1 00	Chamomile Rom. . . 2 00@ 2 20						
Gums	Acacia, 1st . . . 75@ 80	Acacia, 2nd . . . 65@ 75	Acacia, Sorts . . . 40@ 50	Acacia, powdered . . . 60@ 70	Aloes (Barb. Pow) . . . 30@ 40	Aloes (Cape Pow) . . . 20@ 25	Aloes (Soc. Pow. 60) @ 25	Asafoetida, . . . @ 2 25	Asafoetida, Powd. . . @ 2 50
Insecticides	Arsenic . . . 23@ 30	Blue Vitriol, bbl . . . @ 12	Blue Vitriol, less 12 1/2 @ 20	Bordeaux Mix Dry . . . 20@ 25	Hellebore, White . . . 38@ 45	Insect Powder . . . 40@ 60	Lead, Arsenate Po . . . 34@ 44	Lime and Sulphur . . . 15@ 25	Paris Green . . . 55@ 60
Ice Cream	Piper Ice Cream Co., Kalamazoo	Bulk Vanilla . . . 80	Bulk Special Flavored . . . 90	Brick, Plain . . . 25	Brick, Fancy . . . 30				
Leaves	Buchu . . . 1 75@ 1 85	Buchu, powd'r'd . . . 1 85@ 2 00	Sage, bulk . . . 67@ 70	Sage, 1/4 loose . . . 72@ 78	Sage, powdered . . . 55@ 60	Senna, Alex . . . 90@ 1 00	Senna, Tinn. . . 40@ 45	Senna, Tinn. pow. 50 @ 55	Uva Ursi . . . 18@ 20
Oils	Almonds, Bitter, true . . . 15 00@ 16 00	Almonds, Bitter, artificial . . . 7 00@ 7 20	Almonds, Sweet, true . . . 1 35@ 1 60	Almonds, Sweet, imitation . . . 65@ 75	Amber, crude . . . 1 75@ 2 00	Amber, rectified . . . 2 50@ 2 75	Anise . . . 2 00@ 2 25	Bergamont . . . 8 00@ 8 25	Cajeput . . . 1 35@ 1 60
Seeds	Anise . . . 35@ 40	Anise, powdered . . . 40@ 45	Bird, ls . . . @ 10	Canary . . . 10@ 15	Caraway . . . 85@ 90	Cardamon . . . 1 80@ 2 00	Celery (Powd. 50) . . . 38@ 45	Coriander . . . 36@ 45	Dill . . . 30@ 35
Spices	Fennel . . . 90@ 1 00	Flax . . . 7 1/4@ 12	Flax, ground . . . 7 1/4@ 12	Foenugreek pow. . . 19@ 25	Hemp . . . 8 1/4@ 12	Lobelia . . . 40@ 50	Mustard, yellow . . . 19@ 25	Mustard, black . . . 19@ 25	Mustard, white . . . 22@ 30
Tinctures	Aconite . . . @ 1 65	Aloes . . . @ 1 35	Arnica . . . @ 3 15	Asafoetida . . . @ 4 40	Belladonna . . . @ 2 85	Benzoine . . . @ 2 50	Benzoine Compo'd . . . @ 3 30	Buchu . . . @ 2 40	Cantharides . . . @ 3 90
Alkaloids	Atropine . . . @ 1 65	Bismuth, Subnitrate . . . 3 60@ 3 70	Borax xtal or powdered . . . 10@ 15	Cantharides po . . . 2 00@ 2 60	Calomel . . . 2 56@ 2 60	Capsicum . . . 35@ 40	Carmine . . . 6 50@ 7 00	Cassa Buds . . . @ 40	Cloves . . . 70@ 75
Chalk	Chalk Prepared . . . @ 12@ 15	Chalk Precipitated . . . @ 10@ 15	Chloroform . . . 85@ 93	Chloral Hydrate 1 92@ 2 12	Cocaine . . . 10 45@ 10 60	Cocoa Butter . . . 50@ 60	Corks, list, less 55% . . . @ 2	Copperas, bbls. . . @ 2 1/4@ 7	Copperas, less . . . @ 4@ 10
Concretes	Corrosive Sublim. . . 2 30@ 2 40	Cream Tartar . . . 65@ 70	Cuttlebone . . . 65@ 70	Dextrine . . . 10@ 15	Dover's Powder 5 75@ 6 00	Emery, All Nos. 10 @ 15	Emery, Powdered . . . 8 @ 10	Epsom Salts, bbls. . . @ 4 1/2	Epsom Salts, less 6 @ 10
Flour	Ergot . . . 1 25@ 1 50	Ergot, powdered . . . 2 75@ 3 00	Flake White . . . 15@ 20	Formaldehyde lb. 19 @ 25	Gelatin . . . 1 90@ 2 00	Glassware, full cs. 58%	Glassware, less 50%	Glauber Salts, bbl . . . @ 2 1/2	Glauber Salts, less 3 @ 6
Glue	Glue, Brown . . . 25@ 35	Glue, Brown Grd. 25 @ 35	Glue, White . . . 30@ 35	Glue, White Grd. 30 @ 35	Glycerine . . . 80@ 95	Hops . . . 45@ 60	Iodine . . . 4 50@ 4 60	Iodoform . . . 5 68@ 5 70	Lead, Acetate . . . 21 @ 25
Minerals	Lycopodium . . . 2 75@ 3 00	Mace . . . 85@ 90	Mace, powdered . . . 95@ 1 00	Menthol . . . 4 25@ 4 50	Morphine . . . 17 00@ 17 65	Nux Vomica . . . 22 1/4 @ 30	Nux Vomica, pow. . . @ 20	Pepper, black pow. 35 @ 40	Pepper, white . . . @ 45
Other	Pitch, Burgundy . . . @ 15	Quassia . . . 12 @ 15	Quinine . . . 90@ 1 00	Rochelle Salts . . . 48 @ 55	Saccharine, oz. . . @ 4 00	Salt Peter . . . 36 @ 45	Seidlitz Mixture . . . 41 @ 45	Soap, green . . . 20 @ 25	Soap mott castile 22 1/4 @ 25
Soda	Soap, white castile case . . . @ 15 50	Soap, white castile less, per bar . . . @ 1 65	Soda Ash . . . 5 1/2 @ 10	Soda Bicarbonate . . . 3 @ 6	Soda, Sal . . . 2 @ 5	Spirits Camphor . . . @ 1 25	Sulphur, roll . . . 4 1/2 @ 10	Sulphur, Subl. 4 9-10 @ 10	Tamarinds . . . 15 @ 30
Tar	Tartar Emetic . . . @ 90	Turpentine, Ven. 50 @ 75	Vanilla Ex. pure 1 50 @ 2 00	Witch Hazel . . . 1 35 @ 1 75	Zinc Sulphate . . . 10 @ 15				

