

NOTICE TO READER. When you finish reading this magazine place a one cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping, no address. A. S. Bursleson, Postmaster General.

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1837

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 17, 1918

Number 1817

The Ships That Will Win the War

They're launching 'em in Oregon, they're launching 'em in Maine,

They're launching 'em along the Jersey shore;

Every State that fronts the tide lets a couple of 'em slide

Every day or two, and starts a dozen more.

A million men are digging ore, a million smelting steel;

Another million working at the ways.

And the riveters are banging and the heavy hammers clanging

On the rivers and the harbors and the bays.

They're building 'em of timber; they're building 'em of steel,

They're moulding 'em of concrete made of sand;

And they'll all be strong and staunch when they're got in shape to launch

And all ready for the business that's at hand.

They soon will dot the ocean like the foam-flecks in a storm,

And they're going to go ahead and carry on,

Till the great big job is done and the great big war is won,

And the Kaiser and von Hindenburg are gone.

They'll find the men to man 'em everywhere that Yankees are,

Good husky lads who love a stand-up fight.

And the baffled submarines will depart for safer scenes,

When confronted with their majesty and might.

They'll bridge the broad Atlantic with a bow-to-stern pontoon,

And the Teuton gang can read its own defeat

In the steady hammer, hammer, and the clangor and the clamor

That is turning out the mighty Yankee fleet.

James J. Montague.

FREE!

JUST off the press: a fact- and-picture story of the prune and apricot industry of California—and its relation to our top-quality brand SUNSWEET.

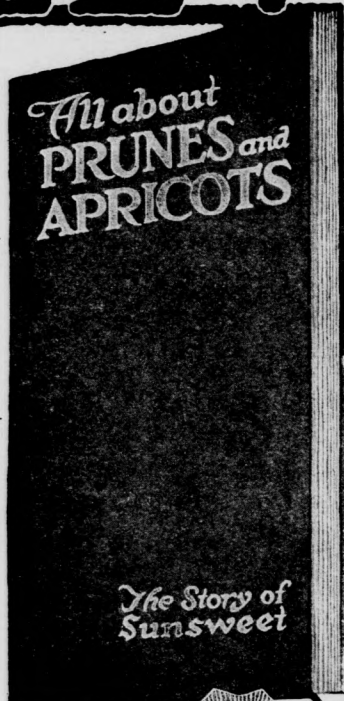
It tells you what SUNSWEET is and what it stands for. Interesting and informative—amply illustrated. Size 9x12; 28 pages and embossed cover; printed in five colors.

We want you to have this book. We know you'll read it—and keep it. But—it has cost us so much to produce that you will have to ask for it on your business stationery. The edition is limited—better send for your copy today.

California Prune and Apricot Growers, Inc.

MAIN OFFICES, SAN JOSE, CAL.

A co-operative growing, packing and marketing association embracing more than 5000 growers engaged in this industry in California



The story of



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.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors
GRAND RAPIDS, 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 wrapping. 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





MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 17, 1918

Number 1817

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
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E. A. STOWE, Editor**Subscription Price.**Two dollars per year, if paid strictly
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issues a month or more old, 10 cents;

issues a year or more old, 25 cents; issues

five years or more old, \$1.

Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**ECONOMY IN USE OF PAPER.**

If it is true that the Government is the greatest publisher in the world, it is also true that it wastes the largest amount of paper. Should duplicated matter and useless matter, only bursting our waste-baskets, be eliminated by various Government agencies, the paper shortage would be much lightened. There is no promise, however, of any such reform. The Government prefers to make others practice the virtue of saving, and ordered publishers of newspapers and magazines to begin certain economies Monday of this week. These involve the cutting off of free copies, and the entire discontinuance of "returns" from news-dealers. The latter will at first be inconvenienced, no doubt, and the public may be for a time. But readers of newspapers and periodicals can help over the difficulty by giving their orders in advance. The dealers will need to know with approximate accuracy what their sales are to be. It is for their patrons to take the pains to aid them.

The Tradesman cheerfully acquiesces in the peremptory demand of the War Industries Board that it discontinue all exchanges and cut off all complimentary and sample copies at pound rates. The order is a drastic one and must be obeyed to the letter. It is not without regret, however, that the Tradesman parts company with its editorial friends, many of whom have been the associates of a lifetime in the newspaper profession.

WOOL AND WOOLENS.

Domestic wool is coming to market rapidly and in good volume, and the outlook for imports seems rather more promising. In Argentina, Americans have been doing some buying at prices which permit of the wool being taken by the Government under its option. After the 28th inst. this will stop in accordance with the notice of the War

Trade Board. An easing of the general situation is shown in the declarations that mills having wool not needed on Government work may use the same in making fabrics for civilian purposes, and that there is no intention to stop concerns from advertising "all wool" fabrics or garments. Neither is there any more of the hysteria as to the inability of the woolen mills to supply all needs. Taking together the looms of all kinds in such mills, it does not appear that much over 30 per cent. of them have been continuously operating on military material, and this, too, despite the fact that this material was not only for immediate use, but included a generous reserve. Not much, if any, complaint is made by the larger garment manufacturers of a lack of fabrics, although the old-time variety is wanting. There is good reason to believe, also, that the end is in sight of the promiscuous speculation in piece goods which had so much to do with creating the notion of a scarcity and with causing needless advances in price. It is going to be a little more than risky to keep it up, and the Government may stop it abruptly by some drastic price fixing.

The decision to ration the family coal-consumer appears to be an inevitable result of the threatened coal shortage, and will, we imagine, be generally acquiesced in. The important thing is to get coal, and to get as much as possible before the cold weather sets in. So long, however, as consumers are ready to buy as much as the coal dealers are willing to let them have, some will accumulate more than they need and others will go without. For such unequal distribution the only remedy is a rationing system. The plan of the Fuel Administration contemplates not only a careful scrutiny of dealers' orders, but also an actual investigation of consumers' needs. An interesting feature of the plan is the provision for fixing individual quotas on something like a scientific basis. The consumer who has been wasting coal through ignorant or careless firing is now to be told how much he needs to use in order to heat his house properly, and his quota will be limited to that quantity. The householder who has been running a furnace to suit himself will now be told how to do it. A further cut in the sugar ration is also impending, to meet the needs of the canners in handling a bumper fruit crop. As the present American sugar ration is 80 per cent. larger than that of Great Britain, two and one-fourth times that of France, and about three times that of Italy, a further reduction is not likely to work real hardship.

GERMAN A DEAD LANGUAGE.

Empty benches confront teachers of the German language all over the United States. Instruction in the Teutonic tongue has fallen off in American schools by at least 50 per cent. and possibly 65, and by next September it will be near the vanishing point in the elementary classes.

Action hostile to teaching the speech of the enemy has been taken either by state or local authorities in thirty-six out of forty-eight American Commonwealths. In Delaware, Florida, Idaho, New Mexico, and Wyoming this amounts to prohibition direct from the officials at the capitals. Iowa and North Dakota, through their State Boards of Education, recommend the dropping of German from all schools, while Oklahoma bans it from elementary classes and gives the local educators their choice regarding advanced grades.

In many of the large centers of population the municipal Boards of Education have either banished German or so cut down schedules that it seems only a question of a year or so before its influence will have disappeared. In twenty States of the Union communities have been vigorously exercising their option and have been steadily eliminating the language.

WHEN IS MILK NOT A MILK.

Few things point the two extremes of idealism in the matter of food products better than the controversy as to "Hebe." This is a product made out of skimmed milk and sold as "condensed milk," until food commissioners stopped it and forced the manufacturers to drop the use of the word "milk." It does not seem to have interfered with the sale of the product at all, for it is reported to be growing in popularity; so much so that in a recent public letter, the Dairy Commissioner of California declared that "the very life of the dairy industry is at stake," because of this product.

Now, the fact is that some genius discovered the only difference between true milk and skimmed milk was that the cream, or animal fats, had been removed. So he imported coconut oil of perfectly wholesome and edible character and put it back into the skimmed milk in the exact proportions that the butter fat had been taken out. The resulting compound defied in taste and general utility the straight milk; especially when it was condensed.

Yet here is the California Dairy Commissioner, typical of the commissioners who are to meet at Chicago, saying:

"Is this illegitimate, unnecessary compound to take the place of the natural article to the detriment of

the dairy industry? Manufacturers of the high grade evaporated milks may be forced in self-protection to put out competing articles. That will mean such a set-back that the dairy interest will not recover for years.

"Right now is the time to start before the stuff gets a foothold in our State. The dairymen should get busy, and through their associations, with the trade, with the food authorities (by asking for quick enforcements of the law and standard as to skimmed milk) and with our Senators and Representatives in Congress endeavor to discourage this substitute and provide for regulatory legislation. Congress is in session and the dairy business is important."

It may be that the Chicago convention will feel compelled by war considerations to refrain from controversy, but it cannot be denied that their pet hobbies implanted at such great cost of time and thought and public money are "slipping." Last year they realized it by their refusal to pass a resolution about "substitutes." What will they do this year?

Taking the country as a whole, mercantile business has been quite good. In certain manufacturing centers it has been surprisingly so. Jobbers, who have not yet received their quotas for the coming fall because of deliveries belated to give way to war orders, are eager to make sure of getting what they will need for next spring. Retailers of ready to wear are just as anxious to be assured that their supplies for fall will reach them in time. The latter are disturbed because of the official price-fixing of certain staple cottons at lower levels, which is to be followed by reductions in other fabrics. The trend, in fact, is plainly seen to be downward, and the question is as to how soon it will be practically manifested in the prices of made-up garments, whether they be of cotton, wool, or silk. The jobbers, with a longer look ahead, are perturbed at the suggestions which have come from Washington intimating that purchases of garments, household paraphernalia and other articles above certain prices are to be taxed. This may have one, or both, of two effects. It may cause a great deal of buying in advance to avoid the payment of the tax penalty, or it may result in a decided restriction of buying. Manifestly, it is difficult to make arrangements very far ahead when uncertainties of this kind are added to those incident to the war conditions. The prospects for the present appear to be for piecemeal and cautious buying.

The things a man is going to do put no money in his pocket.

THE HOPE OF THE HUN.

It Is to Empty the Allied Flour Barrel.

Detroit, July 16—Enclosed herewith we are handing you copies of the Food Administration Flyer No. 6 for retail merchants. Also copy of a special bulletin issued by this office to retail merchants relative to conserving fresh vegetables, and our latest bulletin to Wholesale Grocer Salesmen and our County Merchant Representatives, which will give you an idea of the recent activities of this office.

We will, later in the week, forward to you a complete list of County Merchant Representatives. Nearly every county is now included in our organization and from reports sent in to us, the retail merchants of Michigan are doing a very strong and effective work for Food Conservation Publicity. This is a very difficult time of year to talk food conservation. We are near the harvest and there is every tendency for us to slacken our efforts, but from our knowledge here of food conditions abroad, we realize we must make every effort to accumulate food reserves from the abundance of our present harvest. Our allies and our soldiers are still dependent absolutely on food they receive from day to day. That is extremely dangerous, and we must for safely accumulate reserve stocks of food abroad to protect them against anything which might happen.

We are urging our merchants to use every effort, through advertising and demonstrations, of cold pack canning methods, and the use of cereal substitutes to keep food conservation uppermost in people's minds. In this connection it occurs to us that it would be a valuable service if you could each week present to the Retail Grocers of Michigan one wheatless recipe, and ask them to pass this recipe on to their customers. Enclosed herewith for this purpose, we are sending you a booklet issued by this office of wheatless recipes. All of these have been tested by the Food Administration and you need not hesitate to recommend them.

The great need in conserving wheat is to know how to use the substitutes, and while we are to soon have an abundance of wheat, it would not be fair for us to relax our efforts.

It is also true that America must never again be a one cereal nation, and now is the time, under the stress of circumstances, when our consumers can learn that there are other cereals than wheat.

We would be glad to know how this suggestion appeals to you.

Oscar Webber,

State Merchant Representative for Michigan.

Steamed Brown Bread.

- 1½ cups cornmeal.
- 1¾ cups barley flour.
- ¼ teaspoon salt.
- 1 teaspoon soda.
- ½ cup molasses.
- 1½ cups butter milk.
- ½ cup raisins.

Mix together dry ingredients, add the molasses, buttermilk and raisins. Beat well and steam in molds for three hours (pound baking-powder cans may be used).

Flyer No. 6.

The long, hard pull of the war is before us now. Our duty is clearly defined; we realize that the Allies must have wheat at any cost. No matter what we have done already, our service from now on must be steady and intensified. We must work harder, raise more food and save more food than ever before. Even if we have a bumper crop this year, we must remember that we have to store up reserves against the future. America must provision the world until the war is over, and

through the period of reconstruction. Our fighting men and the Allies must have food for immediate use and for a safe reserve.

The War Comes First.

Let us put our wheat-saving on a business basis. There are plenty of other things we can eat. If we keep our gardens going and conserve every ounce of food they produce we will be independent of the food market, so that, after the next crop comes in, we can continue our wheat-saving schedule to build up a reserve for the Allies. We are not in this war for a month, or for a year.

