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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 10, 1918

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The Boy Next Door

I didn't vote for Wilson. I never liked him much.

The gold-rimmed, pinch-nose glasses gave a sort of dudish touch.

I didn't like his methods; disliked his friends still more,

And the one that has changed me—was the boy next door.

My life's been pretty happy; I've had a lot of joys;

We've only had one sorrow—we never had no boys;

But I've got a little daughter, and I know she has a store

Of love and trust and longing for the boy next door.

And when that fateful day arrived, when we knew we'd got to fight,

I forgot the way I'd voted, for our President was right.

I couldn't go to battle, I was old and stiff and sore;

But the first one that enlisted was the boy next door.

And, by God, I'm right behind him with every cent I've got,

To buy him food and shelter, and powder, guns and shot;

And if God will just watch o'er him and bring him back once more,

I expect I'll be a daddy to that boy next door.

Now there's lots of us old fellows, too old to go and fight,

With no sons to represent us and battle for the right;

But we can give our money as we never did before,

And love—and hope—and courage—to that boy next door.

Will M. Cressy.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House
Distributors
GRAND RAPIDS, MICHIGAN

DIAMOND CRYSTAL

*The Salt
that's all salt.*

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.



You Pay More Now to Wrap Loose Sugar

Your time, your clerk's time—
even the boy's time—is too valuable
now to devote to wrapping sugar.

Franklin Sugars in convenient
cartons and cotton bags, eliminate
all scooping, weighing and wrap-
ping. They save you spilled sugar,
overweight, paper bags and twine.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"
Granulated, Dainty Lumps, Powdered,
Confectioners, Brown



DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 10, 1918

Number 1816

MICHIGAN TRADESMAN

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

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OF BUSINESS MEN.

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E. A. STOWE, Editor

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NATIONAL TRADEMARK.

There is much force in many of the arguments which have been advanced against the proposal to adopt a National trademark. One strong, telling point against it is that it would not only be put on exports of quality, but also on others of inferior grade. It would follow, therefore, that the affixing of the national mark would be no guarantee of excellence and so would not serve to help sell the goods on which it appeared. In fact, the effect of having a distinctive mark might serve to discredit everything on which it appeared if only a certain proportion of the articles lacked merit. One of the countries which discovered this was Japan, whose enterprising producers turned out many lines for export. For a while the cheapness of the Nipponese offerings commended them. But, once it was discovered that the articles furnished lacked uniformity, and that it was always a gamble whether or not they could be used, orders fell off, goods were returned, and it became difficult to interest buyers in the offerings. Then the Government took a hand in the matter, being aided therein by the reputable concerns which wanted to build up an enduring foreign trade. Now it is impossible for a Japanese concern to send out of the country any wares or goods which are not standard and uniform. So far as letting foreigners know that the goods sent from here are of American origin, this hardly requires a trademark. Most countries have laws requiring the marking of imported goods with the name of the country of origin. In many, buyers are influenced by the individual marks of manufacturers with which they have become familiar.

DRIED FRUIT SITUATION.

A rough estimate of the value of the principal dried fruit crop this year gives them a minimum of \$30,000,000. These goods are all to be sold under the strictest Government

supervision, and whoever makes a profit, aside from the growers, must be sure that it is strictly a legitimate one. There must be nothing resembling a speculative profit or one that has the color of profiteering. This does not apply to the growers. Their selling prices have been fixed by voluntary agreement with the Government, but it is still an open question as to whether or not they would be considered in the light of unreasonable profits for a less privileged class. There is no doubt that in some instances growers' costs have risen to abnormal levels, but there is a pretty good basis for the belief that under the coddling they have received during the last year or two their ideas as to what is reasonable have undergone a revision upward. The trade is trying to find out just what the Administration meant by the statement that prices to the consumers would be stabilized. The impression was given that consumers would not have to pay much if any more than last year despite the high prices to the growers, a miracle that was to have been accomplished by the elimination of speculative profits, only when it came time to look for these speculative profits it was discovered that they had disappeared some time ago.

President Wilson has placed a ban on all attempts to lengthen the working day during the war by vetoing the bill enacted by Congress, increasing the working hours of the department clerks in Washington from seven to eight hours per day. Notwithstanding this unfortunate attitude of the President—which never would have developed if Mr. Wilson was a business man instead of a pedagogue—the Tradesman believes that all half holidays should be relinquished during the period of the war and that the daily schedule in all useful occupations should be increased to ten hours per day. The boys in the trenches and behind the guns are not "knocking off" as soon as they have put in seven, eight or nine hours. They are working twenty-four hours per day, if necessary, to save this country from destruction and to protect the American stay-at-homes from Teutonic slavery. There is no good reason why we should be slackers and shirkers and refuse to do our part in the great work of redeeming the world. To insist on the continuance of holidays which were introduced and adopted by slovens and slackers under peace conditions is to stamp the advocate of such methods now as a traitor to his country in a time of dire peril like the present.

A good resolution is all right—provided you don't let it go at that.

MAN POWER.

We read much of man power these days; human power is a better term, because it emphasizes the fact that the women and children also constitute a great factor in this war. In the final victory every man, woman, and child in America can and should have a part.

In comparing the man power of Germany with that of the United States it must be borne in mind that a much larger proportion of the manual labor of the man power of the Nation is performed, is exerted by the German women than by the women of America. It is said that in peace times the women constituted 42 per cent. of the agricultural and industrial labor of Germany. They work in the fields, in the factories, in the mines, at the very hardest and most laborious tasks, doing the work only done by men in this country. With a great proportion of the German men in the army, it is not improbable that women now constitute by far the larger half of German manual labor.

The women of the United States are nobly, unselfishly, manfully, one may say, bearing their share of the burdens of war. By the grace of God and the power and courage of America the fate of the German women is not and will never be theirs. But it will be with their assistance and co-operation and their full assumption of the burdens and duties of the day that the United States is to exert its full power in ridding the world of that intolerable German kultur which makes brute soldiers of the men and slaves of the women.

CANNED GOODS SITUATION.

When the canned goods situation shall have worked itself out finally, it will be found that the goods have been duly distributed into consuming channels and that the large production which seems probable this year will have been accounted for. And yet to watch proceedings from day to day it would seem that little if anything is being accomplished and that business was abnormally dull. The thing that is missing is the speculative buying. Before the United States entered the war people bought and sold canned goods who had no more personal acquaintance with them than the occasional can they purchased in a delicatessen shop. Lawyers and leather merchants, barbers and butchers took fliers in tomatoes and corn until apparently the volume of business was enormous. The housewife also speculated, in that she laid away supplies in large quantities against a future rise, thus bringing about the very thing itself. All this is of the past now. The leather merchant would have a hard time trying to purchase even a single case of to-

matoes and the lawyer would know better than to try. Speculation and hoarding are in the discard and the business now being done contemplates that actual distribution of the goods in a direct line from the producer to the consumer. The trade feels that out of this season's experience and others that are to follow, new trade customs will grow up that never could have been brought about in any other way.

THE SOLDIER'S CHANCES.

Great as the danger and large as the losses in the aggregate, the individual soldier has plenty of chances of coming out of the war unscathed, or at least not badly injured.

Based on the mortality statistics of the allied armies, a soldier's chances are as follows:

Twenty-nine chances of coming home to one chance of being killed.

Forty-nine chances of recovering from wounds to one chance of dying from them.

One chance in 500 of losing a limb.

Will live five years longer because of physical training, is freer from disease in the Army than in civil life, and has better medical care at the front than at home.

In other wars from ten to fifteen men died from disease to one from bullets; in this war one man dies from disease to every ten from bullets.

For those of our fighting men who do not escape scatheless, the Government under the soldier and sailor insurance law gives protection to the wounded and their dependents and to the families and dependents of those who make the supreme sacrifice for their country.

Some comment—much favorable and a little unfavorable—having been made on the contributed article entitled The Last Straw by Old Timer, published in a recent issue, the Tradesman takes pleasure in stating that it endorses every line of the argument of its long-time correspondent. Mr. Ford does not possess a single qualification for United States Senator, either in education, environment or temperament. As a manufacturer of war material, he is a most useful citizen of the Republic. As a United States Senator he would be an abject failure and the object of ridicule and disgust, because of his fickleness, his lack of political sagacity and his utter lack of all the elements of statesmanship. As a lavish contributor to the campaign fund of the dominant political party he would be a most unqualified success.

Adding as a postscript "Burn this letter" is your cue to start the conflagration yourself.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 8—According to reports from Soo travelers, the Cedar Inn, at Cedarville, has certainly made a hit since the formal opening by H. P. Hossack & Company, the owners, who were fortunate enough to secure as manager Arthur Johnson, one of the best known hotel men in the Upper Peninsula and for many years connected with the hotels at Mackinac Island. This will also be pleasing news to the many tourists at the Soo, who will avail themselves of this opportunity for their Sunday dinners. We are informed that the management is planning some special entertainment, music and other features which will add to the attractiveness for the season. Bert Cady, the well-known guide, is right on the job to take the guests to the fishing grounds, where the amateur fisherman as well as the old sportsman will be able to capture real fish and have something to talk about upon his return.

St. Ignace is somewhat disappointed in not having a noisy Fourth, because the band boys fell down on the proposed celebration because of lack of support. However, the pleasure seekers found ample places to spend a quiet Fourth, and St. Ignace is none the worse for having the quietest put on.

Miss Lottie Hill is the new telephone operator at Trout Lake.

The local Elks have been a busy bunch during the past week, using the paddle wheel method of selling War Savings Stamps. The sales results were over \$5,000.

The Fourth of July races pulled off at the fair grounds under the auspices of the Soo Trotting Club were a huge success in spite of the threatening weather. The horsemen felt much encouraged over their first meet.

The Lakeside Hotel, at Walloon Lake, was destroyed by fire last week. It was owned by Mrs. Charles H. Camburn and was one of the oldest hotels at the resort. It is understood that the house will be rebuilt.

Eight hundred dollars' worth of perfectly good booze was dumped into the sewer last Monday at the close of the Circuit Court by order of Judge Fead. The liquor was taken from the premises of J. E. Quinlan, following a raid made by the officers. He pleaded guilty to having liquor in his possession after May 1 and was assessed a fine of \$200 and placed on probation for a period of one year. From all accounts Judge Fead wants no misunderstanding that the prohibition law is not going to be enforced, regardless of the chill which this catastrophe has caused the "has beens."

J. L. McManman, Canadian salesman for the Cornwell Company, paid the office a visit this week with a box of Havannas, which he distributed to his numerous friends in honor of a new salesman which arrived last week and which has been named J. L. McManman, Jr.

Carl Homberg, well-known Detour butcher, has sold his market to Mrs. J. McKenzie, who will continue the business. Mr. Homberg has enlisted in the navy and expects to leave in the near future for service in Uncle Sam's navy.

Mr. and Mrs. Youngs, of Metzger Heights, left last week for Sugar Island, where they will remain for the summer. Mr. Youngs is interested in the lumber business there.

The Soo loses one of her pioneer grocers in the passing away of Patrick McEvoy at his home last week. Mr. McEvoy was 64 years old and came to the Soo from Canada about thirty years ago, where he has been a citizen ever since. Besides being in the grocery business, Mr. McEvoy was at one time connected with the Arling-

ton Hotel, of this city. He served as an alderman from the fourth ward. His services on the city council were excellent. Fairness was his watchword. He leaves a wife and five children to mourn his loss.

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 8—The vacation week for traveling salesmen has come and gone, and a few more experiences have been added to the history of each one of us who participated in this last week of recreation.

Some will remember happily of the week of July 4, 1918, long after he has retired from the road—salesman's dream—to run a chicken ranch somewhere in this good old U. S. A. There are two gentlemen who will never forget the 1918 outing, namely William Sawyer and Fred Beardslee—some team!

These two gentlemen are firm believers in team work, and are so decided in their opinion of same that on a certain day last week they went forth to extract from the waters of Gull Lake a certain species of aquatic life known as "fish."

Of course, Fred has a new Dodge car—brand new; so calling Will on the phone one morning he says, "Wanta-go fishing, Bill?" In five minutes Fred drives up and away they go to Gull Lake. Arriving there without mishap and in due time, they encounter their first difficulty.

Bill said to the boatman, "Got-a-boat?"

Boatman says, "Wat?"

Bill says, "Got-a-boat?"

Boatman says to Fred, "What does he mean?"

Fred says "What have you got in the way of a boat?"

Boatman says, "Nothin', all clear sailing."

Fred says, "Now look here, we want to go fishing and we want a boat to ride in."

"Well," says the boatman, "I don't know about that, all the large boats are out, but I got a scow, and it's great for fishing out of."

As there is only one way out of a difficult proposition, they took that way and rented the scow. The first half hour was spent in getting the tackle into running order, but once done, they too got into the harness and the fun began.

Fred took the oars, and Bill was to do the heavy work of telling him which one to pull on the most. "What kind of bait do you think we'd better try first?" says Fred.

Now nobody can catch fish without bait—good bait! So they split a bottle of Bevo, and put on a bacon rind, letting out about 150 feet of line. They had not gone far, however, before—bing, bang, and Bill hollers, "Wait a minute, Fred, no, go on, I got a strike!"

"Gota what?" says Fred.

"Strike," says Bill.

All true fishermen know the exhilarating moment and excitement and while reeling in a fish, and especially one of the dimensions of the one on the end of Bill's line. As the fish breaks water about 75 feet from the boat, Bill says, "Where's the gaff hook Fred?"

"Don't know. What is it?" says Bill.

"Whale, I guess," says Bill, but get the landing net, we'll need it."

"We didn't bring any," says Fred, coming to the back of the scow.

"Go back," says Bill, "do you want to sink the boat?"

"Well," says Bill, "if we haven't got a gaff hook and we haven't got a net, what'll we do?"

"I've got an idea," says Fred, "You get out and hand him to me and I'll lift him in the boat."

"Nope," says Bill, "Get out yourself, if you want to walk."

Finally they compromised by tying the end of the line to the scow, and Fred holding Bill by the feet, let Bill

lean over the edge of the scow, and he grabbed at the fish's gills; but when the fish saw that the plotters were in the act of taking undue advantage of him, he promptly gave a mighty swerve, straightening the hook, gave a big jump which carried him entirely out of reach of his would be captors. Bidding them "good bye," he swam to the deepest and coolest place in the lake—there, to think over the matter of bait and especially pork rinds.

By this time the sun was slowly but surely hiding itself behind the Western horizon, and soon the two fishermen began to be aware that they were both hungry and dry, so, of course, there was nothing to do, but to quit the game and motor back to their own home town.

Facts of the case: It was a pickerel they hooked. At 6 p. m. it was 2 feet long and weighed 3 pounds. At 8 p. m. it was about 4 feet long and weighed 6 pounds. The last report (and when the story had been told for the tenth time) Fred could hardly reach how long it was, and it was still growing! If you want to verify this report ask the principals—some team work. D. F. Helmer.

Sane Method of Distributing Sugar.

"How do we stand on sugar?" The question must be answered every day for the next six months by every consumer.

In answer to a similar query a member of the English Parliament said, "There is no prospect of any improvement in the national stocks of sugar so long as the war continues."

There is no such finality about the American sugar situation, but this calm acceptance of facts goes a long way in solving war problems. America, England, France and Italy depend mainly on Cuba for sugar. This means that so long as the war continues it is likely that the Allies will be on a meager sugar ration and America on a short allowance.

An improvement in shipping conditions would of course relieve the situation but distribution from now until the new crop comes in must be based on the sugar in sight and not on probable supplies. Facing the facts, the Food Administration has restricted the allowance of sugar in less essential food products in order to maintain a monthly ration of three pounds to consumers and provide sugar for both commercial and home canning.

In the plan of distribution which was put in force July 1, manufacturers of candy, soft drinks, tobacco, wine

and such less essential products, were cut to 50 per cent. of normal requirements. Ice cream makers will be allowed 75 per cent. and canners of fruits and vegetables 100 per cent. No sugar can be sold to manufacturers, to retail merchants or to proprietors of eating places except on certificate from the local Food Administrator indicating the quantity that may be bought.

The householder is on honor to ration his family to three pounds a month per person and is urged to co-operate with the Government in a fair distribution of sugar supplies. If the sugar is available, home canners can obtain more than the 25 pound allowance for canning on approval of local administrators.

With the hearty co-operation of the public the Food Administration expects to avoid any serious scarcity of sugar for home consumption. The situation calls for a cheerful acceptance of facts and an allround reciprocity of sugar—reciprocity between nations, between consumers and manufacturers, and between the American public and the Food Administration. Common sense and reciprocity all around will bring us to the end of the year without an embarrassing shortage.

Diminished Weight of French Cattle.

For the French to obtain from their cattle in the future the same quantity of meat as in the past, an ever-increasing number of animals must be slaughtered. Before the war, the average dressed weight of slaughtered cattle in France was from about 770 to 880 pounds, whereas to-day it hardly exceeds 550 to 570 pounds. This average decrease of more than 200 pounds per animal, the Food Administration points out should be taken into consideration when making comparisons of livestock conditions in France now and before the war.

The United Truck Sales Co. has been organized to buy and sell motor trucks and motor vehicles, parts and accessories, with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

The Grand Rapids Timber Co. has increased its capital stock from \$100,000 to \$200,000.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 9—Fred Sikkema, a retail meat dealer of this city, filed a voluntary petition for adjudication in bankruptcy on July 3. The matter was referred to Referee Corwin and George S. Norcross was appointed custodian to take charge of the assets until a trustee is elected. The first meeting of creditors has been called for July 16. The schedules show liabilities amounting to \$1,252.28 and assets amounting to \$800 stock in trade and fixtures, with \$250 claimed as exempt; also showing one policy of insurance. Following are the creditors listed by the bankrupt:

Secured Creditors.
G. R. Butcher Supply Co., Grand Rapids \$ 45.00
A. J. Deer & Company 75.00

Unsecured Creditors.
Louis Pfalger & Sons, Chicago \$ 29.03
Plankington Packing Co., Milwaukee 280.69
Wilson & Co., Grand Rapids 222.69
Swift & Co., Grand Rapids 326.52
Armour & Co., Chicago 145.26
M. Piowaty & Sons, Grand Rapids 22.91
Collins Ice Co., Grand Rapids 40.00
Allie M. Northrup 45.00
Boot & Co., Grand Rapids 5.18
A. J. Deer & Co. 15.00

In the matter of Frank E. Slater, bankrupt, Coopersville, pursuant to the order of the court, the bankrupt has filed his schedules in bankruptcy, which schedules show the following: Taxes due, \$31.56; wages due, \$65; secured claims, \$1,350; unsecured claims, \$8,861.14; notes and bills to be paid by other parties thereto, \$1,118.38; total indebtedness, \$11,426.08. Real estate, \$2,400; cash, \$5; bills, promissory notes, etc., \$320; stock in trade, \$3,000; household goods, \$200; books, etc., \$10; debts due on open accounts, \$469; two life insurance policies amounting to \$3,000, and claiming as exempt the homestead of said bankrupt, and household goods in the sum of \$250 and stock in trade to the value of \$250. The first meeting of creditors will be held July 16 at 11 a. m. Following is a list of the creditors of said bankrupt:

Preferred Creditors.
Taxes due village of Coopersville \$ 31.56
Wages due Henry Kettle 65.00

Secured Creditors.
Coopersville State Bank, Coopersville \$1,350.00

Unsecured Creditors.
F. E. Myers & Bro., Ashland, O. \$ 38.00
Coopersville State Bank, Coopersville 4,769.98
Fox River Butter Co., Chicago 90.10
Gale Mfg. Co., Albion 390.00
Greenville Implement Co., Greenville 103.00
DeLape Anti-Smut Co., Adrian 25.60
Oliver Plow Company, South Bend 204.54
Appleton Mfg. Co., Batavia, Ill. 26.00
Brown & Sehler Co., Grand Rapids 308.98
Ohio Rake Co., Dayton, Ohio 323.00
L. J. Kinkin, Coopersville 320.00
Peoples Savings Bank, Coopersville 275.00
St. Louis Lightning Rod Co., St. Louis 135.00
Sterling Mfg. Co., Sterling, Ill. 330.00
Herschel Mfg. Co., Peoria 169.34
Wykes, Schroeder Co., Grand Rapids 94.95
United Engine Co., Lansing 100.00
Willis Buck, Coopersville 150.00
Champion Mfg. Co., Grand Rapids 19.50
Durham Hardware Co., Coopersville 38.00
J. E. Porter, Ottawa 118.42
DeVos & Son, Coopersville 39.80
Mary M. Slater, Sedalia, Mo. 756.93
Clemens & Gingrich Co., Grand Rapids 35.00

Said bankrupt on May 2, 1918, executed a trust mortgage to Willis Buck, of Wright township, as trustee, for the benefit of creditors. Appraisers have been appointed and an appraisal of the assets is now being taken.

In the matter of Peterson & Bryant, bankrupt, of Grand Ledge, the bankrupts have filed their schedules pursuant to order of the court. Such schedules show liabilities amounting to \$2,959.16 and assets amounting to \$5,017.66, of which \$500 is claimed as exempt. The creditors are as follows:

Secured Creditors.
Loan & Deposit Bank of Grand Ledge \$ 515.00
E. M. Briggs, chattel mortgage 2,164.00

Unsecured Creditors.
Hazeltime & Perkins Drug Co., Grand Rapids \$685.00
Farrand, Williams & Clark, Detroit 225.00
Michigan Drug Co., Detroit 178.00
Eaton Crane & Pike, Chicago 115.00
Marcus Ward, Kalamazoo 33.08
Foley & Company, Chicago 18.00
E. C. DeWitt, Chicago 38.00
Eastman Kodak Co., Rochester 180.00
Ohio Truss Co., Cincinnati 25.00
Foote & Jenks, Jackson 25.00
Syndicate Window Service, Chicago 18.00
Monroe Drug Co., Quincy, Ill. 10.60
Dudley Paper Co., Lansing 3.37
Standard Oil Company, Grand Rapids 17.28

Berdan & Company, Toledo 89.63
Frederick Stearns & Co., Detroit 51.00
Allen-Sparks Co., Lansing 31.59
Claus Shear Co., Fremont, O. 19.18
Harry Watson Co., Detroit 7.30
Rysdale Candy Co., Grand Rapids 42.30

Bauer & Black, Chicago 14.32
Schroeder & Treymayne, St. Louis 15.00
National Grocer Co., Lansing 18.68
Earl Bryant, St. Johns 300.00
Loan & Deposit Bank, Grand Ledge 515.00
New York Book Co. 32.50
Pictorial Review Co., New York 17.98
Botanical Mfg. Co., Philadelphia 13.50
Doty & Doty, Grand Ledge 30.50
Bert Baldwin, Grand Ledge 22.00
Del. Shane, Grand Ledge 10.00
Spencer & Byington, Grand Ledge 1.60
Grand Ledge Independent, Grand Ledge 18.00
Harry Watkins, Jackson 7.50
Imperial Chemical Co., Grand Rapids 12.50
Consumers Power Co., Grand Ledge 3.60
Ford Byington, Grand Ledge 1.95
Detroit News Co., Detroit 25.00
Chicago Examiner, Chicago 16.91
W. E. Knickerbocker, Grand Ledge 19.02
Frank Elsie, Grand Ledge 21.50
Jennings Mfg. Co., Grand Rapids 29.78

Appraisers were appointed and the following is a summary of their appraisal:
Drugs and patents \$1,679.30
Sundries 654.55
Toilet goods 273.79
Books and stationery 291.72
Candies 32.47
Cigars 69.73
Total \$3,001.56
Furniture and fixtures 742.00

Total \$3,743.56

The first meeting of creditors in this matter is to be held July 19 at 11 o'clock.

In the matter of Joseph J. Klaassen, an order has been made for the sale of the assets in this matter. The sale is to be held on July 19. The assets were appraised as follows: Grocery stock, \$393.45; fixtures, \$99.95; horse, \$50, total, \$543.40.

An offer of \$350 has been received from Isaac Van Der Belt for all the stock in trade and fixtures. If no higher bid is received at the hearing, the assets will be sold to Mr. Van Der Belt.

Troubles of the Automobile Men.

The automobile manufacturers who specialize in pleasure cars are having a hard time finding out just where the Government expects them to get off. The difficulty grows out of a certain lack of co-ordination between the Government agencies having charge of fuel and steel, and at this writing it is difficult to see how matters can be straightened out so as to give the pleasure-car makers a clear idea of what they will be able to do during the coming year.

Several months ago the Government informed the automobile manufacturers that, owing to the shortage in chrome steel, they would be obliged to curtail their output during the coming year by a very substantial percentage. The exact figure was not then stated and it is an extraordinary fact that, in spite of the extent to which the subject has been threshed over in the interval, the fixing of a definite limit on the output of passenger cars appears to be no nearer than at the outset. There are good reasons for this uncertainty, however, although every manufacturer will appreciate how rough it is on the automobile men.

Dr. Garfield recently made an announcement that seemed to settle the matter. He declared that the makers of pleasure cars would have their coal supply curtailed to 25 per cent. of the amount consumed last year, but that this reduction would not apply to the building of trucks or to the use of facilities for any other essential purpose.

In this connection Dr. Garfield said that the work of restricting coal supplies would be co-ordinated with the plan of the War Industries Board with respect to supplies of steel. As an illustration, he said that the bureau finding it necessary to make the heaviest cut would set the pace for the other bureaus; that is to say, if the

Fuel Administration decided to slash the coal supply of a given industry to 25 per cent. of normal consumption the War Industries Board would curtail the steel supply proportionately, even though conditions might warrant the allotment of a higher percentage of steel.

Reduction in Meat Ration.

Lansing, July 9—Michiganders who are adapting themselves to the Government meat ration, reducing the consumption per capita from 10 to 15 pounds a month to 1½ pounds a week, will learn with interest that England has been enabled to release considerable additional supplies of frozen meat because of the generous shipments from America and the meat coupon has gone up in value from 12 cents to 16 cents. Only two coupons may be used each week for butcher's meat. These will now buy about a pound, which is proportionally a large increase.

The food situation in Italy has been tense and since May 15, Italy has been holding three meatless meals a week, Wednesday, Thursday and Friday. Meat cannot be had during these days in public eating places or the home. The price of meat in Italy has risen tremendously, beef ranging now from 72 to 89 cents per pound and veal from 66 to 79 cents a pound.

Meat cards were abandoned not long ago in France and in place of them three meatless days a week were substituted. The three meatless days are Wednesday, Thursday and Friday. These meatless days are established by regulation and control the butcher himself. And this has been necessary though France has nothing like our cold-storage facilities.

George A. Prescott.

Italian Penalty for Hoarding.

Any person in Italy who purchases foodstuffs or goods of common or large consumption and lays in supplies greater than the normal or ordinary needs of the family and dependents, is punishable by a fine of from \$4 to \$190, or by imprisonment for a month, and the goods are confiscated.

Italy Has Three Meatless Days.

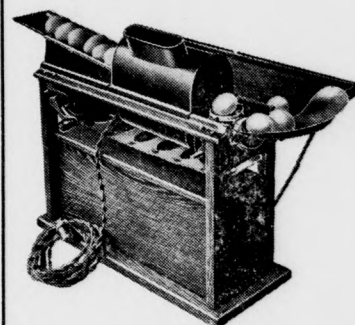
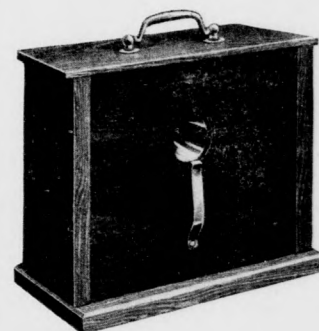
So grave has the food situation become in Italy that three meatless days a week have been in effect since May 15. Although the Italian people

live largely on bread and macaroni their consumption of grain has also been cut down. It is now about 25 per cent. less than last year.

The Universal Humidifier Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$18,250 has been subscribed and \$3,000 paid in in cash.

The Alfred J. Brown Seed Co. has increased its capital stock from \$200,000 to \$700,000.

The "Little Gem" Egg Tester



Write for catalogue and prices.

S. J. Fish Egg Tester Co.

Agents Wanted Jackson, Mich.

Not How Many Acts, But How Good!

Ramona

And Each Week a Little Better Than the Previous if Possible.

A splendid vaudeville bill is presented every afternoon and evening, which includes Florence Tempest and Five Other Big Acts,

Outdoor life at this season is most glorious, and "Ramona" is outdoor in the grove by the lakeside.



Movements of Merchants.

Jonesville—The Jonesville Commercial Bank opened for business July 6.

Elk Rapids—A. P. Wilson & Co. succeed A. P. Wilson in the grocery business.

Battle Creek—The Owl Drug Co. has increased its capital stock from \$8,000 to \$15,000.

Camp Custer—The Army Stores has increased its capital stock from \$5,000 to \$25,000.

Edmore—The Edmore State Bank has increased its capitalization from \$15,000 to \$30,000.

Greenville—Miss Matie Hansen has closed out her millinery stock and retired from trade.

Detroit—The Ralph Ainsworth Co., dealer in shoes, has increased its capital stock from \$50,000 to \$100,000.

Albion—The Albion and Marengo Co-Operative Co. has increased its capital stock from \$500 to \$1,250.

Jackson—The Fletcher, Alderman Co., conducting a department store, has changed its name to the Gaylord-Alderman Co.

Kalamazoo—Ray Johnson opened a groceria in the basement of the Chase block, the first one to be opened in Kalamazoo.

Carson City—P. J. McKenna, dealer in general merchandise, dropped dead July 4 as the result of a sudden attack of heart disease.

Vicksburg—James Burgess, for many years head clerk at Hotel McElvain, has purchased the hotel and will continue the business.

Marquette—Mrs. M. A. LaRochelle, dealer in women's furnishing goods and millinery, died suddenly at St. Mary's hospital July 6, following an illness of but a few days.

Lapeer—The china, house furnishing goods, books, stationery and wall paper stock of the late C. L. Yorker is being close out at auction and the business will be discontinued.

Nashville—Reidy Bros., who own a chain of stores throughout the State, have purchased the George C. Deane stock of clothing and men's furnishing goods and will continue the business.

Holland—Martin Fransburg & Son will remove their fruit and vegetable stock from its present location on East Ninth street to the Visser block, on River avenue, and conduct a wholesale as well as retail business.