NEW CANNED FOOD PRICES.

Standard Tomatoes \$1.70 and Salmon \$1.75 and \$1.50.

Washington, D. C., Nov. 10, 1917—1. The Food Section of the War Industries Board of the Council of National Defense was on October 15, 1917, transferred to the United States Food Administration and became part of the new "Division of Co-ordination of Purchase," which, purely in an advisory capacity, will—on the principal food staples—seek to harmonize the purchase, in this country, of the Allies with those of our army, our navy, the American National Red Cross and the Commission for Relief in Belgium.

2. Connection with Previous Bulletins.—This bulletin, called "No. 5," continues the distribution to the canned food industry of the necessary information in reference to canned foods furnished to the army and to the navy from the 1917 pack under the programme and conditions mentioned in preceding bulletins No. 1, No. 2, No. 3 and No. 4, issued by (this same section when it was under the auspices of) the Council of National Defense.

3. Naming of Prices.—The Food Administration does not name or determine prices for any food purchases of the army or of the navy. On foods obtained for either the army or the navy on the so-called "allotment plan," under which each canner has held, subject to Government instructions, certain percentages of his pack, the final prices are arrived at by the following method: The Federal Trade Commission, through its costs accounting experts, at the request of the Quartermaster General, U. S. A., or of the Paymaster General, U. S. N., furnishes to them detailed statements of the complete cost of packing the item in question. From this information the Quartermaster General of the army or the Paymaster General of the navy determines what price will be paid after, in some cases, obtaining from the Food Administration experts an expression of opinion as to a "fair and just" price.