We Are in the War to the Finish.

The most effective help we can give our Government is to strip our decks for effective battle—cast off all non-essentials, cut out all useless activities, reduce all our processes of life to the simplest possible terms—in order that every thought, every action and every talent may be enlisted to beat Germany!

Your Employees.

Do you realize the potential influence in our might army of store employees?

With every sale there is a little casual conversation thrown in for good-will. Be sure your employees understand the food situation so well that they will use this moment or two of chat with the customer to pass on a firm conviction that food will win the war. Make them realize the value of this chance to render a real war service.

Call your employees together and talk to them personally about food conservation. They believe in you and respect your opinions. Explain to them that saving food does not mean eating less; it only means the substitution of those many wholesome foodstuffs which cannot be shipped, for the very few so necessary to the campaign against the Hun.

Make them feel their personal responsibility for the trend of popular opinion in this regard. They all want to help. Show them this practical way to gratify that instinctive desire to serve which is in every loyal American to-day.

Summer Catalogues and Circulars.

Set apart a little space to remind your customers that war gardens must produce a maximum of food this year. Tell them over and over that we are fighting this war with food, that food is a definite resource of the Allied armies, and that the most insignificant wastage is a crime.

If you sell fireless cookers, pressure cookers for canning, kitchen utensils, glass jars, or containers for canned food, do not fail to feature them freely, impressing upon your customers the fact that there may be a shortage of food next winter, that inevitably there will be war-time congestion of the railroads, and that the wise thing is to stock the pantry shelves with as much home-canned and preserved food as possible. Urge them to begin canning early, and to continue until the last garden products are taken care of. Make these sales patriotic affairs and do all you can to arouse that fighting spirit which will make the women of the country stand behind the army—an unconquerable reserve corps.

Demonstration Booth.

Have frequent canning and preserving demonstrations. Introduce your customers to the de-hydration of vegetables and show just how it is done. Your State Merchant Representative will gladly put you in touch with the proper people to give you expert advice along these lines. Such demonstrations will help the sales of canning and drying equipment and will also ensure the housewives in your community from making mistakes and letting any jars of food spoil from improper methods.

Your Local Newspaper.

When you make up the advertise-

ments for your store, it will help food conservation in your locality if you will include one of the following slogans, under the caption:

The United States Food Administration says:

1. Keep the gardens going. It is not enough to plant a garden and then leave it to nature to produce a good crop. Every weed is naturally pro-German.

2. How much will you put in the empty flour barrel of the Allies who fight your battle? Your home garden will help you answer.

3. The gardens are the food reserve corps. Eat fresh vegetables and save the wheat for the soldiers on the line.

4. Let us give up every grain of wheat we can spare until the submarines are cleared away from the sea. In America, we can "make out" on corn, potatoes, beans, vegetables, barley, rye, oatmeal, rice and buckwheat. If we cannot get along with these crops, are we worth all the blood and suffering that is being spent to preserve our freedom? We must help until it hurts, and then help some more.

5. The purpose of the submarine is to empty the flour barrel of the Allies. Fight them at the table three times a day. Save wheat!

6. To-day is the day to save wheat for our defenders. If we delay until tomorrow, we may be too late.

7. The Allies, facing famine, look to us and say, "How long must we wait?" Save wheat for them. They die for you.

8. We must keep the plates of the Allied soldiers full. There must be no let-down of saving anywhere in America, even though the local food supplies are abundant. The pantries "Over There" are empty.

9. Food is the weapon with which America must maintain a position in this war long enough to win. Saving wheat is the best personal contribution we can make.

10. We are not asked to save food in order to save money, but to save the lives that will win the war.

11. The bread ration in France has been reduced two-thirds because we have not been able to send all the wheat we promised. We must give more in order to make good our National honor.

12. We must build up reserves of food in France for the Allies and for the increasing numbers of American boys over there. It is not enough to send only food for a hand-to-mouth existence.

No Restrictions On Sale of Shoes Now Stocked.

Philadelphia, July 15—In order that shoe dealers may be informed at first hand of the effect of the styles for spring, 1919, regulations, we wish to warn you against newspaper stories and the general gossip that is running the gamut contrary to what is intended at Washington.

I appeal to every shoe retailer to give the principal points in this letter and the accompanying statement (printed below) the fullest publicity, even to getting out a folder that you can give, or mail, to your customers so that they will have the right view as to what is the patriotic thing for them to do in buying new shoes. The regulations which no doubt you have seen, should be read carefully, not slightly. Without going into the details of all the regulations, I wish to summarize for you the intent of them, as follows:

First: You are patriotic and helping the Government most when you sell all the merchandise you have on your shelves, and your customers are patriotic to buy them.

Second: This applies also to goods that you have on order and will still order.

Third: It is patriotic for you to buy, and for your customers to buy from you, anything that a manufac-

turer will offer you because he will not offer anything that the Government does not intend to be sold. It is to the interest of the Government first, last and always, to liquidate everything that is already manufactured, whether it be leather, shoes, or any other commodity, no matter what the color.

No new grays will be tanned, but you may sell grays, or anything else, that you can buy, or that is on the market, even if it takes you ten years to get rid of them. Those best posted in the market say that when the date set (Oct. 1) as the limit for cutting grays arrives, there will be no more grays to cut.

Kindly give the accompanying statement (printed below) your most careful consideration and pass it along to your local newspapers, to your customers, and to your fellow shoemen.

A. H. Geuting, Secretary-Treas.

Give This Statement Wide Publicity.

There are no restrictions binding upon the retailers of the United States whatever.

Retailers are urged to sell everything they now have in stock and liquidate their stocks if it takes ten years to do it. The style regulations issued by the Government pertain to the tanner and the shoe manufacturer and do not include the retailer at all, so that every piece of merchandise you have on your shelves, or coming, or that you may contract for and will be shipped to you, may be sold, and sold as a patriotic merchant, and the customers who buy and wear such shoes are patriotic citizens.

The chief thought is to liquidate every piece of merchandise in the country made up. The regulations apply only to new tanning and new manufacturing, in which the retailer has no concern, excepting that they have sat at the Board and have helped in preparing constructive regulation of the shoe trade.

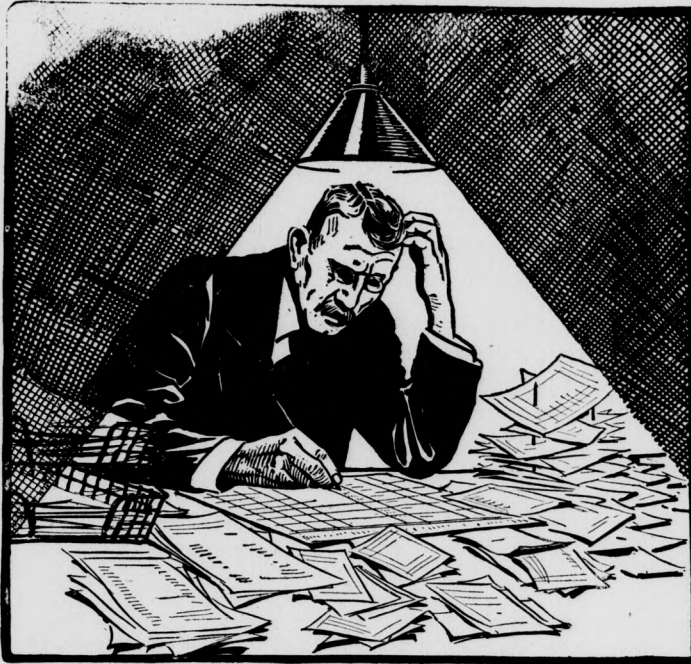
This statement is official and we urge every retailer to give the facts contained in it the fullest publicity in their communities so there may be no prejudice against any merchandise now on the market, or in process of manufacture.

A. H. Geuting, Secretary-Treas.

Campaign for More Hogs Successful.

Although definite figures are not yet obtainable, the Animal Husbandry Division of the Bureau of Animal Industry is assured that the campaign to increase pork production at least 15 per cent over last year has been successful. According to reports practically every State has done its part in obtaining this increase, and some have more than made up their quota. Data gathered by the United States Department of Agriculture show that on April 1 brood sows on the farms in the United States had increased 9½ per cent over the number on the same date the previous year. Weather conditions during March and April were very favorable over almost the entire hog-producing country, with the result that there was a larger percentage of pigs raised than has been the case for many years.

The average man doesn't add any dignity to the office he fills.



The old way



The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk

can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

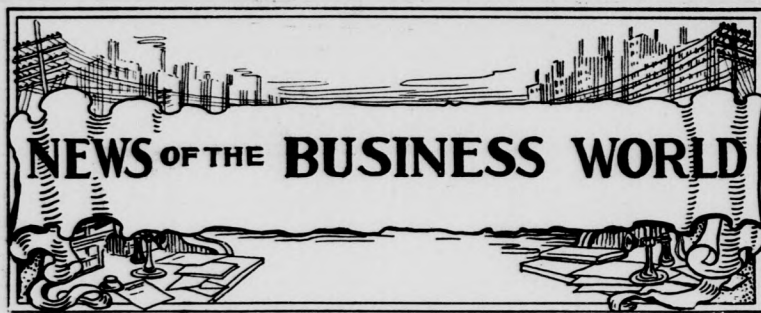
Dept. 10704 The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name _____

Business _____

Address _____



Movements of Merchants.

Whitehall—Lloyd Van Syoc has re-opened the Bunker Hill meat market.

Nashville—Fred G. Baker has returned and will again embark in general trade.

Otsego—U. M. Kreidler succeeds H. M. Balgoyne in the ice and fuel business.

Howell—Charles W. Purdy succeeds Roy W. Schoenhals in the lumber and fuel business.

Marquette—Jacob Coppins has opened a confectionery store in South Marquette.

Detroit—The John H. Holmes Co. has changed its name to the Coffield Tire Protector Co.

Nashville—Ralph Olin has opened a garage and automobile supply store in the Green block.

Coopersville—The Peoples Savings Bank has increased its capital stock from \$20,000 to \$25,000.

Charlevoix—The Blanchard Hardware Co. has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Kerr Machinery & Supply Co. has changed its name to the Kerr Machinery Corporation.

Coleman—Miss Conroy, recently of Mt. Pleasant, succeeds Miss McEachen in the millinery business.

Whitehall—Mr. Muehle has engaged in the baking business under the style of the White Lake Bakery.

Detroit—The Michigan Scrap Iron & Metal Co. has changed its name to the Michigan Steel & Metal Co.

Holland—A dividend of 5 per cent. has been paid to the creditors of the bankrupt Vereeke-Siersma Hardware Co.

Detroit—The Pittlekow Heating & Engineering Co. has increased its capital stock from \$50,000 to \$100,000.

Bronson—The Farmers' Co-Operative Association has been re-organized with Berton Strong, of Coldwater, as manager.

Remus—Ariss & Son have sold their meat stock and butcher's equipment to William A. Walker, who will continue the business.

Clinton—The Smith-Richmond State Bank has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed.

Reed City—W. T. Riggs has purchased the store fixtures and stock of bazaar goods of C. W. Scharkey and will consolidate it with his own.

Constantine—The Constantine Milling Co. has purchased the grain elevators of Knappen Bros. at Schoolcraft and Chamberlain and will continue the business under the management of W. J. Thomas.

Alamo—F. E. Russell, dealer in fancy groceries, confectionery and cigars, has closed his store preparatory to finding a purchaser for the stock.

Fruitport—George Conley, of George Conley & Son, dealers in general merchandise, died suddenly, July 14, following an attack of heart disease.

Carsonville—The Carsonville Co-Operative Co. has been organized to conduct a general mercantile business, with an authorized capital stock of \$1,500.

Sumner—Byron Finch has sold his stock of general merchandise to Jackson parties, who have not yet determined what disposition they will make of it.

Sparta—Wilson & Co., meat packers of Chicago, have purchased the plant and equipment of the Sparta Condensed Milk Co. and will continue the business.

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

Pinconning—Fire destroyed the meat and grocery stock also the store building of Klumpp Bros. and the store building and drug stock of Frank Egle, July 16.

Kalamazoo—Victor E. Spaulding has sold his drug stock and store fixtures to V. E. Lawler, who will continue the business at the same location, 1132 East avenue.

Port Huron—The Port Huron Sand & Gravel Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The Acme Tire & Supply Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,055.90 in cash and \$7,944.10 in property.

Green Lake—Fire destroyed the store building and general merchandise stock of Mrs. A. M. Hooker July 4. The fire was started by boys with fire crackers.

Hartford—Simpson Acres has purchased the V. A. Lepper dry goods stock, at Lawrence, and will continue it with the Charles Duncombe stock of general merchandise at Keeler, which he also purchased.

Hancock—Clarence Brown, manager of the Scott Hotel, has closed it for the duration of the war. Many traveling salesmen have been taken off the road and the increased railroad fare has made business very dull.