Port Huron—The Fenner & Ballentine Shoe Co. has been organized to deal in shoes, rubbers and general merchandise with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Charlotte—The George W. McElmurry bankrupt stock of general

merchandise was sold at auction to the Michigan Stores Co., of Flint, for \$1,650. The company opened the store July 6 under the management of George Benedict.

Muskegon—The DeLuxe Fruit Market which was closed temporarily, owing to a disagreement between the partners, has been re-opened. George Barkemus has purchased the interest of his partner and the business will be continued under the same style, Paul Bouris, acting as manager.

Battle Creek—For general disregard of food regulations, the Battle Creek Co-operative Society, retail grocer, has been ordered to close for a week beginning Monday and has volunteered to pay \$100 to the Red Cross as a result of a hearing before the Food Administration at Lansing.

Lansing—Frank Dehn, grocer at 901 West St. Joseph, has been freed from blame for advertising flour. It was alleged he had placed a sign in front of his store and when ordered to take it down had placed it on the most conspicuous part of the rear wall. His excuse was that he did so in order that clerks might be informed of the price.

Holland—County Food Administrator William Brusse has been in Lansing in connection with the proposition of making a wider use of the sugar card system. It is likely that the card system will be adopted throughout Ottawa county, the State Administration having given permission for this and having promised to send a representative here to install it.

Scottville—For continued violations of food regulations Abe Benow, general merchant, has been ordered to close his store for a week beginning Thursday of this week. Benow some months ago was given a hearing on charges of selling flour without required substitutes. The case was left open with the warning that future infractions of rules and regulations would cause action by the administration.

Escanaba—More than 150 food dealers of Delta county met in the city hall here recently, organized the Delta County Food Dealers' Association, arranged for fixing uniform maximum food prices and sent resolutions of confidence and willingness to serve to the Federal Food authorities of this section. County Food Administrator B. P. Pattison called the meeting to order and explained the reason for assembling the dealers at this time. A. T. Hoffman was made temporary chairman and J. A. Stromberg temporary secretary. Rev. F. G. Barth, of Escanaba, gave a ring-

ing, stirring patriotic speech, pleading for co-operative effort in the food conservation work. It was a splendid address—one that struck home—and was appreciated by the dealers. By an unanimous vote it was decided to organize a Delta County Food Dealers' Association to increase the efficiency of the whole county in the battle for food conservation and improvement of marketing conditions which have been upset by the necessary restrictions. A nominating committee placed before the meeting the following list of officers which was accepted by a unanimous vote: President, A. T. Hoffman; Vice-President, Philip Lewis; Secretary, John A. Stromberg; Treasurer, Albert Strahl. The following recommendations for members of an interpreting board were accepted unanimously by the meeting. To represent the wholesale grocers, M. J. Ryan; to represent the retail grocers, W. J. Hanrahan; to represent the wholesale meat dealers, Peter Geneisee; to represent the retail meat dealers, Charles Ehnerd; to represent the Gladstone grocers, L. P. Boyer and P. J. Lundblad.

Manufacturing Matters.

White Pigeon—The American Coat-board Co. opened its new plant July 1.

Centreville—The Dr. Denton Sleeping Garment Co. is building a large addition to its plant.

Detroit—The Champion Brewery Co. has changed its name to the Champion Beverage Co.

Detroit—The Western Rosin & Turpentine Co. has increased its capital stock from \$25,000 to \$50,000.

Big Rapids—The Machinery Company of America has removed its postoffice here from Grand Rapids.

Northport—The Northport Creamery Co. will manufacture ice cream in connection with its other business.

Hillsdale—The Michigan Alamo Farm Light Co., has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and \$1,000 paid in in cash.

Kalamazoo—The Kalamazoo Label Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and paid in in property.

Thompsonville—The Betsie River Milling Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,250 paid in in cash.

Twining—After traveling a rough and troubled road the Twining Creamery has been closed out at public sale for \$1,600. The creamery was built by promoters in a sparsely settled community with very few cows, at a cost of twice its value. It has been a losing venture since started.

Cheboygan—The Carmody Creamery has been sold to Cheboygan Farmers' Co-operative Association, consideration \$4,900. The association will continue the business as a co-operative creamery; they will buy and sell all kinds of produce raised by their association, which is composed of 180 paid-up members.

Monroe—The American Garage Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in, \$4,000 in cash and \$3,000 in property.

Ludington—The K. & H. Shirt Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in, \$4,000 in cash and \$2,000 in property.

Kalamazoo—The Peck Iron & Steel Works has been incorporated with an authorized capital stock of \$30,000, of which amount \$17,100 has been subscribed, \$2,100 paid in in cash and \$1,200 in property.

Sibley—The Michigan Concrete Ship Building Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$26,000 paid in in property.

Paris—Fire of unknown origin destroyed the cheese factory owned and operated by John Bouwer. The loss was \$4,500, partially covered by insurance. Mr. Bouwer has not decided if he will rebuild at this time.

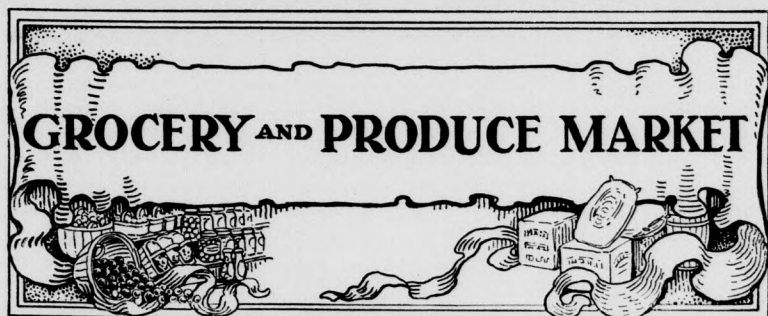
Detroit—The Time Systems Co. has been organized to manufacture and sell automatic clock systems, with an authorized capital stock of \$60,000, all of which has been subscribed and paid in, \$5,000 in cash and \$55,000 in property.

Detroit—The Soluble Oils, Inc., has been organized to do a general manufacturing and mercantile business in oils and oil products, with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and \$1,000 paid in in cash.

On July 4 prepare for Christmas. Such, apparently, is the motto of the Retail Dry Goods Association, which protests against the curtailment of useful Christmas gifts. The Council of National Defence has started a campaign against the giving of presents, on the ground that such use of materials, particularly metals, is unwise at the present time. The merchants point out that the supply of metals which may be used in non-essential industries, including toys, jewelry, and other articles, is already regulated by the Government, and that no real economies will be effected if the use of such articles as Christmas gifts is abandoned. Mr. Bonar Law, referring in one of his budget speeches to the only moderate increase of a tax on theater tickets, which he proposed, declared that "it is not well for a nation to be always brooding." Neither is it well for a nation to be wholly without the customary features of its holiday. As a matter of fact, the substitution of useful for useless giving has made a good deal of progress in recent years, and it would be unfortunate if the suggestion of the Council had the effect of checking it.

When locomotives and children get on the wrong track it takes a switch to get them back.

Young man, if you would engrave your name on a girl's heart use a solitaire diamond.



Review of the Grand Rapids Produce Market.

Asparagus—Home grown, \$1 per doz.
Bananas—\$7.50 per 100 lbs.
Beets—Home grown, 45c per doz. bunches.

Butter—Local dealers hold extra fancy creamery at 42c for fresh. They pay 37c for No. 1 dairy in jars; they also pay 30c for packing stock.

Cabbage—Home grown, \$4.50 per large crate and \$3 for medium.

Cantaloupes—California standards \$4 per crate; ponies, \$3.75 per crate; flats, containing 10 to 12, \$2; Arizonas, \$4.50 for standards, \$4.25 for ponies and \$2.25 for flats.

Carrots—20c per doz. bunches.

Cauliflower—\$2 per crate of 8 to 10 heads.

Red Currants—\$2.25 per 16 qt. crate.

Cucumbers—Home grown hot house command \$1 per dozen for No. 1 and 75c per dozen for No. 2; Illinois hot house, \$1.85 per 2 dozen boxes.

Eggs—The market is unchanged from a week ago. Local dealers pay 37c today, cases included, delivery in Grand Rapids.

Gooseberries—\$2.25 per 16 qt. crate.

Grape Fruit—\$4@5 per box for all sizes Floridas.

Green Onions—18@20c per dozen for home grown.

Green Peas—\$2.50@3 per bu. for home grown.

Green Peppers—\$4 per 6 basket crate; \$1.85 per 4 basket crate.

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

Lemons—California selling at \$10.50 for choice and \$11 for fancy.

Lettuce—Garden grown, 75c per bu.; home grown head, \$1.25 per bu.

Mushrooms—75c per lb.

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

Onions—Louisiana, \$4.25 per 100 lb. sack; California, \$4.50 per 100 lb. sack.

Oranges—California Valencias, \$7.50 @8 per box.

Peaches—\$2.75 per 6 basket crate of Georgia Bells; Georgia Elbertas, \$3.25 per 6 basket crate and \$3.50 per bu.

Pieplant—\$1 per bu.

Pineapples—\$6 for 24s, 30s and 36s.

Potatoes—Old command \$2.50 per 100 lbs. and new \$3.50 per 100 lbs., new Virginia in 11 peck barrels, \$6.50 per bbl.

Radishes—18c per dozen for home grown hot house.

Raspberries—\$4 per 16 qt. crate for either red or black.

Sour Cherries—\$2.50 per 16 qt. crate.

Spinach—\$1.25 per bu. for home grown.

Tomatoes—Six basket crate from

Texas, \$4; home grown hot house, \$1.35 per 7 lb. basket.

Water Melons—50@65c apiece for Florida.

Wax Beans—Home grown, \$4 per bu.

The Grocery Market.

Sugar—The first week of rigid regulation of sugar distribution has developed some weaknesses in the methods employed, and until these are corrected, which is being done as rapidly as possible, the movement from the refiners into consuming channels is apt to be more or less hampered. These conditions are recognized as inseparable from the introduction of such revolutionary methods in the conduct of business as are involved in the new Government regulation, and the trade is not disposed to complain, although they have caused much inconvenience. The retail trade has been much hampered in making provision for its requirements by the great delay experienced in producing the necessary certificates. While this has been a pronounced feature of the local situation, the trade here has fared well compared with experiences in other parts of the country. Points in Connecticut, the District of Columbia and some Middle West sections are mentioned in reports received here as having had no certificates issued to them thus far. So far at least as the local market is concerned no actual shortage of sugar in retail channels has been created.

Tea—Few orders for spot goods are in evidence and these are for small lots. There is, however, no selling pressure in any quarter, as present stocks, which in many instances are of very limited extent, cannot be replaced except at a substantial advance. A little business has been done in new crop Japans, of which so far only a moderate quantity of fancy grade has been received on the Pacific Coast. New crop standard Formosas at 31c appear to be going slowly.

Coffee—The Brazil market is strong on unfavorable weather reports, causing 1c advance there. The advance has added ½c here on roasted.

Canned Fruit—Old crop fruit is about cleaned up, at least so far as the desirable grades are concerned. New crop is not yet ready and canners are not yet in a position to forecast prices.

Canned Vegetables—The market has been firm for tomatoes, although, owing to the holiday week, very little actual trading was accomplished. There is a firmer feeling all along the line.

Canned Fish—Spot red and pink salmon is quiet, with very little demand as yet for domestic use. The backwardness of the consuming season is a feature. New Columbia River salmon is about all sold up.

Dried Fruit—For some reason there is a delay on the part of the Administration in making announcement as to actual details of dried fruit operation. Various unofficial statements have been issued and the trade has a fairly good idea of what to expect, but there are still many matters to be cleared up. This delay is leading to a fear that perhaps the date for trading may be postponed even beyond July 15, although this is regarded as highly improbable. The original idea was to give buyers ample opportunity to know exactly what they were going to do, so that when contracts were placed they would include all the assortments the buyers would need. As to prunes, buyers may name their desires, but it will be another matter as to what they will get. Naturally, they will try to obtain the most desirable sizes, but in the end they will have to take what the packers can give them. The Government comes first, and when it comes to a matter of assortments the soldiers and sailors are to have the preference. Attempts to secure a blend of 50s to 70s have not met with the utmost success. The navy has shown some willingness to take a distribution of these sizes, but the army has been holding out for 50s to 60s and 60s to 70s. The theory is that it will not hurt the public to get along with small-sized prunes, or, for that matter, without any at all.

Molasses—Demand for the grocery grades is still unsatisfied and everything available finds ready sale at full prices.

Corn Syrup—Manufacturing confectioners, as well as other consumers, continue to buy freely, giving producers no opportunity to catch up with orders. Sales making are subject to prices in effect at time of delivery.

Rice—There is nothing to be added to what has already been said concerning conditions in this market. There is next to no stock here and the primary markets are about bare. Persistent enquiry comes from all quarters and naturally leads to little business. Prices are nominal.

Pickles—Sugar regulations have hit the small size sweet pickles market. The makers will be obliged to cut this size out, it is said, leaving the mediums and gherkins to feed the public.

Soda Fountain Stuff—Merchants who have soda fountains will have to buy their fruits under the sugar allotment or be considered manufacturers if they utilize sugar in the homemade mixtures. Prepared wholesale stocks are said to be good.

Will Canfield has returned from his usual annual tour of inspection of the grain fields of Iowa, Nebraska, Kansas and Missouri. He reports the biggest and finest crop of wheat ever harvested in that section. Corn in Iowa and Missouri is man high, with every indication of an enormous crop. Farmers were never more prosperous in the states named as this season.

Millinery Now Shown.

Shadow straw sport hats are among the newest things now being shown here, according to the bulletin of the Retail Millinery Association of America. These are made by tightly fitting navy blue Georgette crepe over straw hats of peanut or basket weaves. This veiling, the bulletin says, is most effective over red, as it gives the hat a soft purple shade. Often chenille or wool is stitched around the edge of the brims. A twist or a braid of the stitching is used around the base of the crown as a band, and is finished off with one or more balls. In some of the new dress hats navy Georgette is fitted tightly over satin in red or cerise. These hats are seen in medium-sized sailors and in small or medium mushroom effects.

The bulletin also comments on the little use of velvet hats this year at this time, as compared with 1917. It tells of the use of velvet for various kinds of trimmings, and in "tams" for sports wear. In the main, however, last year's use of velvet in July is missing, and is replaced by hats that come closer to fitting the weather.

More Home Dressmaking.

The constant increase in the cost of women's garments has greatly enlarged the number of women who are taking the dressmaking courses provided for them by some of the retail stores. In one case the number of women seeking instruction of this kind has almost doubled in the last six months. Several of these women are anxious to obtain enough instruction during the summer to enable them to make their fall dresses, while others have expressed a desire even to "tackle" the home manufacture of coats and suits.

Good material for women's outer garments can be obtained at about \$5 a yard, and, adding to this the small charge for the lessons and the cost of the "findings," the total expense is found to be surprisingly less than the cost of a ready-made suit. This basis of low cost, it is said, is also true of dresses and coats. Because of the extent of the movement, both manufacturers and the retailers are said to be regarding it with no little concern.

If the Germans follow the schedule of their last two heavy attacks on the Western front, a new offensive would be due within a week or so. The first big offensive began March 21, and went on, with slight let-ups, until about April 7. Then, without any interval, the attack shifted to the Northern front on April 10, and continued until April 19. Hence the first drive lasted about a month. Thereafter followed more than a month of preparation; on May 27 began the second offensive. It ended about June 14, lasting in all less than three weeks. If it takes the Germans no longer to prepare for the new attack than it did for the last one, another week, at the latest, should see the commencement of a new grand-scale move on the Western front.

TRANSPORTATION QUESTION.

Which Solution Is Best for the National Welfare?

Representative American business men declared it to be their best judgment that Congress should enact a general railroad incorporation law, to the end that every railroad carrier would work under a federal charter. They declared it to be their belief that that law should be a mandatory law; that all railroad corporations should be required to operate thereunder.

They declared, by an overwhelming majority, that insofar as rates are concerned, intrastate as well as interstate rates should come, by act of Congress, under central control, in order that there might be less of conflict than has existed in the past. As to railroad securities, they recommended that there should be federal jurisdiction over their issue, that thus railroad credit might be established upon a firmer basis and railroad securities might regain the popularity they enjoyed years ago.

The business men to whom I refer are the half million members of the organizations composing the Chamber of Commerce of the United States. Their position with regard to railroad reform, outlined above, was expressed in their votes on referendum No. 21, the last formal declaration of the National Chamber on railroad operation.

To-day, instead of federal incorporation, we have federal control of all of the operations of the roads. That has come as the result of the war, which made it necessary for the President to exercise, through the Secretary of War, the power which the law delegated to him in times of emergency. So far as the rate-making power is concerned, Congress has delegated definite authority to the President to act on that question, should it become necessary to do so, and, as to the securities which may be issued by the railroads, the Government will itself during the period of the war furnish funds, in part at least, for improvements and replacements, for extensions, and to assure conditions that will make for better transportation. So the three things which the members of the Chamber asked should become the subjects of legislation have, for the time being, passed into the future; for the present, we have them all in operation under this emergency condition.

Without attempting to determine what questions may be passed upon in future referenda, it is well to remember that there are conditions to which we should not be blind, there are questions having to do with railroad operation during the war and in the period of readjustment that will follow that business men and business organizations must study and ponder and debate in order that we may be ready, when the time comes, to lay before those in authority the essence of our judgment, gathered by deliberate processes, with respect to the return of these properties to private ownership.

Taking the roads out of private

ownership and putting them under federal control has given rise to an increased propaganda and to an increased number of propagandists, part of whom are seizing upon this opportunity to further intrench the theory of Government ownership of railroads, and part of whom are accepting this emergency to make more prominent their declarations that such a condition is inimical to the welfare of our country.

The first class are loud and persistent, and academic in their demands, and will be more so as the months and possibly the years succeed each other, before the question actually comes to a test. The other class is not academic in its presentation, but holds to definite views which it has long held as basic to the welfare of our Nation itself. Between these two will be the solution of the railroad problem in the United States in the years that follow the war. The question of whether continued government control or ownership is a necessity as a matter of National welfare is a

—if we find that, so far as these operations are concerned, it is for the best interests of this country to preserve that thing which we have always called fundamental to Americanism—and have private ownership, and merit for service, and competition to improve service continue, then the Chamber will stand as courageously for that as for the other, because that will be for the national welfare.

The Chamber of Commerce has at this time a double duty and a double responsibility. On the one side it is the Nation's business to fight this war, and it is the Nation's business to have but one ambition, but one vision. We are for reaching the goal at the earliest possible moment and in the most forceful fashion. Nothing must restrain, nothing retard. In this we are bound to assist by every ounce of power we possess.

But on the other side it is essential that we shall have an eye to the peace production of the future, to keeping under our industries and our commercial instrumentalities a foun-

IT DOTH NOT YET APPEAR.

Except a corn of wheat fall in the ground and die
Its course is not complete and little gained thereby.
One constant purpose runs in all creation's plan
To better birth with suns. How true it is with man;
His life has not attained that state wherein we see
Still nothing to be gained—no greater good to be.
If what is life to-day is no better now than when
It first went on its way—what can the use be then—
That it should grow again, the self-same sort and kind,
The sorrow, guilt and pain as now in the world we find,
But rather is it true, be it flower or sheaf or tree,
When each their life is through it still could better be.
As perfect is the rose it still could be more sweet,
The finest grain that grows could still yield more to eat,
As noble, high and good as man e'er grew to be
How faintly understood is immortality.
To me, then, death is clear, its process brings no pain;
My brief and short career is that others may attain
A purer mind and heart, a broader sweeter love
Indeed a counterpart of impulse from above.
I would not hasten on, nor would I yet delay
But victory is won in God's appointed way.
And let us strive to be in life's unbroken chain,
Like everywhere we see the golden fields of grain,
Each growing every year the best and all we can
And ever will appear a better sort of man.

Charles A. Heath.

question which we must face and study and declare upon without prejudice, and with the courage of conviction, when that conviction is reached. And this even though it may be to overturn the views we long have held and which we may now hold, for courage is bound to be the quality which characterizes the utterances of that organization.

If by that careful analysis we shall find that the underlying principles of our American life demand that private ownership shall be retained in order that initiative and energy and ambition may be put behind the development of this great business—if we find that unified control and operation can as well be had under private ownership as under government ownership—if we find that by public mandate or consent our commissions regulating these great utilities can be turned from repressing and restraining instrumentalities to the performance of their functions with vision, aggressiveness and constructive thought

dation that unquestionably will be such as to sustain the structure of commerce in the largest sense. We must look forward to the time when the war is over, and it is our duty to have the double vision, that which never allows us to flag in our enthusiasm from the present cause, nor to abate in our effort, one iota to bring that cause to speedy victory. Nor shall we, because we have that vision, fail to look out into the future, and get ready for the time that is coming.

The only man who fears to look beyond the present conflict into the days that are coming is the man who has no faith. The man who has faith in justice and righteousness and virtue is the man who must know where the cause ultimately will run, and where the victory ultimately will lie, and who realizes the greater necessity for preparation for the good days that are to come.

A victorious people will be a people showing humility; otherwise the world will not be safe. A braggart

and bombastic people cannot win a war like this. The principles that are involved are too precious, the goal is too great. It may be, as we go farther into the conflict, that we shall have to be taught more of humility and less of self-conceit. But if we have to learn that lesson, if we have to travel rough paths, if crowns even of thorns must be pressed upon this Nation's head, that is no reason why we need doubt for one single instant the result that will ultimately come.

The god of the Hun is not my God nor the God of our fathers. God linked with the brutality and the beastiality that has characterized our enemy in this war, is blasphemy to the God we know. The God of justice, the God of mercy, the God of virtue—attributes of godliness—where do you find them in the German programme?

As we believe in the justice of God, as our fathers, in laying the foundation of this country, laid it in faith in that justice and in that God, so, through whatever paths we may have to travel, we are going towards the one ultimate goal that can have no other end than the utter dissolution of military autocracy, no other end than the utter wiping out of Prussianism from the face of the earth.

Harry A. Wheeler.

The impression that the American dye industry has gained very unevenly is confirmed by figures covering the year 1917 published by the Federal Tariff Commission and the Bureau of Foreign and Domestic Commerce. We are actually a considerable exporter of dyes now, sending other nations nearly twenty million dollars' worth last year—more than our bill to Germany in 1913. In quantity, we manufactured 23,000 tons of coal-tar dyes, or a few hundred tons more than we imported in 1913-14. No less than eighty-one establishments were engaged in this manufacture. But the production of "indigo and the alizarin and vat dyes derived from anthraquinone and carbazol," which include some of the best colors, was small. It is put at about 1,080 tons, of which 940 tons were made from imported indigo, leaving the purely native output of these dyes at less than 3 per cent. of the pre-war imports. It is to be hoped that the forecasts of a great development of this weaker side of our dye-manufacture will be justified. If under present conditions dye manufacturers cannot make many times 3 per cent. of old purchases of some of the most valuable classes of dyes, they will have no justification in asking for a heavy tariff wall against imports.

The citizens of Berlin, Georgia, have decided that the place shall be rechristened Lens, but whether they have agreed upon a suitable pronunciation for the new name we are not informed. A local paper declares that Lens "sounds" infinitely better than Berlin, however. Any name would. By the way, why does not Berlin, Michigan, make haste to take its cognomen out of the Hun class?

PLEASING THE EYE.

It would be interesting to know just how much of the high cost of living before the war was due to the necessity of pleasing the eye. The request of the food administration that the custom of packing strawberries so that the top layers in the boxes point upward in neatly arranged cones, with the stems carefully hidden beneath, be discontinued, is an indication of the importance in our economic life of these trifles. This packing practice required labor and increased the cost. Now we want lower costs and labor released.

If we follow up this line of enquiry we will find that in practically all the food we consume there is money spent to please the eye. Apples are polished, asparagus is tied with silk ribbons, crackers come in expensive cartons; only the lowly spud arrives unadorned, but still graded as to size. It is easy enough to demonstrate that a bunch of asparagus is no better as such because it is neatly tied with a ribbon. Such nourishment as there may be in asparagus is not increased or enhanced by the ribbon, and the apple is no better because it is a beautiful object. No hungry person has ever felt relieved by gazing at the elaborately decorated cartons, and no one ever rose from the table more content because the mashed potatoes were originally all of an approximate size.

So far this feeding the eye hasn't much to commend it until we seek the reason for this interest in ocular satisfaction. The man who carefully picked out all the large strawberries and painstakingly and with some approach to art set them upright on the smaller berries beneath must have had some fairly good reason to take these pains. He sought to make them tempting, to arouse the appetite for strawberries that might otherwise exist dormant if the berries were tossed carelessly into the box. He wanted the shopper to say, "They look nice," which is the preliminary to a purchase. So in order to sell those berries to us, he was forced to make them more expensive. It costs something to create the demand, and the demand must pay for its own creation.

In other words, we want things "nice," and we are willing, more or less, to pay for "niceness." It is this "niceness" that the economies of war are taking out of our lives. It only remains to be seen whether we will consume the same quantity of strawberries under the new ruling and how long it will take the eye to forget its appetite.

ONENESS OF PURPOSE.

Italy last year had a 50 per cent. grain crop. A large portion of the wheat we sent to her was sunk by submarines; her people giving up most of their supplies to the army were in a bad way at home, so bad that bread made of substitutes sent many Italians to the hospital. It was then that Germany struck.

France last year had a 35 per cent. grain crop and there has been no milk, sugar or butter for many families.

England varies her war bread according to the arrival of our wheat boats. She buys 80 per cent. of her foodstuffs abroad. South America, Australia and India have a surplus which is not available because of the lack of boats, so the task of feeding a large part of the world is thrown upon the United States. In France the bread ration for children between 13 and 16 is 1½ slices of war bread a day. That is not much to appease the hunger of a growing child. If we have a crop of 800,000,000 bushels, we must lay aside a substantial part of it for a carry-over. Fertilizer is up 200 per cent. to 300 per cent., labor is double and machinery is 50 per cent. to 100 per cent. more. Abroad the dairy situation is bad. They do not have the crops that we have with which to feed their herds or their other livestock, which emphasizes the slogan to save wheats, meats and fats. Ex-President Taft has made the statement that we could live on 10 per cent. of our supplies without suffering. The State of Idaho, on April 6, unanimously adopted a resolution offering every grain of wheat within the State's boundaries to the Government for war purposes. Notwithstanding the distance of Idaho from the Atlantic seaboard, and from the battle front, she showed an inspiring example of patriotic sacrifice, which, if followed by all of the other states, would be one way of showing American oneness of purpose.

WHO ARE PRO-GERMANS?

It is not only the man or woman who sympathizes with Germany who is pro-German.

Profiteers—that despicable class that lines its coffers with gold, squeezed out of the life blood of countless millions of Americans—are pro-German.

The inefficient are pro-German.

The over-eaters are pro-German.

The luxury-lovers are pro-German.

Those who loaf are pro-German.

Those who complain are pro-German.

Those who make needless expenditures are pro-German.

Those who refuse to invest in Government securities are pro-German.

Those who idle away time which belongs to their employers are pro-German.

Those who visit during business hours are pro-German.

Those who seize every opportunity to go to summer resorts when they do not need the rest and relaxation are pro-German.

To-day, when the great crisis in our national life—in our individual life—has arrived we must have outspoken declarations of allegiance. Nothing must be tolerated but Americanism. No one who lives here, and earns his livelihood here and enjoys the privileges offered by this country, no matter whence he originally hailed, has any right to be pro-anything but American.

Even if you are a natural born salesman you need to study your line continually because, no matter how naturally selling may be for you, you won't inherit knowledge of the goods.

Save the Thoughtless Dollars

"I got the sweetest hat today. And, my dear, of course, I didn't really need it, but—"

* * * *

"What if it is only a few blocks? Here, taxi!"

* * * *

"I know I'd fee! a lot better if I ate less, but I simply must have a big order of—"

* * * *

Over there in the Picardy mud, pock-marked with significant craters and "plum-caked" with unspeakable things that once were men, our soldiers can't hear all that some of us are saying. Good that they can't, isn't it? It wouldn't make it any easier to stand firm against those blood-crazed, grey hordes who come on wave after wave because they believe their Kaiser is "God's anointed shepherd of the German people."

* * * *

It isn't that we Americans are a selfish people. We have simply been thoughtless.

Money is needed to win the war—let's give it. So far, we have been asked only to lend—to lend at a good round 4% interest. Turn your THOUGHTLESS dollars into War Savings Stamps.

* * * *

This space contributed for the winning of the war by

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

BEING STRIPPED FOR WAR.

The dry goods trade is being stripped for war. That is the essence of the quiet that has prevailed while adjustments are being arranged. The Government intends to control the industry for several purposes. It wants merchandise for actual war needs. It proposes to check the rise in prices which have resulted in enormous earnings and the unnecessary widening of the margin of profit. It intends to protect the consumer against his own extravagances and against the extortions of all handlers of goods.

The thing that is now being done and called price stabilization is nothing more or less than price reduction through intent of the Government. The co-operation of the trade is asked. If it is not given heartily the facts of the situation will be presented to Congress and legislation will be asked. That will be prefaced by investigation, and perhaps by scandal. It can result in the fastening upon the dry goods trade of the country many permanent forms of restrictions that will not tend to satisfactory conditions after the war.

It is more common in the trade to hear objections raised than it is to hear discussions of what the Government can do at this time to put the whole trade on a better footing for the war and after the war. No proper credit is being given for the aid that has already been tendered in removing from the dry goods business many excrescences, such as brokers' and converters' speculations, needlessly long terms, financing through trade pawnbrokers, and the production of hosts of bastard cloth constructions designed to degrade goods of merit and quality.

In the noise of minor wails that business shall go on as usual, that fashion and style must continue to be featured more than ever, that side lines of textile manufacturing shall continue to be permitted to absorb employees needed elsewhere, there also appears from time to time many demands that Government action shall not be taken under threat of political retaliation. There are still many men in the dry goods trade who believe the tariff issue to be the one vital thread on which human happiness hangs, and there are many more who continue to exalt the dollar in its tax-paying powers when other arguments fail them.

In contrast with these things, the producers who went wholeheartedly to the assistance of the Government from the inception of the war are beginning to insist that the Government shall press its powers to force in the laggards and the profiteers catering to civilians. The younger generation of New York merchants are visualizing the future that is being carved out through Government ship building and through the quiet, strong work of the War Trade Board. The manufacturers of the country are seeing the light and making preparations for winning the war and for making peace more profitable than ever. Those who are beyond the manufacturers will eventually grasp the mean-

ing of the Government intervention in business through trade co-operation, and when that time arrives the trade will be fully prepared to swing into the war stride that is already seen in other industries.