4. Handling Allotments.—As fast as canners notify us of the number and size of cases held for the Government, these cases are tendered to the Government and a copy of the tender is sent to the seller indicating to him the depot of destination of the source of the award or shipping order. Until the navy sends navy "order," or until the army sends "award," direct to the seller, neither the navy nor the army is bound by law to take the goods.

5. Shipments.—Both the army and navy have stated they will now take prompt delivery of all their canned peas, string beans and tomato requirements. Their total requirements exceed our present estimate of what the requested reservation from the 1917 pack amounts to.

6. Delay in Shipment.—A telegram should immediately be sent direct to the Quartermaster General of the Army, Washington, D. C., or the Navy Department, Bureau of Supplies and Accounts, Washington, D. C. (as the case warrants), by every canner who has not, by the time this bulletin reaches him, received an army "award" or navy "order," with shipping instructions on any and all canned vegetables held by the canner and tendered to the Government through this division, as shown to the canner by the copy of such tender which we have mailed to him.

7. Another Kind of Delay.—If a canner has not yet advised this division of the number of cases he has reserved for Government orders, he should immediately wire these figures, with that of his total pack, to this division. On receipt of such information we will immediately tender same to the Quartermaster Depot, designated by the Quartermaster General, or to the Navy Department,

Bureau of Supplies and Accounts, and we are assured "award" or "order" and shipping instructions will promptly follow.

8. Still Another Variety of Delay.—If you have already furnished direct to this division (distinct from data sent Dr. Raymond Pearl), the figures of what your reservation of canned peas, corn, string beans and tomatoes amounts to in the acceptable sizes, and if you have not received from us a copy of our formal tender of same to the navy or to a specified depot of the army, we ask you to wire us immediately to that effect, and give us by wire the above figures for our immediate action.

9. Your Responsibility.—The Government, the Council of National Defense and the Food Administration take the position that the request to hold for Government instruction a certain portion of your pack of canned vegetables imposes upon you the responsibility for proper care of the goods until you receive from the transportation company a clean bill of lading for same under Government shipping instructions. Damage before shipment is at your risk; if the goods are exposed to danger of damage, you are justified in moving same to safe, dry, frost-proof storage, and charging to the Government, the actual and necessary extra expense of such moving. But it is your business to protect these goods in every way until the Government takes them, which will be done in the very near future.

10. Canned Tomatoes—Prices.—By the method mentioned in paragraph 3, the following are the prices for canned tomatoes (reserved for the Government by canners from the 1917 pack), shipped after September 15, 1917. Prices are per dozen net f. o. b. common carrier, strapping extra (as per previous bulletins); beginning December 1, 1917, storage at the rate of 2 cents per case per month or part thereof will be added; and interest, from December 1, 1917, at the rate of 6 per cent. per annum will accrue on Government goods not shipped prior to December 1, 1917.

	No. 2½	No. 3	No. 10
Standards (pure added)	\$1.15	...	\$3.50
Solid packed..	1.30	\$1.45	3.90
Tomatoes From Other Sections.			
Standard			
No. 2	No. 2½	*No. 3	†No. 3
\$1.25	\$1.50	\$1.70	\$1.80
			\$5.25

*4¾-inch. †5-inch.
11. Size No. 2 Tomatoes.—No tomatoes in this size can have as yet been taken by the army or the navy. Canners who have packed exclusively twos and smaller sizes are now requested to hold for Government instructions in size No. 2 standard tomatoes the equivalent of 18 per cent. of their total pack, and immediately send a statement to Division of Co-ordination of Purchase, United States Food Administration, Washington, D. C., stating the number of cases of twos on hand; and if 18 per cent. of their pack in size two is no longer on hand, to send an itemized statement (certified) of the consignee and destination of the twos already shipped out. Shipments of quantities of less than 100 cases need not be itemized. The price that is to be paid for twos is specified with other sizes in paragraph 10.