Greenville—The Michigan Motor Garment Co. has increased its capital stock from \$20,000 to \$50,000.

Lansing—The Lansing Screw Products Co. has purchased the plant of the Michigan Knitting Co. and will commence remodeling it at once.

Jackson—The Jaxon Products Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Bankers Coin Case Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,500 has been subscribed and \$5,000 paid in in property.

Battle Creek—The United States Corn Confection Co. has been organized with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

South Haven—The South Haven Foundry & Machine Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—The Cadillac Forged Products Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed, \$1,700 paid in in cash and \$8,800 in property.

Port Huron—The William O. Lee Co., manufacturer of brass goods, has increased its capital stock from \$25,000 to \$50,000 and changed its name to the United Brass & Aluminum Manufacturing Co.

Lansing—The Thoman Milling Co. is remodeling and rebuilding its plant to care for a new department about to be established. It will make pancake flour and other package goods now demanded owing to war conditions.

Kalamazoo—The Electric Repair & Service Co. has been incorporated with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in, \$1,166.32 in cash and \$333.68 in property.

Detroit—M. Schneider & Co. has been organized to buy and sell scrap metals, leather and rubber, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Mt. Pleasant—Milton A. Holmes, for four years general sales manager of the Republic Truck Co., of Alma, has severed his connections with that company and is organizing the Transport Truck Co. with a \$1,000,000 capitalization, to be located here.

Manufacturing Matters.

Coldwater—The National Device & Drill Co. has changed its post office to Ypsilanti.

Muskegon—The Milk Products Co. has increased its capitalization from \$6,000 to \$10,000.

Detroit—The Michigan Builders Supply Co. has increased its capital stock from \$25,000 to \$100,000.

Howard City—The Michigan Dairy Products Association has built a 70 x 26 addition to its plant.

Kalamazoo—The Peck Iron & Steel Co. has been incorporated with an authorized capitalization of \$30,000, a large percentage of which has been subscribed.

Detroit—The Wayne Hat Co. has been organized to manufacture and sell at wholesale and retail, millinery of all kinds with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed and paid in in cash.

Muskegon—The Muskegon Milling Co. will open its new plant about August 1. Two mills, together grinding four tons of grain an hour, have been installed for grinding feed. Flour will be bought and sold, although none will be ground.

Detroit—The Ajax Pattern Works has been organized to do a manufacturing and general mercantile business in wood and metal patterns, with an authorized capital stock of \$15,000, of which amount \$7,650 has been subscribed and paid in in property.

Detroit—The Barras Manufacturing Co. has been organized to manufacture and sell jewelry and all other articles incidental to manufacturing jewelry, with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in, \$2,500 in property and \$500 in cash.

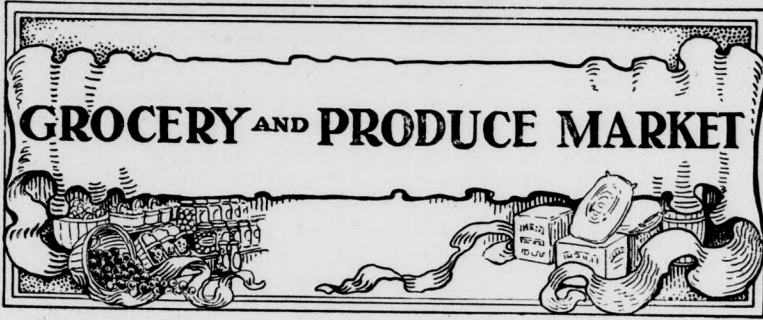
Red Cross Needs Old Tires.

You, Mr. Auto Owner, if you are patriotic and want to help the Red Cross, take a few minutes and look through your garage and see how many old rubber tires and inner tubes you have. Then take all you have, load them into your automobile and when you drive downtown place the tires and inner tubes on a pile in front of the headquarters of the Junior Red Cross, opposite Fulton street park. Grand Rapids has been backward in giving old rubber to the salvage department of the Red Cross and it is up to all citizens to make good. There are innumerable pieces of rubber lying useless around your house and garage, Mr. Auto Owner, so dig it up and deposit it on the pile at the monument.

Thirty Chicago Grocers Lose Licenses.

Licenses to retail sugar have been withdrawn from thirty Chicago grocers for violations of the sugar ration rules. A force of 200 investigators have been busy for a week checking up the grocers. As a result thirty lost their licenses to deal in sugar until Jan. 1 next year.

The sugar card has been put into effect in Kent county without opposition of any consequence, except from those consumers who are temporarily cut off from supplies by reason of their having a quantity of sugar on hand. A little annoyance occurs from the presence of so many fractional parts of a pound in computing sales on a weekly basis, which could be avoided by figuring the consumption at three pounds per month per capita, instead of three-fourths of a pound per week per capita; but this annoyance is probably more than offset by advantage the system gives the consumer to make weekly, instead of monthly, purchases. Ottawa county grocers are to hold a meeting with County Administrator Rollins at Grand Haven this evening to consider the adoption of the sugar card.



Review of the Grand Rapids Produce Market.

Apples — Red Astrachans and Dutchess are beginning to come in and find a market on the basis of \$3 per bu.

Asparagus—Home grown, \$1 per doz.

Bananas—\$7 per 100 lbs.

Beets—Home grown, 40c per doz. bunches.

Butter—The market is firm and active, with a good consumptive demand, at prices ranging about 1/2c more than a week ago. The weather has been very favorable for making butter and the make is reported to be normal. The quality arriving is very good for the season. We look for a continued good demand, without any falling off in the receipts as long as the favorable weather conditions last. Local dealers hold extra fancy creamery at 42 1/2c for fresh. They pay 38c for No. 1 dairy in jars; they also pay 30c for packing stock.

Cabbage—Home grown, \$4.25 per large crate and \$2.75 for medium.

Cantaloupes—California standards \$4.50 per crate; ponies, \$4 per crate; flats, containing 10 to 12, \$2; Arizonas, \$5 for standards, \$4.50 for ponies and \$2.25 for flats.

Carrots—20c per doz. bunches.

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

Red Currants—\$2.50 per 16 qt. crate.

Cucumbers — Home grown hot house command 90c 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 very active, with a good consumptive demand, at prices ranging about 1c per dozen higher than a week ago. The quality arriving is very good and the market is firm. If there is any change it is likely to be a further advance. The consumptive demand is a great deal better than is usual at this season of the year. Local dealers pay 38c to-day, cases included, delivery in Grand Rapids.

Gooseberries—\$2.25 per 16 qt. crate.

Grape Fruit—\$3.50@3.75 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, 16 1/2c.

Onions—Louisiana, \$4 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, \$3.50 per 6 basket crate and \$3.75 per bu.

Pieplant—\$1 per bu.

Pineapples—\$6 for 24s, 30s and 36s.

Potatoes—Old command \$2.25 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—\$2.75 per 16 qt. crate.

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

Tomatoes—Six basket crate from Texas, \$4; home grown hot house, \$1 per 7 lb. basket.

Water Melons—\$4@4.50 per bbl. containing 10.

Wax Beans—Home grown, \$3.50 per bu.

The Grocery Market.

Sugar—The market price is, of course, unchanged. No decision has yet been given in the refiners' application for a larger margin, but the trade are still expecting that it will be acted upon favorably. The very light demand for sugar during the past week, which is easily gauged on account of the new certificate system, indicates that there was a great deal more sugar about, either in retailers' hands or consumers', than was generally thought possible. It was given out during the week that one large New York jobber sold only twenty-five barrels of sugar during the whole of last week.

Tea—The general tone of the market is firm, especially in the more popular descriptions, because of the close clean up of spot stock, and any renewal of buying interest would in all probability result in a rise in prices to meet the relatively higher cost of new teas. In the latter, trade still hesitates, but there is no urgency in the policy of sellers who are satisfied that ultimately offerings will be taken up at full prices.

Coffee—The market shows no change. There is some demand from day to day, but only for actual wants. All grades of Rio and Santos coffee are where

they were a week ago, reports of frost in Brazil not having alarmed dealers. Milds are also unchanged.

Canned Fruit—Small Eastern staple canned goods are proceeding with their season without special incident, everything being high and firm. There is a general idea what the new price on California canned goods is going to be, but with a singular lack of uniformity among the packers, for example, prices on extra standard lemon cling peaches have been named from \$2.35 a dozen up to \$2.65. Spot California canned fruits are dull. As to futures, the situation is not developing very rapidly. Items on which it had been possible to name prices because of earlier production have all been on a very high basis, forecasting similar levels for remaining items. At the same time, there is a feeling apprehension on the part of buyers, fearing that crop production may be larger than these prices would warrant. It is pointed out that the regulations of the Food Administration relate to maximum profits, provided it is possible to obtain them. Nothing is said about minimum prices which may result in loss, and such loss cannot be recovered by making larger profits on later transactions. One feature of the situation that retailers at least are putting more attention to is the competition of home canning. They neglected to take it into account last year with the result that they have larger stocks on hand left over from last year than they expected to have. An effort is to be made this year to increase home canning by 100 per cent., so that there is not a little nervousness in regard to placing orders ahead for commercial stock.

Canned Vegetables—Tomatoes are still held nominally at \$2.10 for standard No. 3 Marylands f. o. b. factory, although they are not selling very readily. Peas are in demand, but are not offered freely.

Dried Fruits—The Prune and Apricot Growers, Inc., have named their opening prices for new crop apricots, and while they differed somewhat from the prices named by independents they were essentially the same. The Association seems to have taken the view that there will be a plentiful supply of the standard and choice grades, and are willing only to confirm 20 per cent. of the assortment as extra choice and 10 per cent. as fancy, so that buyers must expect to take 70 per cent. of their allotment in the smaller sizes. The prices were as follows, all unfaced:

| | 50-lb. | 25-lb. |
|------------------------------|------------|---------------|
| Santa Clara Fruit or Better. | | |
| | Bulk Basis | Boxes Boxes |
| Slabs | 11 | 12 12 1/4 |
| Standard | 9 1/2 | 10 1/2 10 3/4 |
| Choice | 13 | 14 14 1/4 |
| Extra Choice | 14 1/2 | 15 1/2 15 3/4 |
| Fancy | 16 | 17 17 1/4 |
| Extra Fancy | 17 1/2 | 18 1/2 18 3/4 |
| | Moorpark. | |
| Fancy | 17 1/2 | 18 1/2 18 3/4 |
| Extra Fancy | 19 | 20 20 1/4 |

Growers' brand 1/2c less per pound, except on standards and slabs.

The feature, as it stands out at the moment, is that there is nothing very encouraging in the situation to present

holders. With a plentiful supply of new goods coming at prices somewhat lower than recent spot market quotations for old pack and with retailers showing no special interest, some brokers say, it does not look as if it were going to be quite as easy to dispose of remaining supplies of apricots as holders would like it to be. As a matter of fact, there are said to be some large quantities of the fruit in this market waiting to be sold, although the largest holder declares that he has disposed of all his extra choice and fancy fruit within the past few days. As to the prune situation, the market here is a firm one, and of late there has been an increasing demand for the larger sizes. There are not very many of these available, and it is only a question of time when they will be cleaned up. New crop prunes are going to be dearer, and it is expected that when new prices are made for this season's crop, trading will be very active.

Canned Fish—There is a very light demand at present for salmon on the spot, owing to the unusually cool summer, which has lessened the normal demand considerably. Holders, however, are not showing any great anxiety in view of the heavy requirements for the coming season.

Cheese—The market is firm at an advance of about 1c per pound over a week ago, with an active demand. The quality arriving is very good. The production is about the same as last year and the market is likely to remain unchanged, but if we do have any change, it will be a slight advance.

Provisions — Everything in the smoked meat line is firm, at prices ranging about the same as last week. Compound is firm, with prices unchanged, while pure lard is having a good demand at an advance of about 1/2c over last week. Dried beef, canned meats and barreled pork are all unchanged from a week ago, and the market remains firm.

Molasses—There is a steady routine demand, with prices firmly maintained on the limited supplies.

Rice—There is practically no market, as stocks, with the exception of a few small lots here and there, are exhausted. Enquiries continue to come freely from all parts of the country but cannot be satisfied. No relief is possible until new crop appears, as primary markets are in the same shape as New York. Prices are entirely nominal.

Salt Fish—The supply of new mackerel is small and prices continue high.

The latest ruling of State Food Administrator Prescott requiring the candling of eggs when they are taken in by the merchant is the wisest step ever adopted in the egg business, because it places the responsibility for bad eggs on the farmer, where it properly belongs. It may be a little inconvenient for the merchant to stop to candle offerings when he is extra busy, but he can afford to put up with such inconvenience for the sake of bringing about a permanent improvement in the method of candling this staple.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 16—The railroad bridge connecting the town with the depot at Hopkins Station was washed out by early spring freshets. These are war times. We don't want to be too critical, but it does seem as if this important little town should have a bridge built over the river to ease the extra handling made necessary by the Railroad Company's neglect.

In addition to his being a good automobile manufacturer, another point in favor of Mr. Ford's candidacy for United States Senator is his second successful attempt to keep his son out of the service of his country.