The woolen administrator has sent out a warning to the profiteers in the business. The scandal of price exploitation that has gone on unchecked is finally being taken in hand. Until it has been controlled there is very little likelihood that the Government authorities will allot raw wool to mills that were primarily at the bottom of the exploitation of the public. Selling woollens in barber shops, hardware stores, and other undreamed of places is going to stop, and if the trade cannot be appealed to successfully to stop it, the Government will enter in and take goods where they can be found.

Linens are expected to come forward more freely in the next month or two in consequence of reported releases at Belfast and elsewhere. It is also hoped that burlaps will come along more freely in the later months of the year, although for the time being shipments from Calcutta are very difficult. Prices on linens and burlaps hold very high and substitutes are being used wherever it is possible.

TRADING STAMP DECISION.

According to press dispatches from Madison, Wis., one Ralph W. Jackman of that city has just won, in the highest court of that State, a signal victory that may have a big bearing on the future of trading stamps. In effect, the Supreme Court held that the dealers' coupons must be redeemed by the original consignee and that the consumers' coupons cannot be redeemed through an agent but by the original seller.

This would appear to put an end to stamp brokerage and possibly to co-operative redemption unless such co-operation is plainly carried on in the name of each and every principal. But the more interesting possibility in it is the line of distinction it draws between a stamp actually issued by a seller as a discount or bonus and one issued by him, but redeemed by a third party, like a trading-stamp company, with whom the customer has no dealings directly. In the absence of detailed information as to the exact text of the decree definite appreciation of its effect is difficult to reach.

NEW NECKWEAR FOR FALL.

Neckwear manufacturers are getting out many new and attractive designs in collar and cuff sets for the coming fall season which are said to be meeting with considerable success. Wide collars of organdie with scalloped edges, some trimmed with lace and others beautifully embroidered in delicate colors are proving particularly popular. There is also quite an array of georgette collars in many manufacturers' lines. Quite a few of these are elaborately decorated with hand embroidery. On these, too, fine lace is used a great deal for trimming.

BIG PROFITS ON PAPER.

People in the food trades are completely at a loss to understand how the Federal Trade Commission figures profits and percentage of profits to arrive at a conclusion that a food dealer made 2,183 per cent., unless the "stage was set" to arrive at such a conclusion by an unusual series of circumstances. Of course, there are times when a luck turn in a market and a scarcity has let the lucky holder of goods in on a "big-killing," but even that has not been possible for the past year or more, and when it did occur never approached anything like such figures given.

Manifestly the commission is figuring profits on the actual initial capital invested and not at all on the actual volume of business done. It ignores turnover as a factor of legitimate efficiency and seems to involve it rather as the basis for penalizing a merchant than benefiting him. The more times he succeeds in turning his stock over, the lower he must make his profits, seems to be the logical rule. But even that does not explain to the average grocery any such figures as are stated.

The investigations by Harvard accounting experts among retail grocers showed extremes of turnover of from 3½ times to 23.8 times in a year, with seven times as the common figure and twelve for the most efficient stores. But even the most extreme figures found in this enquiry fail to reach any such figures as were handed to Congress the other day by the Federal Board.

The Food Administration appears, from its last circular on food trade permitted margins, to have not only assented to the proposition of the food trade regarding price margins, that the cost basis be taken as the average of all lots in stock at a given time, but has gone further and compelled such averaging. All of which emphasizes the fact that there is a wide variation between limited profits and fixed prices, which does not seem to have occurred to some of the critics.

WOOL AND WOOLENS.

While there has been much discussion on the wool situation during the week, it cannot be said that conditions have been made any more clear to the average man in the trade or out of it. Declarations from the War Industries Board indicate a willingness to allot wool for civilian uses when this seems to be necessary. The board, however, is of the opinion that for the present there are enough fabrics and garments actually made to supply the needs for some time to come. Evidence has been furnished to show that all kinds of outsiders, who never were in the business before, have become "jobbers"—i. e., speculators—in woolen goods and that their manipulations have had much to do with spreading the idea of a scarcity. If their clutch could be loosened, prices would drop. That this result must come before long in order to avert disaster is the conviction of most persons in the trade. It is in recognition of this that the War

Industries Board issued its warning notice on Friday against speculation and profiteering in woollens. In connection with this it is worthy of note that the British authorities are of the opinion that the raw wool prices fixed here are too high. At a recent meeting of the Board of Control and Wool Advisory Committee Sir Arthur Goldfinch, British Director of Raw Materials, said that as long as the present high prices are paid in America it would not be possible to reduce the prices of wool for civilian use in Great Britain. He hoped for reductions here.

DEFILING FACE OF CHRIST.

In the wrecking of Rheims Cathedral the Germans tore the figure of Christ from the crucifix and smeared the face with human excrement. This is in keeping with the religion of the Teutonic nations, whose God is Thor, the God of War. In no church in Germany is the gospel of Jesus Christ preached or the precepts of the Nazarene presented either in the form of inspiration or example. The religion of Germany is the religion of the pagan and its effect on the German people finds expression in the raping of women, the maiming of children and the destruction of schools, nurseries and hospitals.

Any man who lives in this country and who still insists on retaining his German name—the connecting link with barbarism and butchery—certainly has reason to be very proud of his possession.

Any man who possesses a particle of German blood in his veins has reason to be proud of his ancestry.

The editor of the Tradesman is one-quarter German and would give all he has in this world and all he expects to have in the world to come to wash this curse out of his veins.

At this period of the year many of the circumstances affecting trade which form a basis for judgment are apt to be apparent. The retail spring and summer buying is about over, and its volume is known, as is also the amount of stock to be carried over. Crop conditions and prospects are also pretty well defined, as is likewise the outlook for industrial employment. The state of trade, as indicated by the business embarrassments of the first half of the year, is also made manifest. This year all the circumstances mentioned are favorable, but some new factors produced by war conditions introduce an element of uncertainty. On the one hand, there is a question as to how much leeway there will be for the manufacture of goods for civilian needs, and, on the other, as to how long it will be before some if not most of the high prices asked for goods must come down. Matters of this kind are apt to induce caution on the part of buyers in arranging for forward commitments. It would not, therefore, be surprising if the volume of sales for the present will be comparatively slight and continue so until conditions resolve themselves more definitely.

INDUSTRIAL VOLUNTEERS.

American Commercialism Has Been Stimulated By War.

Whatever else the war has done, it has brought the world into a state of serious thought. Never before have momentous events had so fateful a significance; when not only the fate of empires, but the trend of our whole civilization hangs daily and hourly in the balance.

The withdrawal of 40,000,000 men directly and 200,000,000 indirectly from the occupations of peace and their employment in the work of pure destruction and waste could not fail to shake human institutions to their very foundation. No one dares calculate the awful cost, in men or in money, or how seriously it will permanently cripple the industries and finances of some of the world powers. Thanks to our own tremendous national wealth of almost \$2,500 per capita and the immensity of our business institutions, America seems safe financially; but stemming the tide of exhaustion does not stay the severity of economic drain. By no twist of optimism or involved logic can one cajole himself into a belief that the wastage of lives by the thousands and money by the billions is "an investment" in any sense; it is loss; irreparable loss and the deluded demon who started it all can never be regarded other than the foe of civilization.

From thoroughly dependable data brought down to December 31, 1917, it is calculated that the war has cost no less than \$121,750,000,000; about one-third upon the Teutonic powers and two-thirds on the Allied nations. This equals thrice the total world indebtedness at the opening of the war; four times all the bank deposits and ten times the agricultural production of the United States; twelve-fold our total foreign trade and one thousand times our gold output. The outlay every month equals double the whole cost of the Russo-Japanese war, which lasted eighteen months. Every eight days it rolls up a cost equal to that of the whole Boer war; every three weeks that of the Franco-Prussian war and every fifty days sees totally wasted a sum equal to the whole cost of our great Civil War of four long years.

The six greatest world-wars of the last 125 years aggregated only one-sixth what this one has cost already. It is costing every man, woman and child in America at present twenty-eight cents a day; of England seventy-four cents; of France fifty cents; of Russia ten cents; of Italy twenty-two cents; and of Germany forty cents, and of Austria-Hungary twenty-one cents. Every day it levies an expenditure of no less than \$40,000,000 upon Uncle Sam. And all this to gratify the hellish cupidity of an ego-ridden pervert who would tear down for his own glorification all that the blood of heroes has achieved for human freedom and sound government in a millennium. Surely it ought to impel every loyal American to a new resolve to stand by the Government—our Government; not

that of some potentate—by saving, by sacrifice in giving, by struggling, by firm resolve to bend every ounce of energy to win a speedy peace and stamp forever from man's sight and memory the fiendish idealism of Teutonic philosophy.

As to the human costs of the war, estimates are bound to vary, but the following are the estimates of one statistician:

Total lives lost in the war	12,400,000
Total wounded	26,000,000
Total permanently disabled	14,000,000
Total loss of population	13,000,000
Total prisoners	5,160,000
Total tonnage destroyed	
(3,800 ships)	11,800,000

Nothing could better contrast the ideals of two nations—two systems of civilization—than to compare this

school and the free church and press, and how gloriously our hopes were being fulfilled, last April, when 10,000,000 young men of all descents marched bravely up to the enrolling table and cast their lot with the destinies of Democracy. No sun ever shone on a more glorious spectacle.

The patriotic response of American industry has been quite as glorious. However much of justice there may have been in the taunts of rival nations that we were a nation of shopkeepers and a country of money-making, the American business man has registered the unquestioned fact that his commercialism was not practiced at the sacrifice of patriotism and loyalty.

Ellis L. Howland.

Gradually we are waking up to the fact that the participation of Latin-



Ellis L. Howland.

fruitage of forty years of Teuton effort with that of our own country. The one ends in destruction of appalling magnitude; the other in such a flood of prosperity as has never been visited on any nation since human history commenced. For forty years Germany has been preparing for "Der Tag" when she could spring at the throat of trusting neighbors and throttle them into a disgraceful subjugation.

For forty years America has stood with wide-open arms, welcoming men, women and children of every creed, condition, nationality, tongue and idealism—offering the protection of an unselfish and peace-loving Government, a free education, an open field and a share in the most precious traditions of patriotism that ever blessed a people. We have poured them all into our great melting pot of the public school and the free

America in the war is more than a mere sentimental advantage, and may eventually be turned into a real and great military gain. Brazil and the smaller republics that have lined up with the Entente have not only tremendous resources in material, but even larger resources in men. Our Government seems gradually to be realizing that, with proper training, Brazilians or Peruvians will splendidly supplement the Allied forces in France. Whether such training shall take place in this country, in France, or at home is not of the essence, and merely a question of expediency. The principal fact we have to congratulate ourselves on is that both our own and the Latin-American authorities are now engaged, according to dispatches from Washington, in working out ways and means for bringing the weight of Latin-American numbers to bear on German exhaustion.

Cry of Victims Not in Vain.

Cleveland, Ohio, July 8—The rapid destruction of the famous forts of Liege was doubtless a kind of military success. The temporary occupation of a considerable portion of northern France might also be deemed an initial military success. The great incipient successes, however, were the destructions, and ruthless destructions, by the German submarines. These were the culminating successes that developed the Prussian dementia. It brought forth the most grotesque and insulting message from the Kaiser that ever was written and transmitted by one civilized Government to another. The United States was to be allowed to dispatch two ships a week to certain clearly limited ports in England. Ships flying the American flag were to be painted according to the Kaiser's behest.

The initial success of those U-boats caused keen sympathy for a time, but sorrow and sympathy for the unarmed and harmless civilian victims so stirred the inventive faculties and roused the latent courage of the timorous to such magnificent achievements that these depredations are now thoroughly under control. That initial success in victimizing the Hun to such a degree as perhaps no other kind of destruction could have done. It was that stimulus which is now procuring for the United States the greatest amount of ship tonnage that ever was constructed over the whole world within four years.

It is now certain that before the dawn of the year 1921, we shall add thirteen million gross tons of new shipping to our existing eight and one-half million tons. This will place us well at the head of the tonnage of the nations. This estimate of mine is very conservative. Our authorities claim a much greater rate of increase than this.

Those cruelly murdered victims of the Lusitania form the most potent stimulus to this success. A development which we have struggled for for more than fifty years, during which time we were the commercial victims of the successful European ship owners, especially the German.

The cry of those American victims of the U-pirates was not in vain, as our invincible army and navy will certainly demonstrate. Our loyal and free American citizen soldiers and sailors, with tens of thousands equally loyal, and ready, and willing, and anxious, to join them on the beautiful shores of France or Italy, will prove to Europe that America teems with the strongest and best of mankind, who thirst for the honor of protecting their flag on land or sea or in the air.

Joseph R. Oldham.

Union made cigars are almost invariably objectionable, because union cigar makers, as a class, are filthy fellows, victims of the liquor habit, dopsters and breeders of pestilence and disease. No union man who is at all particular will buy or smoke union made cigars under any circumstances. The use of the union label is decreasing. The union label as an aid to unionism is a decided failure, and where it was once necessary for the merchant to provide his customers with goods bearing this mark, because his customers looked for and expected it, there seems nowadays to be practically no call for it from the buying public.

It's a pity a man can't get a pair of suspenders to hold up his reputation as well as his trousers.

There's one peculiarity about women—the more a man knows about them the more he has to learn.



Teaching Store Clerks How to Sell.

During the past few years there has been a healthy development of sales classes in large stores, in harmony with a general interest in vocational training of every kind. From the engineering concern which finds that its apprentices do better work if they know how to read blue prints and understand elementary mathematics, to the apple orchards of Washington and Oregon, where packers must be taught to put up table apples in accurate sizes, counts and tiers, vocational schools seem to be a partial solution, at least, for problems of shifting labor, the breaking down of the old-fashioned apprentice system, and rapidly changing conditions and products in every industry.

So, fundamentally, the technical instruction of sales people is right. But there is not always good balance in this teaching, and the chief purposes are sometimes lost sight of.

Broadly speaking, there are four things which sales people can be taught in classes. First, technical information about goods. Second, the store routine, such as sales slips, cash and credit accounting, the handling of complaint, transfer and delivery shipment blanks, the lay-out of departments and similar detailed information. Third, good methods and manners in dealing with customers. Fourth, corps spirit.

In many cases the first of these subjects—technical information—has been taught at the expense of others. Some of the best sales people are men and women trained in Great Britain, France, Germany and other countries where the solid old apprentice system still prevails. These people have not only been grounded in merchandise by a rigid training which covers every detail from raw material to finished product, but have often been compelled to pay for their training by a substantial money premium, or a term of service without pay extending over several years. They began by sweeping out, dusting stock, receiving and checking goods, perhaps working a year before they were permitted to even approach a customer. When actual selling was begun, they were under rigid discipline, subject to penalties for each failure to sell goods, and compelled to "live in" on the foreign system which makes the shop assistant keep practically the hours and discipline of a soldier in barracks. On top of these requirements there was the foreign idea of caste, which makes the customer a superior and the sales person a servant. There is no question about the efficiency of people trained under this system, and for

years they have been sought by American stores. It was natural, therefore, when we ourselves took up the problem of vocational training that the instructions should have been centred on technical details.

But conditions in this country are different. For one thing, our stores handle a wider range of merchandise than the average shop in other countries. Our departments are more numerous, and carry more novelty goods. Along with the textiles which made up the backbone of the old-fashioned dry goods store, we have a multitude of household and personal conveniences which are continually changing in character, and do not permit the solid technical training given abroad. Even in textiles, which lead in percentage of sales, the emphasis is no longer upon materials, weaves, patterns, grades, dimensions, values, and the like, but on the finished, ready-to-wear products of the women's, men's and children's apparel departments. Where women customers formerly bought piece goods and trimmings, they now buy finished garments. Instead of technical information about textiles, the sale pivots on fashion and fit. The customer is willing to leave fabric points to the buyers' judgment, or the reputation of the store, so long as he or she is properly fitted and well-dressed. Emphasis has swung from technicalities to results, so to speak, and psychology plays a larger part than fibre and weave.

Much of the time spent under the apprenticeship system in sweeping out the store and dusting stock was wasted from the standpoint of present day sales instruction, and we do this work better nowadays by machinery. The shifting character of American labor is wholly against the old-fashioned training of the apprenticeship system, and for this reason, and also because modern merchandise is more complex and changeable, sales instruction, founded upon such elemental information as fabrics and weaves, is apt to teach some of the wrong things at the expense of the right ones.

There are many advantages in systematic sales instruction with courses and classes. Such teaching concentrates and speeds up instruction, imparting in a few weeks most of the essentials spread out over months and years under the old-time apprentice system. Classes are especially valuable in teaching store routine, and where the new employe can be sent to a special school and taught how to make out all forms and see the store routine whole, he or she learns more

quickly and understands better than where such details must be picked up piecemeal behind the counter.

But as education nowadays seeks to humanize knowledge and teach by the practical method of letting the student first acquire practical interest and a healthy curiosity by doing things, and then letting technical information come in the form of answers to natural questions, so the average sales course gives better results if centered upon the actual selling conditions encountered in the day's work.

It is possible to arrange a very comprehensive series of technical lectures upon almost any department's merchandise. If anything, this is a little too easy. The corset buyer, who knows his merchandise, could probably lecture every evening for a week upon the different materials which enter into corsets, where they all come from, how they are selected and judged for points of quality and how the modern corset has been developed within the past few years from comparatively crude beginnings. The shoe man, who has been through some of the big factories, could hold forth at great length on kinds and qualities of leather and findings and the highly-specialized machinery and processes used in making present-day footwear. Men's shirts and hats, women's bonnets and hosiery, carpets and Oriental rugs, knit goods, toys, kitchen utensils, imported lingerie, groceries—any one of these lines of merchandise suggests an encyclopedic range of technical information.

There is so much technical information available that the store instructor is apt to make his lessons too theoretical, losing sight of what all this merchandise means to the public, and what both customer and sales person want to know about it when it passes over the counter.

The stout woman being fitted with a corset has absolutely no interest in the anatomy of the whale or the way the cloth or steel was made. She wants to look as thin as possible, and be comfortable, and perhaps dance or ride horseback. She is interested in the waistline, and also the price. She may have wrong notions about the model for her figure or habits. A false notion of price may have caused her to travel thus far in life without

ever trying on a well-built, well-fitted corset of good value.

Obviously, the sort of technical instruction which will teach sales people how to properly fit customers, make them look well and feel well, and purchase corsets by results instead of price, is more practical than instruction which goes too exhaustively into technical details, which should be confined to the manufacturing and purchasing ends of the business. Probably 75 per cent. of poor selling is caused by poor fitting may be realized when one remembers that about 40 per cent. of the merchandise in a representative department store consists of wearing apparel.

The opportunity for proper fitting is two-fold—garments, shoes, gloves, hats and bonnets must not only be right as to size and model, but false standards of price and value must be removed from the customer's mind.

These things being so, the best technical instruction nowadays centers not upon details of material and manufacture, but upon actual demon-

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

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



Sunbeam Shirts

Correct Fit—Quality Materials

KETTLEBROOK—Flannels

PEERLESS—Flannels

CHAMPION—Flannels

AMOSKEAG—Domets

(Sizes 14½ to 17)

In Gray, Blue and Khaki Colors

SUNBEAM Shirts are carefully designed, cut full and large, and made up in high quality service-giving materials.

Flannels are scarce—the outlook for delivery of duplicates uncertain—all of which suggests an early selection. The best advice we can give is BUY TO-DAY.

We will be glad to submit samples on request.

Brown & Sehler Co.
Grand Rapids, Michigan

Paul Steketee & Sons Wholesale Dry Goods Grand Rapids, Michigan

Quality Merchandise—Right Prices—Prompt Service

strations of fitting. People with average and unusual figures are brought before the sales class, studied and fitted, and the results criticised. Sales people themselves are sometimes selected to act as models, and the teaching is made as varied and interesting as possible by letting the class study a given model, make suggestions for fitting, have the actual garments put on and worn, and then demonstrating the wide range of possibilities by letting individual students or buyers show how they would deal with that particular figure in some other way.

Such instruction goes beyond details of fitting in well-planned classes, and takes in customer's idiosyncrasies. The model selected for a demonstration may act the part of an opinionated customer who is determined not to pay more than a stated price for corsets, or shoes, or gloves, and persistently brings up prejudices and objections when the student undertakes to show what can be given in the way of appearance, or comfort, for a little more money. A demonstration regularly staged in this way gives the class a chance to use its imagination, which, after all, is the greatest force in teaching, and to bring out and deal with difficulties encountered in selling every day, and indicate tactful ways of overcoming them.

This sort of instruction is also a school in courtesy and tact. Demonstrations can easily be made with students or instructors, who, for the time being, act the part of the overbearing or irritable customer, the class closely following ways in which impatience is overcome, and discourtesy met. The great value of demonstrations along this line is that sales people get a sort of laboratory viewpoint upon their problems and themselves. Working on the floor day by day, meeting all sorts of people in all sorts of moods, the sales person is apt to become self-centered, and feel that he or she alone is subjected to stresses and emergencies. Such a feeling of isolation destroys poise and perspective. Class demonstrations not only show that these are the universal difficulties and frictions of the day's work, but enable sales people to stand aside, detached, and watch things happen to others. The very fact that such incidents are dramatized before the audience, and that an audience has an entirely different point of view from an individual, adds the saving grace of sense of humor. Where sales people attend frequent demonstrations on this order, they never fail to take back with them on the selling floor a perspective and a philosophy which makes work go with less friction.

Corps spirit is a factor in sales work capable of great development and something which has not yet been taught as it should be. Corps spirit rests on confidence of sales people in the firm for which they work, and also in their immediate superiors. It is built upon stable policy, security of employment, justice in assuring each worker results for individual effort, confidence in merchandise, fair dealing with the public, and a general

feeling that the whole organization really serves the public, and that one may take genuine pride in belonging to such an organization.

To teach corps spirit there must be, first of all, some way of putting before sales people the general policy and methods of the house. Many concerns assume that this has been done when they issue rule books and circulars of instruction. But there is a vast difference in the attitude of workers toward blind rules which are issued as rules and nothing more, and rules which are backed up by intelligent explanations of policy—the reason why a given rule is issued and how it is expected to operate. Rules are intended to be observed in spirit as well as letter, but many business concerns publish only the letter and withhold the spirit.

It is sound teaching and mighty good business for the management to let employees understand some the difficulties met from month to month in dealing with the public, obtaining merchandise, meeting the changes of trade and weather, and let everyone see at least some of the wheels go round. This can be done through personal talks, published statements, and in other ways.

Along with such statements and actual contacts between executives and employees, may go gatherings at which specific difficulties are taken up, ways of solving them explained, individual successes as well as failures brought out, and sales people be made to feel again and again that they are part of a great institution.

James H. Collins.

Simplicity Itself.

Reginald bought an evening tie, and, wishing to be immaculate, asked the clerk in the haberdashery store to tell him the correct way to tie a bow.

"Well, sir," said the obliging assistant, "you hold the tie in your left hand and your collar in the other. Slip your neck in the collar and cross the left hand end of the tie over the right, with the left hand, steadying the right end with the other hand. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied and all you have to do is to disentangle your hands."

Buy Expensive Gloves.

One of the unusual features of the fall trade in leather gloves for both men and women is said to be that many small retailers have taken quite a few of the best grades of gloves. Some of these retail for as much as \$4.50 a pair. Kid and buckskin gloves for dress and street wear are reported to have been in good demand by retailers in all sections. Higher prices have apparently been no deterrent to the placing of substantial orders. Thus the volume of business for next fall, both as to quantity and in dollars and cents, is said to surpass anything on record.

A Driver's Business Card.

If a customer who has asked an Illinois merchant to call for merchandise to be returned, exchanged, or repaired, is not in when the driver calls, he is able to let her know the store has complied with her request.

The driver receives a heavy cardboard ticket, perforated into three sections. That part which is to be fastened to the merchandise has spaces for the name and address, the reason for the call, the date, the call number, and the salesman's name. When the customer turns over the merchandise to the driver, he gives her the second portion of the ticket as her receipt, on which are the call number, the driver's signature, and a list of the articles returned. If the customer is not at home, the driver detaches the third portion of the ticket and leaves it in her mail box. It has the call number, the date, the name of the customer, and this:

"Our driver called at — o'clock with reference to the merchandise to be returned and reports that you were not in." C. C. Leviton.

When Enclosing Stamps.

Instead of moistening a corner of a stamp, or pinning it to the letter, one business man who frequently sends stamps with his letters to make sure of getting replies, slits the corner of the letterhead in two places and slips the stamp through. The slits hold it in place, give a neater appearance to the letter, and lessen the chance that the stamp will be spoiled.

J. C. Cantwell.

Guaranteed Prices on Good Goods

When you buy goods from "OUR DRUMMER" catalogue you don't have to wait until the bill comes in before you know what you have to pay. You know it when you place the order. This is because the prices you see in this catalogue are guaranteed for the time the catalogue is in force. This keeps them secure and stable and unaffected by market rises. If you are a merchant and want a copy of this catalogue you may have one upon application.

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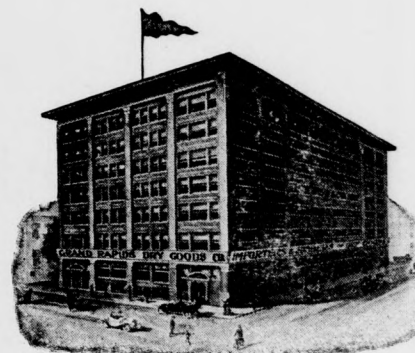
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SERVICE

Exclusively Wholesale

Bell, Main
393

Citizens
4428



Grand Rapids Dry Goods Co
Grand Rapids, Mich.

SERVICE

QUALITY



Are Laborers and Farmers Shirking Their Duty?

Written for the Tradesman.

The question, "Who pays the income tax?" is being asked with increasing frequency. In view of the large wages being paid to skilled and unskilled workers, this is natural. It is emphasized by a Boston incident. A ship yard worker sold to a Boston Policeman for \$100 an automobile which cost him \$1,086 to pay his fine for reckless driving. Out of his large earnings he did not have \$100 left. There are plenty of workers in the Brooklyn navy yard who are earning \$100 per week and private ship building concerns are offering even more than that. As the Wall Street Journal says: "Does labor make tax returns? If not, why not?" On many of the railroads there are locomotive engineers who are making \$3,500 per year and more, whether they are married or not. Are these men paying the income tax? If not, why not? These are questions the internal revenue office should answer. The public would like to know whether the United States Treasury carries into the collection of the income tax the extraordinary tenderness for labor and the farmer so noticeable in Congress, especially just before election. It is a poor tax which does not include all classes. It has been stated there are very few skilled workers who are not under the present scale of wages liable for income tax, even with the \$2,000 minimum. Is this tax collected? If not why not? If more than half of the \$50,000,000 daily war expenditures is finding its way into the pockets of the workers, what result does the Treasury reap? It is doubtful if it gets 5 per cent back in taxes. Should not this course of revenue be looked after more diligently?

There is a growing demand for good bonds on the part of individual investors, but the large purchases—financial institutions—are holding off. Banks in particular are showing no disposition to enter the market. While the funds disbursed to the Government in the way of taxes have been returned to them in the way of re-deposits, they are likely to be re-drawn again at any moment in view of the Government's expenditure programme. The banks cannot, therefore, take on long time securities. Besides that they will, as a patriotic duty, place their resources at the disposal of the Government by purchasing freely of Treasury certificates of indebtedness authorized by McAdoo in anticipation of the Fourth Liberty loan. Savings banks, also, are conserving their liquid resources and are,

therefore, not investing in bonds on as large a scale as usual, utilizing their funds through the purchase of acceptances and other short-time securities in or to be prepared should any emergency arise in connection with future Liberty loan flotations.

July 1 ushered in a new fiscal year for the United States, a year which promises to cast in the shade any fiscal year known in the history of the world. A great hue and cry was raised when a "Billion Dollar Congress" adjourned. Yet the fiscal period just ended records Treasury receipts of slightly more than nineteen billions of dollars, with expenditures about a half billion less. Besides this half billion on the right side of the ledger, it is estimated there will be expended twenty-four billions this fiscal year, a third more than was expended last year. Of this, a third is to be raised by taxation, leaving \$16,000,000 to be raised by borrowing. With present authority to issue \$4,000,000,000 in bonds—and that now proposed for \$8,000,000,000—plus estimated receipts of \$1,500,000,000 from the sale of war savings stamps, the amount needed will be provided for with the exception of two and two-thirds billion to be taken care of by Congress in the future. This figure means a daily expenditure by the Government of sixty-five and three-quarter millions a day for 1918-19, including Sundays. It means in a week \$460,000,000, and nearly \$225 per year for each stay-at-home inhabitant of the United States. The figures are stupendous, but must be taken into consideration that the expenditure is not of an unproductive character. Of forty-two billion allotted to two successive fiscal years almost one-quarter will represent loans to the Allies, and nearly one-half of that again will represent our mercantile fleet—the restoration of the American flag on the high seas—besides fortifications, arsenals, equipment, etc., galore—all for the future security of this country from the hellish Hun. It is up to us, collectively and individually, to devote the utmost vigor and economy to the productive end of our war task, and the financing of our war until complete victory crowns our efforts.

In the financial end of our problem, the War Finance Corporation looms large as a means, not only of supply, but of conservation really as protective as a National blue sky law with penalties attached, besides being a financial proposition. The law creating the War Finance Corporation created as a part of it the Capital Issues Committee, which is now a functional organization in full opera-

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tion. Its duties are to pass upon all new securities issued in the United States of more than \$100,000. The cooperation of the banks is such that the decision of the Capital Issues Committee settles the fate of any securities placed upon the market amounting to \$100,000 and upward. The bank's influence is of a police nature. Unless new securities of more than \$100,000 have been approved by the Capital Issues Committee they are accepted as collateral and are, therefore, practically valueless except to the investor who may know their worth and can hold them until maturity. Even then, their issuance and purchase are looked upon as an unpatriotic act. The writer, while in Washington recently, found upon investigation, that in the administration of its powers the committee is cautious and careful to be fair in handling any proposition submitted to it. In the first place applications must be made out in triplicate. One must be filed with the district branch of the Capital Issues Committee at the Federal Reserve bank in the district in which the property is located, and two copies must be forwarded to the Capital Issues Committee in the National Metropolitan Bank building, Washington, D. C. The Committee then—if the industry is an essential one for carrying on this war—refers it to the department handling the industry, with a request for report. Not until the report is received from such department, and from the Federal Reserve bank of the district where the industry is located, does the Committee take action.