12. Canned Salmon—Prices.—By the method mentioned in paragraph 3 the following are the prices for canned salmon (reserved for the Government by canners from the 1917 pack). Prices are net per dozen f. o. b. Seattle, San Francisco, or other Pacific Coast common shipping points, and apply to unstrapped cases. Strapping will be paid for extra as per previous bulletins. Salmon is to be the first quality of the kinds specified. Beginning December 1, 1917, storage at the rate of 2 cents per case

per month or part thereof will be added; interest from December 1, 1917, at the rate of 6 per cent. per annum will accrue on Government goods not shipped prior to December 1, 1917.

Red Salmon—Cans containing one pound net, \$1.75 per dozen.

Pink Salmon—Cans containing one pound net, \$1.50 per dozen.

Division of Co-ordination of Purchase, United States Food Administration.

Demoralizing Influence of Price Cutting.

Beyond a doubt there are other reasons why price cutting is injurious rather than those which pertain to the particular interest of the man who makes the goods. Here are a few:

Trading should be so standardized that the making of a price on an article, by a first class manufacturer, will be prima facie evidence of its value up to the amount of the price asked.

This is what might be termed character trading and every time that someone cuts the price it is an acknowledgment of one or two things: first, that the article was not worth its original price or that the cutting is done for some ulterior motive.

Of course this general rule is subject to the exception of selling unseasonable goods or closing out lines or selling goods after they have been discontinued in a stock, but as a general conclusion the above reasons obtain and are absolute. It might be well to look into the question of how prices are made on merchandise, as one of the things worth considering.

Some of the largest and most influential traders, manufacturers and dealers of the country manufacture and sell goods at a definite profit after determining exactly their overhead and selling expense.

Theoretically there is no reason why goods should be sold at even figure, for instance: an article which is now intended to sell at 10 cents might be marked to advantage for 8 cents, but just because it ought to sell for more than 5 cents it is now marked as 10 cents and the cutrate man comes along and he sees that he could make a profit and sell it at 8 cents and he does so.

The whole situation regarding the selling, merchandising and advertising of goods must advance towards a greater degree of standardization and when that time comes there will be less price cutting because it will not be necessary on the one hand, and on the other will not offer so many tempting opportunities for the price cutter to make a profit. At that time no man can ruin the reputation of another man by cutting his price, because his price will be established on a scientific basis.

Forewarned.

"If we are going to be married you must give up smoking," she said.

"Yes," he agreed.

"And drinking, and your club."

"Yes."

"And playing cards for money. Now, doesn't anything else suggest itself to you that you will give up of your own accord?"

"Yes."

"What?"

"All idea of getting married."

Progressive Merchant Makes a Progressive Community.

Progressive communities and progressive retailers go hand in hand and if merchants would build their communities and keep at home the people who are important to progress, they will concentrate on making their stores successful. For a certain percentage of every merchant's gross business goes back into immediate community circulation and gives the town just that much financial impetus.

A good community must be a good place to live, a good place to earn a living and a good place to spend the earnings. But besides property values, there are social values, dependent on the number of people and the kind of people they are. Too many people are constantly leaving small communities; so much so that the small town problem is how to keep them at home as well as how to attract others to become residents.

Two classes of people leave—those with energy and those with money. The former take with them community life, aggressiveness and vigor; the second class takes money accumulated in the community, going elsewhere to spend it.

The retailer's responsibility is to maintain the life of the community and to keep it on the upgrade—a matter of mercantile efficiency. By arranging merchandise attractively, making good window displays, keeping accurate records and figuring profits precisely, the merchant increases his efficiency and aids his community proportionately. Out of every dollar he receives over the counter, about 30 cents remains in the community, so, the more dollars in local store sales, the more money in circulation.

Wants Less Candy Eaten.