In a recent edition of the Grand Rapids Herald one of its columns bore the heading "Michigan at a Glance," and then proceeded to give twenty-seven items of interest, twenty-six of which were from Muskegon. This accounts, in part, at least for the cheery attitude of Scribe Monroe of late.

Say, do you know, a whole lot of you fellows have paid your assessment No. 144, but have not paid your Council dues. If you expect to keep your insurance in force, it is just as essential that you pay one as the other.

No meeting of the Council during July and August, as we thought it was going to be too hot.

The Cook store, at Green Lake, was burned July 4.

Peter Van Ess, who has been covering territory as far north as Ludington for the Worden Grocer Company, expects to leave for Camp Custer July 24. His place has been taken by C. H. Williams, who formerly sold goods for Aikman Bakery Co., of Port Huron.

The committee who has in charge the arrangement of new initiation stunts will have some very important and interesting suggestions to make at the first Council meeting in September.

J. P. Ryan, of Bangor, is in Chicago this week.

William G. Epley, proprietor of the Hotel Phoenix at Charlotte, reports business flourishing. But business hasn't got anything on William, so far as flourishing is concerned, when it comes to flourishing his new six-cylinder car.

George Newland and wife, of Newland & Campbell, Olivet, are spending their vacation in the vicinity of Hastings with reel and rod. We hope Mr. Newland will be very conscientious and considerate as to the size and weight of the fish he catches during his vacation.

Saturday, September 7, 1918, will go down as one of the important dates in U. C. T. history. Watch the Tradesman and the calendar.

Talk about an optimistic man! What do you think of a man who would invite twenty-three people who really loved a fish dinner to dine at his place at White Fish lake a week or two before he expected to catch the fish for the dinner. After fishing for two whole days and not catching any, he finally was rewarded on the third day by not only catching enough fish for the party, but after he considered that he had an adequate supply, while rowing home a five pound pickerel, insisted on attaching itself to the line which Roy Clark, of the National Grocer Company, was trolling with. There is no getting away from the fact that Mr. Clark is just as persistent in selling his line as he is in coaxing the fish to bite his bait!

The writer made a mistake in the name of the lake at which William E. Sawyer and Fred Beardslee had their tussel with the fifteen pound pickerel. It happened on Green Lake, not Gull Lake. You can even see the color of the lake reflected as they tell with regret how they lost it. Never mind boys—it makes anyone

look green to lose a fish like that! But it's all in a life time.

B. F. Davenport, of the Judson Grocer Company, spent his vacation at Whitefish Lake, as usual.

Fred Parker, of the Parker House, Hastings, has been seriously ill with appendicitis, but is on the road to recovery and will soon be able to attend to his duties in the same efficient manner as has been his custom in the past.

Frank Horton and wife went by auto to Kansas City on a three weeks trip. Frank is making this trip in his new six-cylinder Buick.

A cursory glance at the ruddy countenance and sturdy figure of Hub Baker (Worden Grocer Company) fails to reveal any occasion for the diagnosis of a local physician last Christmas time that Hub would be a dead man before midnight that day. Hub responded, "You are a d—liar. Here's \$5. Get out of my house," and has been getting stronger and sturdier every day since. Naturally, Hub entertains a very poor opinion of the diagnosis of physicians.

Will Jones, who ranks among the oldest grocery salesmen in this market, having covered the trade of a single territory about thirty-five years, says there never was a time when it was so easy to sell goods, so easy to make collections and so easy to satisfy his customers as now.

B. S. Betts, of Ithaca, has accepted a position as a traveling salesman for the Symons Bros. Co., of Alma. He will move to Alma as soon as he can find a residence.

Mr. Hoover tells us that there is enough sugar for all, so we are not to worry. But in the same breath he tells us that we must continue to cut down our monthly per capita consumption to three pounds. Yet so far as the average citizen can judge, this hasn't been any hardship at all. We have not yet had to introduce the piece of "rock candy" sugar suspended from a string over the center of our dining-tables which our ancestors employed to sweeten their meals with in a communal sort of way. In fact, we are eating just about as much sugar as we ever did, except those of us who had been eating more than was good for us. These latter will, probably, save in their dentists' bills through Mr. Hoover's regulation. The dentists will not suffer, because most of them are in the army, anyway, looking after our soldiers' teeth. One is led to suspect that a great many of the restrictions imposed upon us by the Food Administration will be no harder to bear than this three-pound monthly sugar ration.

The total arrival of buyers for the July furniture market for the week ending July 13 was 350 behind the same date of 1917; yet it is a fact that the volume of business has run so large that some lines are now entirely sold up.

Mrs. H. R. Bradfield, who has been seriously ill at her home at 323 Henry avenue, was able Sunday to sit up long enough to eat dinner with her family. Here's hoping for her speedy recovery.

J. Harvey Mann received a card from his son, H. Morris Mann, who is with 339 Ambulance Company, 310 Sanitary Train. The card was mailed at Niagara Falls and stated that they were on their first lap for somewhere "over there."

It is frequently necessary to call together on Saturday morning the Executive Committee of Grand Rapids Council and it is the wish of this committee that Charles C. Perkins put on an extension to his telephone, so they can reach him.

J. Arthur Berg, a member of Grand Rapids Council, who has been connected with the traveling force of the Grand Rapids Dry Goods Co., left Monday noon in charge of a bunch of fifty to enter training at

Agricultural College, Lansing, for Government work.

About 1,200 furniture buyers and furniture salesmen attended the field day picnic put on by the Grand Rapids Furniture Association at the Highland Country Club Saturday, July 13. A goodly line of sports was pulled off; an auto given away; a noon luncheon served to all who were there and a big dinner at 6:30. There were plenty of automobiles waiting at all hours at the Pantlind Hotel to carry the furniture men out there, and it was nearly 12 o'clock, midnight, before they all broke away from a picnic which will be remembered by all who were in attendance for a long time to come. It was voted that this kind of a picnic or outing beats, hands down, anything that could be pulled off in former years under the auspices of John Barleycorn.

Mrs. David Haugh is very ill at her home on Terrace avenue. She has never been well since Mr. Haugh passed away. His sudden death causing a shock from which she never recovered.

D. F. Helmer.

Same Old Beast Under Another Name.

Written for the Tradesman.

I am in receipt of some of the various claims of the so-called Michigan State Hotel Association, which is only another name for the Merchants and Manufacturers Association, which was composed only of liquor manufacturers and dealers—the Home Rule League under another name. Just the same old beast with a new set of horns! As usual, they tack on something to becloud the issue; in this case good roads. Every sane person wants good roads, but does not want to pay for them with the happiness of innocent women and children and the sure downfall of a large percentage of our future men. Besides, what good are roads to the fellow who wallows in the filth of drunkenness, while the beer seller rushes by in an auto bought at his expense? They cite us to the fact that Canada, England, France and Belgium permit the sale of beer and wine, but we are not living in any of these, but the good old U. S. A., which is fighting to make the world a safe place to live in. This so-called Association says there never has been a shortage of grain in this country and claims that nearly all barley that is cooked in the homes of this country is ruined. It also claims that the laborers need beer and are more efficient through its use. It cannot find one manufacturer in Michigan of any prominence who will admit this. On the contrary, Ford Motor Co., Continental Motors Co. and various other large employers, such as the Calumet & Hecla Mining Co., disprove this. Besides the brewers of this country are largely guilty of giving aid to the enemy and the fact that the largest one in the country bought \$1,000,000 worth of German war bonds ought to make every American refuse to use any of its products, even though it be non-alcoholic.

Further let me add that any one who rides on the trains in Northern Michigan will surely appreciate the change.

Indianapolis had 289 arrests for drunkenness in May, 1917, and twen-

ty-three in May of this year, the second month of prohibition.

The police records of our own Michigan cities show an equal improvement.

E. P. Monroe.

Business Men Ready to Work in Fields.

Caro business men have agreed to furnish more than 500 days of labor to farmers needing extra help in harvesting their crops, and such help is now available upon application to County Agent MacVittie.

It should be understood that the men offering to work on the farms have not done so for the purpose of making money or as a holiday recreation, but solely in the hope of helping secure the crops for the good of the allied nations of the world. Neither should it be expected that they can do as much work as a seasoned farm hand accustomed to working in the sun. Probably 75 per cent. of the men, however, have at some time in their lives worked on farms and are familiar with the tools and operations, therefore are far from "green hands" at the work, and many of them would make up in enthusiasm what they lack in recent practice.

They express a willingness to accept whatever pay the farmer finds them worth, therefore the employer takes little risk in taking them on, and just ordinary good horse sense is only needed to make a pleasant and profitable connection.—Caro Advertiser.

Many a man is rich in experience who can't raise the price of a meal.

**7371
New Members**

**The CITIZENS' MUTUAL
AUTOMOBILE INSURANCE CO., of Howell,
Continues to Grow
Rapidly.**

7371 new members added since January first and the growth now continues at the rate of 500 new members per week.

The company has now written over 35,000 policies since its organization.

The first six months of 1918, two hundred eighty claims were paid with a total of \$40,684.93.

The success of the company is due largely to the fact that it started before the war and had the pick of the automobile owners in the small cities and country districts of the state.

The Company has paid its losses promptly, has a fireproof building and equipment so that the members receive good service.

The officers, agents, adjustors and attorneys have had the experience which fits them to deal with each case according to its merits.

Live Notes From a Live Town.

Owosso, July 15—We have listened to considerable many stories and also read a few more experiences of vacation days by grocery salesmen. We read with interest of Bill Sawyer and Bill Beardslee's fishing trip (Bills always did show up two to one or more) by D. F. Helmer. We congratulate Brother Sawyer on his appointment of an official reporter. Bill always did know a good thing when he saw it. Fact is, he's brighter than he looks; and to keep in line we, in our unsophisticated way, will relate one day of our vacation. Being the first, we got up early and dressed for the occasion and thought we would hoe our garden right up to a finish and play afterward. We put in the first hour waking up our neighbors around to see who had our hoe. We finally located it several blocks down the street in an angle worm patch. By that time we were called to breakfast. In fact, we were all ready to be called. After a substantial meal of toasted corn bread and coffee and some advice from friend wife, we got on the job, took a chew of Mayflower, spit on our hands and started in. We had gotten quite interested in the game and started perspiring freely when a good old lady spied us and came over and asked if we had just as soon bring our long ladder over and pick a few quarts of cherries from the top of her tree, which her husband couldn't reach before he went to Houghton Lake on a fishing trip. Well, she was one of our best old friends who sometimes runs over and talks to us about Heaven and how to make a mustard plaster that won't blister; in fact, a place where we quite often borrow tea and saleratus. As we could not very well afford to strain the neighborly relations, we shouldered our ladder and went over and picked two bushel and a half of cherries. On our return to work, some one had borrowed our hoe, but we got a line on it and in the course of another half hour had raised such a dust cloud that the fire department came up, thinking it was smoke. I passed the cigars—a supply of 2 for 5—that Harry Winchester had given me and was again (according to Edwin Markham) the man with the hoe, when along came a fellow who wore a pair of tight, short trousers, rolled up at that, a pair of Charley Chaplin shoes and mustache and a hat about two sizes large on the back of his head. He got in the way and said as I wasn't busy, he thought he would come up and talk cyclone insurance, so I was obliged to stop long enough to tell him that there was a time when I was afraid of wind, but as I had been socially mixed up with the bunch of Worden Grocer Company salesmen for several years, I had been enabled to overcome this difficulty to a certain extent. Friend wife just then called for dinner. I invited the gentleman to sit by (which he did), after which I gave him one of Harry's 2 for 5s and dismissed him. As the afternoon was the Red Cross day for friend wife, I was left alone in my glory; also in the garden, which I proceeded to finish with alacrity and profanity, after which I proceeded to take a bath. Just got nicely swashing around in the tub when the door bell rang good, loud and long. I grabbed a bath robe, one our aunt sent us from Ohio forty years ago, before we had a bath tub or any modern conveniences for ablutions. It is a sort of flaring garment with pink ground work and decorated with large green birds. Aunt hadn't seen us since we got to be a six footer, so it wasn't any too long. We thought it was a joke then, but a happy find now. Arrayed in this (like Solomon in his glory), we opened the door and in dodged a small boy with a dirty face, but bright eyes and says: "Say, Mister, don't

you want to subscribe for a magazine? Only 10 cents a year. If I can sell a hundred, I can get a khaki suit and march with the boys." He hit me in the right spot and I produced the coin and signed up. I shook hands with the boy who said thank you several times. As he got out on the walk I called and said, "Say, boy, when do I get the magazine?" "Oh, every six months. Good bye, thank you, Mister."