Henry Ford has become somewhat of a national figure first through his abortive peace programme, second through the immensity of his automobile business, and third through his ambition to become a United States Senator. Some of the facts relative to his plants are of interest. The great Detroit plant has \$350,000,000 of war orders on its books, and there are 32,455 names upon the Ford Motor Co. payrolls. This does not include 1,500 employees at the ship building plant and a like number at the blast furnaces at the River Rouge. By August 1 it is said the grand total will be 40,000. The daily average of Ford Automobiles turned out is 1,611½. From June 15 to June 24, inclusive, the production was 12,892 cars, and on June 10 the company had bona fide unfilled orders on its books for 110,607 cars, divided as follows: Touring cars, 89,242; runabouts, 9,824; coupes, 3,013; sedans, 1,675; trucks, 5,224; chassis 1,619. The fiscal year ends July 31. The output for the first ten months and twenty-four days of the period totaled 651,191, which is at the annual rate of approximately 710,000 cars. Ford's \$350,000,000 Government orders include "Eagles," destined to clear the seas of submarines; caissons; helmets by the hundreds of thousands; ambulances; Liberty motors; 400,000 aeroplane cylinders, trucks and tanks. Paul Leake.

It is easy for a woman to look out for herself—if there is a window in the room she occupies.

THE SPECULATOR.

Does He Add to the Cost of the Goods?

Last winter's cold storage egg deal was highly spectacular. Various gentlemen became notorious by reason of the money they made in eggs—or were supposed to have made.

Smarting under criticism, one of the "egg kings" retorted:

"You call me a speculator, and tell me what I have done is wicked. Then how about Joseph, in the Bible?" A leading question!

For speculation is rooted in the changefulness of our earth's climate, and at bottom rests upon the genuine social service of putting things away in the seasons of plenteousness, so that there will be sufficient when things are at minimum production. Somebody has to find the money to do this, and also cover the risks of price insurance. That somebody is usually called a speculator, and, like the other big figure of the business world, described by as loose a term, "the middleman," there is hardly a time but somebody is energetically campaigning to eliminate him.

One of the first tasks of war, naturally, was to throw him overboard—even before the country woke to the menace of German agents, the speculator was cast into the belly of that great fish, the food law, there to remain until the war is over.

But is he really eliminated?

Some people believe that business under war conditions, free from speculation, will be so much better than anything we have ever before known that we shall never want to go back to the old conditions.

But the elimination is a queer process.

Just the other day economists were pointing to Uncle Sam's life insurance for soldiers and sailors, showing how, by the elimination of the insurance solicitor, its cost had been brought down to \$7 or \$8 a thousand. Yet, already, the insurance solicitor has been found necessary to sell this protection to the fighting force. The army itself contains officers who were formerly insurance men, and they have taken pride in selling the full quota in their companies and regiments, while recently it was announced that an expert had been sent to France to see that soldiers understood and took advantage of this cheap solicitorless insurance.

The speculator will be with us after the war, for the simple reason that he is with us now in many industries, where he rendered a real service. And in lines where his real service has been eliminated under the food law, the Government has had to step in and provide substitute service.

The most conspicuous suppression of speculation, of course, is that secured by the prohibition of trading in grain futures. The big grain exchanges of the country in normal times render a price insurance service. A country grain buyer contracts with farmers for wheat a month or more before the crop is harvested, offering a definite price. Or he buys wheat at the market price when farmers bring

it in, holding it until he can make a large shipment. A drop of 5 cents a bushel in the price while he is waiting for grain, or holding it, would wipe out his profit and perhaps his business, which is conducted on slender margins. There must be some form of price insurance to protect him, and this he secures by selling an equal amount of grain on the nearest exchange at a price which will protect his investment, and yield him a reasonable profit. That is known as a "hedge." His sale is made to specu-

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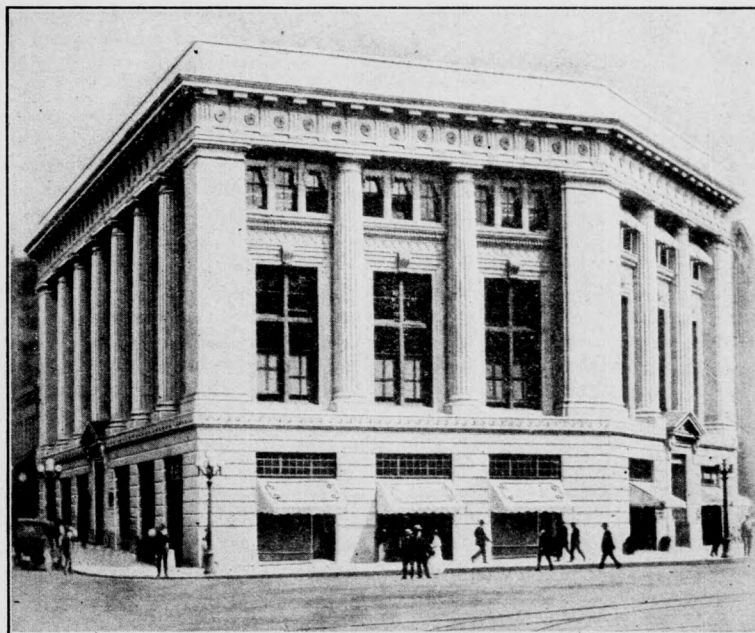
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lators—patrons of the grain exchange who believe their forecasts about the price of grain during the next few weeks warrant their betting a little money with a view to speculative profits. And these patrons, far from being the calculating city gamblers that popular fancy paints them, are very often farmers and country merchants. If the market goes against them they lose, but the grain buyer who hedged his purchases is protected. Not one speculator in a hundred knows that he renders this service of insurance to the legitimate trade, yet it is a definite by-product of grain future operations.

The flour miller who contracts for deliveries that will keep his mill busy for several months also used the grain exchanges to hedge his raw materials, in normal times, buying instead of selling.

When Uncle Sam abolished trading in futures with the food law, he had to provide a substitute for this insurance. To-day we find Uncle Sam carrying what is probably the biggest grain hedge on record. With speculation gone, it was necessary to stabilize the price of wheat so that it should not fluctuate at any point or at any time during the crop year. A rate of \$2.20 per bushel was set upon the whole 1917 crop, based on No. 1 wheat, f. o. b. Chicago, and differentials for all grades at every big terminal market were carefully worked out, so that a bushel of wheat to-day in any part of the United States represents a value as absolute as the value of gold. Not only the grain trade had to be insured, but the grain grower. For we need large production, and that can only be secured by guaranteeing a good price. So Uncle Sam stands ready to pay \$2 a bushel at primary terminal markets for the whole 1918 crop.

Now, this insurance of the price next year is expected to give us a billion-bushel crop. If the war continues we will need all that wheat. But, should the war end before Uncle Sam has a chance to close his gigantic 1918 wheat deal, world prices will undoubtedly drop. They may be cut squarely in two, for there will be fully a billion and a half bushels of wheat in other countries after the January harvests. If the world price falls to a peace-time normal, and Uncle Sam cannot find a market for it, there will be a very great loss. Herbert Hoover estimates this possible loss to the Government at from \$300,000,000 to \$500,000,000 if peace comes before all the 1918 wheat is marketed—that is, until September, 1919.

In many other commodities the downright speculator—that is, the unmistakable gambler who bets surplus money on futures in commodities not ordinarily handled in his own business—furnishes the same by-product of price insurance. It is so in pig iron, cotton, coffee, provisions and other staples. Practically every commodity which lends itself to storage and standardization and the creation of warehouse receipts for collateral becomes material for speculation. Far from being an anti-social thing, such speculation broadens and stabilizes

markets and builds up industries. Take the potato, for instance. Our 1917 crop was large and involved storage and finance problems. To give added stability, the Federal Reserve Board made potato storage receipts collateral for loans at banks. In the South, sweet potato production is being stimulated by establishing bonded warehouses in which this crop may be stored and financed with money borrowed from Federal Reserve banks. The pig iron market in this country suffered unreasonable price fluctuations which bore heavily upon producers until a speculative market in pig iron warrants was built up along lines followed for years in England.

To condemn the speculator in general and seek to eliminate him is easy enough so long as you do not attempt to define him, or select a definite operator in a definite trade for elimination. On the speculator in general there is never any closed season—you are free to go gunning for him any time. But the moment you raise him out of a covert and point the gun, you will begin to have doubts and hesitate about pulling the trigger, and perhaps not pull it at all. For when he comes into plain view there are serious questions about him being the exact kind of game you originally went out to shoot.

Take the cold storage business as an illustration.

Here is an industry which practically the entire consuming public and many business men believe to be permeated with speculation, involving a real economic waste. It comes into prominence inevitable each winter, when its butter and eggs, and cheese, and Christmas turkeys, are brought out for sale. We have a large city-dwelling population which does not seem to be able to understand that hens lay more eggs in summer than in winter, and that without cold storage there must be sharp fluctuations in price between those two seasons. Nor can it understand that there is a good deal of cost involved when you put eggs away for several months under artificial refrigeration, and pay interest on the investment, and storage costs. But the cold storage men—or, rather, their customers who rent storage space—are really doing what Joseph did in Egypt. In April, when the earth brings forth by handfuls, they gather up and provide against the winter months of scarcity.

Decide for yourself whether this man is a speculator—he frankly says that he has his own doubts about it.

At present he is in Washington serving on the Food Administration as a volunteer, helping meet national problems in his own industry. All his life he has dealt in eggs and poultry. Over a large section of the middle west he owns buying stations for eggs and chickens. Fully 90 per cent. of our egg supply comes from the average farm-yard flock in such territory. If the farmer's wife found no buyer for eggs when she went to town, it would not pay to keep hens, and so production would fall off. There is no predicting what day she will come in with eggs, or what

month she will decide to sell off her surplus chickens. If the experienced buyer in that field could set aside the element of chance in both weather and farmers' wives, and purchase at certain favorable seasons of the year when quality is best, closing up shop at other seasons, he would gladly do so. But he must be ready to purchase every day in the year, regardless of weather, and supply, and price, and, furthermore, take everything the farmer's wife brings him, the tolerable eggs with the good ones, and the old hens and tough roosters in mid-summer as well as the tender broilers during the cooler months. If he could count upon an exact adjustment between city demand and country supply that would help a lot, but no such adjustment is possible. Therefore, he must take the surplus of the fat months and put it away in cold storage for lean seasons. This requires money. He has to finance his holdings by borrowing at the banks, paying interest. There is no way in ordinary times of predicting what the future may bring forth in the shape of prices. One year his storage holdings will bring a good profit and the next year a loss.

This man deals only in actual commodities, selling only to legitimate dealers who purchase to supply the consumer. Under the food law practically no change has been made in his methods of doing business. President Wilson defined the speculator as an operator in foodstuffs, not in any legitimate sense a producer, dealer or trader. This man is clearly a

legitimate dealer, and his function is so useful and necessary in normal times that it has been continued in war. Yet there are seasons when the most straightforward conduct of his business involves something closely akin to speculation—that is, he has to put stuff away, finance his holdings, and take his chances on profits or loss on the fluctuations in price.

But not all dealers in cold storage stuff are of this class. That industry has been made conspicuous the past two or three seasons by invasions of outside operators, men in other lines of business who are attracted by unusual price fluctuations in butter, eggs, poultry and cheese, and enter the market for what the English race track tout calls a "bit



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of a flutter." Having no trade connections to supply with these commodities, they nevertheless purchase them in blocks with a view to profit. This kind of operation is now prohibited by law. For it causes price advances and unwarranted extortion from the consuming public, and also interferes with the legitimate distributing trade.

But even this interloper has a certain function in normal times. Under state laws cold storage warehousemen are prohibited from owning the goods that they carry in their coolers. That law was designed to protect the sanctity of the warehouse receipt, and make it good banking collateral. The warehousemen, under pressure of competition to fill their coolers each season, must have a following of speculators who will buy the butter and eggs, and dressed poultry as they come in, and carry them until they are sold. Very often the speculator is merely a convenience for the warehousemen, who, without actually owning commodities themselves, enable their speculative patrons to carry the stuff by advances of credit as well as by offering liberal financial arrangements.

Upon such speculative patronage the cold storage industry has built itself up, and, as in most other lines of business, growth and financial accommodation and facility have been secured along with certain trade evils which everyone in the business recognizes, but which the individual warehouseman has been powerless to correct. Bill Jones admits that extensions of credit to speculative operators are open to criticism. But Tom Smith and George Johnson have cold storage warehouses around the corner, and stand ready to welcome every speculative patron that Bill turns away.

War seems likely to eliminate speculation to this extent:

That recognized evils in many trades, borne individually because collective trade sentiment was not strong enough to abolish them, are now up for review in a national crisis, with a collective sentiment strong enough to overcome them. In every line business men recognize that these are unusual times, bringing precious opportunities for the correction of trade evils, and the legitimate and necessary operator in commodities means to part company with the illegitimate and unnecessary operator. In other words, Joseph is going to throw Jonah overboard.

But who is really a Jonah?

That is the question.

In all the mazes of the business structure, with the farmer and country store-keeper, who occasionally take a bit of a flutter on the Chicago Board of Trade, and the investors who buy pig iron warrants, and the dealers in perishable fruit and vegetables who turn surplus capital in quiet season to the financing of a block of cold storage eggs—where in all this maze of gamblers rendering a real financing and insurance service, and legitimate traders being forced at times to speculate in their own

commodities—where is the line to be drawn?

The answer comes to be that the line cannot be drawn too definitely, except where Uncle Sam steps in and takes practically entire control, as with wheat.

That was an industry so large, and so vital in the war problem of both ourselves and our Allies, that Uncle Sam could throw overboard both Jonah and Joseph.

But in the majority of industries and trades, it is necessary to preserve the legitimate speculative machinery. The Government cannot finance the canning of our fruit and vegetable crops next summer, nor put away the eggs and butter. It can only prohibit the speculator, so-called from lending a financial hand to the legitimate dealer, and in many cases dealer and speculator are so closely identified in the regular work of storing food for the Nation that only trade teamwork under the new co-operative spirit will separate the fellow who performs a genuine service from the interloper who merely gambled in commodities.

Thus, war times are working out better methods here as in every other business problem. For years men in these industries have seen pretty clearly what was wrong and understood that collective action would set things right. Now they have the basis for collective action such as has never been known before, and a general house-cleaning is in order. But how long the house will remain clean after peace returns no man can foretell.

It has been said that if all the virtues in the world were piled in the shop windows on one side of a long thoroughfare, and all the vices on the other, any mortal walking down that street would come under the attraction of the virtues and be repelled by the vices. But alas! Vice and virtue are seldom presented to mortals in this separate way. They come mixed, and in the confusion one is accepted or rejected with the other.

And so with the speculator, so-called. He is an extremely mixed character. Along with the unmistakable good in him there is a lot of bad, and along with his badness at its worst there is much social service that cannot be eliminated. Add the complications of a changeful planet and an imperfect humanity, and it seems clear that about all we can do, even under the favorable conditions of war-time team-work, is to try for a better batting average.

James H. Collins.

He Who Fights Also Saves.

With the view of reducing to a minimum all of the waste in the Army, the Quartermaster General has established a new Division of Conservation and Reclamation. The aim of this division will be to prevent all food waste in the Army and to reclaim and salvage all worn-out and cast-off material.

No restrictions will be placed upon the amount that our soldiers may eat; but much of the food will be saved that was formerly lost through carelessness. Each organization of the

Army, which conducts a "mess," will be required to separate and classify kitchen waste produced in the preparation and serving of each meal so that it can be disposed of most advantageously. The Division of Conservation and Reclamation, co-operating with the Food Division of the Medical Department, will interest itself, especially in the storage of food and in the reduction of wastes.

Further, it will have active charge of farming and garden operations for each camp and cantonment. The produce raised will be used in rationing troops and providing animals with forage. Men fit for active duty will not be required to assist in this agricultural service. The Quartermaster General of the Army has a much more efficient plan, inasmuch as this work will be done chiefly by interned aliens, enemy prisoners, conscientious objectors, and military prisoners. Best of all, enlisted men physically unsuited for service overseas or partially disabled will likely be assigned to this agricultural work. The Quartermaster General believes that after a few months of outdoor work many of these men will so improve physically that they will become fit for transfer to fighting units. Thus, the Army will reclaim men as well as materials and supplies.

In addition, the conservation and reclamation division of the Quartermaster Corps will have authority to operate laundries and provide a uniform method of turning over clothing, shoes, and articles of equipment

by unit supply officers for repair, dry cleaning, or disinfection.

The boys at the front and at camps and cantonments in this country are setting a pace in conservation which those at home must strive mightily to equal. What will the home folks do? The men crippled in fighting our battles, the women widowed for our freedom, the children orphaned to make the world safe for future children, they are the ones who stretch their hands to us across the seas. Our boys are answering those appeals, not alone by fighting for them, but by saving for them. Is not this action of our soldiers an inspiration for redoubled efforts toward saving on the part of those at home?

An ignorant man is a merciless critic.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
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Resources

10 Million Dollars

3½ Per Cent.

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Assets \$2,700,000.00

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Fire Insurance that Really Insures

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

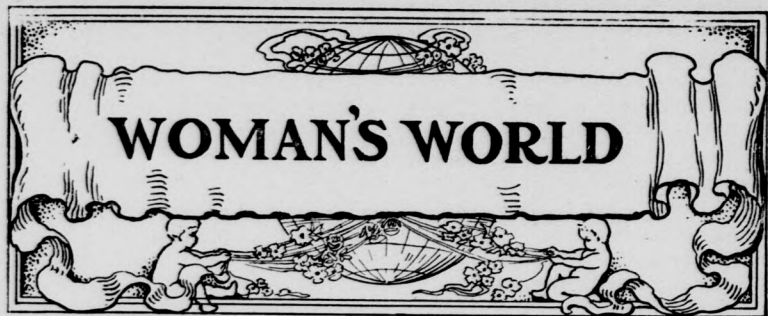
Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN



The Girl Who Trod on a Loaf.

Of course you have heard of the girl who trod on a loaf, so as not to spoil her pretty shoes; and you know all the punishment this brought upon her.

She was a poor child, but very vain and proud. She had a bad disposition, people said. As she grew older she became worse instead of better. But she was very beautiful, and that was her misfortune. "You will bring evil on your own head," said her mother, "and when you grow up you will break my heart!" And she did, sure enough.

At length she went into the country to be the servant of some very rich people. They were as kind to her as if she had been one of their own family. And she was so well dressed and so pretty that she became more vain than ever. When she had been there a year, her master and mistress said to her: "You should go and visit your relatives, little Inger." So she went in all her finest clothes. But when she reached the village, and saw her mother sitting on a stone resting her head against a bundle of firewood she had picked up in the forest, Inger turned back. She felt ashamed that she, who was dressed so well, should have a mother who was a ragged creature and picked up sticks for her fire.

A half year more had passed by. "You must go home and see your old parents, little Inger," said her mistress. "Here is a large loaf of white bread—you can carry them this. They will be rejoiced to see you."

And Inger put on her best clothes and nice new shoes. She lifted her dress high, and walked carefully so that she might not soil her garments or her feet. By and by she came to where the path went over a marsh. There was water and mud in the way. She threw the loaf of bread into the mud, so that she could step on it and go over with dry shoes. But just as she placed one foot on the bread, and lifted the other up, the loaf sank into the marsh, deeper and deeper, until she went entirely down, and nothing was to be seen but a black bubbling pool.

And what became of Inger? She went down to the Moor-Woman, who brews below. The Moor-Woman is the aunt of the Fairies. But no one knows anything more about the Moor-Woman, except that when the meadows and marshes begin to reek in summer, it is because the old woman is brewing. Into her brewery it was that Inger sank. The kettles were filled with horrible smells, and snakes and toads were crawling around. Into this place little Inger sank; the bread stuck fast to her feet, and drew her down. She

shivered in every limb. "This comes from wishing to have clean shoes," thought Inger.

She stood there like a statue, fastened to the ground by the bread. Around her were many strange beings. How they stared at her, with wicked eyes! "It must be a pleasure to them to see me," thought little Inger, "I have such a pretty face, and am well dressed." And she dried her eyes. She had not lost her conceit. But the worst of all was the dreadful hunger she felt. Could she not stoop down and break off a piece of the bread on which she was standing? No! Her back was stiffened; her hands and her arms were stiffened; her whole body was like a statue of stone. She could move only her eyes. The gnawing hunger was terrible to bear. "If this goes on I can not hold out much longer," she said. But she had to hold out, although her sufferings became greater.

Then a warm tear fell upon her head; it trickled over her face and neck all the way down to the bread. Another tear followed, and still another, and then many more. Who was weeping for little Inger? Had she not a mother up yonder on the earth? And Inger could hear all that was being said about her above in the world, and it was nothing but blame and evil. Although her mother wept, and was very sorrowful, yet she said: "Pride goes before a fall! That was your great fault, little Inger! Oh! How miserable you have made your mother!"

But Inger's heart became still harder than the stone into which she was turned. She felt hatred for all mankind. She listened and heard people above telling her story as a warning to children. And the little ones called her "ungodly Inger." "She was so naughty," they said, "so very wicked, that she deserved to suffer." The children always spoke harshly of her.

But one day when hunger and suffering were gnawing her dreadfully, she heard her name mentioned, and her story told to a child—a little girl. The child burst into tears. "When will she come up again?" she asked. The answer was, "She will never come up again." "But if she will beg pardon, and promise never to be naughty again?" asked the child. "But she will not beg pardon," they said. "Oh! I wish she would!" sobbed the child. "I will give my doll and my doll's house, if she may come up! Poor little Inger!" These words touched Inger's heart; she wished to cry, but she could not.

Years and years went by on the earth above, and Inger's mother died. The child who had wept for her grew to be old—oh, very old indeed, and the Lord was about to call her to Him-

self. And as her gentle spirit was passing she remembered Inger. And in the Kingdom of Heaven she stood like a child again, and wept once more for the fate of the unhappy one. And her tears and prayers sounded like an echo in the abyss where Inger was. One of God's spirits was weeping for her! And remorse and grief filled Inger's soul, such as she had never felt before.

She thought that for her the gates of Mercy would never open. And, as in deep shame and humility she thought thus, a ray of brightness penetrated into that dismal abyss, a ray more vivid and glorious than the sunbeams that melt the snow-figures children make in their gardens. And this ray, more quickly than the snowflake that falls on a child's warm mouth can melt, caused Inger's stony figure to dissolve, and a little gray-bird arose, following the zigzag course of the ray to the earth above.

But the bird was afraid and shy of everything around it. It felt ashamed, and hid in a dark hole in a wall. There it sat, and it crept into the farthest corner, trembling all over. For a long time it sat thus, before it ventured to look out at all the beauty around it. The air was so fresh, so soft. The moon shone so clearly. The trees and the flowers gave out sweet odors. How all creation told of love and glory! The little bird would willingly have poured forth its joy in song, but the power was denied it. Then it flew out of the hole, and longed more than ever to sing in gratitude. Perhaps some day it might find a voice, if it could perform some deed of thankfulness! Might not this happen?

The winter was a hard one. The waters were frozen thickly over. The birds and wild animals in the wood could scarcely get food. The little bird flew about the country roads, and, when it found a few grains of corn dropped in the ruts, it would eat only a single grain, while it called to all the starving sparrows to come and enjoy the rest. It would also fly from village to village and look about. And where kind hands had strewed crumbs outside the windows for birds, it would eat only one crumb, and give all the rest to the sparrows.

At the end of the winter the little bird had found and given away so many crumbs of bread that they equalled in weight the loaf upon which little Inger had trod in order to save her

fine shoes from being soiled. And when it had given away the very last crumb, the gray wings of the bird became white, and expanded wonderfully.

"It is flying over the sea!" exclaimed the children who saw the white bird. Now it seemed to dip into the ocean, and now it rose into the clear sunshine. It glittered in the air. It disappeared high, high above. And the children said that it had flown up to the sun.

(Arranged from Hans Christian Andersen, "Wonder Stories," by permission of Houghton Mifflin Company.)
Frances Jenkins Olcott.

Could Use Own Judgment.

Two San Francisco negroes were discussing the possibilities of being drafted.

"Tain't gwine do 'em any good to pick on me," said Lemuel sulkily. "Ah certainly ain't 'gwine do any fightin'. Ah ain't lost nothin' oveh in France. Ah ain't got any quarrel with a-n-ybody, and Uncle Sam kain't make me fight."

Jim pondered over this statement for a moment. "You're right," he said at length. "Uncle Sam kain't make you fight. But he can take you where de fightin' is, and after that you kin use you' own judgment."

TAKING INVENTORY

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

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

It's the Quick Turnover



that makes Mapleine, the delicious "Golden Flavor" with the "maple-y" taste, so profitable for dealers.

Steady, persistent advertising is developing the national demand.

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-212)

**Crescent
Mapleine**



To the support of the nation, our organization as well as our product is pledged.

**The
Fleischmann
Company**

Fleischmann's Yeast

Successful Merchant Is Evidently Not Successful.

Lansing, June 25—I note in the Tradesman of June 19 your remarks in regard to the Successful Merchant of Chicago. We had a considerable experience with this concern which did not result very profitably or satisfactorily to us.

C. L. Bowes used to be in the employ of Sears, Roebuck & Co.—I think in their purchasing department. About five years ago he started a hardware dealers' service, arranging with small manufacturers who were then hustling hard to find an outlet for their goods to represent them direct to the retailer. He succeeded in lining up a large amount of concerns and issued a monthly paper called the Successful Merchant, in which he quoted a long line of hardware and building material considerably less than retailers were paying in a regular way from jobbers. He charged \$2 per year for the paper and threw in the service, which could not, of course, have paid him unless he got a small commission out of the manufacturers, which I presume he succeeded in generally doing. The National Hardware Association and several of the State hardware associations endorsed him, gave him a boost, and he worked his scheme at State hardware conventions pretty strong during 1913 and 1914, which resulted in getting a big subscription list and he handled a lot of orders early in 1914. He got out a dealers' catalogue of 300 pages, listing up stoves, implements and building material at practically the same prices as were made by the Chicago mail order houses. These catalogues he proposed to sell to retailers at 25 cents each with their names on the front, indicating that they were shipped by them and that any orders they took they were to send him and he would undertake to furnish the goods to fill these orders at from 10 to 30 per cent profit to the retailer, issuing a monthly cost sheet for the retailer's guidance. These schemes took fairly well, but it was found necessary to carry a stock of goods in Chicago to fill small orders, because he represented a large number of small factories scattered all over the country. When a retailer sent in an order it might be necessary to send it to a dozen different factories to have it completed, so he arranged to carry a stock of light hardware and building supplies in Chicago. That took real money, and to finance the deal he made a proposition that he would make one dealer in a town his special representative, who must deposit \$125 with him, \$100 to be as a guarantee for the payment of any goods that he might order and the \$25 as a sinking fund, which would be refunded to the dealer when he had placed orders for \$1,000 worth of goods. Unless he did so the \$25 would be forfeited. The \$100 guarantee deposit must be kept good. He could order goods up to \$100, but as soon as he received the invoice he must remit at once, so as to keep the \$100 deposit intact. This, of course, resulted in giving him a considerable capital, while the \$25 sinking fund was easy money, but owing to the unexpected advance in the price of hardware and building material from July, 1914, to date, the catalogues he got out and sold to the retailers for 25 cents each were worthless. He could not furnish goods to fill the subscribers' orders at anything like the price quoted on practically anything and it was, of course, a source of trouble to the retailer, who not only could not furnish the goods at the price he had placed them in the catalogue, but he did not know what he could furnish them for.

We bought in April, 1914, 200 of the catalogues as an experiment and made the \$125 deposit. On the arrival of the catalogues we found that they were absolutely worthless, as

the market even then had shifted so much that they could not be sent out. We also discovered that in sending orders to Bowes it required anywhere from a week to two months to get the goods at a time when goods were plenty and jobbers were making complete, quick shipments. As a result, we made a demand on him to refund us our \$175, which he absolutely refused to do, claiming that he was not to blame because the war had put his catalogues out of business, but that he was mailing us a rubber stamp that we could use in the catalogues. This stamp stated that on account of the war these prices were not in force. We told him it would be nonsense to send out a catalogue marked with a rubber stamp that prices were not in force. However, he stated that it would be all right, as people knew that prices were changing and we would not be expected to sell at catalogue prices, but that he was getting out another catalogue with corrected prices, which I presume he did; but by the time the new catalogues were out, the new prices were also obsolete. He got very chesty and told us we could not get our \$25 back until we had bought \$1,000 worth of goods and that he could not furnish the goods until the mills could ship and that the catalogues were sold in good faith and that we would have to use them as they were. We accordingly filed a complaint with the National Hardware Association and the Michigan Hardware Association against him. They got after him, with the result that he paid us back our deposit and \$25 sinking fund, but we absolutely could not get any relief on the catalogues, which we sold to a junk dealer for \$2, so we were out \$48 and a lot of trouble and correspondence in the bargain. We understand that he has since raised the subscription price of his paper to \$5 per year and is still trying to do business, but he has kept away from the Michigan hardware conventions since our trouble and I understand that the National hardware association has withdrawn their endorsement from him. I am not sure as to that, although I do know that we hear nothing about him through our official hardware papers and bulletins and don't believe he is doing much at the present time.

I believe that your notice is about correct and would suggest that you take the matter up, if you want to know more about him, with the Secretary of the National Hardware Association at Argos, Indiana, or the Secretary of the Michigan Hardware Association at Marine City, Mich. They can probably tell you how he stands with the associations at the present time. We have known these people for a good many years and while I would not class them as dishonest or swindlers or anything of that kind, I don't think they have any proposition to interest a live hardware man at the present time. At least we spent about \$50 to our sorrow on them, and I presume that a large amount of their ready made catalogues have gone to the junkman, same as ours did, or are still in the hands of dealers who do not dare use them in the face of the advancing market. Several other similar concerns were floated at the same time along about the same line, issuing catalogues to sell to retailers, together with alleged service, but I supposed they have all practically gone out of business and don't believe that the Successful Merchant is doing a great deal at the present time.

I heartily endorse your advice in regard to them.

Vandervoort Hardware Co.