Washington, Nov. 13—In another appeal to the American people to save sugar to aid the Allies of the United States, the Food Administration today said:

"If the people of the United States would cut out the eating of candy the sugar so saved would be more than sufficient to meet all the sugar requirements of France. If one-half of the sugar used in the making of candy in this country in 1917 could have been saved it would have been sufficient to meet the sugar requirements of Italy for a year under that country's present sugar standard. The money spent for candy in the United States in the last year is nearly double the amount of money needed to keep Belgium supplied with food for a year.

"Of the total sugar consumption of the United States, according to the best estimates obtainable, about one-third goes into the manufacturing of various foodstuffs, including confectionery, while the remainder is consumed as sugar. The amount of sugar employed in the making of confectionery is variously estimated from 150,000 to 500,000 tons per year. There has been compiled no absolutely accurate data from which the exact amount may be determined, but a conservative estimate would place this at somewhere about 400,000 tons per annum."

Every man is heir to the experience of others. He has only to observe and profit.

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.

UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Mich.

WE CONDUCT SALES FOR MERCHANTS ANYWHERE

If you want to stimulate business or retire from business, get in touch with us at once.

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

If you have \$100 to \$1,000 to invest in a live Western wholesale and manufacturing drug company, write I. S. Steensland, Secretary, Hutchinson, Minn. 430

For Sale—Several Humphrey arc gas lights. Paul Steketee & Sons, Grand Rapids, Michigan. 431

For Rent—July 1, nice new store in good location for dry goods or millinery or both in hustling Torrington, Connecticut. Population 25,000. T. M. Burns, Torrington, Connecticut. 432

For Sale—Restaurant at East Lansing. Doing good business; good opening for bakery in connection; none in place; soda fountain. Box 1032, East Lansing, Michigan. 433

For Sale—One story brick shoe building, containing shoe stock and fixtures and shoe repairing outfit. In good farming district. Address No. 434, care Michigan Tradesman. 434

For Sale—Country store to close estate. Stock of dry goods, groceries, boots and shoes and small stock of hardware. In connection with store is post-office, which paid \$340 last year. Post-office has one R. F. D. route. Also in connection is railroad station, which work is done in store. That pays \$20 per month. Property has about \$600 annual income from postoffice and station. Store sales will run about \$4,000 per year. Stock will now invoice about \$2,000. Store and dwelling can be rented reasonable. Fine opportunity for right party. Mrs. Frank Wright, Administratrix, Cressy, Michigan. 435

Oil Claims—Located in coming Pecos Valley oil fields. Map and particulars free. Dooley & Yates, Artesia, New Mexico. 436

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Collections.

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

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

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

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

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.

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company
Grand Rapids, Mich.

The Iron Safe Clause

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

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

GRAND RAPIDS SAFE CO.
GRAND RAPIDS, MICHIGAN

ON HISTORIC GROUND.

Of the French and British troops now reported on their way to the Italian front, the former are entering what is to them historic ground. If the Italian army makes its stand on the Piave, the French, to reach the front, will traverse the scene of the first Napoleon's victories over the Austrians—Castiglione, Arcola and Rivoli in 1796-97, and of the third Napoleon's great stroke for Italian unity at Solferino in 1859. This is, roughly speaking, the famous region of the Quadrilateral—Mantua, Verona, Peschiera and Legnago, lying between the Lake of Garda, the Mincio and the Po. Further north in the Trientine hills the Napoleonic wars also reached. It was from the Trentino that successive Austrian armies set out for the relief of Mantua in 1796, the siege of which was one of Napoleon's failures. In September Massena occupied Trent and the French armies were sent into the Val Sugana, which has marked the advanced Italian position in the Trentino, but from which it is possible that they are now in retreat. Several days have elapsed since Berlin announced the falling back of the whole Italian line from the Carnic Alps westward to the Sugana. What has been developing in the silence we can only conjecture. But always there is the possibility that a heavy Teuton stroke from the Trentino against the Italian line on the Piave might bring serious peril. To hold the line of the Piave the Allies must form an acute salient, with all the risks that such a position involves.

WHERE RETAILER IS AHEAD.