We finally got squared away and got seated out on the porch, to see if we could find anything in the Tradesman from the Chronic Kicker, when there alighted from a 1912 ford a maiden lady of uncertain years whom we have had the honor of knowing since our boyhood. By the way, she is quite wealthy and something of a poet. She has been abroad several times and, in fact, had just returned from over the pond. Said she stopped to ask a favor. She had written a new poem and wanted me to assist her in getting it published in the Tradesman. I tried to explain to her Mr. Stowe's aversion to traveling men's poetry, but she went on to tell me it was new stuff on a new line of thought; that she had read it to the crowned heads of Europe and the bald heads of Owosso, and that if she could give it to the public through the columns of the Tradesman, she would feel that she had not lived in vain. She proceeded to read it to me. She called it: Mother Goose Pessimism. Old Unkle Pete would eat no wheat his wife could eat no corn, while Unkle Charley would eat no barley, and so the dumm horn was laid away upon the shelf a thing to be despised. Should Gabriel toot it up we'll be too dead to Hooverize. This is only the first verse. If you would like the rest, I will try and secure it when the author returns from California next spring. Honest Grocerman.

Instead of giving our contributor authority to obtain more of the poetry, we will buy him a meat axe to use on the poet, deducting the cost of the axe from his next monthly remittance, providing he has enough to his credit to justify such a deduction.

Women's Overalls Selling.

Women's overalls continue to sell in large quantities the country over, according to reports from several manufacturers in this city. The West and Middle West are said to be the largest markets for these garments, although there is a fairly large and growing demand for them in the Eastern States, notably in the large manufacturing centers of the New England States. Firm and durable materials are preferred for this purpose, and garments cut along lines which give ample freedom of movement, with no more bulk than is necessary, are wanted.

Good Summer Piano Trade.

Although the summer months seldom see very much activity in the piano trade, this season the demand for both new and used instruments is said to have been very good. The extent of the business in used pianos is viewed with special satisfaction by sellers, inasmuch as it will leave them in a good position to meet the fall season when it opens. In new instrument business, player pianos continue to figure prominently and are even preferred, it is said, in the better grade grand and baby grand types.

Some people are full of truth because they never let any of it out.

Wanted in France

By the Y. M. C. A.

Will you extend the Helping Hand to the boys in khaki, weary from fighting in the trenches?

Will you comfort them and cheer them and help maintain their fighting morale, so vital to victory?

It is one of the most important jobs in France to-day—and it calls for the biggest men over here.

That's why

Four Thousand Men

Resourceful, determined men—men who can think and work and comfort our soldiers, weary and staggering from the trenches.

General Pershing wants you.

Our boys want you

Civilization calls you for the biggest job in Europe.

Recruiting Now Going On

Contributed to the cause of human liberty by

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

Apply to Wm. H. Gay, at Berkey & Gay Furniture Co.

CRUSHING THE PRESS.

The Huns have reason to rejoice. The plan to denationalize the newspapers and periodicals of America has been carried through to a finish. The zone law has gone into effect and greatly increased postal rates add to the already heavy burden of publishers and printers.

Tacked on to a war emergency bill the subject had no adequate discussion before being enacted into law, and the multitude of protests from printers, publishers, trade unions, boards of trade and American citizens generally have availed nothing against what appeared to be headstrong purpose to crush the publications, loyal and disloyal alike.

By amendments made to the postal laws and regulations publications are now required to print on the first four pages, preferably on the first page, the title of the publication, date of issue, frequency of issue, serial number, known office of publication, subscription price, and notice of entry.

The rates on matter other than advertisements are increased, and the portion devoted to advertisements is charged for according to zones, the rate increasing yearly.

The publisher may be required to separate the copies of his publication into zones. They must be enclosed in mail sacks, which must be marked to show the route, state, or city and state, and also the zone, when the copies are required to be separated by zones.

It is interesting to note that the Post-Office Department has generously decided not to charge the publisher advertisement zone rates for publicity matter donated by him to the Government. For such matter he will only be compelled to pay the increased pound rates. However, if the space is donated by one of his advertisers these patriotic appeals must pay the same zone charges that are registered against any commercial advertisement.—American Printer.

HUN'S POST-WAR DILEMMA.

Great Britain with her colonies, the United States, Brazil and Argentina in the order named are the countries from which the Central Powers must obtain raw materials in order to cater to home needs, to say nothing of building up an export trade. To Germany, as industrially constituted, exterior trade is an absolute necessity. In normal times about one-half of all its manufactured goods was for export. To cut off this trade means a tremendous curtailment of industrial production and inability to keep the mechanics at work. Its industrial population in such event must starve or emigrate. The raw materials needed to keep them engaged include textile fibers, copper, rubber and certain nonferrous metals, besides the different nuts and kernels which go into the making of the vegetable oils. For the fibers, Germany must look to Great Britain and her colonies mainly, although Argentina is also a factor. But the British control the bulk of the wool supplies, all of the jute, the inferior Indian cotton which the Germans have favored, as

well as most of the finest long staple cotton. They also, with Brazil, have a clutch on practically the whole of the rubber output, and British possessions grow the greater portion of the oil-bearing nuts. This country has a supremacy in copper and cotton production. From the allied countries Germany was wont to get its supplies of the nonferrous metals like zinc, lead, tungsten, etc., of which it made such effective use in its manufactures. Already the British have arranged for keeping control, after the war, of the wool from their colonies as well as the oil-bearing nuts and of Australian zinc concentrates. Doubtless, before long, the other allied countries will place themselves in a similar position as to other raw materials. If they do, the rehabilitation of German industries will be an utter impossibility.

In his veto of the measure fixing the minimum wheat price at \$2.40, President Wilson gives implied statement to several rebukes to Congress, and one is hardly so much implied as directly expressed. Saying that Congress can not have considered the "added financial and economic difficulties affecting practically the whole world" involved in the rider, the President charges rash action. Congress knows that all over this country and Europe wage scales and general living costs depend largely upon the stabilized price of wheat, and that as it rises they would have to be altered. It knows also that the Allies, importing hundreds of millions of bushels, would have to revise all their financial estimates to meet an increased price. As the President points out, the Food Administration's method of stabilizing wheat rates by agreement has proved thoroughly satisfactory to all concerned, and there is every reason for believing that an arbitrary rate would be most unsatisfactory. The business is for an executive, not a legislative branch of the Government. If Congress is to undertake it, the Food Administration might almost as well be abolished. It is to be hoped that no Congressman who voted for the rider with thought of making himself "solid" with the farmer vote will reap any political advantage.

The Young Men's Christian Association should have no difficulty in finding the four thousand men over draft age it is looking for to go to France and continue and extend that work there for our soldiers which has been so highly spoken of by General Pershing. The opportunity would appear to be very alluring to any man over thirty. One would imagine that the Association is sure to be swamped with applicants. As a matter of fact, it is reported that over 1,500 men have already applied for these positions, and thousands of additional applications, no doubt, will soon come pouring in. The work that is being done by the Y. M. C. A., the Knights of Columbus, and the Jewish Soldiers' Welfare Board, certainly is one of the factors which tend to mitigate the extreme horrors of the war. At least, the deterioration in the soldiers' morale, hitherto considered inevitable in long wars, will not be so great.

ANTICIPATING THE TIE-UP.

Nobody knows how long this war will last. But we are in the "thick" of it now and while it lasts there is bound to be a shortage of freight cars. Statistics show the shortage varied from 34,000 to 150,000 cars a month during a period of twenty-one months just past; and this in spite of the fact that the railroads have been operating more efficiently and effectively than ever before.

Samuel O. Dunn, editor of the Railway Age, said recently, "The railways of this country must, under present conditions, get from 2,500 to 3,000 new locomotives and 100,000 to 125,000 new freight cars annually to keep the number in service from being reduced. It is not probable that as many as 2,500 locomotives or 100,000 cars for domestic use will be built this year. In other words, there probably will be no more locomotives and cars in service next fall and winter than there were last fall and winter. This will be partly due to delays in ordering new locomotives and cars; partly to conditions in the labor and material fields. Likewise, it is not probable that the increase in other facilities—tracks, yards, terminals, etc.—will be large in proportion to the demands of traffic. The main reason is that the country is at war, and that needful as is more railroad transportation there are other things which are even more essential.

Many of the merchants are anticipating the possibility of a tie-up in the movement of freight during the next six months, due to the Government's increasing use of the railroads, and are having their supply of goods shipped ahead of regular schedule.

In other words, they are not waiting until their present supply is exhausted, but are estimating their requirements for the coming months and providing for them by having advance shipments made at regular intervals.

LEVEL HEADED HOOVER.

Mr. Hoover invents a brand new line of distinction when he discusses "moral" and "economic" profiteering, but, as usual, he hits the nail exactly on the head and shows to the Congressional committee exactly where in the Federal Trade Commission fails to make intelligent distinctions. Hoover realizes, as the Commission does not, that humanity is still rampant and that earning a legitimate living is not illegal or disloyal.

Nor does Mr. Hoover justify profiteering; on the contrary he says it is "hateful" and every decent business man will agree with him. Contrasted with the idea of penalizing volume of business because it multiplies aggregate profits, however, Mr. Hoover's common sense looms large. He shows wherein any evil arising out of the logical operation of an economic law can be rectified through the simple process of taxation.

It seems strange that while "critical" commissions, largely political, here and in Canada have had plenty of fun making charges against business, there has never been any proof of the fairness of their accusations. Even after the sensational report in Canada on cold storage, a careful

investigation finds that the accusations of profiteering were not at all sustained by the facts. It may be that a liberal business enquiry here might be more productive of results than one of the "Q. E. D." variety. Contrasting Hoover with the Federal Board, it is not difficult to discover why Mr. Hoover has had so large a degree of success in an impossible job.

CANNED GOODS SITUATION.

Conditions are developing in the canned goods situation very slowly. There is less anxiety being shown as to supplies than was manifested earlier in the season, and the general impression is that production will be large. At the same time it is realized that it can hardly be too large to meet the requirements. At the same time there can be no doubt as to the workings of natural laws in spite of fixed prices or regulated prices. High prices will check consumption, as they have done during the past year. It is true that wage-earners have had their incomes increase to a point where they are able to live much more comfortably than they ever did before, so that any increase in the cost of foodstuffs does not affect them. There is, however, the great army of small-salaried workers whose incomes have not been increased in like proportion, and who are compelled to forego certain articles on the food list when the price reaches particular levels. Each cent advance eliminates a certain proportion of buyers in increasing ratio as the price advances, so that the demand is eliminated altogether when extreme levels are reached. This condition varies with different articles and explains, for instance, why there has been considerable anxiety on the part of the trade as to whether or not the usual number of housewives would be willing to pay 45 cents for a can of cherries.

One may be pardoned for a shiver at the news that the Fuel Administrator hopes to have enough coal by winter to supply "theoretically" our "normal" needs. Suppose one should have something abnormal, like a bad cold or a sick baby or week-end guests desirous of countless baths? Heat is a very delicate commodity to ration. No good substitute has yet been offered, nor seems probable, with furs and wools at celestial prices. Memories of the old wood-box in the kitchen corner and of firelight dancing warmly over a hearth will haunt again the city-dweller's dreams; wrapped in a Turkish rug, amid Circassian walnut, he will wonder how that lucky boy could have grumbled at having to bring in the kindlings. The conviction grows upon him that there are a few articles—sunshine and soap, fire and water—which should never be rationed. He envies the countryman, possessor of a fireplace, an axe and a woodlot. Some day he will retire to the mountains and build a Dutch oven to which the family may repair at sunset. Plenty of coal at the source, he reads. Purely a question of distribution. He falls into a chilly sleep, although it is July.

CHANGING TRADE CUSTOMS.

The dry goods trade has now entered a period of revolutionized conditions and it must adjust itself as best it may to what the war has brought on. The wool industry is virtually controlled by the Government through the raw material. The cotton industry has entered upon a controlled condition through the pricing of fabrics by the Government. The linen and burlap trades have been under indirect control for a long time through the operations of the British Government with which the Textile Alliance is co-operating for the United States Government. The silk industry has thus far escaped any direct control. These things apply almost wholly to the primary markets, but the extension of powers down to the consumer is intended.

The changes have been brought about by war. If old conditions are to be restored in part or in their entirety it is necessary that this country shall win the war. The purpose of inaugurating the changes is that of helping to win the war right. As a rule the steps taken in the industry have been induced by co-operation rather more than by legislation, and the degree of further co-operation that is conceded by the trade will determine in large measure to what extent the centralized control of business will be continued.

It is the wish of the trade that many of the new practices accepted as necessary will be abolished at the earliest possible date, and, in the last analysis, the relief to be afforded and the measure of interference found essential will be determined by the spirit that is behind the new methods within the trade itself. The Government is only trying to point out results it wishes to accomplish and it prefers to leave the means within trade control as far as possible.

In promoting the success of the new plans the great fight will be against selfishness. Co-operation is opposed to selfishness and cannot succeed without its submergence. Trade selfishness will assert itself in many ways and the most intolerable one will come in the form of persistent suggestions from those who are secret enemies of the country and from friends, either open or otherwise, of Germany. It is believed that the patriotic sentiment of the dry goods trade as a whole is powerful enough to throttle danger of this character.