One of the snags struck in the price-fixing efforts of the War Industries Board has been due to the variances in the cost of production

at the different places. Not all wheat fields show equal yields, nor is the metal content of ores from all mines the same. Then, too, mills and factories in this country have not always been established at places where they can be most economically run. There are many instances where the controlling factor in such locations has been the offer of free land by real estate boomers, or of freedom from local taxation by some small but ambitious community. Sooner or later, of course, the plants most advantageously situated forged ahead in importance. Those in the wrong localities were enabled, in many instances, to keep going by having high duties placed on such things as they produced, the general theory of a protective tariff having been to prevent competition with the products of the poorest located, equipped, and operated plants in any industry. In other

cases, where plants were in the right localities, no care was taken to keep them up to date. Now, when the Government wanted materials for war uses, it called for the greatest quantity that could be produced by all kinds of plants. It had to fix its prices, consequently, so high as to allow a profit to the plants in which production costs were highest instead of at the lower levels of the better-equipped establishments. There is an obvious lesson to be learned from this state of affairs which should lead to a readjustment so that this country may hold its own in whatever commercial competition may come after the war.

The clerk who waits on customers with the same enthusiasm and interest that a slot machine shows, will never be anything more than a clerk, and a cheap clerk at that.

Ten Reasons Why Michigan Should Send TRUMAN H. NEWBERRY to the United States Senate

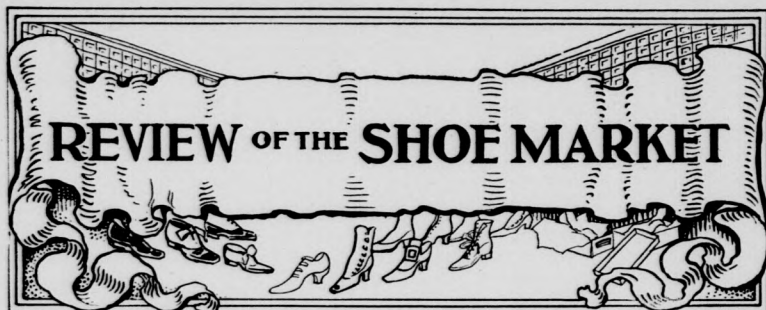


- First—Because of his marked ability.** As a business man, as a member of Roosevelt's Cabinet and as a Commander in the Navy he has shown himself capable and efficient.
- Second—Because of his broad experience in national affairs.** As Secretary of the Navy he came into close touch with Congress and legislative action, knows how laws are made and is thoroughly familiar with legislative processes.
- Third—Because he is a worker, "a man who does things."**
- Fourth—Because of his splendid record—Able seaman on the "Yantic" in the Naval Reserves—Lieutenant on the "Yosemite" in the Spanish-American war—Secretary of the Navy and now a Commander, he has always "made good."**
- Fifth—Because he is a Michigan man.** Michigan born and bred and a part of its business and industrial life, he is in close touch with the affairs of our great state. He knows Michigan conditions and needs.
- Sixth—Because of his integrity and high character.** Truman H. Newberry stands always for a "square deal."
- Seventh—Because he is genial, approachable and sympathetic.** Much of his time is taken up with doing things to help, personally, the boys in the Navy and he delights to be of service to them.
- Eighth—Because of his good judgment and balance.** He is dependable and reliable.
- Ninth—Because of his 100% Americanism.** Not only in the service himself, but his two sons as well, he is doing all he can at his post of duty to help to win the war. He is the "Win-the-War" candidate.
- Tenth—Because of his knowledge of the war, he is the best man we have in Michigan to help solve the problems arising and to arise out of this, the greatest conflict in history.**

Ability—Experience—Industry—A Splendid Record—Integrity—Home Ties—Helpfulness—Good Judgment—Knowledge of War Conditions and Problems—all these are found in Truman H. Newberry.

HE IS THE BEST QUALIFIED MAN IN MICHIGAN FOR UNITED STATES SENATOR.

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



Charges of Shoe Retailers Profiteering Unfounded.

It was eight years ago that the National Shoe Retailers' Association of the United States of America was organized, the organization being the direct outgrowth of a desperate condition and grew from absolute necessity.

The advent of the department stores and their methods of merchandising had so demoralized the specialty shoe business that it was said in the great state of Pennsylvania that shoes had been retailed at a little over 1 1/8 per cent. net profit. Retailers were generally drifting into the hands of manufacturers, bankers did not consider them good risks, and so the accounts were carried for manufacturer's outlet purposes. Degeneration was setting in, the business traditions of the trade were being lost, and an educational campaign seemed to be required to bring the retail shoe business up to the standard of a high class craft that it deserved.

Another factor that accounted for low profits in the shoe business was the fact that expenses had gradually been increasing, such as rents, modern store equipment, advertising, and general up-to-date methods of doing business including delivery, exchanges, refunds, etc., so that the traditional profits on shoes hardly equaled the expense of doing business, and yet, for some reason, the trade insisted upon marking shoes on a basis of cost along the lines of what their fathers and grandfathers had done. The result, of course, was the bread line.

This condition was also accentuated by the fact that manufacturers always compared their net profits with the retailer's gross profits. They could never quite understand why a shoe carefully manufactured at, say \$3, with a net profit of 15 to 18 cents, must be retailed at \$4.50 to yield a net result to the retailer, and so these manufacturers, who had gained an influence over their customers by advancing credits, constantly urged the retailer to give greater values in order to create a greater volume, believing that this method was all that was necessary to produce the necessary profit. The result, of course, was that every retailer did the same, and expenses over-topped the gross profit in many cases.

I would suggest a careful study of the Harvard School of Business Research on shoe conditions in this connection, the first report as well as the last. While these conditions, of course, generally prevailed there were a few bright lights who knew the er-

ror of this method, and conducted their business on different lines and with better success. They felt it was time that an association should be formed for the purpose of educating not alone the retailer but the manufacturer as well to co-operate in a large way, so as to put the entire leather and shoe trade on a successful business foundation.

I think it can be said without contradiction that the preachments at the National conventions, the literature that has been sent out from time to time, and the interest the shoe trade journals manifested in propagating sane and sensible ideas, did a great deal to lift the retailer out of the slough and to develop him into a better merchant.

About this time, too, the shoe trade, which has always been a highly competitive business, never having leaned upon tariff protection for its success, reached the end of its rope in mechanical achievement so that no reduction of cost could longer be attained.

Raw material was constantly rising, and labor was becoming more and more restless and demanding advances, so the set prices which prevailed for many years were gradually becoming impossible unless the quality of the shoes was reduced.

Another factor was the development of the style idea in footwear. Up to this time shoes were usually sold for the wear and service they gave, and the comfort they yielded, but at this time the American woman began to dress her feet, to pay more attention to the charm of a beautiful boot, and so art was introduced which further upset the price idea in shoes.

Then came the war with the scarcity of raw stocks and the advance of kid skins, for instance, from an average price of 25 cents to 60 cents and 70 cents; the advance in labor costs, both as to the amount of labor in a shoe due to its fineness and careful making, as well as the actual advance in wages per day.

Transportation and increases in the cost of every material that entered into the shoe gradually made the shoes advance, and yet the great advance in other lines has never been realized in the shoe trade.

A careful record reveals the fact that where shoes have not been

Keep Up Your Summer Sales

Hood Tennis will do it for you

Fill in your broken sizes

Use our catalog

Keep after it and **get the business**

Our stock is quite complete—they go fast these days.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

OXFORDS



Now Ready on Our Floor for Quick Delivery



No. 2811—Patent Colt Flexible McKay Oxford, A to D, 3 to 7.... Price \$3.50

No. 2810—Dongola Flexible McKay Oxford, A to D, 3 to 7.....Price \$3.50

No. 2808—Pearl Grey Flexible McKay Oxford, A to D, 3 to 7....Price \$4.65

No. 2809—Havana Brown Flexible McKay Oxf'd, A to D, 3 to 7..Price \$3.65

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.



changed in style or workmanship, in short, when the shoes were not changed, the prices have not increased over 65 per cent. to 70 per cent. taking three lines of men's shoes, a medium, fine and superfine, and the same in children's and the same in women's. I think it would be safe to say where this rule is followed no shoe has advanced 75 per cent. and that few have advanced less than 60 per cent. This dates from about 1914 to the present time.

The objection raised to the high prices of shoes lies in the fact that a woman formerly bought a plain welt soled shoe, ordinarily made in great quantities of plain black material, or even tan, for, say \$3.50 to \$4 a pair. To-day the woman wants a nine-inch boot of a beautiful color in superfine kid, in which there must not be a scratch or pimple, made perfectly in every detail, with expensively attached Louis heels, which only the finest workmen can produce, with the finest, lightest sole, made over the most difficult slender lasts. This kind of a shoe costs to make in a fine factory to-day something like \$11 to \$12 the pair, and the retailer sells it from \$15 to \$18 a pair. If she desires the \$3.50 shoe that she had before the same shoe may be purchased for about \$5.50 the pair.

Many shoe stores to-day are well stocked with stabilized shoes that women may buy almost as cheaply as they could in 1914, but refuse them, preferring style shoes at a higher price. Yet for all this, the children's and boys' shoes, for instance, which are perfectly stable in style, have not changed like the shoes mentioned, but they have advanced through actual trade conditions, higher cost of leather, labor, transportation and increased retailing expenses to about 60 per cent. to 65 per cent. With this advance the style note has nothing to do whatever.

Personally, I cannot quite comprehend the hysteria over the advance in cost of shoes. I have a shoe store carrying \$150,000 worth of stock. The women have traded with me for years, and they can get the same shoes that they always got at the standard advance price indicated. Should a customer desire luxury and art in a shoe, why should she not have the privilege of securing it just as she would in cloaks, hats, draperies, jewelry? People are not being forced to buy extravagant shoes, many dealers would prefer not to handle them. We usually have on hand what people buy, and what we sell is in response to a demand of the trade. The best merchant is the man who can interpret the will of his customers most perfectly.

In England war-time boots were introduced by the Government and dealers were compelled to carry them so that the consumer could buy them. But the consumer did not respond as well as expected, and much capital is locked up in dead stock as a result. The American people are trained to want what they want, and when they want it, and whether in poverty or in luxury they adapt themselves to the conditions at hand without legislative

effort, and I question any success that would result from a united effort to standardize merchandise at fixed prices. I think these things should be left to the general conduct of our enlightened people. Already we notice a decided tendency toward sturdier, plainer footwear, shoes that will yield greater results in wear, and as the war creates new conditions, the good sense of the people may always be trusted in the matter of economy.

The tendency is even now towards higher prices. Leather and all materials going into a shoe have made further advances and aside from this, labor is constantly asking for more wages. Most factories can produce only 60 per cent. of their capacity, sometimes not even this. One manufacturer recently said that he felt the only way he could be safe in making shoes would be to make them according to the conditions as they arose, and then bill them at the price that was necessary, plus his usual profit.

I know of no first-class shoe manufacturer in America who is profiteering, but instead is endeavoring by hard work and close application to make about 6 to 10 per cent. on his turn over.

Newspaper stories to the effect that shoes are produced at \$4 and sold at \$12 to \$16 are preposterous. I am, of course, not thinking of the very exceptional, but I know of no retail shoe dealer in the United States who is making more than a legitimate return on his business, and when compared with some other lines, such as steel, wool, cotton, cloaks, suits, hats, we have always felt that we were the "under dog" from the profit standpoint.

A. H. Genting.

Patent Leather Pumps.

Plain opera pumps of patent leather are receiving strong calls for fall delivery. The dealers are placing orders for this type of footwear in expectation of the public preferring them over the fancy styles for wear with evening dress. Silver and gold cloths in plain and brocaded effects are not being overlooked by any manner of means but the plain opera types are being played up stronger than they have for some time past. For evening wear it would not be at all surprising to see satin slippers back in greater vogue.

It's a waste of time to repeat hair raising stories to bald-headed men.

Michigan Shoe Dealers Mutual Fire Insurance Company Fremont, Mich.

Our Responsibility Over
\$1,500,000

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

There is Money for You in the Sale of The Bertsch Shoe Line

The sale of one or two pair will not make you rich—not that.

But if you are handling a LINE of known qualifications—a line that is going to give your customer more for his money in QUALITY and SERVICE than he gets from other similar lines—you are making your profit, and at the same time you make a friend—one who will stay by you and who will bring HIS friends to YOU.

The BERTSCH SHOE LINE is THE LINE that will make you friends.

It has built into it those qualities that will give the ADDED SERVICE and SATISFACTION.

Every pair made by us is built that way.

The people in your community know and believe in the BERTSCH SHOE

Because

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Keds The Ideal Summer Footwear

No longer the old time tennis and gym shoes but the practical shoes for every day wear for hot weather

July and August

We have them in stock now, in white and black, oxfords and bals, for the whole family. Keep up your sales by pushing

Keds

Hirth-Krause Company

Makers of Rouge Rex Shoes
Tanners and Shoe Mfgs.

Grand Rapids, Michigan



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

New Pre-cooler for Eggs and Poultry.

Shippers of poultry and eggs, having contended for years with climatic and other hazards incident to this business at the source of production, are now informed that a small cold storage unit applicable to their needs is upon the market, purchasable at a comparatively low figure.

The plant in question is a pre-cooler which can also be used for storage. It has a maximum capacity of two carlots. It is made by one of the largest and most reliable concerns in the country and is sold on the basis of satisfaction or a return of the money invested by the shipper, indicating the confidence the manufacturers have in it.

In addition to this backing the plant has been unconditionally endorsed by Paul Mandeville, consulting expert on poultry and egg refrigeration as well as export packer. He pronounces the new pre-cooler to be thoroughly practical and adapted to the actual needs of the poultry and egg shipper at the source of production.

The pre-cooler, as stated, is of two carlots capacity so arranged that it is convenient for the shipper to collect, hold and ship one carlot while at the same time getting together another carlot. A work room is provided for packing under refrigeration.

The difference between a pre-cooler as such and a cold storage is that the pre-cooler should be provided with some rapid ventilating and rapid drying arrangement, while the cold storage requires a slow, easy circulation of air with exact humidity as well as exact temperature control.

The pre-cooler is of the open brine type, requiring no machinery of any kind and designed to eliminate the trouble and expenses of plant operation. The ice bunker will hold a carload of ice, thus enabling the shipper to purchase in quantity sufficient to secure wholesale prices. When used for storing, one carload of ice, it is claimed, will last a season. Under conditions of pre-cooling some re-icing is required. It is estimated, however, that, as compared to water cooling and ice packing poultry, the pre-cooler, making possible cold air chilling and dry packing, will save the shipper at least half on a season's ice bills.

Refrigerating is achieved by circulating the meltage from the ice

through a series of fourteen open pans arranged one above the other. The meltage first goes to a "sump" or well from which it is raised by an automatically controlled pump to the topmost pan and allowed to circulate downward by gravity. The cold air from the ice bunker has positive circulation which carries it to all parts of the cold room and brings it back to the ice bunker. When it is desired to accomplish the pre-cooling of poultry with more than ordinary rapidity this can be done by bringing into play a fan which materially increases the flow of cold air from the ice bunker.

The new pre-cooler is said to be particularly efficient in controlling humidity because of the open brine system. Such systems as use ammonia in pipes must depend upon chemical control of humidity once the encrustation on the pipes produced by condensation of moisture reaches a certain depth and circumference. The open brine system, however, with its constant flow of exposed cold brine affords, the makers say, ideal condensation at all times. This prevents condensation on the stored product.

The question of providing a small refrigerating unit has always been largely one of price. This difficulty has been overcome in the present instance on the basis of quantity production. The concern making the pre-cooler manufactures thousands of ready-cut farm buildings and homes annually, and consequently has the purchasing power to secure lumber at the lowest rates, the established plant for manufacturing, and a developed system of selling direct to the consumer.

Another difficulty, of course, has been that a refrigerating plant is an engineering problem beyond the skill of even the best of local carpenters and contractors. The ready-cut method solves this problem. The pre-cooler not only reaches the consumer all ready to put up, but the manufacturers supply the services of an expert in this kind of construction to give such superintendence as may be necessary to see that the shipper gets his pre-cooler erected in exact accordance with the scientific requirements of the specifications.

The condition of the sign on the store front may not indicate the condition of the store inside, but you seldom find a good store with a shabby sign.

Good buying is a matter of hitting the happy medium. Overbuying and underbuying are equally fatal to success.

Keeping Rice At Home.

In order to protect the people of Japan from the running up of prices for rice that grew out of speculation and the increasing export trade, particularly with this country, it is possible now to ship that commodity from Japan only under an export license. Licenses of this kind, however, are granted only on presentation to the proper authorities of a certificate from a Japanese Consul that the rice is intended for consumption by Japanese residents abroad.

The reason for this action on the part of the Japanese Government, according to Commercial Attache Frank R. Rutter, who is at Tokio, was the unusual rise in the price of rice, which about May 1 stood at \$4.18 a hundred pounds, as compared with \$2.49 for the same quantity a year previous. Realizing that this advance could hardly result from a reduction of 6.6 per cent. in the 1917 crop, as compared with that of 1916, the Government at once took steps to prevent further speculation. In order to limit the demand as much as possible and to reserve the rice for home consumption, an export license arrangement was entered into.

Washing Eggs a Bad Practice.

Grocers receiving eggs they expect to keep on hand any length of time should not wash them, even if they are dirty. The dirt is wholly on the outside, and only affects the appearance of the egg. The shell of an egg contains a gelatinous substance which

prevents air and germs from entering the eggs. Washing destroys this substance.

Many customers will not buy soiled eggs, but it is desirable that the grocer should explain these facts to his patrons. The public has been trained to demand and buy clean eggs. It should be remembered that dirty eggs, while not pleasing to the eye, are often the better. According to the Department of Agriculture, more than five million eggs spoil unnecessarily in cold storage every year because they have been washed or have in some way become wet before being sent to market.

Some people manage to beat his Satanic majesty about the bush by lying with their mouths closed.

Knox Sparkling Gelatine

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

Let us figure on your next order
Use Sales Books Made in Chicago
Sales Books, Order Books, Duplicate, Triplicate Carbon Sheet or Carbonized
If you don't get our price we both lose Try us
WIRTH SALES BOOK CO., 4440-52 N. Knox Ave., Chicago

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

Reed & Cheney Company
Grand Rapids, Michigan

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

WE Buy EGGS WE Store EGGS WE Sell EGGS

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

Kent Storage Company,

Grand Rapids, Michigan

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

MANITOU—The only NATURE-CARBONATED WATER sold in America.

We are sole Wholesale Distributors.

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

Necessity of Keeping Eggs Fresh.

"It is easy to get eggs to market in prime condition," says a publication of U. S. department of agriculture. The proper handling of eggs is not a one-man job, according to the circular. Many people are concerned in it. Their interests are common, and mutual understanding and co-operation between them benefits all alike.

The producer's part in the general scheme of good marketing is to bring good eggs to market. To accomplish this he should market his eggs frequently; not let them accumulate.

The dealer's job is to keep the eggs good. His slogan should be "ship promptly and properly." The sooner an egg is put under refrigeration and started for the market the better its quality when it reaches its final destination, and the higher its value.

A stale egg pleases no one. Heat is the egg's enemy; cold is its friend. Pre-cooling eggs before shipping them, therefore, saves food material. It checks the development of "blood-rings," which occur in fertile eggs subject to incubating temperature (68 degrees or higher). It prevents "addled" eggs; the term applied to eggs when the membrane between the yolk and the white breaks, allowing the two to become mixed. When the eggs are warm this delicate membrane becomes soft, in which condition it is more liable to break by jars which are unavoidable in transportation.

Chilling makes the eggs stiff and jelly-like, and cold eggs ride best. Pre-cooling retards evaporation, the cause of shrunken eggs. Eggs just laid are full, but 65 per cent. of their contents is water. As this water evaporates, the quality of the eggs is reduced. Warm temperatures aid evaporation. Pre-cooling helps to make a uniform product, and this is a day of standardization. A weak spot in the egg trade is the lack of uniformity or standardization for its product. If each case of eggs received at the market is exactly like the last one, the shipper could establish a reputation for uniformity.

Eggs to be shipped should be well packed in clean, standard egg cases. They should be kept under refrigeration and sent to market in properly iced refrigerator cars which retain their good quality. Refrigeration during transit maintains quality, weight, fresh appearance and food value. It retards loss of quality, shrinkage, "blood-rings" and loss of food value.

Chicken Feet for Soup.

Millions and millions of chicken feet are thrown away in this country every year, whereas they should be utilized for their food value, according to the view of a well known authority on foodstuffs whose name is not usually associated with the culinary art.

That chicken feet make wonderful soup is very well known to the chefs serving our large hotels, exclusive clubs, etc., but the average town and city housewife is blissfully ignorant of the fact.

Here is something which every dealer—whether in a large market or in a small town—can take up in an

educational way by passing the word out among his customers and asking them to tell others not to throw away chicken feet, but to clean them properly and make soup. Almost any woman who has the suggestion ought to know how to proceed, but if not, she may find out by referring to a cook book.

A former student at an eastern agricultural college tells of an episode concerning chicken feet a few years ago.

It seems that a French professor at a nearby university was getting fresh fowls from the school farm, asked this student what became of the feet of the chickens being served at the professor's home.

"Why, we throw them away, professor," replied the astonished young poulterer.

"Now, then, I wish you to save all the feet for me in the future," said Frenchy.

Whereupon the student took a separate package of feet with the next fowl, and the professor, upon looking over the collection, kept the feet and let the student take the fowl to someone else. That opened a new source of revenue for the young man—marketing for actual money what would otherwise be wasted.

And throughout France and other countries in Europe they always reckon chicken feet rare titbit for soup making.

It would seem to be high time for our people to be learning it, too.

Read This and Save From 25 to 50 Per Cent.

The J. C. Vogt Sales Company, Saginaw, Michigan, will sell you a cash register or a business system to meet the special requirements of your business at a saving of 25 to 50 per cent. They have a large line of new, slightly used and rebuilt National, American and St. Louis cash registers which they will sell you under a new guarantee.

The company maintains a "Business System" department, which is in charge of an expert who has had a wide range of experience, serving several years with the National Cash Register Co., as well as other large independent cash register companies, and his services are at the disposal of the merchants of Michigan.

The repair department of the J. C. Vogt Sales Co. is in charge of a corps of expert cash register builders, and is equipped to overhaul and rebuild your cash register—no matter what make—upon short notice.

Supplies and parts for all makes of cash registers are carried in stock, and orders for same are filled and shipped the day they are received, thus eliminating delay and assuring service and absolute satisfaction.

Your cash register requirements are solicited. Write us for list of money saving bargains in rebuilt machines. Phone or wire your orders for parts and supplies.

J. C. Vogt Sales Co.,
Saginaw, Michigan—Adv.

A ship a day will keep the Huns away.

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

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



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.

Ionis Ave. and Louis St. Grand Rapids, Michigan

The United Agency System of Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000
names—fully rated—no blanks—
EIGHT POINTS of vital credit
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104-106 West Market St.
Buffalo, N. Y.

Established 1873

United States Food Administration
License Number G-17014

Shipments of live and dressed
Poultry wanted at all times, and
shippers will find this a good
market. Fresh Eggs in good de-
mand 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.

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN



Michigan Retail Hardware Association.
 President—John C. Fischer, Ann Arbor.
 Vice-President—Geo. W. Leedle, Marshall.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Correcting Mistakes Made by Other Fellow.

Written for the Tradesman.

The average man buying a business prefers to buy a going concern. He will pay more than a hundred cents on the dollar often for a business that carries with it substantial elements of good will. And the average man shuns just like he would the smallpox a business that has gone to smash.

I have heard people say "That store is a hoodoo"—or "There's no use trying to run a hardware business there"—when all the while the cause which had resulted in business disaster was really very simple and very easy to remove.

The great essential in rebuilding a business of this sort is, to understand wherein the other fellow made mistakes, and to profit by them. Of course there are locations quite impossible. But not every failure is due to faulty location. Lack of capital, lack of the right sort of business qualifications, are far more often to blame for business failure.

The experience of a man who has rebuilt a business is often of value to other merchants, even though little of a spectacular nature is involved in the rebuilding process. To cite an instance, Gannett—so I'll call him—has to-day a prosperous hardware business in a suburb of a city of 50,000, within a stone's throw of the spot where two or three hardware dealers failed.

Gannett had had experience in hardware. He was a resident of this suburb for several years before he went into business. When the stock went under the hammer the lure of hardware was too much. It was good stock, through and through, and Gannett's first idea was to sort it over and job it out.

Then he decided that the suburb where three men in succession had failed could nevertheless support a hardware store—if it was run right. But before re-opening he made a closer study of the conditions under which his predecessor had carried on business.

His first conclusion was, that while the stock was worth a great deal more than it cost him, the good will was a minus quantity. Then, too, his predecessor had handicapped himself by subletting the basement to a Chinese laundryman, and half the frontage of

the store to an insurance agent. Gannett calculated that out of the \$60 a month (approximately) which the ground floor cost, the front was worth \$50, and half of that the sub-tenant got for \$10 a month.

So Gannett moved into another store.

Since the good will of the old business was worth nothing, Gannett decided to apprise folks that a new man was in possession. To do this, he made his new store as unlike as possible to the old one. The fixtures were stained mahogany in place of oak. Green felt was placed on surfaces where goods were to rest. A brass name plate was used in the window. The latter was subdivided into three sections by means of mahogany barriers about a foot in height. The result of all these changes was to make the new store attractive, in its very suggestion of newness.

Gannett's next change of policy resulted from his intimate knowledge of the suburb in which he lived. It was, relatively, high class. No factories, no jobbing trade, just a residential locality, where usually the men went to work in the morning and had lunch down town. Hence, decided Gannett, he must make his appeal primarily to the women folk.

The attractiveness of the new store was a decided step in this direction. Gannett carried his new methods into the interior arrangements. His predecessor's store had been of the old-fashioned dirty, greasy, gloomy type where any chance woman customer instinctively gathered up her skirts to keep them from getting soiled.

Gannett provided wider aisles, and put in a number of comfortable chairs. His calculation was this: the women folk were used to going down town to the department stores where they had every facility for walking around and inspecting the goods. He would display the goods, and give his women customers every change to look around. The average woman would sit down to rest, involuntarily would look around her, would see things displayed at attractive prices—and would examine them. Good salesmanship did the rest.

"There are a lot of hardware lines," Gannett told me, "that people don't have to buy, but that they will buy if you assist just a little. Suppose I've just sold a woman something. She sits down while I wrap the parcel. She gets tired of looking at me, and looks around. Here's a little brass contraption—picture hanger. It's a lot handsomer than the two inch nails she's been driving into the wall to hang her ancestors on. 'How much

is this, Mr. Gannett?' and I tell her. She buys half a dozen. That's the way one sale leads to another, if you plan your store arrangements to help you."

Gannett had to revolutionize store arrangement, and so badly had the well selected stock been arranged that it took two months or more to sort over the boxes of small household

His predecessor, in their last talk, was one of them sampled right," said Gannett, "I missed it." Salable stock was hidden away where customers could never see it. A big stock of roller skates, put in when the craze started again ten years or so ago, had never even been displayed; just put down in the back basement. Show cases were crowded with stock, a good portion of it still wrapped in paper.

Naturally, there was an immense amount of work in rearranging and systematizing the stock, and in putting the right sort of displays, not too much crowded, in the silent salesmen.

Gannett unearthed a great deal of good stock that hadn't seen the light for years, yet that sold readily enough when properly displayed and pushed.

His predecessor, in their last talk, called attention to what he characterized as "a big blunder." "There's no use trying to please these society women," he said. "I ordered a vacuum cleaner for one, a \$100 machine, and when it came she wouldn't take it. Of course nobody else would buy it, and I was stung." Gannett, after some search found the article hidden away, put it together, and offered it for rent at \$1 a day. It earned him \$36 within a short time, and established the foundations of a paying business in vacuum cleaners in that locality.

Throughout, a great deal of hard work was involved. Hard work, however, is always the portion of the successful business man. The basic principles involved were simple commonplaces of everyday business.

Victor Lauriston.

A cold is a good deal like a street car. A man can always catch it when he doesn't want it.

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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



Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

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

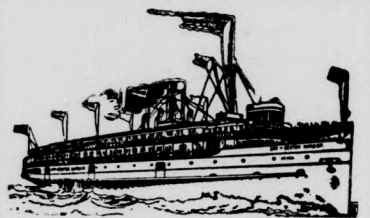
No membership fee charged.

We give you 30 days to pay your premium and do not discriminate.

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

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

Home Office, Grand Rapids



**THE SHORT LINE BETWEEN
GRAND RAPIDS AND**

CHICAGO

FARE—\$3.00 one way
 \$5.75 round trip
 via

MICHIGAN RAILWAY CO.
 (Steel Cars—Double Track)

Graham & Morton Line
 (Steel Steamers)

Boat Train CONNECTING FOR THE BOAT
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EVERY NIGHT AT 7:00 P.M.

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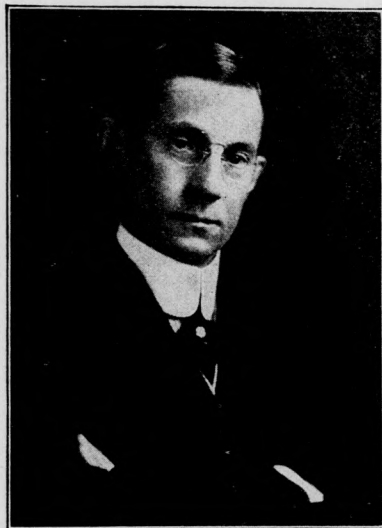
BEGAN AT THE BOTTOM.

From Stenographer to President of Butler Brothers.

Frank S. Cunningham has been elected President of Butler Brothers to succeed Homer A. Stillwell, who died on June 23.

Mr. Cunningham, who has been a Vice-President of Butler Brothers, since July, 1914, has long been regarded as one of the country's foremost advertising and sales experts.

Butler Brothers sell their goods to merchants by means of a monthly catalogue. The development of this catalogue has been Mr. Cunningham's work for many years. Our drummer, as the



Frank S. Cunningham.

catalogue is called, is looked upon as being a very remarkable piece of selling literature.

Mr. Cunningham's early business experience was gained through working in his father's drug store at Goshen, Indiana.

While working in the drug store Mr. Cunningham managed to get through high school and also to take a course in shorthand and typewriting. In August, 1886, he answered an advertisement in a Chicago newspaper for a stenographer and secured a position with Butler Brothers. He was the first stenographer Butler Brothers ever had. They have many hundreds now. He soon became private secretary to Edward B. Butler, one of the founders of the business, and continued in this capacity until 1889, when he was transferred to the catalogue department.