Most people are under the impression that the reason the mail order houses are supposed to sell goods cheaply is because their cost of doing business is low. As a matter of fact, this is not so. Paul Nystrom, who has made a careful study of store costs for several years, has compiled a table, made up from official sources, showing conclusively that the cost of conducting any of the large mail order establishments cannot be accomplished below 27 per cent. and that most of them figure the cost of doing business at 30 per cent. Official reports compiled under Government auspices disclose the fact that the large department stores in the cities figure the cost of doing business at 30 per cent.

Compare these figures with the overhead of the average retail merchant in city or village—about 18 per cent. in the former and 16 per cent. in the latter.

Then consider that even these figures can be reduced 6 per cent. on the average by cutting out the credit and delivery systems, thus reducing the cost of doing business to 12 and 10 per cent., respectively. No line of business can successfully compete with the retail dealer when it comes to holding down the cost of doing business, because he has the conditions absolutely in his own hands and can handle his transactions on the lowest possible ratio of expense.

Cadorna's removal from the chief command, even if it takes the traditional form of promotion to a consultative position, was inevitable. Either extraordinary lack of perception or ex-

traordinary overconfidence must explain the shattering blow which fell upon the Italians on the Isonzo, a stroke which could not have been improvised in a day or a week. Nor does it help Cadorna that in the first moment of despair he charged his own army with cowardice, an accusation which should never have been made, whether true or not. For the welfare of the Allied cause it is to be hoped that the new Inter-Allied Military Committee of three, with Gen. Foch as its virtual head, will not remain the shadowy creation that other Inter-Allied staffs and councils have proved before this. If the French and British reinforcements rushed to the aid of Italy are a sizable army instead of mere artillery troops, one cannot but wait for dramatic developments when the genius of Foch is brought to bear in the war of open maneuver which is now under way on the Italian plains and in the Alpine foothills. Whenever a Teuton battle-line consists in part of Austrian troops there is always a good chance for the other side. The invading hosts comprise four Austrian armies and one German army. It thus offers more than one vulnerable point against which the victor of La Fere Champenoise may have an opportunity to try his strength.

The continued advance of British forces in Palestine and the British Foreign Secretary's letter to Baron Rothschild seem to establish Jewish national aspirations on a fairly firm footing. None of the belligerent nations, with the exception of Turkey, is adverse to the principle of Zionism, not even Germany, which will find herself relieved by complete English success in Syria of the necessity of standing by her ally in this matter at the Peace Conference. She will be able to point helplessly to the accomplished fact. It is, moreover, significant that Mr. Balfour should have written his letter about Zionism to Baron Rothschild, and to no other Jew. This would go to prove that the English Rothschilds have at last been converted to the cause of nationalism, and that hereafter not only the millions of the French, but also of the English branch of the house, will be at the disposal of the movement. No doubt, with such a lead, America's Jewish millionaires will follow suit. Backed in this substantial manner, there seems to be a possibility that the dream of Herzl, in spite of tremendous obstacles, of active opposition and more difficult inertia, will be realized.

The South contains many millions of acres of cut-over lands which, now that the valuable pine and oak have been removed, are unjustifiably idle, and a Cut-Over Land Association has just been formed with the object of helping in its reclamation. The plan is to induce every owner of cut-over lands—and many individuals own tens of thousands of acres each—to join the Association, and to pay dues of one cent per acre yearly. The land will be surveyed by soil and crop experts of the Federal and State Governments and the Association, and these will determine just what form of agriculture—stock-

raising, cotton-raising, corn-raising or sugar-raising—best suits it, and in what size farm it can be most advantageously handled. The Association then proposes to sell the land on a ten-to-twenty year payments plan at low interest to bona-fide settlers, no one settler to be allowed to hold over 640 acres, or to sell his land within a decade, except to the Association. The Association will stand back of the settlers to see that they do not lack seed, machinery, or the necessities of life while they are gaining their feet. Such a plan would seem deserving of public support in the South.