Profiteering is another form of trade selfishness that will have to be fought at all times. It should be fought from selfish if not from other motives. Those who are bent upon winning this war for their own future happiness cannot be expected to continue their sacrifices patiently if they learn that others are trying to profit through what they are passing by in the way of money making.

The time is growing nearer in the trade when it will appear to any sane merchant that life and principles are not going to be imperilled by money getting or money saving under a cloak of merchandising. Even now in the trade it is possible to see where the anguish of war is begetting intoler-

ance and impatience that can easily be translated into firmer demands for stronger measures on the part of the Government in penalizing trade profiteers.

There are merchants who are continually desirous of moving within Government circles in order to profit from early and accurate information as to Government plans. It will be necessary to organize trade information channels in a way that will ensure equitable results, and eliminate those whose actions may imperil the doing of what the Government wants done.

LESSENING STYLE MANIA.

There are hundreds of good women in this country who will welcome any movement among manufacturers that

fluences that were tolerated in other times, many hardships arising from rapidly changing styles, expensive garments, and kaleidoscopic colorings that have served to strain many a pocket-book.

It does not follow at all that getting down to a war basis, in so far as style is concerned, means an elimination of all the art and beauty that tend to make all life endurable insofar as clothes enter into it. But it is now within the power of the producers of the country and their agents to co-operate to lessen the style mania that has become one of the chief forms of extravagance, waste and inefficient production in this country. A woman may be well dressed without having to wear twelve different styles of frocks

to make so many odd and sub-standard constructions in their looms. For economy they will turn their looms to a few goods and make the most possible profit from them. There are hundreds of sub-standard constructions in cloths that are not necessary in war time. Indeed they are not "necessary" at any time save as a means of making profit through misrepresentation or false imitation. They can be eliminated and the trade should do the work of its own initiative. Why should there be forty or fifty different constructions of percales called standards for shirts, or waists, or dresses?

The same thing holds true of a great many sheeting constructions. Some may be used for a particular purpose where weight and construction have proved vital. But for dress purposes, it is not vital to either comfort or happiness that a woman shall have a 64x56 instead of a 64x60 for a dress. As a matter of fact, the women of the country do not know whether one construction or another is sold to them. What they want is cloth, and a standard cloth made in large volume can be made cheaper than a variety of cloths made in different constructions.

THE FESTIVE FLY.

Time was when the fly was tolerated as a necessary evil, but that time is passed. So much has been said about its habits and what it will do in the way of vile things that the neat housewife has grown to shun it almost as she would a rattlesnake. If she detects flies in a restaurant, no matter how good the cooking might otherwise be regarded, she is done. She knows that something is radically wrong, and she prefers to test elsewhere.

A fly inside the showcase may serve to stir up as big a commotion in the mind of the purchaser as a bee in a bottle. Not long ago we admired some fresh cuts of meat and the skill with which they were arranged. But judge our dismay when we discovered a big blue winged fly getting in its work. The display was too good to allow of such ruination and we hastened to the proprietor and quietly warned him of the extra display he was unconsciously giving. All due to a defective case. He immediately remedied the matter and thanked us for the tip.

There is no excuse for allowing flies to congregate in a store selling edibles. If the surroundings are objectionable, make a raid upon them. Borax or some good disinfectant may be needed in the neighborhood. If the source of trouble is beyond your personal reach, get in touch with the civic authorities. If the supply of flies is just the common everyday influx from no place in particular, good screens and a vigilant use of the fly swat will keep the pest at bay. Every morning and night make it a point to get on the war path for them, and you will be surprised at how much good can be accomplished. A trap outside may aid in the work, and incidentally help sell other traps. But at any rate, keep the flies out. You cannot expect to keep your best customers unless you do.

WHY CAN'T WE HURRY UP?

Somehow, when I think of war
I don't think about what Senator So-and-So said
And words of four syllables
And parades and things.
I think about that ditch from Switzerland to the North Sea
And clouds of dust
And smoke
And mud—
And how the boys stood knee-deep in ice water
Till their feet were frozen.
And shell bursting
And a boy screaming, "Mother— Mother!"—
And how once in a dressing station, there were no compresses
Because the people at home said:
"This isn't our war!"—
And so they used newspapers—
They had to—
And the man died.
And I think about the flag
That never has gone forth to defeat,
And wish to God I were a man
To take it over the top.
And about the surgeon who had no anesthetic
And he had to perform a major operation
On a kitchen table in Flanders—
And the soldier said: "Just give me a cigarette"—
And the operation went on.
And I think about little children killed
And people tied in bundles
Like kindling
And mowed down by German machine guns.
And I think—
Oh, God, why can't we hurry up
And get into the game with both feet
Instead of just our "right arm,"
As one official said,
And help France like she helped us
In 1776.

Eleanor Blair Greene.

will help to relieve them of the intolerable burden of "keeping in style." In France, the artists, the designers and the stylists rushed to the defence of their country and thousands of them are in the ranks engaged in some sort of war work. The artists evolved "camouflage" and many of them who were formerly interested in textile work have little patience with those who have tried to maintain during the war the nonessential style details that give innocent pleasure in less serious times.

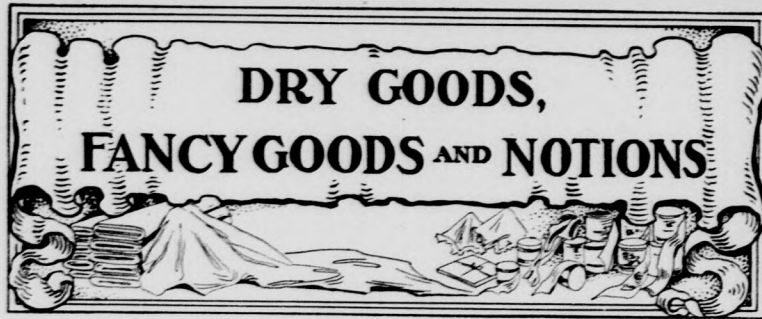
Back of two-thirds of the hysterical demand in this country for the retention of staffs of designers, stylists, etc., there is a horde of greedy shopkeepers egged on by that same Teutonic element that at one time dominated the ready-to-wear trade for its sole profit and pleasure. The patriotic men and women interested in the dry goods trade in any form have a difficult work on their hands to eliminate from trade in war times the various in-

fluences that were tolerated in other times, many hardships arising from rapidly changing styles, expensive garments, and kaleidoscopic colorings that have served to strain many a pocket-book.

CUTTING NONESSENTIALS.

Many mills will be forced by war conditions, which are obvious now, to cut down the output of nonessential fabrics during war time. Take a single case of print cloth yarn product. The Government needs certain constructions and will continue to use them all through the war, such as 64 x 60s and 80 squares. Once mills enter upon manufacturing products of this character they will not care to change from them, and gradually throughout the whole civilian trade these cloths will become standardized for use in printed, dyed or converted form.

If the policy is followed by the Government of insisting that print cloth yarn goods shall sell only at 83 cents per pound, mills will not be tempted



Markets Continue Quiet, Although Demand Is Good.

The primary cotton goods markets continued generally very quiet with a display of hesitation rather than dullness. There are orders to be filled and buyers are trying to place orders. Sellers hardly know what to say about future prices, save on the four or five lines formally priced, and they are awaiting further action at Washington either defining or explaining what may be done on the vast lines of merchandise yet unpriced. It is hoped by the trade committees that further price announcements will be made next week. On the limitless lines of unfinished goods nothing has yet been said officially as to differentials that shall apply. No one in official position seems to be willing to say what shall be done, and those who are acting in an advisory capacity are not empowered to say anything definite.

Some few of the Eastern print cloth mills have been accepting business for future delivery, assuming that if a close approximation is made in price to the basis of value fixed by the Government the orders now taken will be allowed to stand. Southern mills have been declining all business on the same lines of merchandise. Waiting has become more popular than activity.

Commission houses are moving very slowly, as they must hear from their mills concerning prices before they act on goods to be made. The delay in fixing upon differentials is not bothering them particularly pending reports from their clients as to what may be considered fair bases of costs for the special lines that are made by them.

So long as price advances are checked the Government is not likely to be hurried into announcing further details of price fixing. Anything that will tend to shorten the periods of contract engagements falls in line with the Government desires, just as the policy of shorter terms for payment is in keeping with what the banks believe should be done in dry goods as in other lines of business. It is hoped that the longer the delays appear to be the stronger the incentive will become for manufacturers and merchants to look after Government work and thus assist in war production. Definitions of policy that will tend to maintain nonessential production do not appeal to Government officials as at all important, however they may be regarded by those who have nonessential goods to sell and to produce, if they can.

The feeling prevails in many quar-

ters of the markets that there are plenty of civilian goods held all over the country to meet urgent needs. Faulty distribution has resulted in placing many of these goods in speculative hands, and anything that will shake them out of such places is regarded as the important thing to be accomplished by Government dalliance. The longer action is delayed, provided such action does not mean financial strain, the more time will be given for the secondary holders of goods to relieve themselves without losses.

The same policy that is being pursued in cotton goods is also being followed in wool goods. Mills that have wool on hand and want to use it for civilian work may do so without check if they have first met every demand they can supply from the Government. But when those mills come to ask for more wool, that is being conserved by the Government for war purposes, they will probably find that civilian needs will not appear to be quite so imperative as they thought them to be when customers urged them to sell the wool they had.

The duration of the war is entering more largely into mercantile calculations that it was a week ago. If the war is to last three years, as many war authorities think it will, merchants can best serve their mills by harmonizing production at once with everything the Government wants to accomplish in the way of actual war production, and production that will assist in thrift and economy among people behind the lines. Some of the leading silk merchants have sensed this conception of war time selling and have been devoting a great deal of thought to the development of fabrics that will be wanted just as long as any silk can be procured.

Throughout the ready-to-wear trade the President's order that prices and products shall be brought into harmony at once with what the War Industries Board is trying to accomplish in the way of conservation of resources is now being taken more seriously. There are still many clever men who are trying to "make a front" of obeying the order, but who are actually avoiding the spirit of it. Some of these men are known to have pro-German proclivities, and within a short time more definite steps will be taken to uncover what is harmful in this quarter of the trade.

The jobbers and retailers are still unsettled by the new phases of trade conditions that are becoming clearer to them. Retailers are getting rid of stocks that may have been priced too high or may be called luxuries under

a tax law. Retail prices at this time are attractive prices, and jobbers are quite willing to concede that they must soon come under the influence of the drastic change that has already started in primary channels.

No Longer Dependent on German Made Buttons.

A report just issued by the United States Tariff Commission emphasizes the development of the button making industry in this country, which is now able to meet all domestic requirements. Among the principal facts brought out in the report are the following:

Before the war, Germany and Austria-Hungary were the largest button exporting countries in the world, their buttons finding a market in almost every foreign country. The purchases of the United States alone from these countries from 1910 to 1915 averaged \$1,000,000 annually and represented over 70 per cent. of all buttons imported into the United States.

Since the stoppage of imports from Germany and Austria-Hungary Japan has come to the front as a button-producing country. The largest part of the Japanese buttons are made of fresh-water shells and ocean-pearl shells, and these come in direct competition with pearl buttons made in the United States. Japan has an abundant supply of raw material at a low cost and plentiful and cheap labor. In the manufacture of fresh-water pearl buttons the labor represents 80 per cent. of the cost of production. The expansion of the in-

dustry in Japan is reflected by the increase in exports from that country. Japanese exports of pearl buttons to the United States advanced from \$28,057 in 1912 to \$770,849 in 1916, and preliminary returns indicate a further increase during 1917. The United States is Japan's best customer for this class of buttons, taking 25 per cent. of her exports in 1916. The United States is fully equipped to meet all the domestic requirements, even to providing considerable quantities for exportation. Canada and certain South American countries are now purchasing small quantities of American-made buttons.

The value of the buttons, including a small amount of other products, manufactured in the United States has risen from \$11,133,769 in 1904 to \$20,711,979 in 1914, and considerable progress has been made since that time.

Knickerbocker Prerogatives.

Sydney had reached the mature age of three and was about to discard petticoats for the more manly raiment of knickerbockers. The mother had determined to make the occasion a memorable one. The breakfast-table was laden with good things when the newly breeched infant was led into the room.

"Ah!" exclaimed the proud mother, "now you are a little man."

Sydney was in ecstasies. Displaying his garments to their full advantage, he edged closely to his mother and whispered, "can I call pa Bill now?"

QUALITY

SERVICE

Not Merely Immediate Shipment

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

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

Real Service of Quality

helps you grow bigger.

Ask the

Grand Rapids Dry Goods Co

Exclusively Wholesale

Grand Rapids, Mich.

SERVICE

QUALITY

When, Where and How to Hold a Sale.

"Wanted a Sale"—Why?

Because it is needed in several departments to shake them up and put some "pep" where sales from day to day are lagging. The sale will prove if the trouble is with the goods or the sales-people. Sometimes a shaking up by means of a sale has a most favorable effect on the salespeople. Goods sometimes drag because not brought to the attention of the general public. The general public nowadays have so much to think of that, unless directly told of them, many things escape their notice.