At that time Butler Brothers' advertising was in charge of Homer P. Knapp and Mr. Cunningham became his chief assistant. In 1897 Mr. Knapp went to St. Louis to have charge of Butler Brothers' distributing house there, leaving Mr. Cunningham in full charge of the catalogue department.

In January, 1902, he was elected a director and later acquired the title of director of sales and advertising.

Mr. Stillwell's unexpired term as director was filled by the election of Louis C. Burr, manager of the Butler Brothers house at Minneapolis. Mr. Burr has been with Butler Brothers for a number of years. He formerly was head of the dry goods department in the Chicago house. When the Minneapolis sample house of Butler

Brothers was made a distributing house, Mr. Burr went there as merchandise manager. Later he became head of the Minneapolis house and, as such, has made a considerable name for himself among the merchants of the Northwest.

As now constituted the directorate of Butler Brothers is made up as follows: Chairman of the Board, Edward B. Butler; President, Frank S. Cunningham; Vice-President, Walter Scott, manager of the New York house; Vice-President, Homer P. Knapp, manager of the St. Louis house; Jacob H. Schoonmaker, New York; Louis C. Burr, Minneapolis; John R. Schofield, Secretary and Treasurer.

Mr. Cunningham's name has appeared little in print because he always has frowned upon personal publicity. The many friends of the great merchandise house, retailers and others, are looking forward with abiding interest to the accomplishments of Butler Brothers under Mr. Cunningham's administration.

New Sugar Restrictions in England.

Radical restrictions in the use of sugar during the year beginning June 1, 1918, have been announced by the British Ministry of Food, with respect to manufacturers other than the makers of jam, condensed milk, and beer. The total quantity of sugar which may be used during the whole year ending May 31, 1919, is 25 per cent. of the quantity used by these manufacturers in 1915. The order applies to manufacturers of sugar confectionery and chocolate, pastries, biscuits, candied peel, and preserved and crystallized fruits, drugs and medicinal preparations, mineral waters, other beverages (except beer and stout), or any other product requiring sugar.

Dehydrating Plant in Maryland.

A modern dehydrating plant has been installed at the War Food Bureau in Baltimore, Md., to take care of the crops from the war gardens of the State. Daily demonstrations are being given, and it will soon be put on a commercial basis. It will reduce vegetables three or four-fifths of their volume by the simple process of drawing out the water content, which in some vegetables is in greater proportion than even in milk.

The demonstrations being conducted at Baltimore show how simple dehydrating plants can be constructed on any farm with a few little chicken-wire trays, a small stove, and the help of a young girl or boy.

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Peeling
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

CASH REGISTER BARGAINS

National Cash Registers
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25% to 50%
Less Than List Price

All Registers Carry New Guarantee.

We do Repairing.

We Furnish You with Supplies and Parts
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Write Us for Full Information.

J. C. Vogt Sales Company

SAGINAW,

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MICHIGAN

Red Crown Gasoline for Power

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

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.



Grand Council of Michigan U. C. T.
 Grand Counselor—W. T. Ballamy, Bay City.
 Grand Junior Counselor—C. C. Starkweather, Detroit.
 Grand Past Counselor—John A. Hach, Coldwater.
 Grand Secretary—M. Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, Detroit.
 Grand Conductor—H. D. Ranney, Saginaw.
 Grand Page—A. W. Stevenson, Muskegon.
 Grand Sentinel—H. D. Bullen, Lansing.
 Grand Chaplain—J. H. Belknap, Bay City.

The Housing Problem in War and in Peace.

"You can't man the works unless you house the man."

That statement from a Cleveland manufacturer is the crux of this housing problem. Yet it is very difficult just now to draw the attention of business men to the broader phases of industrial housing. The shadow of the great war overhangs everything. At the moment it seems as if no problems were worthy of attention except those of the war. On reflection, however, we realize that the successful prosecution of the war rests directly upon the solution of just such problems as industrial housing. Furthermore, the present emergency is drawing our attention still more forcibly to the fact that constructive planning measures are necessary for the upbuilding of the country for both peace and war.

The housing problem will not solve itself either in time of war or peace. At last that is clear. Who, then, is primarily responsible for action? In war time such as the present, I believe that no one can cope with the matter adequately except with Government aid. Government alone, at such a time, has the capital and the power over the essential building materials, and it alone can secure the necessary speed in operations. True, it may work through local agencies of one kind or another to great advantage, but dependence after all must be placed upon the Government for initiative in the matter and the mastery of the many problems involved in what we term industrial housing.

The Government has moved. It has appropriated fifty million dollars to the Shipping Board for use in housing shipyard workers. Large operations are already under way at Philadelphia, Camden, Wilmington, Bristol, New York, Charleston (S. C.), Newport News and elsewhere. In addition, another fifty million dollars has made its way slowly through Congress. The bill awaits now only the signature of the President. Its purpose is to provide for workers in those congested centers upon which

the Government is depending for the manufacture of guns and munitions.

In order to have a sound recommendation for a housing problem in any particular place, the Government is requiring a somewhat thoroughgoing local survey. Such a survey should include the official figures with regard to the existing shortage and the number of additional employees to be taken on for a period ahead; a reliable inventory of desirable vacant rooms and dwellings; a summary with exact data of vacant plots of land of relatively small size, and of large tracts suitable in location and character, and low enough in price, to be used successfully for a workmen's colony. All this information in condensed and if possible graphic form, fully illustrated with maps and photographs, should be made the basis for action.

Of course a survey in itself can do nothing. It can neither provide money nor buy land nor build houses, but it gives essential facts and a business-like programme upon which action can be taken with confidence. The results of these surveys and of some actual experience in attempting to provide for the housing shortage has demonstrated that makeshift policies such as the "Take a Lodger" campaign cannot be depended upon to meet the situation. In fact, without better regulation and more painstaking direction than it has already had, this movement is likely to do some harm. Reports have already been received from cities to that effect, notably Bridgeport, indicating a reaction against the movement.

The war is bringing great changes, many of them permanent, in modern civilization. Some of these are the direct results of the war. Others are what might be called by-products. For example, the military life has placed a new emphasis upon health and strength and recreation, and has pointed the way to practical methods for the physical improvement of men. The requirements for the conservation of food have almost revolutionized the household, and now better as well as more economical diets have actually established themselves in the majority of American homes. The necessity of the Government to have money to meet the well-nigh fabulous costs of the war have almost overnight brought into operation systematic habits of thrift and saving which include the richest of the rich and the poorest of the poor, and extend to the smallest child. So it is that we have better housing as a by-product of industrial and military necessity.

The best organization with reference to purposes of production requires the concentration in industrial centers of increased numbers of workers. These men and women must be housed. When existing facilities are exhausted (as they soon are), additional facilities must be created. The approach to the problem is naturally entirely different from that of ordinary times. Both the opportunity and the necessity require the creation promptly and with all the aids of adequate capital, expert services and efficient organization, the housing facilities of this new and better type. These will remain when the war is over as examples of this new and better method, and it is reasonable to believe that if the work is carried out in the right way, as now seems certain, old methods will be discarded largely, and the new methods prevail. John Nolen.

Less Sizes in California Fruits.

The California Packing Corporation will not attempt to pack all grades and sizes this year in fruits and berries and has issued a list to indicate just what will be packed. Very little will be packed in No. 2 standards, the exceptions being blackberries and loganberries. However, its Del Monte special grades will be packed in this size, eliminating apples and plums. The pack of extra standard grades in this size will likewise be limited to the berries mentioned. Fruits will be offered in as few sizes as possible in the interest of economy.



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

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Beach's Restaurant
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 Near Monroe
 GRAND RAPIDS, MICHIGAN
 Good Food
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 Reasonable Prices
 What More Can You Ask?
 LADIES SPECIALLY INVITED

TAKE THE BOAT TO CHICAGO

Goodrich Steamship Lines
 and
Muskegon Interurban Ry.
 DAILY 7:35 P. M.
 \$3.50 One Way \$7.00 Round Trip
Half the Rail Fare

BERTHS { Upper \$1.25
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Tickets Sold to All Points

Interurban Station
 124 N. Ottawa Ave.

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

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

Why Travel?---Talk



Our LONG DISTANCE LINES reach 250,000 telephones in the State, also points outside.

"It is cheaper to telephone than travel," is more true today than ever before.

USE CITIZENS TELEPHONE COMPANY'S SERVICE

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 9—W. G. Taylor, representative for the Hipolite Co., candy manufacturers of St. Louis, is out after having been confined to his home at 133 Brainard street for two weeks. Mr. Taylor received injuries in a fall which for a time appeared of a very serious nature.

The Retail Grocers' Association will give its annual excursion to Tashmoo Park, July 31. A year book of food prices, as approved by the Food Administration, will be given and the prizes for the winners of the various contests will be given War Savings Stamps.

The Detroit News, always happy, when baiting the D. U. R.—always to the disgust of the public—suggested in a recent editorial that the dividend of the Street Railway Co. be cut to 5 per cent. The next Sunday the News Association advanced the price of its Sunday paper from 6 to 8 cents.

The apparent interest over the announcement in these columns recently of S. J. Hitchings as a candidate for the office of Grand Sentinel of the U. C. T. shows a good impression is being made on the rank and file of the members of the organization. His general qualifications will make him an ideal officer of the Grand Lodge.

The Ferry Flower Shop has closed its store at 75 East Jefferson avenue and opened a new and up-to-date store at 1913 Grand River avenue.

Earl D. Miller, son of "Square Deal Miller," jeweler at 351 Woodward and owner of two stores on Grand River avenue, enlisted last week in the navy. Mr. Miller is 22 years old and is Secretary and Treasurer of his company.

Barit, jeweler at 1895 Grand River avenue, is disposing of his stock at auction, preparatory to joining the military service.

L. Sideman and T. Gecker have opened a men's and women's furnishing goods store at 196 Gratiot avenue under the name of the Family Store.

The opening of the Linwood avenue car line last week was celebrated by the business men on that street. Brass bands furnished the noise for the occasion. The Linwood line is an extension of the Trumbull service, extending to Joy road.

L. J. Ouellette, formerly in the cafe and restaurant business in Detroit, has engaged in the real estate business, having become associated with Frank P. Russell, with officers at 509 Moffat building.

Walter Tieschke, son of Wm. R. Tieschke, hardware dealer at 1067 Forest avenue, East, has enlisted in the service. Walter, before joining Uncle Sam's forces, acted as manager of the store.

A. N. Shook, general merchant of Coral, accompanied by his wife, motored to Detroit last week. Mr. Shook's two sons, Robert and Harry, are serving the colors. Robert is with the old 32nd Michigan regiment now on the firing line in France.

Gus Sonnenburg, hardware dealer at 1540 Michigan avenue, has opened a branch store at Toledo and Junction avenues.

Herman Rotkowsky and George R. Sadler, two well-known young Detroiters, have engaged in the used car business at 97 Larned street, East. They will deal in ford cars exclusively. Mr. Sadler has had a great many years' experience as a mechanic in various Detroit automobile plants which will prove a valuable asset in the new venture. Mr. Rotkowsky is a Detroit business man.

Robert Waddell, one of the best known stove salesmen in the State and representative for the Independent Stove Co., of Owosso, has purchased a home near St. Clair, where he will make his permanent home.

The Senatorial race waxes warm in

Michigan. Ford's secretary has said nothing and so has Truman H. Newberry.

The wife of F. C. Day, dry goods dealer at 600 Michigan avenue, is convalescing after a serious illness.

E. & A. Fessler, 712 Rivard street, have remodeled their dry goods store throughout.

The Douglas Shoe Co. will open a store at the corner of Jefferson avenue, East, and Beniteau street August 1.

Zimmer's Dairy Service Station, No. 16, will be opened in a few days at 280 Philadelphia avenue, West.

Barney Berman, assistant manager of the underwear department for A. Krolik & Co., has been accepted in the naval branch of the service and will leave for the Great Lakes Training Station in about ten days.

An addition is being built to the branch bank at 2200 Jefferson avenue, West, of the Peoples State Bank.

C. Grace, of Podd & Grace, auto accessory dealers, has purchased the interest of his partner and will conduct the business under his own name.

Hugh Shepherd, at one time prosecuting attorney and who resigned that office under a storm of criticism, has announced his candidacy for membership in the new nine men council of this city. Mr. Shepherd is one of those liberty loving Americans who refuses to rent apartments in a building owned by him to those whose creed does not appeal apparently to his fancy. Either this is the case or his mind is so impressionistic that he cannot rent to those of a certain nationality because of outside dictation. In either event Mr. Shepherd would make an ideal candidate for any liberty loving Detroiters not to vote for.

The Kaplan Shoe Store has moved from 2965 Woodward avenue to 301 Westminster avenue.

Max Girardin, Northern Michigan representative for the Detroit branch of the United States Rubber Co., is in a serious condition as the result of an infection in his foot. For a time it was feared that amputation of his leg would be necessary. Although it is not likely he will lose the limb, at least two of his toes are in such condition they will have to be removed. Mr. Girardin is a member of Detroit Council, and is well known throughout the State as a dived in the wool disciple of Izaak Walton. His hosts of friends are hoping for his speedy recovery.

R. H. Fyfe & Co., shoe dealers at 185 Woodward avenue, will move to new quarters in the building being remodeled for them at Adams and Woodward avenues.

H. C. Dart has been appointed Secretary of the Better Business Bureau of Detroit, an organization of merchants and advertisers designed to stamp out fraudulent and misleading advertising. Mr. Dart has been connected with some of the leading advertising agencies and has served as advertising manager of various automobile manufacturing concerns. He has taken the offices in the Board of Commerce building.

It is reported that the Hamtramck Dry Goods Co., 1873 Jos. Campan avenue, will take over the adjoining building and have it remodeled preparatory to enlarging their department store and installing additional departments.

News concerning traveling men is scarce because the traveling men are scarce.

When a man is elected to the Senate it is understood there will be a few moments during his incumbency that he will say something.

The Hearst papers are for Henry Ford for senator. It might be worse. Suppose he needed the job!

It is easy to write news notes all one has to do is to get them. The copy reader straightens them out.

James M. Goldstein.

Bottom Facts From Booming Boyne City.

Boyne City, July 9—Boyne City met with a very severe industrial loss last week. The W. H. White Co. mill No. 1 was totally consumed by fire, entailing a direct property loss of approximately \$200,000 and throwing out of employment 150 men. This was one of the most completely equipped hardwood sawmills in the State and had been in operation about seven years. In addition to the loss of the mill, the upper story of the new office building, housing the general offices of the B. C., G. & A. R. R., was burned. A severe rainstorm, coming after a long drought, which came the day before the fire, was all that saved the Northern part of the town from serious conflagration.

Operations will be resumed by the W. H. White Co. at mill No. 3, which has been out of commission for five years. The work of putting it in shape was commenced Monday, July 8, and will require about a month. A new office building will be erected nearby for use of the White Co. and the old building, at State and Lake streets, will be turned over to the B. C., G. & A. R. R. Boyne City is fortunate in that it will not suffer longer delay in the continuation of the operation of this very important unit of its industrial life.

W. H. White spent a few days in the city, having been called from Vancouver to assist in the re-organization of the White Co. work here, required by the destruction of the mill. He returns to the West this week.

Work has been resumed on the Traction Engine Co. plant, after a delay of three weeks waiting for material which was in the hands of the railroads "somewhere in Michigan." The construction of this plant will now be pushed to completion in a short time.

Two important changes were made in the personnel of our school board at the regular school meeting Monday, Dwight Herrick and S. B. Stackus succeeding I. Nurko and E. J. Shepperd. The latter gentlemen have been faithful and valuable members of the board for several years.

Our new Park Commissioner is making the public places in the city look as though some one lived there and has an eye to beauty and neatness. The grounds of the city hall and the Carnegie library, as well as all the small parks, are looking fine.

Maxy.

New Schedule of Prices for Wheat.

Washington, July 8—The establishment of new freight rates by the Railway Administration has necessitated a change in the Government price basis for wheat. After consideration of all factors the Food Administration announces the price basis at various markets for the grades of No. 1 Northern Spring, No. 1 Hard Winter, No. 1 Red Winter, No. 1 Durum, No. 1 Hard White, in store public elevators approved for storage by the Grain Corporation, (seaboard or in store on export terms) as follows, effective July 10:

New York	2.39½
Philadelphia	2.39
Baltimore	2.38¾
Newport News	2.38¾
Chicago	2.26
New Orleans	2.28
Galveston	2.28
St. Louis	2.24
Duluth	2.22½
Minneapolis	2.21½
Kansas City	2.18
Omaha	2.18
San Francisco	2.20
Los Angeles	2.20
Portland	2.20
Tacoma	2.20
Seattle	2.20
Astoria	2.20

The basis for No. 2 Wheat will be 3 cents below No. 1, and the basis for No. 3, 7 cents below No. 1. Grades

below No. 3 will be dealt in on sample.

It is expected that the changes in Federal Grading Standards will throw more wheat into higher grades than last year. The changes in price are worked out as nearly as possible to compensate for increases in railway and sea freights.

The other classes of wheat than those mentioned above as equivalents will be dealt with on the following basis.

The class of Dark Hard Winter will be bought at 2 cents above Hard Winter; Dark Northern Spring at 2 cents above Northern Spring; Amber Durum at 2 cents above Durum; while Yellow Hard Winter will be bought at 2 cents under Hard Winter; Red Spring at 5 cents under Northern Spring; Red Walla at 7 cents under Red Winter; Red Durum at 7 cents under Durum; Soft White at 2 cents under Hard White; and White Club at 4 cents under Hard White.

Certain parts of the inter-mountain territory do not receive full compensation for freight increases under the above arrangements and, therefore, special arrangements by which the Grain Corporation assumes the compensation directly in this territory will be announced in a few days.

We wish to emphasize that the above is the basis upon which the Grain Corporation is prepared to buy wheat at the above markets.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 10—Creamery butter extras, 45c; first, 44c; common, 40c; dairy, common to choice, 34@40c; dairy poor to common, all kinds, 31@33c.

Cheese—No. 1, new, fancy, 23@23½c; choice, 22@22½c; held fancy, 25@26c.

Eggs—Choice, new laid, 40@42c; henry mixed, 37@38c; henry white, 48@50c.

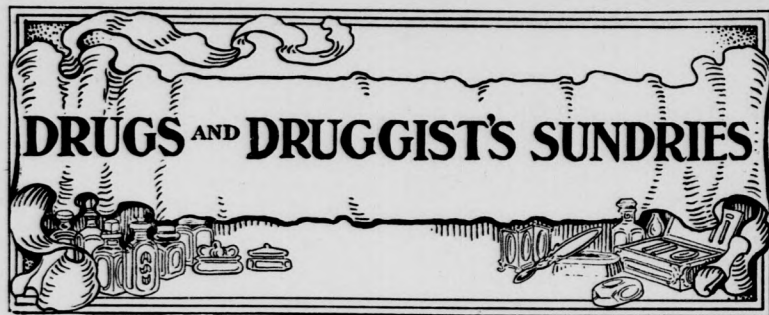
Poultry (live)—Old cox, 23@25c; ducks, 30@32c; fowls, 30@32c; Broilers, 45@50c.

Beans—Medium, \$12.50@13 per hundred lbs.; Peas, \$12.50@13 per hundred lbs.; Red Kidney, \$13@14 per hundred lbs.; White Kidney, \$14.50@15 per hundred lbs.; Marrow, \$13.50@14 per hundred lbs.

Potatoes—Old, 45@50c per bu.; new, \$5.50@6 per bbl.

Rea & Witzig.

A direct answer to the sinking of the hospital ship Llandovery Castle is the demand for a five years' extension of the after-war boycott against German ships and commerce made by the British Seamen's Union. This boycott has already been fixed at sixty-eight months; extended, as proposed, it will be nearly doubled. Other organizations, throughout the Entente countries, are sure to follow British example. By popular act, rather than deliberate government resolution, the wall of isolation being built around Germany by German atrocity will gradually become insurmountable. Even many who have continuously deprecated a commercial war after the war are finding themselves borne down by Teutonic brutality and stupidity. It is difficult to save a madman from the consequences of his own madness. If Germany will continue to act the part of mad-dog, then the rest of the world must use whatever weapons are at hand, in self-protection. The war after the war may not, eventually, be of official origin. But it will, for that very reason, because born of deep and lasting popular indignation, be the more effective and terrible.



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.

Michigan Pharmaceutical Travelers' Association.
 President—W. E. Collins, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

The New Assistant Gets a Shock.

Yes, the New Assistant was going to leave. He wouldn't stand it any longer. He was tired of sweeping the floor, dusting show cases, running little errands for the big boss and scampering around generally at a great rate.

Things just have to happen this way some times, so he could give the boss only three days notice. It was too bad, wasn't it? But then he reasoned, if the boss should lose his temper about some trifling thing and there should be an argument in the drug store how much notice would he get? About two minutes at a most liberal estimate.

So he went. No brass band playing a farewell for the departing pharmaceutical, nor did the boss shed tears. He was too mad.

The new position promised to be an ideal one for the New Assistant. The founder and proprietor, a Deutsche Apotheke of the old school, had died about four years ago and the business had been conducted by his daughter, who alone had been forced to contend with vicissitudes of many assistants during that time.

So the trade had dropped off to a considerable extent. It devolved upon the New Assistant to coax it back. The stock was in excellent shape, the location ideal, the appliances, apparatus and working space all that could be desired. The N. A. was furnished the use of a private office equipped with desk, table, and a cushioned chair, and was accorded the privilege of sitting down, reading and reflecting when opportunities—were propitious.

"We don't drive you," announced the proprietress. "Sit down," rest yourself; read. What is the sense of standing up all the time?"

Such consideration was so sharply in contrast to his previous experiences in the practice of the noble art of pharmacy that the New Assistant had to resort to the old and well tried expedient of pinching himself to see if he was awake.

It was so unreal. And the lady boss would bring him art books, copies of French and German masters, books from the public library, and samples of homemade cake.

It was enough to spoil any man but a tried and seasoned veteran like the

N. A. And then there was the salary consideration. He was now receiving 25 per cent. more than he was getting with "Old Groucho," as he used to call him, occasionally.

But the New Assistant wasn't spoiled a bit by these experiences. Not a bit. He wanted to be doing something and did whenever the opportunity afforded; he painted signs and show cards, having a strong talent in this direction and brightened up the corners where they needed it most. Truly it was an ideal world after all.

However, all dreams like this usually have a rude awakening. After the N. A. had reveled in the novelty of the rather Utopian existence for two weeks there came a ring at the telephone. The N. A. answered it.

"Hello," said a gruff voice. "Do you know who this is?" "No," replied the N. A. "Who is it?" "This is 'Groucho.'" "Well, how do you do Mr. Groucho," cheerily greeted the N. A.

"You'd better say how do you do," answered "Groucho."

"Why, what's the matter now?" innocently enquired the N. A.

"Matter enough. What did I ever do to you that you should put wood alcohol into my sweet spirit of nitre?"

"Do you mean to say that you believe I would do anything like that?" said the N. A., with visions of poisoned men, women and children flitting through his now excited brain.

"Yes, I do, and I have the proofs of it right here."

The N. A.'s heart beats were at once accelerated about 10 per cent. He could already almost see what might follow; prosecution for negligence or malicious mischief. Thoughts of constables, policemen, judges, and a prison cell were rampant.

"Is that so?" enquired the N. A., with returning confidence. "How much of that spirit of nitre was in the bottle when you discovered it?"

"About six ounces," said Groucho.

"Well, there wasn't six ounces in the bottle when I left you," the N. A. was sure of his ground now.

"I made that lot of spirit of nitrous ether one month ago. Here it is two weeks since I left you and you just discovered that probably some one has made a mistake. I'll face you in any court in the United States that as far as I am concerned you have made a mistake; and I might even go further and say you are a fabricator, and I could go further and use stronger language, but I won't, over the telephone."

Evidently Groucho began to see that by jumping hastily at his conclusions he had put himself in an em-

barrassing situation, for all he replied was, "Well, all right."

But it wasn't all right; for the thought of the great mystery, "Who put wood alcohol in the spirit of nitre?" could not be lightly put aside. The N. A. was sure he did not. He had a persistent habit of smelling odoriferous preparations when handling them, and remembered clearly that in preparing and subsequently dispensing that preparation no suspicious odor was noticeable.

It wouldn't do to go back to Groucho's emporium and argue the matter; frequently in such scenes the floor gets a much needed wiping up from the clothing of the participants.

It would be better to leave the matter to Old Father Time. That estimable gentleman can be relied on to ultimately settle all disputes. And he settled this one. No fatalities have been reported up to date and no indictment handed down to the N. A. It is now three months since the incident, so it looks like some one had gotten wood alcohol on their fingers and then smelled the spirit of nitre bottle. That's the only way the N. A. can account for it. A. B. Burrows.

Poisonous Gases in a Closed Garage.

Frequent accidents have been reported from time to time from the effects of inhaling the poisonous gases evolved in the products of combustion in internal explosion motors. The element of danger is always present, especially where these gases are exhausted into a confined space, such

as the pit containing a pumping engine, or a small private garage. A very simple and inexpensive device which, it is claimed, will greatly reduce the danger, if not entirely eliminate it, is suggested as follows: The plan is to bore through the garage door, at a point about opposite the exhaust pipe of the car when in its usual position, a hole two or three inches in diameter, closed, when not in use, by a wooden drop-cover on the inside. A piece of light metal piping of any kind, just large enough to be shoved over the exhaust pipe of the car, is kept in the garage. When the car is to be started, this pipe is first pushed out through the hole, and then drawn in and passed over the end of the exhaust pipe. As many druggists operate either pleasure cars or automobile delivery wagons, the suggestion as to how the danger from the inhalation of the gaseous products of combustion evolved in starting the motor in a small garage behind closed doors can be eliminated is of value.

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.

Grand Rapids :: Michigan

Many Have Delayed

The Season Has Been Backward

Prohibition became effective May 1st.

Demand for soft drinks increases, naturally, necessarily and automatically.

We are in a position to serve you now, viz:

Soda Fountains
Tables Chairs Stools
Mixers Holders Dishes
Spoons

Also

**Syrups, Fruit Juices,
Chocolate Flavors, Etc.**

Write our Mr. Arthur W. Olds for a date.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 9—Some time ago hotels and restaurants were asked to conserve wheat and sugar. They responded nobly. Then they were asked to cut their menus, in order to prevent waste. Again they showed their loyalty, and their desire to serve their country. Now they are asked to cut their prices, and of course they will fall all over themselves in an effort to obey.

Muir and Lyons, with a combined population of about 1,500, are without hotels. The towns are only one mile apart, and each has a building well adapted for hotel purposes.

Saginaw traveling men are showing their willingness to do their "bit" in helping the farmers of the county in harvesting their crops. Ben N. Mercer, one of the candidates for the Republican nomination for sheriff, recently called upon eighty of his fellow travelers and signed every one of them up to a pledge to give their services on farms of the county for from three to ten days each during harvest time.

A few weeks' sojourn at Sylvan Beach has fixed Harold Sears, Manager of the Grand Rapids Dry Goods Co., so he can tell a fish story as good as the best of 'em. One day last week he caught a seven pound pickerel at the same time Mrs. Sears was hooking a three pound black bass. As both boys were in the same boat with the fishermen, and were about as excited as the parents were, the situation can be better imagined than described.

Uncle Louie Winternitz left Saturday night for Mackinac Island, where he will spend the heated term at the Hotel Windsor.

The Hotel Yeazel, at Frankfort, is not living up to the letter or spirit of the sugar and meat rulings and ought to be severely disciplined. Last Saturday evening it served several kinds of beefsteak. The bill of fare set forth several kinds, but they may all have been cut out of the neck or shoulder of an ox. A guest who ordered "tenderloin" steak, printed on the bill of fare, received a tough portion which was more than two-thirds bone. As tenderloin contains no bone, the hotel manager should be prosecuted for fictitious advertising or for obtaining money under false pretenses.

On a trip "around the horn" last week, taken by a party of Grand Rapids people, six hotels were patronized. Only two of them—the Park Place at Traverse City, and the Chippewa Hotel, at Manistee—were living up to the letter and spirit of the Hoover ruling on sugar. The cuisine at the Park Place is kept as near the former standard of excellence as possible under existing circumstances. The coffee at the Chippewa is not good, due, probably, to the decayed wood odor with which the city water is impregnated. Why the city of Manistee does not take

immediate steps to remove this taint from the water—or provide a water supply devoid of so obnoxious an odor and taste—is more than the casual visitor can ascertain. It is a decided blemish on an otherwise exceptional city.

The Allegan Gazette publishes the following item, which will meet with a hearty "amen" from every reputable traveling salesman: The Michigan Hotel Men's Association has decided to take the lead in the attempt to get saloons back into Michigan next fall. If they persist in this, a list of the members of that concern will be published and their hotels will be shunned by that great majority of the people who know no difference between a saloon in a hotel or one anywhere else. If these hotels prefer the patronage of only the boozers, or prefer it to that of sober citizens, they will be permitted to have their choice.

C. D. Knapp of Kalamazoo, who has been Michigan salesman for A. H. Barber Creamery Supply Co., has resigned the position and will leave August 1 for the State of Washington, where he will engage in the same line. Mr. Knapp has gained many friends in the dairy and creamery business who would like to see him continue in Michigan. The members of the Creamery and Dairy Supply Men's Association, of which Mr. Knapp has acted as Secretary since its organization several years ago, join with the boys in the various branches of the dairy business in extending their best wishes for his success in his new position.

Either Will Afford Relief.

"Doctor, my husband is troubled with a buzzing noise in his ears."

"Better have him go to the seashore for a month."

"But he can't get away."

"Then you go."