The proud claim that no city that has tried commission government has ever gone back to the older form can no longer be made. Lynn, Mass., with a population of almost 100,000, has had a commission government for seven years. Yet on Tuesday it voted for a new charter of the old type by a decisive majority, the proposal receiving approval in every precinct. The new charter is not even a simplified form of the usual Mayor and Council plan. It provides for eleven Aldermen, four to be chosen at large and seven by wards. This blow at commission government can hardly be softened by allegations of special conditions, or that the trouble lay with the use that was made of the system, rather than with the system. These things have been true in many a town under the Mayor and Council plan, but the voters, not troubling to fix the blame exactly, yet tired of misgovernment, have called for a commission. It is a bit of poetic justice that at Lynn commission government has suffered from the cause that has in numerous instances operated in its favor.

Passing the Buck to the Retailer.

New York, Nov. 12—We have had many reports that jewelry and leather goods manufacturers are attempting to pass on the 3 per cent. war excise tax to the retailer by adding this to their invoices. We have taken this matter up with our counsel, who advises that the retailer need not pay the 3 per cent. tax. This tax, of course, is also levied upon many other articles, such as musical instruments, athletic goods, perfumes and other toilet articles, cameras, etc. The point is that the manufacturer has no legal right to pass this tax on to you, and this letter is written to inform you regarding this matter. We have heard from a number of merchants who had paid the bills with the tax, pending investigation.

E. L. Howes,
Sec'y National Retail Dry Goods Association.

Phil. Vinkemulder (Vinkemulder Co.) was in Milwaukee Monday to witness the departure of Submarine Chaser 328 for the scene of action on the Atlantic. His son, Richard, was one of the crew of twenty-two men. The boat was constructed in Milwaukee under the supervision of the Government and is rated as one of the fastest vessels of the kind in the world.

The F. E. Wood Motor Co. has been incorporated with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and \$5,000 paid in in cash.

Activities in Michigan Cities. Written for the Tradesman.

Portland is left high and dry since the Pere Marquette pulled off more trains. People who want to visit the county seat must go by auto or remain over night. Auto drivers are making good money carrying people to and from Mulliken, where they get trains on the main line.

Dan Reed, managing director of the Flint Board of Commerce, is doing special work for the Government in Washington and will go to France soon. His place at Flint is taken by Frank J. Resler, of Westerville, Ohio.

South Saginaw merchants have plans to install "white way" lights on South Washington avenue in the business district.

Muskegon has passed a new curfew ordinance which provides for enforcing same.

The Menominee Electrical Manufacturing Co. will remove from Menominee to Cairo, Ill. The plant employs 260 men.

Auto bus service between Manistee and Ludington has been resumed since the Pere Marquette took off its afternoon passenger train and will continue all winter, weather permitting.

Retail milk prices in Michigan cities have wide range. Pontiac heads the list at 14c per quart and Port Huron is next at 13c. Detroit people pay 12½c, while 12c is paid at Lansing, Kalamazoo, Battle Creek, Jackson, Flint and Marshall. Down the prices go until we come to 7c milk at Ada and Pinconning and 8c milk at Saginaw, Cheboygan and Rockford, while Holland, Plainwell, Allegan and Mackinaw City pay 9c. The Grand Rapids price is 10c.

Lansing voted on a fifteen-year extension of the present franchise of the Lansing Fuel and Gas Co., and the proposition failed to receive the necessary three-fifths majority by only 81 votes.

The Greater Hart Association of Hart is negotiating with the Charlotte Chair Co., of Charlotte, with a view to opening a branch factory in Hart.

The Saginaw Board of Trades is working on plans that it is hoped will result in better service on the Detroit & Mackinac to points in Northern Michigan.

The Independent Stove Co., of Owosso, has let the contract for a four-story addition to its plant, 60 x 100 feet, to be completed January 15 next. The company employs 110 men and will add 40 more when the new building is completed.

Eaton Rapids will vote Dec. 3 on the plan of bonding for \$30,000 to combine the water plants at Eaton Rapids and Smithville, doing away with the present steam power for operating the municipal light and water plant.

The stone crushing outfit bought by Bay City a few months ago is being successfully operated by prisoners from the county jail, who are grinding up 40 to 50 yards of stone daily.

Ann Arbor expects to get one of the reconstruction hospitals that will be built to care for wounded soldiers.

Almond Griffen.

Ithaca—The Ithaca Creamery Co. has closed its plant.