No matter what the reason the buyer wants a sale because the department is dull and has too many goods. Unless put up to the sales force in a manner to make them enthuse it will not go half well. Talk to them individually and collectively. Persuade them to want it. Listen to the forces' suggestions and have everyone feeling just right when the day comes. They will know why you want the sale, how it will affect the store and why the buyer depends on them. Talk it all over just why it should be.

Just when a sale should occur depends upon the stock, business and buyers' plans. Common sense dictates the time as the goods should still be wanted, and in season, although not in the first flush of selling.

After the date is settled for the sale decide upon where it will be held. Probably at the department counter, on tables near the counter and also on tables near the elevators. This part of the sale brings out the most artistic work in dressing the cases, if there are any, shelves back of the counter, etc.

Tables in the aisles are not new, but those near entrances and elevators draw unusual attention. Signs on tables and counters should attract anyone passing. The adman must be seen and his best work humbly implored. Of course no one wishes to order work in that manner, but it is best for the sale.

This sale is supposed to be for a certain department, but in reality the entire store should feel it. If the one department has been worked up sufficiently others feel the spirit and the liveliness will spread.

Work with the crowd, not against it. Give good value and they will buy and come again.

It is a great mistake to feel satisfied simply to sell a customer something at a sale. Try and leave such an impression that she will become a steady customer. One-time customers do not keep up a store. Every merchant wants the shopper who shows up every few days and comes to all the sales.

Let all suggest ideas for the sale, something may be unexpectedly learned. The evening before have a heart-to-heart talk with the sales-people. Give them your confidence and let them feel that to them is due any success that may result. Any practical influence that can be used should be encouraged. Tell the sales-people something of the goods; how made, why used. This information is

needed by the sales force and if told them on the eve of a sale it is fresh and easily remembered.

Sometimes a little fresh stock introduced makes the old go better. But first and last work with the sales-people—interest them and the object will be gained without any S. O. S. signals.

Overmeasurement of Piece Goods.

The giving of overquantity in measurement, weight or count to customers is just as dishonest to the store for which you are working, as it is dishonest to the customer to give under measurement, weight or count.

An inch on the yard good measurement means a loss to the store; an inch less than a yard, means a loss to the customer. Thirty-six inches to the yard is the amount to be given; no more; no less. Sixteen ounces to the pound; no more; no less. Twelve to the dozen; no more; no less.

It is easy to overmeasure on a busy day when measuring over other goods that are piled on the counter.

Following is the scale showing the loss sustained to the store on each inch of over measurement on various priced merchandise:

- 1 inch at 50c yard cost 1 7-18c.
- 1 inch at 79c yard cost 2 1-2c.
- 1 inch at \$1 yard cost 2 7-9c.
- 1 inch at \$1.25 yard cost 3 17-36c.
- 1 inch at \$1.50 yard cost 4 1-6c.
- 1 inch at \$2.00 yard cost 5 5-9c.
- 1 inch at \$3.00 yard cost 8 1-3c.
- 1 inch at \$3.50 yard cost 9 13-18c.

Six inches over measurement means six times the above loss.

The same rule, of course applies to "down weights," where merchandise is to be weighed or extra measure for good count when merchandise is sold by count.

Buyer and Merchandise Man Must Work Together.

The buyer and merchandise man do not always pull the same way, and the merchandise manager has plenty of blame laid at his door. Certainly he wants to make a good showing as well as the buyer, and if his rules seem strict they are made with a view toward the success of the department. There is often an unnecessary amount of friction between these two men, without cause, if both are working for the benefit of the house employing them. If the buyer has any stock sticking he is sometimes too ready to mark it down and the usual run of merchandise men do not fancy that unless time has proven that the goods will not move without camouflaging them. Smooth over this point and these two important men will work in unison.

Philadelphia has the honor of harboring the oldest business in the United States. The name of the house is "The Francis Perot's Sons Malting Company," and the original establishment, located on the east side of Front street, below Walnut, may be seen in Peter Cooper's painting of "The Southeast Prospect of the City" in the vestibule of the Philadelphia library. H. M. Lippincott, in his history of "Early Philadelphia," says that the house has descended

from father to son for eight generations. It is older than the bank of England, and was founded by Anthony Morris about 1686. Morris came from London. Along during the last half of the 18th century a Morris married a Perot. The Perots were from French Huguenot stock, and it is said that Francis Perot erected one of the first stationary steam engines in America at his brewery on Vine street. The company established a plant at Dock and Pear streets in 1745, where there were several springs, which made the beer surpass any in the city.

Your business cannot stand still. It must go ahead or fall back, because the procession is not going to stop to wait for the one man who is slow.

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

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

Correct Fit—Quality Materials

KETTLEBROOK—Flannels
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(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 Stekete & Sons Wholesale Dry Goods Grand Rapids, Michigan

Quality Merchandise—Right Prices—Prompt Service

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



Recommendation Fit for Reception in Waste Basket.

Written for the Tradesman.

It is problematical as to what course Congress will take relative to the amendment to the National banking law recommended by the Comptroller of the Currency to the effect that National bank deposits shall be guaranteed through a general fund levied upon all National banks, but if the sentiment of the banks of the country, as expressed in resolutions adopted by the various state bankers' associations, is heeded, Comptroller Williams' recommendation will not even reach the pigeon hole—it will go into the waste basket. The resolutions adopted at the recent convention of the Michigan Bankers' Association tell the story in a nutshell and as the general public should be informed as to the facts, the resolutions are here given as follows:

Resolved—We enter our earnest protest against the enactment into Law of Senate Bill 4426, which seeks to guarantee bank deposits in National banks at the expense of a fund to be created by levying an annual tax of not exceeding 1-10 of 1 per cent. on the aggregate of all deposits averaging \$5,000 or less, and 1-10 of 1 per cent. on \$5,000 of the aggregate of each of the other deposits averaging more than \$5,000.

We believe that the principle of taxing well conducted and conservative banks in order to make good losses arising through failures caused by inefficient, reckless or dishonest management is wholly wrong, and a law which attempts to accomplish such a purpose rewards incompetence and penalizes those who follow sound business practices.

We believe that it is the reputation, standing and character of those in charge of our financial institutions which alone should attract deposits, and these constitute a valuable asset which is entitled to be preserved and not to be destroyed by Law.

We believe that the banks of this State have responded to every call and demand made upon them, and that this is no time to put upon them the unjustifiable and added burden which such a law would impose.

We recommend that a copy of this resolution be sent to each Representative in Congress from Michigan, and that they be urged to do their utmost to defeat this pending Legislation.

In the interest of sound business the business men of the State, whose interests are inextricably interwoven with those of the banks, should supplement the efforts of the banks by

their individual protests sent their representatives and senators.

The security markets are still awaiting developments, a natural condition at this time of the year while the crops are in the making. In addition to these influences, of course, war conditions favor caution, as well as the impending \$8,000,000,000 Fourth Liberty loan drive which will take place in October. The fact that prices hold as firm as they do speaks volumes for the confidence of the people as to the outcome of the struggle. Impending taxation would, under ordinary circumstances, cause almost complete stagnation in the stock and bond market. It is believed that the reason all of these factors have not had a greater influence is because the worst has been discounted and securities have passed from weak holders to large investors at bargain prices, having been bought to hold.

Care should be exercised in accepting as facts the statements in the report of the Federal Trade Commission to the U. S. Senate. The interferences drawn as to profiteering by the corporations attacked are in some cases—in fact, generally—unfair and untruthful. Investors do not benefit from larger profits made, except to the extent that these are paid to them in the form of interest and dividends. How the capitalist has profited by the war rise in prices can be seen from the fact that in 1915 there was paid in dividends and interest \$2,312,847,000, while wages paid amounted to \$16,516,422,800. In 1917 the figures were, interest and dividends, \$3,213,962,400; wages, \$21,744,871,200. It will thus be seen that while dividends and interest increased \$901,085,400, wages increased \$5,288,448,200. It would be well for the Senate to closely scrutinize these figures in framing the new war bill.

Just one hour was devoted by the National House of Representatives to the bill authorizing the forthcoming issue of the Fourth Liberty loan bonds, enacting it without any opposition. Congress, as well as the people, knows the money must be raised. In this connection it is interesting to note that with this amount the warring powers will have the following war debts:

| | Debts before War | Debts during War |
|-------------|------------------|------------------|
| The U. S. | \$24,000,000,000 | \$ 973,000,000 |
| Great Brit. | 37,000,000,000 | 3,000,000,000 |
| France | 29,500,000,000 | 6,000,000,000 |
| Germany | 34,700,000,000 | 2,200,000,000 |
| Italy | 7,500,000,000 | 1,200,000,000 |

According to Treasury reports we are spending \$50,000,000 every twenty-



THE business of our community is protected by the ability of this bank to rediscount its holdings of commercial paper when necessary with the Federal Reserve Bank.

Old National Bank customers share in the protection afforded by this great financial umbrella.

THE OLD NATIONAL BANK
GRAND RAPIDS MICHIGAN

To dispose of your property by will and thus to provide for its distribution among your heirs according to your knowledge of their individual needs, is a duty you owe to your family. Every day's delay means another day of added uncertainty. Don't hesitate to consult us or to refer your attorney to us for information regarding our service as Executor or Trustee.

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

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OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost

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

four hours, or at the rate of \$1,000,000 every twenty days. Since the war began four years ago, 43,000,000 men have been put under arms entered in the armies or the navies of the fighting nations, while 8,700,000 men have been killed or died of wounds or disease. These figures seem staggering, but are they? The first Liberty loan brought in \$1,986,595,200 from 4,500,000 subscriptions. In the second loan 9,500,000 participated. In the third Liberty loan campaign 17,000,000 people subscribed for \$4,170,019,650, and it is believed that in the Fourth Liberty loan campaign 30,000,000 people will go over the top to the tune of more than \$8,000,000,000.

Many persons are asking, "Where will the money come from?" In answering this, it is only necessary to realize that out of the \$9,955,381,000 raised in these loans, the larger share of it has gone back into the pockets of the people through payments of war orders, material, supplies and labor.

The general business situation offers a fine opportunity for study. Precedents are not being followed. They are being made. This is especially true in the industrial end of business activity. In spite of the handicaps of insufficient labor, shortage of raw materials, limited transportation facilities, higher freight rates and rapidly increasing wages, manufacturers with real American pluck and persistence are keeping their wheels moving and helping Liberty loans, Red Cross drives, etc., while their sons and brothers are fighting for human liberty. Of course, those industries engaged in filling war orders—and they are rapidly increasing in number through a better distribution of orders—are in a fairly comfortable condition except as to labor. Those engaged in less essential industries find it increasingly difficult to keep going, due to the intensified control over raw materials and the uniformly higher wages offered for war work. Although this situation has taught manufacturers to economize in many ways heretofore unconsidered, production costs are rising rapidly. The cost of assembling raw material, wages, taxes and many items must finally result in either an increase in the selling prices or a reduction of profits. There is no doubt that the freight rate increase recently put into effect will, in general, be transmitted to the ultimate consumer intact, except, however, as it enters as an item of increased cost in the production of those materials, the selling price of which is officially regulated. In such case, the only alternative is decreased profit. It is believed the mobilization of labor, through the creation of the zone system, will work to advantage not only in the distribution of labor, but also in the future distribution of war orders.

In framing the new war tax law Congress should take into consideration that the grand total under internal revenue laws for the fiscal year ending June 30, 1918, amounted to \$3,672,000,000 or \$272,000,000 in excess of the estimate by Congress

when that body was preparing the War Revenue act of 1917.

The impudence and criminal aggressiveness of organized labor in the hour of the Nation's need and in the face of windy mouthings of loyalty is illustrated by the issue of an outside organization for a strike by the Western Union telegraph operators. The company discharged some employees who, in the company's view, had violated their working agreement by joining a union which uses the strike as a weapon. At about the same time the company submitted to its employees, at the reported request of some of them, a tentative plan for organizing its employees into an association of their own, to be officered and controlled by themselves and not by any outsiders. This was loftily denounced by the unscrupulous whelps who masquerade as labor leaders as an attempt "to interfere with individual liberty." For ten years the policy of the Western Union has been what is known as the "open shop" and there has been no disagreement between the company and its employees. There probably would not have been had the company been left alone, but the outside forces are now more than ever determined this shall not be the case. Replying to President Wilson, the head of the Western Union Telegraph Co. says there has been no refusal to accept the award of the War Labor Board, for there has been no award, but only a ruling that the ban on the outside be withdrawn and the discharged persons reinstated, leaving the outsider to continue a propaganda disturbing and destructive. The company in its attitude appears wholly right. The result is the Government assumption of control of telegraph wires as a "war necessity." With the known attitude of the War Labor Board it is apparent that the venal and unscrupulous union labor profiteers are given another strangle hold on the throat of American business.

Paul Leake.

An Opportunity to Remove the Misunderstanding.