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

PLACE YOUR ORDER NOW FOR

Soda Fountain Fruits and Syrups

We Are Distributors of

J. Hungerford Smith Co.'s Fruits and Syrups
Royal Purple Grape Juice
Welsh Grape Juice
Hire's Syrup Coco Cola

We Also Carry a Full Line of Soda Fountain Accessories
WRITE FOR PRICE LISTS

Putnam Factory Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs		Capicum	
Boric (Powd.)	18@ 25	Eigerson	3 25@3 50	Cardamon	2@ 15
Boric (Xtal)	18@ 25	Eucalyptus	1 25@1 50	Cardamon, Comp.	2@ 10
Carbolic	74@ 75	Hemlock, pure	2 00@2 25	Catechu	2@ 60
Citric	1 10@1 15	Juniper Berries	17 50@17 75	Cinchona	2@ 35
Muriatic	3 1/2@ 5	Juniper Wood	2 75@3 00	Colchicum	2@ 40
Nitric	10 1/2@ 15	Lard, extra	2 10@2 20	Cubebs	2@ 35
Oxalic	60@ 70	Lard, No. 1	1 85@1 95	Digitalis	2@ 25
Sulphuric	3 1/2@ 5	Lavender Flow.	7 00@7 25	Gentian	2@ 50
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Ginger	2@ 20
Ammonia		Lemon	2 00@2 25	Gualiac	2@ 90
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	1 68	Gualiac, Ammon.	2@ 80
Water, 18 deg.	10 1/2@ 18	Linseed, bld less	1 78@1 83	Iodine	2@ 50
Water, 14 deg.	9 1/2@ 17	Linseed, raw bbl.	1 67	Iodine, Colorless	2@ 75
Carbonate	13@ 25	Linseed raw less	1 77@1 82	Iron, clo.	2@ 60
Chloride	1 15@1 20	Mustard, true, oz.	2 25	Kino	2@ 65
Balsams		Mustard, artifl. oz.	2 20	Myrrh	2@ 50
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Nux Vomica	2@ 75
Fir (Canada)	1 25@1 50	Olive, pure	10 00@10 50	Opium	2@ 90
Fir (Oregon)	40@ 50	Olive, Malaga,		Opium, Camph.	2@ 50
Peru	5 25@5 50	yellow	5 35@5 50	Opium, Deodora'd	2@ 50
Tolu	1 75@2 00	Olive, Malaga,		Rhubarb	2@ 65
Barks		green	5 35@5 50	Paints	
Cassia (ordinary)	35@ 40	Orange, Sweet	3 25@3 50	Lead, red dry	13 1/2@14
Cassia (Salign)	90@1 00	Origanum, pure	2 50	Lead, white dry	13 1/2@14
Elm (powd. 35c)	30@ 35	Origanum, com'l	2 75	Lead, white oil	13 1/2@14
Sassafras (pow. 40c)	35	Pennyroyal	2 25@2 50	Ochre, yellow bbl.	2 1/2@ 5
Soap Cut (powd.)		Peppermint	4 25@4 50	Ochre, yellow less	2 1/2@ 5
35c	27@ 30	Rose, pure	30 00@32 00	Putty	3 1/2@ 6
Berries		Rosemary Flows	1 50@1 75	Red Venet'n bbl.	1 1/2@ 5
Cubeb	1 60@1 70	Sandalwood, E.		Red Venet'n less	2 1/2@ 5
Fish	30@ 35	l.	17 50@17 75	Vermillion, Amer.	25@ 30
Juniper	12@ 18	Sassafras, true	3 00@3 25	Whiting, bbl.	3 1/2@ 6
Prickley Ash	@ 30	Sassafras, artifl	75@1 00	Whiting	3 1/2@ 6
Extracts		Spearment	4 75@5 00	L. H. P. Prep'd	2 65@3 00
Licorice	60@ 65	Sperm	2 85@3 00	Miscellaneous	
Licorice powd.	1 05@1 10	Tansy	4 25@4 50	Acetanalid	1 10@1 20
Flowers		Tar, USP	45@ 60	Alum	12@ 15
Arnica	1 50@1 75	Turpentine, bbls.	@ 77 1/2	Alum, powdered and	
Chamomile (Ger.)	70@ 80	Turpentine, less	80@ 85	ground	14@ 17
Chamomile Rom.	1 10@2 00	Wintergreen, tr.	5 50@5 75	Bismuth, Subli-	
Gums		birch	4 00@4 25	trate	4 00@4 10
Acacia, 1st	75@ 80	Wintergreen art	1 25@1 50	Borax xtal or	
Acacia, 2nd	65@ 75	Wormseed	13 50@13 75	powdered	10@ 15
Acacia, Sorts	40@ 50	Wormwood	6 00@6 25	Cantharides po	2 00@2 50
Acacia, powdered	60@ 70	Potassium		Calomel	2 50@2 60
Aloes (Barb. Pow)	30@ 40	Bicarbonate	1 90@2 00	Capicum	25@ 40
Aloes (Cape Pow.)	30@ 35	Bichromate	60@ 70	Carmine	6 50@7 00
Aloes (Soc. Pow. 90)	@ 85	Bromide	1 80@2 10	Cassia Buds	@ 40
Asafoetida	@ 2 50	Carbonate	1 85@2 00	Cloves	77@ 85
Pure	@ 2 75	Chlorate, gran'r	65@ 70	Chalk Prepared	12@ 15
Camphor	1 35@1 40	Chlorate, xtal or		Chalk Precipitated	12@ 15
Guaiaac	@ 1 20	powd.	60@ 65	Chloroform	90@ 97
Guaiaac, powdered	@ 1 25	Cyanide	70@ 90	Chloral Hydrate	2 32@2 42
kino	70@ 75	Iodide	4 50@4 66	Cocaine	14 30@14 85
kino, powdered	75@ 80	Permanaganate	5 50@5 60	Cocoa Butter	50@ 60
Myrrh	@ 70	Prussiate, yellow	@ 1 75	Corks, list, less 40%	
Myrrh, powdered	@ 75	Prussiate, red	3 75@4 00	Copperas, bbls.	@ 3
Opium	30 00@30 50	Sulphate	@ 90	Copperas, less	3 1/2@ 8
Opium, powd.	32 50@33 00	Roots		Copperas, powd.	1 10@ 10
Opium, gran.	32 50@33 00	Alkanet	3 25@3 50	Corrosive Sublim.	2 30@2 40
Snellac	85@ 90	blood, powdered	30@ 35	Cream Tartar	84@ 90
Snellac, Bleached	90@ 95	calamus	50@55 00	Cuttlebone	75@ 80
Tragacanth	3 00@3 25	elecampane, p.wd.	15@ 20	Dextrine	15@ 15
Tragacanth powder	3 00	Gentian, powd.	27@ 35	Dover's Powder	5 75@6 00
Turpentine	15@ 20	Jinger, African,		Emery, All Nos.	10@ 15
Insecticides		powdered	25@ 30	Emery, Powdered	8@ 10
Arsenic	20@ 30	Jinger, Jamaica.	30@ 35	Epsom Salts, bbls.	@ 4 1/2
Blue Vitriol, bbl.	@ 11 1/2	powdered	22@ 30	Epsom Salts, less	5@ 9
Blue Vitriol, less	12@ 20	Goldenseal, pow.	8 50@9 00	Ergot	1 25@1 50
Bordeaux Mix Dry	20@ 25	Ipecac, powd.	4 00@4 25	Ergot, powdered	2 75@3 00
Hellebore, White		Licorice, powd.	45@ 50	Flake White	15@ 20
powdered	38@ 45	Morris, powdered	40@ 45	Formaldehyde, lb.	23@ 30
Insect Powder	40@ 60	Poke, powdered	20@ 25	Gelatine	1 75@1 90
Lead, Arsenate Po	34@ 44	Rhubarb	75@1 25	Glassware, full ca.	55%
Lime and Sulphur		Rhubarb, powd.	1 00@1 50	Glauber Salts, less 50%	
Solution, gal.	20@ 35	Rosinweed, powd.	25@ 30	Glauber Salts, bbl.	2 1/2@ 7
Paris Green	48 1/2@54 1/2	Sarsaparilla, Hond.		Glauber Salts, less 3 1/2@ 7	
Ice Cream		ground	75@ 80	Glue, Brown	25@ 35
Piper Ice Cream Co.,		Sarsaparilla Mexican,		Glue, Brown Grd.	25@ 35
Kalamazoo		ground	1 00@1 10	Glue, White	30@ 35
Bulk Vanilla	95	Squills	35@ 40	Glue, White Grd.	30@ 35
Bulk Special Flavored	1 00	Squills, powdered	45@ 65	Glycerine	75@ 92
Brick, Plain	1 20	Tumeric, powd.	25@ 30	Hops	60@ 75
Brick, Fancy	1 60	Valerian, powd.	@ 1 00	Iodine	5 60@5 90
Leaves		Seeds		Iodoform	6 50@6 74
Buchu	1 85@2 00	Anise	42@ 45	Lead, Acetate	25@ 30
Buchu, powd'r'd	2 00@2 10	Anise, powdered	47@ 50	Lycopodium	2 25@2 50
Sage, bulk	67@ 70	Bird, ls	13@ 19	Mace	85@ 90
Sage, 1/4 loose	72@ 78	Canary	20@ 25	Mace, powdered	95@1 00
Sage, powdered	55@ 60	Caraway	85@ 90	Menthol	4 50@4 75
Senna, Alex	1 40@1 50	Cardamon	1 80@2 00	Morphine	15 45@16 00
Senna, Tinn.	40@ 45	Celery (Powd. 65)	55@ 60	Nux Vomica	@ 30
Senna, Tinn. pow.	50@ 55	Coriander	36@ 45	Nux Vomica, pow.	28@ 35
Uva Ursi	45@ 50	Dill	30@ 35	Pepper black pow.	35@ 40
Oil		Fennell	90@1 00	Pepper, white	@ 50
Almonds, Bitter,		Flax	10 1/2@ 15	Pitch, Burgundy	@ 15
true	18 50@18 75	Flax, ground	10 1/2@ 15	Quassia	12@ 15
Almonds, Bitter,		Foenugreek pow.	22@ 30	Quinine	1 28@1 72
artificial	7 00@7 20	Hemp	9@ 15	Rochelle Salts	57@ 62
Almonds, Sweet,		Lobelia	40@ 50	Saccharine, oz.	2@ 10
true	2 25@2 50	Mustard, yellow	38@ 45	Salt Peter	36@ 45
Almonds, Sweet,		Mustard, black	25@ 30	Seidlitz Mixture	48@ 55
imitation	75@1 00	Mustard, powd.	35@ 40	Soap, green	20@ 30
Amber, crude	3 00@3 25	Poppy	@ 1 00	Soap mott castile	22 1/2@ 25
Amber, rectified	4 00@4 25	Quince	1 40@1 50	Soap, white castile	@ 29 00
Anise	2 00@2 25	Rape	15@ 20	less, per bar	@ 3 00
Bergamont	8 00@8 25	Sabadilla	@ 35	Soda Ash	4 1/2@ 10
Cajeput	2 00@2 25	Sabadilla, powd.	35@ 45	Soda Bicarbonate	3 1/2@ 7
Cassia	3 50@3 75	Sunflower	8 1/2@ 12	Soda, Sal	2@ 5
Castor	3 60@3 85	Worm American	@ 25	Spirits Camphor	@ 1 25
Cedar Leaf	1 75@2 00	Worm Levant	1 20@1 25	Sulphur, roll	4 1/2@ 10
Citronella	1 00@1 25	Tinctures		Sulphur, Subl.	5 1-10@ 10
Cloves	4 50@4 75	Aconite	@ 1 65	Tamarinds	15@ 20
Cocoonat	40@ 50	Aloes	@ 1 35	Tartar Emetic	@ 90
Cod Liver	5 60@5 75	Arnica	@ 1 35	Turpentine, Ven.	50@4 75
Cotton Seed	2 05@2 20	Asafoetida	@ 4 40	Vanilla Ex. pure	1 50@2 00
Croton	2 00@2 25	Asafoetida	@ 2 85	Witch Hazel	1 35@1 75
		Benzoin	@ 2 50	Zinc Sulphate	10@ 15
		Benzoin Compo'd	@ 2 80		
		Buchu	@ 2 40		
		Cantharides	@ 3 90		

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Tapioca Mince Meat Some Soaps Old Dutch Cleanser White Pepper	Clams Little Neck, 1 lb. 1 60 Ciam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50 Corn Fair Good 1 85 Fancy French Peas Monbadon (Natural) per doz. Gooseberries No. 2, Fair No. 2, Fancy Hominy Standard 1 25 Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80 Mushrooms Buttons, 1/2s @30 Buttons, 1s @50 Hotels, 1s @44 Oysters Cove, 1 lb. @1 20 Cove, 2 lb. @1 80 Plums Plums 1 50@2 00 Peas in Syrup No. 3 can per dz. 2 50@3 00 Peas Marrowfat 1 35@1 55 Early June 1 60@1 70 Early June siftd 1 70@1 85 Peaches Pie 1 50@1 75 No. 10 size can pie @4 25 Pineapple Grated 1 75@2 10 Sliced 1 45@2 60 Pumpkin Fair 1 80 Good 1 40 Fancy 1 50 No. 10 4 00 Raspberries No. 2, Black Syrup .. 2 40 No. 10, Black 10 50 No. 2, Red Preserved 3 00 No. 10, Red, Water .. 10 50 Salmon Warrens, 1 lb. Tall .. 3 35 Warrens, 1 lb. Flat .. 3 45 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20 Sardines Domestic, 1/2s 6 50 Domestic, 1/4 Mustard 6 50 Domestic, 1/2 Mustard 6 25 Norwegian, 1/2s 15@18 Portuguese, 1/2s 30@35 Sauer Kraut No. 3, cans 1 65 No. 10, cans Shrimps Dunbar, 1s doz. 1 50 Dunbar, 1 1/2s doz. 2 80 Sucotash Fair Good 1 90 Fancy Strawberries Standard 2 50 Fancy 2 90 Tomatoes No. 1 1/2 1 40 No. 2 1 75 No. 10 8 00 Tuna 1/4s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00 CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 85 CHEESE Acme @29 Peerless @26 Brick @26 Leiden @ Limburger @26 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @

COCOANUT Dunham's per lb. 1/4s, 5 lb. case 33 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1s & 1/4s, 15 lb. case 4 25 Bulk, pails 24 1/2 Bulk, barrels 25 Baker's Brazil Shredded 70 7c pkgs., per case 4 20 16 14c pkgs., per case 4 20 16 14c and 33 7c pkgs., per case 4 00 Bakers Canned, doz. 1 20	Chocolates Assorted Choc. 24 Amazon Caramels 26 Champion 23 Choc. Chips, Eureka 28 Klondike Chocolates 28 Nabobs 28 Nibble Sticks, box 1 25 Nut Wafers 28 Ocoro Choc Caramels 29 Peanut Clusters 32 Quintette 24 Regina 22 Star Chocolates 24 Pop Corn Goods Cracker-Jack Prize .. 5 60 Checkers Prize 5 60	Pails Domestic, 10 lb. box .. 1 30 Imported, 25 lb. box .. 1 87 1/2 Macaroni Pearl Barley Chester 7 25 Portage 8 50 Pear Green, Wisconsin, lb. 11 Split, lb. 10 1/2 Sago East India 15 German, sacks 15 German, broken pkg.
COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 26@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28 Bogota Fair 24 Fancy 26 Exchange Market Steady Spot Market, Strong Package Coffee New York Basis Arbuckle 21 00 McLaughlin's XXXX McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extracts Holland, 1/2 gross bxs. 1 30 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	COUGH DROPS Putnam Menthol 1 35 Smith Bros 1 35 COOKING COMPOUNDS Crisco 36 1 lb. cans 10 25 24 1 1/2 lb. cans 10 25 6 1/2 lb. cans 10 25 4 9 lb. cans 10 25 Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 7 50 Quarts, tin, 1 doz. 7 00 1/2 gal. tins, 1 doz. 13 25 Gal. tins, 1/2 doz. 12 80 5 Gal. tins, 1-6 doz. 18 50 NUTS—Whole Almonds, Tarragona .. 21 Almonds, California soft shell Drake .. Brazil 18 Filberts 20 Cal. No. 1, S. S. 24 Walnuts, Naples Walnuts, Grenoble 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large .. 20 Shelled No. 1 Spanish Shelled Peanuts 16 @16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2@17 Pecan Halves @90 Walnut Halves @70 Filbert Meats @42 Almonds @60 Jordan Almonds Peanuts Fancy H P Suns Raw 18@18 1/2 Roasted 20@20 1/2 H P Jumbo Raw 19 1/2@20 Roasted 21 1/2@22 Spanish Shelled, No. 1 18@18 1/2	Macaroni Domestic, 10 lb. box .. 1 30 Imported, 25 lb. box .. 1 87 1/2 Pearl Barley Chester 7 25 Portage 8 50 Pear Green, Wisconsin, lb. 11 Split, lb. 10 1/2 Sago East India 15 German, sacks 15 German, broken pkg.
CHEWING GUM Adams Black Jack 70 Adams Sappota 75 Beeman's Pepsin 70 Beechnut 70 Doublemint 70 Flag Spruce 65 Hershey Gum 55 Juicy Fruit 70 Sterling Gum Pep. 70 Spearmint, Wrigleys .. 70 Spearmint, 6 box jars 4 00 Yucatan 70 Zeno 70 O. K. Gum 75	COFFEE ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 26@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28 Bogota Fair 24 Fancy 26 Exchange Market Steady Spot Market, Strong Package Coffee New York Basis Arbuckle 21 00 McLaughlin's XXXX McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extracts Holland, 1/2 gross bxs. 1 30 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	COUGH DROPS Putnam Menthol 1 35 Smith Bros 1 35 COOKING COMPOUNDS Crisco 36 1 lb. cans 10 25 24 1 1/2 lb. cans 10 25 6 1/2 lb. cans 10 25 4 9 lb. cans 10 25 Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 7 50 Quarts, tin, 1 doz. 7 00 1/2 gal. tins, 1 doz. 13 25 Gal. tins, 1/2 doz. 12 80 5 Gal. tins, 1-6 doz. 18 50 NUTS—Whole Almonds, Tarragona .. 21 Almonds, California soft shell Drake .. Brazil 18 Filberts 20 Cal. No. 1, S. S. 24 Walnuts, Naples Walnuts, Grenoble 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large .. 20 Shelled No. 1 Spanish Shelled Peanuts 16 @16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2@17 Pecan Halves @90 Walnut Halves @70 Filbert Meats @42 Almonds @60 Jordan Almonds Peanuts Fancy H P Suns Raw 18@18 1/2 Roasted 20@20 1/2 H P Jumbo Raw 19 1/2@20 Roasted 21 1/2@22 Spanish Shelled, No. 1 18@18 1/2
CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	CIGARS Peter Dornbos Brands 5c Dornbos Sin. Bdr. 40 00 5c Dornbos Perfecto 40 00 6c Van Dam 42 50 Johnson Cigar Co. Brands Dutch Masters Club 75 00 Dutch Masters Banq 75 00 Dutch Masters Inv. 75 00 Dutch Masters Fan. 72 00 Dutch Master Grande 72 00 Dutch Masters Lond. 72 00 El Portana 42 50 Gee Jay 42 50 Dutch Masters Six. 42 50 Dutch Masters Hand Made 42 50 Dutch Masters Baby Grand 42 50 Little Dutch Masters 42 50 S. C. W. 42 50 Dutch Masters Seconds 37 50 Worden Grocer Co. Brands Boston Straight 40 00 Trans Michigan 42 00 C. P. L. 43 00 Court Royal 43 00 Hemmett's Cham- pion 42 50 Iroquois 42 50 La Azora Agreement 42 00 La Azora Bismarck 70 00 Whaleback 42 50 Worden's Hand Made 36 00 B. L. 40 00 Woodhouse & Co. Brands Tox 37 50 Miss Detroit 43 00 Special deal in quantities.	CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 5 00 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 45 CONFECTIONERY Stick Candy Pails Horehound 18 Standard 18 Cases Jumbo 19 Big Stick 19 Mixed Candy Broken Pails Cut Loaf 20 French Cream 21 Grocers 16 Kindergarten 22 Leader 19 Novelty 20 Premio Creams 26 Royal 18 Special 19 X L O 17 Specialties Auto Kisses (baskets) 22 Bonnie Butter Bites.. 25 Butter Cream Corn .. 25 Caramel Bon Bons .. 24 Caramel Croquettes .. 23 Cocoanut Waffles 21 Coffy Toffy 24 National Mints 7 lb tin 26 Fudge, Walnut 24 Fudge, Choc. Peanut 23 Fudge, White Center 23 Honeysuckle Candy .. 22 Iced Maroons 24 Iced Orange Jellies .. 20 Italian Bon Bons 21 AA Licorice Drops 1 85 5 lb. box Lozenges, Pep. 22 Lozenges, Pink 22 Manchus 21 Molasses Kisses, 10 lb. box 23 Nut Butter Puffs 23 Star Patties, Asst. .. 25
CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 80 No. 50 Twisted Cotton 2 25 No. 60 Twisted Cotton 2 90 No. 80 Twisted Cotton 3 00 No. 50 Braided Cotton 2 25 No. 60 Braided Cotton 2 60 No. 80 Braided Cotton 3 10 No. 50 Sash Cord 3 25 No. 60 Sash Cord 3 75 No. 72 Jute 1 50 No. 72 Jute 1 75 No. 60 Sisal 1 75 Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 5 00 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 45 CONFECTIONERY Stick Candy Pails Horehound 18 Standard 18 Cases Jumbo 19 Big Stick 19 Mixed Candy Broken Pails Cut Loaf 20 French Cream 21 Grocers 16 Kindergarten 22 Leader 19 Novelty 20 Premio Creams 26 Royal 18 Special 19 X L O 17 Specialties Auto Kisses (baskets) 22 Bonnie Butter Bites.. 25 Butter Cream Corn .. 25 Caramel Bon Bons .. 24 Caramel Croquettes .. 23 Cocoanut Waffles 21 Coffy Toffy 24 National Mints 7 lb tin 26 Fudge, Walnut 24 Fudge, Choc. Peanut 23 Fudge, White Center 23 Honeysuckle Candy .. 22 Iced Maroons 24 Iced Orange Jellies .. 20 Italian Bon Bons 21 AA Licorice Drops 1 85 5 lb. box Lozenges, Pep. 22 Lozenges, Pink 22 Manchus 21 Molasses Kisses, 10 lb. box 23 Nut Butter Puffs 23 Star Patties, Asst. .. 25	FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpenole Pure Lemon Per Doz. 7 Dram 15 Cent 1 25 1 1/2 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/2 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/2 Ounce Assorted .. 2 00 FLOUR AND FEED Valley City Milling Co. Lily White Graham Granena Health Gran. Meal Bolted Meal Watson-Higgins Milling Co. New Perfection 12 00 Worden Grocer Co. Quaker, 1/2s cloth .. None Quaker, 1/4s cloth .. None Quaker, 1/2s cloth .. None Quaker, 1/2s paper .. None Quaker, 1/4s paper .. None Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/2s Out Spring Wheat Worden Grocer Co. Wingold, 1/2s cloth 10 90 Wingold, 1/4s cloth 10 80 Meal Bolted Golden Granulated .. Wheat Red White Oats Michigan carlots Less than carlots .. Corn Carlots Less than carlots Hay Carlots Less than carlots .. Feed Street Car Feed No. 1 Corn & Oat Fd Cracked Corn Coarse Corn Meal .. FRUIT JARS Mason, pts., per gro. 7 60 Mason, qts., per gro. 8 00 Mason, 1/2 gal. per gr. 10 35 Mason, can tops, gro. 2 80

GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 75
Knox's Sparkling, gr. 20	50
Knox's Acidu'd doz.	1 85
Minute, 1 doz.	1 25
Minute, 3 doz.	3 75
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 50
Plymouth Rock, Plain	1 30
Waukesha	1 60

HERBS	
Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

HIDES AND PELTS	
Hides	
Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

Pelts	
Old Wool	75@2 00
Lambs	50@1 50
Shearlings	50@1 50

Tallow	
Prime	@13
No. 1	@12
No. 2	@11

Wool	
Unwashed, med.	@65
Unwashed, fine	@55

HONEY	
A. G. Woodman's Brand.	
7 oz., per doz.	
20 oz., per doz.	4 50

HORSE RADISH	
Per doz.	90

JELLY	
15lb. pails, per pail	1 45
30lb. pails, per pail	2 65

JELLY GLASSES	
8 oz. capped in bbls., per doz.	34

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per dz.	16 50
32 oz. bottles, per dz.	30 00

MINCE MEAT	
Per case	3 95

MOLASSES	
New Orleans	
Fancy Open Kettle	68
Choice	58
Good	
Stock	
Half barrels 5c extra	
Red Hen, No. 2	2 75
Red Hen, No. 2 1/2	3 25
Red Hen, No. 5	3 35
Red Hen, No. 10	3 25
Uncle Ben, No. 2	2 75
Uncle Ben, No. 2 1/2	3 25
Uncle Ben, No. 5	3 35
Uncle Ben, No. 10	3 25
Ginger Cake, No. 2	3 25
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle, No. 2 1/2	5 35

MUSTARD	
1/2 lb. 6 lb. box	30

OLIVES	
Bulk, 1 gal. kegs 1 50@1 60	
Bulk, 2 gal. kegs	@1 40
Bulk, 5 gal. kegs 1 25@1 30	
Stuffed, 5 oz.	1 25
Stuffed, 5 oz.	1 35
Stuffed, 14 oz.	2 75
Pitted (not stuffed)	
14 oz.	2 75
Manzanilla, 8 oz.	1 25
Lunch, 10 oz.	1 75
Lunch, 16 oz.	2 75
Queen. Mammoth, 19 oz.	5 50
Queen. Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER	
Bel-Car-Mo Brand	
6 oz. 1 doz. in case	2 90
12 oz. 1 doz. in case	2 50
24 1 lb. pails	5 75
12 2 lb. pails	5 75
5 lb. pails, 6 in crate	7 00
10 lb. pails	21 1/2
15 lb. pails	21
25 lb. pails	20 1/2
60 lb. tins	20 1/2

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	12.2
Red Crown Gasoline	23.2
Gas Machine Gasoline	43.7
V. M. & P. Naphtha	23.2
Capitol Cylinder, Iron Bbls.	39.4
Atlantic Red Engine, Iron Bbls.	26.4
Winter Black, Iron Bbls.	13.9
Polarine, Iron Bbls.	44.4

PICKLES	
Medium	
Barrels, 1,200 count	12 00
Half bbls., 600 count	6 50
5 gallon kegs	2 60

Small	
Barrels	14 00
Half barrels	7 50
5 gallon kegs	2 80

Gherkins	
Barrels	25 00
Half barrels	13 00
5 gallon kegs	4 50

Sweet Small	
Barrels	28 00
5 gallon kegs	5 00
Half barrels	14 50

PIPES	
Clay, No. 216, per box	
Clay, T. D. full count	80
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 25
No. 808, Bicycle	3 50
Pennant	3 25

POTASH	
Babbitt's, 2 doz	2 65

PROVISIONS	
Barreled Pork	
Clear Back	51 00@52 00
Short Cut Clr	48 00@49 00
Bean	37 00@38 00
Brisket, Clear	55 00@56 00
Pig	
Clear Family	35 00

Dry Salt Meats	
S P Bellies	31 00@32 00

Lard	
Pure in tierces	27 1/2@28
Compound Lard	24 1/2@25
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4

Smoked Meats	
Hams, 14-16 lb.	30 @31
Hams, 16-18 lb.	29 @30
Hams, 18-20 lb.	28 @29
Ham, dried beef	
sets	37 @38
California Hams	21 @21 1/2
Picnic Boiled	
Hams	31 @32
Boiled Hams	41 @42
Mince Hams	20 @21
Bacon	37 @46

Sausages	
Bologna	17
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	25 00@27 00
Rump, new	30 00@31 00

Pig's Feet	
1/4 bbls.	1 75
3/4 bbls., 40 lbs.	3 40
1/2 bbls.	9 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	25
Beef, round set	19@20
Beef, middles, set	45@55
Sheep	1 15@1 35

Uncolored Oleomargarine	
Solid Dairy	23 @ 26
Country Rolls	23 @ 25

Canned Meats	
Corned Beef, 2 lb.	6 50
Corned Beef, 1 lb.	3 75
Roast Beef, 2 lb.	6 50
Roast Beef, 1 lb.	3 75
Potted Meat, Ham	
Flavor, 1/4s	55
Potted Meat, Ham	
Flavor, 1/4s	95
Deviled Meat, Ham	
Flavor, 1/4s	52
Deviled Meat, Ham	
Flavor, 1/4s	1 00
Potted Tongue, 1/4s	55
Potted Tongue, 1/4s	1 00

RICE	
Fancy	
Blue Rose	9 1/2@9 3/4
Broken	7 1/4@7 1/2

ROLLED OATS	
Monarch, bbls.	12 00
Rolls Avena, bbls.	12 75
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	6 00
Quaker, 18 Regular	1 75
Quaker, 20 Family	5 60

SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 25
Durkee's med., 2 doz.	5 80
Durkee's Picnic, 2 doz.	2 75
Snider's, large, 1 doz.	2 40
Snider's, small, 2 doz.	1 45

SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 15
Wyandotte, 100 lbs	3 00

SAL SODA	
Granulated, bbls.	1 80
Granulated, 100 lbs. cs.	1 90
Granulated, 36 pkgs.	2 00

SALT	
Solar Rock	
56 lb. sacks	50

Common	
Granulated, Fine	2 10
Medium, Fine	2 20

SALT FISH	
Cod	
Large, whole	@14
Small, whole	@13
Strips or bricks	16@19
Pollock	@12 1/2

Holland Herring	
Standards, bbls.	
Y. M. bbls.	
Standard, kegs	
Y. M. kegs	

Herring	
Full Fat Herring, 350 to 400 count	
Spiced, 8 lb. pails	95

Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 3 lbs.	75

Mackerel	
Mess, 100 lbs.	22 00
Mess, 50 lbs.	11 65
Mess, 10 lbs.	2 60
Mess, 8 lbs.	2 05
No. 1, 100 lbs.	21 00
No. 1, 50 lbs.	11 10
No. 1, 10 lbs.	2 50

Lake Herring	
8 lbs.	
Anise	38
Canary, Smyrna	15
Caraway	75
Cardamon, Malabar	1 20
Celery	45
Hemp, Russian	8
Mixed Bird	9
Mustard, white	25
Poppy	80
Rape	15

SHOE BLACKING	
Handy Box, large 3 dz.	3 50
Handy Box, small	1 25
Bixby's Royal Polish	1 20
Miller's Crown Polish	90

SNUFF	
Swedish Rapee, 10c 8 for 64	
Swedish Rapee, 1 lb. gls 60	
Norkoping, 10c, 8 for	64
Norkoping, 1 lb. glass	62
Copenhagen, 10c, 8 for 64	
Copenhagen, 1 lb. glass	60

SOAP	
Lautz Bros. & Co.	
Acme, 100 cakes	5 40
Big Master 100 blocks	6 00
Climax	5 00
Queen White	5 90
Oak Leaf	5 40
Queen Anne	5 40

Proctor & Gamble Co.	
Lenox	5 00
Ivory, 6 oz.	6 00
Ivory, 10 oz.	9 80
Star	4 90

Swift & Company	
Swift's Pride	5 00
White Laundry	5 65
Wool, 6 oz. bars	5 15
Wool, 10 oz. bars	7 00

Tradesman Company	
Black Hawk, one box	3 75
Black Hawk, five bxs	3 70
Black Hawk, ten bxs	3 65

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	
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Scouring Powders	
Sapallo, gross lots	9 50
Sapallo, half gro. lots	4 85
Sapallo, single boxes	2 40
Sapallo, hand	2 40
Queen Anne, 30 cans	1 80
Queen Anne, 60 cans	3 60
Snow Maid, 30 cans	1 80
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 pkgs.	5 65
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	5 25

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Rub-No-More	5 50
Nine O'Clock	4 00

Lautz Naphtha, 60s	
Oak Leaf Soap Powder, 24 pkgs.	4 25
Oak Leaf Soap Powder, 100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 70

SODA	
Bi Carb, Kegs	3 1/4

SPICES	
Whole Spices	
Allspice, Jamaica	9@10
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochin	@20
Mace, Penang	@20
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-80	@45
Nutmegs, 105-110	@40
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@68
Cassia, Canton	@32
Ginger, African	@25
Mace, Penang	@1 00
Nutmegs	@36
Pepper, Black	@35
Pepper, White	@48
Pepper, Cayenne	@30
Paprika, Hungarian	@45

STARCH	
Corn	
Kingsford, 40 lbs. ..	9 1/4
Muzzy, 48 lb. pkgs. ..	9 1/4
Kingsford	
Silver Gloss, 40 lb. ..	9 1/4
Gloss	
Argo, 48 5c pkgs.	2 40
Silver Gloss, 16 3lbs. ..	9 1/4
Silver Gloss, 12 6lbs. ..	9 1/4
Muzzy	
48 1lb. packages	9 1/4
16 3lb. packages	9 1/4
12 6lb. packages	9 1/4
50 lb. boxes	6 1/4

PREMIUM ADVERTISING.

It is Now Conceded to Be Economic Waste.

The preponderant economic and psychological value of publicity over non-contagious forms of advertising are being demonstrated by the conditions which have developed since the war began in both retail and manufacturing businesses which in the past have used non-contagious forms of advertising.

Several of the largest department stores in the country which have depended largely upon premium advertising for several years have gone out of business in the past three years, and their stocks have been bought in at large discounts by their more solidly established publicity competitors. In the sale of their effects good-will was never mentioned. Capitalizable good-will cannot be formed by giving premiums; it forms only by the creation of abiding belief. The temporary good-will that is bought by premium and trading stamps is never a capitalizable asset in a competitive business, but is always a liability; while good-will built by consistent and truthful publicity often becomes a more valuable asset than all of an advertiser's more material and tangible assets put together.

The reasons why premium advertising is a liability instead of an asset in a competitive business are that when the giving of premiums is discontinued or they are reduced in value, the premium-seeking trade, as a rule, flock to the competitor giving better premium values irrespective of the comparative values of the products being advertised by premiums. The larger a business grows that uses premiums the more vulnerable it becomes to the inroads of new premium competitors who on their limited and growing trade can afford to offer larger premium values than can the old-established advertiser upon his widespread and established trade. The larger a publicity advertiser grows the less vulnerable and the more impregnable he becomes to competition. In premium advertising the cost per unit tends to increase rather than decrease with the growth of a business. In publicity advertising the cost per unit decreases rapidly with volume of business. It is the addition to net profits secured by the resulting decrease in selling cost that enhances the value of the capital stock of a business.

Possibly the greatest handicap incurred by a premium advertiser in competition with a publicity advertiser is the fact that the per capita consumption of most products can be increased by publicity of the proper kind, while the consumption of a product remains stationary or grows only in proportion to the growth of population with even the best premium advertising.

Since the tobacco manufacturers eliminated premium advertising and reverted to publicity, the growth in the consumption of tobacco in its several forms has far exceeded all past records.

The consumption of household and laundry soaps in the United States has for years grown at about double the rate of the growth of population. The increase in the business of the most consistent publicity soap advertisers has far exceeded not only the increase in population, but also the natural per capita increase in the use of soaps. The extra growth has been made at the expense of the unadvertised and premium-advertised brands.

Probably the most conspicuous example of the deterrent effect of pre-

trate in the cities at its present rate. In 1899 there were 187,000,000 pounds of condensed and evaporated milk produced in the United States, of which 35 per cent. was evaporated and 65 per cent. condensed. In 1914 873,000,000 pounds were produced, of which 65 per cent. was evaporated and 35 per cent. condensed. While the increase in the per capita consumption of this product has been due primarily to natural causes and very little to advertising, the change in the percentages of the whole be-

consequently produced a large surplus of condensed and evaporated milk in the home market, and it is said by the milk packers that this condition will result in the enforced slaughter of milch cows.

In view of these conditions it seems an anomaly that there is at present being expended in the advertising of condensed and evaporated milk from four to five times as much money in premium as in publicity advertising. Were the proportions reversed the glut in the milk market would rapidly disappear. While premium advertising might hold a regular buyer of condensed milk to a particular brand of that product until a competing advertiser offers better premiums, it will create new condensed milk users, and so tend to relieve the market congestion, nor will it build the abiding belief in quality which produces automatic demand for a brand, and which in turn creates capital value for that brand. Unless the condensed milk packers recognize the economic fallacy of their present advertising expenditures and undertake contagious and expansive methods to increase consumption, it is possible that the slaughter of milch herds may temporarily reduce the price of beef, but it will do so only at the cost of a large increase later on in the price of milk to our immense city populations.

The principal reason that premium advertising is so prevalent in the milk industry is the fact that in the past it has not been necessary to increase consumption by advertising. The growth of city populations in the past fifteen years has been so rapid that the consumption of evaporated and condensed milk has increased automatically. As the bulk of this product is at present used by the poorer classes in the larger cities—the classes most susceptible to advertising that offers something for nothing—this form of advertising has been used, not to increase consumption, but merely to divert trade from other brands. In the inception of the use of this form of advertising, it was a temporary advantage to the advertiser who started it in any branch of business, but as other premium advertisers in the same line appeared, it lost its value and soon became a burdensome liability on all its users. The economic waste involved in premium advertising lies then in the following facts:

It does not build belief in a product in the permanent degree, nor in the widespread contagious and cumulative manner of suggestive publicity, and so does not build permanent trade-mark values.

It does not decrease in cost with volume of sales, and is much more likely to increase in cost. It becomes a fixed and even an increasing charge while publicity costs decrease with volume of sale.

It can be worked successfully only in large cities, and it makes a user dependent upon products outside of his own business, and upon trade conditions and contingencies such as the present war, from which non-prem-

SPOILED DARLINGS.

"Oh, isn't he cute," the fond mother said,
From his little pink toes, to his round, curly head;
No parents were ever so happy as we,
And never a baby was handsome as he—
Lying there in his snug little basket.

Spoiled? Well—yes, if the truth must be told,
For, before he was scarcely a dozen months old;
The whole household catered and bent to his will,
And petted and pampered the boy until—
He grew discontent with his basket.

The summer sun was sinking away,
Behind the hills at the close of day;
Potatoes lay scattered along the rows,
While men labored fast with hands and hoes—
To put them into the baskets.

When Johnnie, the baby, to five years grown,
Scrambled over the ground with potatoes sown;
And, watching his chance, he made a dash,
Took a nimble leap that was like a flash—
And "plunked" himself into a basket.

The men worked on with a right good will,
For the sun had settled behind the hill;
They filled all the baskets up to the brim,
All but one. Then—they waited—for him—
For Johnnie to get out of the basket.

"Come Johnnie," said father, "be a good little boy,
Don't hinder the men and I'll buy you a toy;
But Johnnie, with knees upholding his chin,
Sat all doubled up and continued to grin—
While the men waited still for the basket.

They were tired and hungry, the day had been hot,
The supper bell rang, but Johnnie moved not;
When one strapping fellow by hunger made bold,
Of the seat of young Johnnie's pants took a hold—
And jerked him out of the basket.

German Fritz, rocked in luxury's lap from his birth,
Not content with a kingdom, he wanted the earth;
Now while men perish by thousands he sits with a grin,
With his little knock knees doubled up to his chin—
And will not get out of the basket.

But look out, Kaiser Bill, the day has been hot,
Men stagger and die in the old 'tater lot;
And some strapping young nation—it may be the Yanks—
Will just grab you up by the seat of your pants—
And "yank" you out of the basket.

Otsego, Michigan.

Mrs. Jessie Allen-Siple.

mium advertising in increasing consumption, and the expansive effect of publicity for the same purpose, is the present condition of the condensed and evaporated milk business. Here is an industry which solely from natural causes has for several years past grown by leaps and bounds. Advertising had little or nothing to do with its expansion until an aggressive Western advertiser showed the industry what could be done by publicity. He finally reached a point where his demand exceeded supply. For some years preceding the war the whole industry was more or less in this condition.

The natural growth of this industry will continue to be large as long as population continues to concen-

tween condensed and evaporated milks shown above was due primarily to the influence of the aggressive publicity advertising of one advertiser.

The disorganization of the condensed and evaporated milk industry in Europe caused by the war led to an extraordinary development in the output in this country to supply the needs of our Allies. Although the Government statistics since 1914 have not yet been published, it is known that the American outputs of these products expanded from 873,000,000 pounds in 1914 to about 1,500,000,000 pounds in 1917. The curtailment of cargo space for products of this nature since made necessary by the shipment of troops and munitions has

ium competitors are proportionately free.

It may, with the forced reduction of premium values brought about by such conditions, breed ill will instead of good will. While it helps to secure and hold—until a competitor gives better premium values—the trade of poorer and foreign population in large cities, it does not attract; and in fact repels, the higher classes of discriminating trade, and leaves the trade of those classes to publicity advertisers.

The necessary details connected with premium advertising even when most successful, tends to vitiate the aggressive energy of its users, and to limit their scope of action.

It is opposed by retail and wholesale grocers' associations. At its best and even when most successful it becomes a fixed charge and a liability and does not build good will value in anything like the degree that can be built by publicity at one third to half its cost if done on sound psychological lines. Its economic unsoundness is already recognized by the legislatures of many states and this knowledge is rapidly spreading.

In offering as premiums the numerous unnecessary things carried as a rule by the premium departments of manufacturers, who advertise in this way, it overtaxes the manufacturing resources of the country when all of its energies are needed to work along productive and necessary lines.

We have little hesitation in asserting that the majority of premium advertisers of food and household products, such as condensed milk, bread, soap, coffee, etc., would heartily welcome the Hooverization of premium advertising by its suspension or elimination during the continuance of the war. There can be no doubt that the businesses of such advertisers, their trade-mark values, and the intrinsic interests of the public they serve would be so palpably benefited by the elimination of such economic waste that they would hesitate before again handicapping their expansion by reverting to it in the future.

Even in ordinary times, premium advertising on such articles as laundry soap, condensed milk, etc., staple and necessary products used by the masses, is nothing more nor less than a tax on poverty, but in such times as these, when all of our productive energies are needed for necessities, it is criminal waste in production as well as inexcusable economic folly on the part of the concerns who now encourage and press its use.

Arthur Acheson.

Sparks From the Electric City.

Muskegon, July 8—Muskegon and Muskegon Heights celebrated July 4 with the largest and also the finest parade in their history. Many of the factories had very large numbers in the line-up; also splendid floats.

Continental Motors had new motors on test blocks, being tested on a truck; also a banner telling that it had 2,300 motors in France.

The Linderman Steel and Machine Co. had a 4 inch real gun mounted on a ship.

Brunswick-Balke had an aeroplane in the parade. It also presented a banner bearing this inscription: "We

are not after bacon. All we want is the Rhine."

Several hundred girls in their bloomers who are taking the places of men marched and carried suitable banners.

The Greeks and Italians had beautiful floats. The Hungarians and Poles surely did themselves proud and a goodly number of Americanized Germans were there to do their bit.

The Elks, Woodmen and various orders turned out en masse. The estimate was 10,000, as it took one hour and forty minutes to pass a given point.

Wanted—A good alarm clock. One which will get you up in time for the Fremont train. Enquire of Dewey, 122 Lake street.

William Fortier (W. W. Richards Candy Co.) took unto himself a bride—Miss Porier, daughter of our well-known restaurant keeper. Success, Billy.

It is quite amusing to us to see the politicians squirming like a worm on a hook these days. Where the present officeholder is anywhere near competent he'll get our vote regardless of party, as this is no time for politics.

Any salesman making Michigan territory who cannot see the great benefit already derived from prohibition is either blind or a victim of the drink evil, as great benefits are to be seen everywhere and a return of even wine and beer selling would be the greatest step backward possible at this time. Besides, the breweries of the country are simply backers of Pro-Germanism in this country and to favor the brewery is to favor the Hun and in order to be a full fledged American you must vote against the sale of their product. Any one doubting this, can write his Congressman for a copy of the Congressional investigation of the National German-American Alliance and you will find that their backers are the United States Brewers' Association. When you have read this, if you are an American, you will vote NO on the beer amendment and help to crush Hunism in America.

Trout Lake still remains bearless. My telephone, 6476, has been ringing for ten days now, all of the boys telling me of some news item.

The above is the biggest lie I ever told and I can go some on that line. E. P. Monroe.

Boonlets From Bay City.

Bay City, June 9—Bay City residents thoroughly enjoyed the noiseless Fourth of July celebration.

Alphonse Walther, who conducted a plumbing, heating and sheet metal business in this city for fifty years, died last Tuesday.

O. E. and W. J. Sovereign, H. J. and F. W. Defoe, Bay City, have organized the Defoe Shipbuilding Co. and will construct steel boats for the War Department. Contracts amounting to more than \$1,000,000 have been secured. The work of constructing the necessary buildings and yards will be started without delay on the site formerly occupied by the E. B. Foss estate.

William T. Ballamy attended the Supreme Council meeting at Columbus, Ohio, and reports that an enjoyable session was held.

Gustaves Hine, former mayor of this city, who has been engaged in the wholesale and retail meat business for more than fifty years, has closed out his stock and will retire from business.

R. S. Richards, who was at Mercy Hospital for several weeks, has returned to his home. J. H. Belknap.

Customers like to buy from clerks who can answer intelligently any question about their goods. A single "I don't know" may cost a big sale.

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. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Billiard parlor, city of 12,000, near Grand Rapids; eleven tables, complete; all in first-class condition; money maker. For full particulars write Isaac Kouw & Co., Holland, Mich. 810

For Sale—A nice level farm of over one hundred acres just three miles from Otsego. Good buildings. Plenty of timber. For sale or exchange for a stock of merchandise. Address A. D. Hancock, Cedar Springs, Michigan. 811

Big Bargain—On account of my being compelled to go to war am forced to make immediate disposal of my general store of groceries, shelf hardware and dry goods, notions and machinery, located on a five corners. All pike roads lead to this store. The stock will invoice about \$8,000. The buildings are valued at about \$7,500. I will sell all at a great sacrifice. Sales aggregate about \$35,000 per year. All the buildings are in first-class condition. Address the owner, J. S. Morrow, Lyons, Ohio. 821

Will pay highest prices for merchandise or stocks of any kind. Harry Oppenheim, 249 Hague Ave., Detroit, Michigan. Phone North 5640. 812

Wanted—Clothing salesman for exclusive men's store. Permanent position for right man, Fleming Clothing Co., Ithaca, Michigan. 813

For Sale Or Rent—Store building and fixtures at Alamo, North Dakota. Located on branch line, sixty-eight miles from Stanley; nearest town across country thirty-two miles south, forty-two miles north; only two other general stores in town. Splendid prospects for good crop. Building situated on 24 x 50 corner lot next to the depot; plate glass front. Write P. P. Larson, Elbow Lake, Minnesota. 814

Wanted—Business man with \$4,000 to take half interest in shingle mill and timber with competent man that can handle practical end. Pacific Beach Shingle Co., Modoc, Wash. 815

Special sales for retail merchants. Trade-building, stock-reduction, cash raising and closing out sales. Northern Sales Co., Box 123, Traverse City, Mich. 816

Ice Plant—Fifteen-ton Arctic flooded system, in one of the best college towns of the State of Ohio, selling entire output during season; ideal town to live in; three schools; ice cream and bottling business could be added; no opposition in fifteen miles; installed three years; cost \$20,000 to install; would take \$15,000 for quick sale covering building and equipment; owners wish to retire. The Stephenson Co., Oxford, Ohio. 817

For Sale—On account of wife's health will sell best general drygoods line—hosiery, underwear, coats, millinery, ladies' and children's ready-to-wear. All first-class stock. Invoice \$7,000. Cash price \$4,000. E. H. Cronson, Springport, Michigan. 818

Look Quick—\$600 cash, balance time; if you can make candy it's a mint; restaurant, ice cream, soft drinks, candy, etc.; rooms above could be used as hotel; 80 population; no hotel in town. Don't hesitate. This is a genuine bargain. Post office box 156, Dexter, Mich. 819

General Hardware Business—In prosperous town; a good, clean business, tin and plumbing stock, windmills and well supplies; doing an excellent business; prospects never better; \$5,000 will handle deal. Best and largest building in town. Want to retire. Louhard Hardware Co., Des Moines, New Mexico. 820

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 106 E. Hancock, Detroit. 808

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

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

For Sale—Stock of general merchandise, in good farming community and factory town. Will reduce stock to suit purchaser. Residence and store buildings at low rent. Must sell on account of draft. Address Fred Elchenberg, Parklake, Michigan. 763

Cash Registers—We offer exceptional bargains in rebuilt National or American registers. Also fireproof credit systems. All makes. We buy, sell or exchange. We carry a full line of supplies. Address The J. C. Vogt Sales Co., Saginaw, Michigan. 335

Earn \$25 weekly, spare time, writing for newspapers, magazines. Experience unnecessary; details free. Press Syndicate, No. 571, St. Louis, Mo. 803

For Sale—Counter fixtures, cheap. One Burroughs adding machine, 1 Underwood typewriter, 1 individual 5 drawer National Cash Register, 1 individual 6 drawer National Cash Register, two 16 ft. Sherer-Gillett Patent grocer counters. Jim McGuire, Buckley, Michigan. 745

If you want to buy, sell or trade your business, see Hallock, 135 1/2 East Fulton street, Grand Rapids, Michigan. 654

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

Wanted—Second-hand cash register, for cash. Address A. F. Hunt, 215 So. Washington Ave., Saginaw, Mich. 767

Wanted—In 30 days or less time. Strictly first class cost clerk. We manufacture odd interior and exterior trim, sash, doors, etc. York Lumber & Mfg. Co., 823 South Bellevue Blvd., Memphis, Tennessee. 804

For Sale—Drug stock and fixtures in river town. Nyal, Rexall, Eastman and other agencies. Soda fountain. Fixtures in good condition. Good, established business. A registered man can develop an extraordinary business here. Reason for selling, other interests. Address No. 805, care Michigan Tradesman. 805

For Sale—Variety store, good trade, best town of size in Michigan. Household goods and stock about \$3,000; no triflers; object climate. J. L. Crandell, Rochester, Michigan. 806

Stock of grocery and notions; also fixtures; store for rent; cash only considered; owner retiring. W. J. Buford, Dearborn, Michigan. 807

For Sale—Grocery stock and fixtures. Doing strictly cash business. Good trade. Will invoice about \$3,500. C. O. Rockwell, Lawton, Michigan. 808

For Sale—Clean stock clothing, furnishings and shoes; invoice about \$5,000 at 60 cents on the dollar. Address No. 798, care Michigan Tradesman. 798

For Sale—\$15,000 stock of general merchandise in northern part of Lower Michigan, enjoying a trade of \$40,000 to \$45,000 per year. Stock absolutely clean. Nearly all bought at prices very much below present level. Fine opportunity for man who desires good location, or will sell dry goods, shoe or hardware stocks separately. Any other information wanted will be given promptly on receipt of letter. Address No. 800, care Michigan Tradesman. 800

For Sale—We have a general store for sale at Bradley Junction on the M. T. & W. R'y. and the Soo Line. It is the only store in town and is in a very good location. Also have post office in store. Store buildings and stock will amount to \$7,000 or \$8,000. Reason for selling, come in the draft age. Address Johnson Brothers Company, Bradley, Wis. 790

POSITION WANTED.

Wanted—Position in grocery or general store. Have had thirty years' experience in general merchandise. Am fully qualified to manage or help manage mercantile business. Do you want such a man? Address No. 762, care Michigan Tradesman. 762

SEE NEXT PAGE.

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

FOR SALE

On account of the death of my wife I have retired from business and will sell cheap my entire property, consisting of four lots, store and hotel, with furnace and electric lights, barn, ice house and other buildings. Property situated opposite G. R. & I. and B. C., G. & A. Railway union station, Boyne Falls, Mich. Best location in the village. Will sell each property separate or all together. Terms easy. Will take part cash and balance on time or will trade for good farm. Write or call on

JOHN J. GALSTER,
601 Kalamazoo Ave.,
Petoskey, Mich.

THE SUGAR CARD.

Grand Rapids First Large City to Adopt It.

Guy W. Rouse, County Food Administrator for Kent county, has decided to put the card system into effect in this county next Monday morning. With this end in view, he has issued the following call for a meeting of every grocer in this county:

Grand Rapids, July 9—There are a number of very important matters in connection with the Food Administration to come before the retail grocers of Kent county. I am calling a meeting of all those engaged in the retail grocery business to be held in the Press Hall on Friday evening at 8 o'clock, July 12.

The Press Band has kindly offered to give a concert between 7 and 8 for those who would like to come early and hear some good music.

Please respond to your country's call and be present at this meeting and bring with you all other retailers in your vicinity.

At the meeting Friday evening Mr. Rouse will explain, fully and frankly, the necessity for putting the card system into effect and hand each grocer present 50 or 100 sugar cards reading as follows:

SUGAR CARD FOR KENT COUNTY

Name
Address
Number persons in family
Pounds allowed per week:

July 1 to Oct. 1

Oct. 1 to Jan. 1

Purchases can be made for week ending on dates shown in schedule below.

Authorized by Geo. A. Prescott, Food Administrator.

Guy W. Rouse, County Food Administrator.

July 20, 27.

August 3, 10, 17, 24, 31.

September 7, 14, 21, 28.

October 5, 12, 19, 26.

November 2, 9, 16, 23, 30.

December 7, 14, 21, 28.

On the reverse side of the card appears the following:

RULES REGARDING SUGAR.

No sugar shall be sold at retail in Kent county until further notice unless the buyer presents this card, and the card is properly punched for the week's supply when so purchased.

Sugar for canning purposes can be bought on signing the "Sugar Pledge" card, but it must be used for canning purposes only.

Sugar allotment covers sugar of all kinds.

The consumer who attempts to buy sugar without presenting this card, or who buys in excess of the amount allotted by the regulations, is equally guilty with the retailer who makes sales on any other basis than that provided by the regulations.

The two-pound rule is suspended in Kent county during the operation of this card system, and each household is permitted by the use of this card to buy one week's supply for his family, figured on the Administration allotment, which on July 1, is fixed at $\frac{3}{4}$ of a pound per person per week, for the period ending October 1. The allotment beyond that time will be fixed by the Administration for future months.

The detached application signed by the party whose name appears on the reversed side is approved by

Retailer.

This card can be used at any retail grocery in Kent county.

On the stub of the card appears the following:

APPLICATION.

I hereby make application for a Sugar Card based on the following conditions in my home.

Number in family, including servants or boarders who have all of their meals with the family

Pounds of sugar on hand for canning purposes

Pounds of sugar on hand for other purposes

I certify that no other sugar card has been issued to this family.

I agree to abide by all the regulations of the Food Administration, and to present this card whenever making purchases of sugar.

Quarter sheet display card will be furnished each grocer for use in his store, reading as follows:

New Sugar Rules Now In Force.

On and after July 15 no sugar will be sold by any retailer in Kent county to any consumer unless he possesses a County Sugar Card, which your grocer can furnish on request.

Sugar cards will be officially issued, but are not valid until approved in writing by the retailer through whom they are issued.

These cards, when properly approved, can be used in buying sugar from any retailer in this county.

The allotment made by the Administration is on the basis of $\frac{3}{4}$ of a pound of sugar per week for every member of the family at home regardless of age. This includes servants or boarders who take all their meals with the family.

This allotment must cover all the different kinds of sugar used in the household—granulated, package, brown, pulverized or Domino.

The Administration allows for the period from July 1 to October 1, $\frac{3}{4}$ of a pound for members of the family, and the Administration will make another allotment to apply after October 1.

Sugar for canning purposes only can be bought on signing the "Sugar Pledge" card, but it must be used for canning purposes only.

Any consumer who attempts to buy sugar without procuring this sugar card, or who attempts to procure more than one sugar card, or who attempts to get more sugar than he is allotted by the Administration, will be equally guilty with any retailer who may commit such an act.

Any retailer who sells sugar contrary to the rule of the sugar card, or who sells sugar without punching the sugar card, at time of sale, will be guilty and subject to having his source of supply of sugar discontinued by the Administration.

These sugar cards are issued by the consent, and with the approval, of the United States Food Administrator for Michigan, and are part of the programme to help win the war by conserving sugar and to insure a supply of sugar during the entire year.

If the sugar card is lost, it can be replaced only by an application to the County Food Administrator, and the filing of such blank as is necessary under the circumstances.

By properly conserving the sugar that we have, and the probable crop to come, there is every reason to expect that there will be an ample supply of sugar for canning purposes, and for reasonable requirements at home during the entire year.

Guy W. Rouse,
County Food Administrator.

"The United States is the last reservoir of men, the last reservoir of ships, the last reservoir of munitions and the last reservoir of food upon which the Allied world must depend if Germany is to be defeated and if we are to be free men." Herbert Hoover,

Activities in Michigan Cities.

Written for the Tradesman.

An automobile manufacturing concern at Pontiac has employed a skilled social service man to give his entire time to the welfare of the employees.

The Cadillac Chamber of Commerce held an enthusiastic annual meeting and elected these officers: President, F. O. Gaffney; Vice-President, John P. Wilcox; Treasurer, George P. Brown; director of organization, C. D. Burritt; director merchants' department, William G. Walters; director of industrial development, Henry Knowlton; director of public affairs, George M. Petrie; directors at large, James Johnson, C. T. Mitchell, Dr. S. C. Moore and J. L. St. John.

Grand Ledge held a public meeting to consider purchase of the Islands for public park purposes and the proposition was turned down until after the war.

A new tractor-truck plant, 60 x 200 feet, white brick, has been completed at Lapeer.

Escanaba has completed a notable flag, composed of more than 6,000 stones gathered by the school children. The emblem is 10 x 19 feet, following proportions fixed by the Government, and has been painted in proper colors and varnished.

New steam sewing machines for the making of brooms have been installed at the state blind institute, Saginaw.

Muskegon will contract for 3,000 cords of hardwood to ease the fuel situation the coming winter.

A number of restaurants and cafes in Lansing have been ordered by State inspectors to clean up.

Pontiac has opened three playgrounds for the summer vacation.

Shaves have gone to 20 cents and hair cuts to 40 cents at Lansing.

Manistee has secured a branch factory of the Cooper Underwear Co. of Kenosha, Wis. The new plant will cost \$35,000 and will employ 200 hands.

The World's Star Knitting Co., Bay City, has let the contract for the first unit of its new plant, which will be 60 x 200 feet, located on First street. It is to be completed by Aug. 1.

The recent gale on the bay at Petoskey destroyed the Bay View dock, which had just been restored after being washed away last winter.

Saginaw now has 1,400 men at work at the shipyards.

The Olivet Business men's Association has raised \$1,000 for support of the college and the school will continue. Alumni of the college have been active since it was announced that the school must close.

Muskegon has passed a garbage ordinance similar to the one in Grand Rapids.

Almond Griffen.

Wholesale Dry Goods Men to Meet.

F. A. Patrick of Duluth, President of the National Wholesale Dry Goods Association, issued a call for a special meeting of the organization to be held on July 17, at the Waldorf-Astoria, New York.

The purpose of this meeting will be to give consideration to the matter of price-fixing of cotton goods, in which the wholesale distributors, as

well as the manufacturers, selling agents and commission houses, have a vitally important interest. The call for the meeting says:

"It appears that progress is being made in the matter of price-fixing and that, in order that the benefits of such price-fixing may be carried through the consumer, it is essential that the distribution of goods be undertaken in an orderly way, and the War Industries Board, therefore, seeks suggestions from distributors. The members will discuss the important matter of co-operation with the War Industries Board, representatives of which will be present, in their price-fixing regulations, through a reasonable control of prices of cotton goods at the hands of distributors."

Another matter to be taken up at the meeting relates to wholesalers' selling terms. This subject, it is expected, will be given a thorough airing.

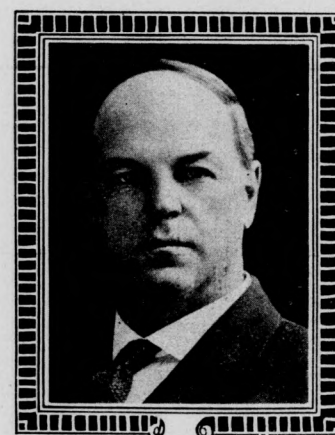
Every man, woman, and child in America can help win the war. Every man, woman, and child who buys a Liberty Bond or a War-Savings Stamp does something toward winning the war, enlists in one division of national service, supporting the Government, and backing up our fighting men in France and on the seas.

Cupid has enslaved thousands, but refuses to be enslaved himself.

BUSINESS CHANCES.

Stock of Merchandise Wanted—Will exchange farm land or other real estate for merchandise. Address No. 823, care Michigan Tradesman. 823

Millinery for sale for \$195; good location. Kate Arnold, Dearborn, Mo. 824



Martin H. Holcomb

Candidate for Republican
Nomination

REPRESENTATIVE

in State Legislature
for City of Grand Rapids

Primaries August 27, 1918
9 A. M. to 8 P. M.

PLATFORM

Win the War
Prohibition for State and Nation
Equal Suffrage
Economy

QUALIFICATIONS

Fifteen Years in the Mercantile
Business
Five Years in the Real Estate Business
Four Years in Michigan Legislature