New York, July 15—Through your paper, I want to ask a question. For almost four years, as often as the magazines and the newspapers have given me space, I have tried to explain the Dutch point of view to the American people. At last, I have reached a point where I can no longer do it alone. I need the help and counsel of others. I am asking for that help as directly as I can.

I am writing this in the heart of a city over which fly the colors of the United Seven Netherlands. I am writing it in a State which, in its very political construction, shows the old Dutch origin. I am writing it in a country which, twice during the darkest period of its history, found Holland willing and eager to help her through the days of threatening crisis.

It is not right that there should be a grumbling misunderstanding between two nations which are separated by no barrier or race or history; which, on the other hand, are united by many centuries of common ideals. Yet such a misunderstanding does exist at the present moment. Bluebooks and orange books and official documents alone cannot remove it. It demands the honest co-operation and the loyal good-will of all

those who would consider a breach between the two countries a hideous historical blunder.

It ought to be possible to convince the people of Holland of the sincerity and the unselfishness of America's war aims.

It ought to be possible to convince the people of America of the suffering and the desperate condition of the sister nation which for four years has kept the German away from the desirable (and much desired) harbors of the North Sea.

I repeat, the day of individual effort has gone. Collective and popular action alone can help.

There must be men and women in this country who still retain a friendly feeling for the country which many were once proud to call "home."

Can we not find some way in which these may be brought together for the sole purpose of removing the most regrettable and unnecessary misunderstanding of the last hundred years?

Hendrick Willen Van Loon.

Impossible to Sleep.

Drummer (just arrived)—Is this a wide-awake town?

Hotel Clerk—You bet it is. Wait until you hear the cats to-night.

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CITY TRUST & SAVINGS BANK
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The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

| | |
|------------------------------------|-----------------|
| Combined Capital and Surplus | \$ 1,724,300.00 |
| Combined Total Deposits | 10,168,700.00 |
| Combined Total Resources | 13,157,100.00 |

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CITY TRUST & SAVINGS BANK
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Fourth National Bank

United States Depository



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Per Cent Interest Paid on Savings Deposits
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Capital Stock and Surplus
\$580,000

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

STOPS NOT AT MURDER.

Union Labor Frequently Embarrasses the Government.

Written for the Tradesman.

In every war in which America has been engaged she has had to contend with traitors at home.

In 1776 it was the Tories who were regarded with a much deeper degree of hatred by the patriotic fathers than the British, who met them in the open, fighting as soldiers, not as inside sympathizers with the enemy.

In 1812 the enemy on the inside were blue light federalists.

During the dark days of 1861 we had the fire in the rear copperheads, the Knights of the Golden Circle and others. So powerful were the treasonable organizations that the Democratic party adopted its creed of opposition to the National Government and nominated for governor in one of the great states of the North a man who had been banished for treason, and who was hovering on the Canadian border while awaiting the outcome of the election.

Had Clement L. Valandigham been elected governor of Ohio, what would have been the outcome of the war for the Union? Fortunately for liberty and National life the voters snowed the traitors under and the vigorous prosecution of the war was assured.

It was a well-known fact that the copperhead opposition to the Union in Civil War days prolonged that mighty struggle for many months, thus indirectly causing the death of thousands of Union soldiers.

To-day is no exception of our experience as a Nation in times of war. Treason of a most odious nature salutes the sunrise every morning when the clans of labor unionism get together to announce their ultimatum to the Congress and President of the United States. A milk-and-water policy in dealing with this modern copperheadism has given the serpent ample cause to imagine that it is supreme in the land.

The latest phase of this greedy, insatiable, gormandizing, freedom-hating organization crops out when announcement is made that possibly the telegraph and telephone companies may be taken over as were the railroads by the Government. Here is the opportunity to get in right for a gorging of the spoils. Trust a labor union to make good wherever opportunity to fill its belly at the expense of labor not unionized is concerned.

That the administration is notoriously in sympathy with union methods goes without saying. There is no justice or fairness where these gangsters of the unions can get a hand, and by threatening strikes, even calling upon Congress to aid them as against the good of the community, they threaten the very perpetuity of our republication institutions.

Why is it that no other organization under the sun would be permitted to gag a president, a congress and every honest industry unrebuked? Why is it that the labor unions are permitted to do these things detrimental to real labor, detrimental to the

cause of the Nation in its war against Germany, conducive to a prolongation of the struggle for which our sons are bleeding and dying on the battle fields of France?

It is time that the common, every day American, who believes in liberty without license, to protest against the tyranny and unpatriotic stand union labor has taken in this struggle for the salvation of American free government.

"Telegraph strike delayed to give Congress a chance," read the headlines in the dailies. Isn't that fortunate? Real kind of our masters, the union laborites, to give the highest law making power in the land a chance to come to their terms! Nothing humiliating about that, is there? Were the I. W. W.'s to make such an accommodating offer, what would be the result?

Think you there would be a hustling to appease the haughty, treasonable sandlotter? Not any, but with this other organization the American people seem to think it quite the thing to make terms for fear the business of the country may be thrown into chaos! A government of the people by the people for the people ought to be strong enough, fair enough, loyal enough to scotch this viperous copperhead in its nest, pull its fangs and throw the body to the dogs.

And it is coming to that. Mark the prophesy.

This Nation of freeman are patient, long suffering and ready to make compromises for the sake of harmony, but the men who manipulate organized labor of this country to suit their own selfish motives had best have a care. The boys in khaki who face our enemies on the soil of France have friends at home who will brook no trifling with the cause of liberty.

Men who make a mockery of the suffering of their country are not to go unscotched when the day of judgment comes, as it is surely coming. It is not pleasant to see men professing to organize for the betterment of labor to enter upon a crusade to embarrass the Government in a time of stress and danger like the present. Shorter hours, higher wages, recognition of the union! To make these a shibboleth in a time like this is wholly out of place, verging dangerously near to treason. In fact the labor unions are doing many things in these days which try men's souls to discredit them hereafter when the boys come marching home from the victorious fields of the Central Empire.

Is it true that these malcontents in the field of labor are entitled to more consideration than are the hosts of labor who are unaffiliated with any labor organization, and who believe in a personal freedom that will not consent to the domination of the unfair methods of these tyrants in the field where honest toil is entitled to a square deal?

For the second or third time the labor unions are threatening to raise particular Sheol unless Congress and the President rush into the gap and compel the employers to accept the

terms laid down by the malcontents. And all this when the country is in a terrific struggle for self preservation. The recognition of the union is of more importance to these men than the salvation of the American Republic.

It is a plain question of whether the long-ried American people will submit longer to be dominated by the most vulgar of tyrannical organizations which stops not at murder or treason to further its infamous ends.
Old Timer.

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Automobile Insurance is an absolute necessity.

If you insure with an "old line" company you pay 33 1/3% more than we charge.

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Safe Deposit Boxes at Three Dollars Per Year
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Every Day is Smile Day, Where Happiness
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The beauty spot by the lakeside, the place of clean, healthful, helpful amusement. Where they go to find joy and merriment and shake off gloom and the "blues."

VAUDEVILLE'S BEST

Staged Twice Daily in the far famed theater, the admiration of everyone.

Summer season now at its best and it will not
always be summer.

Mail Order Sugar Buyer Handicapped.

Lansing, July 15—Mail orders for sugar supplies, which have caused no little concern to county food administrators along the southern border, hereafter must be on certificates issued by the administrator of the state into which the sugar is shipped, and such sugar will be accredited against the allotment of sugar of the state into which it is shipped. No state administrator will prohibit any jobber in his state from shipping into another state, providing certificates are issued as required.

These regulations are based upon telegraphic instructions from Washington, are directed mainly to the catalogue and chain-store concerns, with which Michigan county food administrators have had much difficulty. A similar restriction applies to the delivery of sugar by refiners and manufacturers to the operators of these chain stores and mail order houses.

The Federal Food Administration informs Mr. Prescott that the allotment of sugar for all states is figured on the basis of three pounds per capita per month and there is no apparent way by which an equitable distribution for all the states can be assured except that this basis be adhered to in all transactions, home canning and preserving requirements excepted.

Mr. Prescott is advised of the possibility of further reductions being necessary in the allotments to the five classes of consumers. In the event such action becomes necessary, retail stores, hotels, restaurants and public eating places will have preference; commercial canners will be next cared for; then bakers; and lastly class "A," which includes candy makers, soft drink manufacturers, bottlers, soda fountain operators and manufacturers of less essentials. All sugar requirements not covered by the regulations heretofore issued, will for the time being, be classed as less essentials under Class "A."

The Food Administration reiterates its limitation of 1c per pound profit by retailers, but says fractions may be figured in his favor. County food administrators are cautioned to issue no sugar certificates on verbal statements and no retail stores who have not handled sugar prior to July 1 will be permitted to do so now. Small restaurants that serve candy, soft drinks and lunches may not be permitted to purchase on the basis of three pounds for each ninety meals served except upon their proof of legitimate need for such quantity.

"We are relying largely upon volunteer co-operation to make the sugar regulations a success," Mr. Prescott said. "Experience may determine that we must use disciplinary force, but at present we are trying to avoid injecting this element, even though some individuals from a lack of patriotism fail to comply with the necessities in reference to sugar."

Activities in Michigan Cities.

Written for the Tradesman.

Four stories will be added to the Occidental Hotel, at Muskegon, which will give that city a second eight-story "sky scraper."

The Grand circuit races are on in Kalamazoo this week. The celery city is the only one in the State having the nerve to put on a big race meet this year.

Battle Creek has nearly a thousand war gardens under management of the school children.

Lansing's gain in school population over 1917 is 494. Alma's gain was over 1,000.

A stock company is being formed at Watervliet, with \$20,000 capital, to

take over the F. M. Sterner flour mill and build a grain elevator.

Satisfactory housing conditions for factory workers, parks and boulevards, patronizing home industries and intense loyalty to country with winning the war as the main business, are among the present activities of the Muskegon Chamber of Commerce.

Byron Brown is the new Secretary of the Belding Chamber of Commerce and will direct the activities toward a "Bigger and Better Belding."

Lansing is cutting down expense in its street cleaning department and has laid off eleven of the twenty-nine street sweepers.

The new addition at the Western Knitting Mills, Middleville, will be 24 x 74 feet, two stories. The plant is very busy.

Battle Creek has opened two new playgrounds for children, modernly equipped and supervised.

A survey is being made of Saginaw's manufacturing plants by Federal officials, with view to stabilizing labor conditions in war munitions' industries.

Gratiot county fair will be held at Ithaca Aug. 27-30 and will have patriotic features. Premiums under \$10 will be paid in Thrift stamps and a portion of the daily gate fees will go to the Red Cross.

Mt. Pleasant expects to land the Transport Truck Co., a concern with \$1,000,000 capital, and is undertaking to raise half of this amount by subscription.

Machinery is being installed in the new traction engine plant at Boyne City.

Warren Tweedle is the new manager of the Michigan Telephone Co. at Ishpeming. He was formerly at Marquette. The company is laying a new submarine cable between Mackinaw City and St. Ignace.

Pontiac will vote Aug. 27 on a bond issue of \$60,000 for a new fire station and added fire fighting facilities.

The Invisible Door Check Co., of Niles, will remove its tool and die department to Chicago because of lack of fire protection at Niles. The city's delay in laying mains is due to lack of funds. The company is engaged in Government work and has valuable materials and blue prints which must be protected.

Almond Griffen.

Do Not Sell Liberty Bonds.

Do not sell your Liberty bonds or exchange them for merchandise.

The War Board has been requested by the Treasury Department to be on the watch for and check all efforts to accept Government bonds in exchange for merchandise.

Regarding the exchange for merchandise for Liberty Loan bonds Secretary McAdoo has said: "When the bonds are accepted for merchandise it defeats the primary purpose of their sale. It discourages thrift and increases expenditures, thus depriving the Government of labor and material needed for war purposes."

In addition, bonds taken in ex-

change are usually sold in the open market, thus depressing the market price.

Government bonds should be held by their original purchaser except when sale is required by real necessity or misfortune.

Red Cross Workers Learn of Foods.

Red Cross workrooms have been a great assistance to home demonstration agents as offering places where large groups of women may be reached and interested in special food study. In addition to giving talks on food saving, in several towns the agent prepares the noon lunch once a week for the workers. This serves to demonstrate good conservation recipes. Suppers for the benefit of the Red Cross have been given successfully in many places under the agents. Men as well as women are thus interested in the possibilities of war cooking.

It Was All Right.

In an Arkansas river town built largely on reclaimed land most of the houses had to be built on pillars four or five feet above ground. One resident, with a longer head than his neighbors, enclosed the space under his house with pickets and in the pen thus made kept his drove of scrawny hogs.

"Do you think it is sanitary—healthy—to keep your hogs under the house like that?" he was asked.

"Aw, I do' know, stranger, I reckon so," replied the native, and hitched up his overalls.

"Never notice any bad effects from it?"

"W'y, no," he drawled. "I been akeepin' my haws there for fourteen years, an' never lost a hawg."

Rust-Resistant Wheat.

To develop varieties of wheat that will resist black or stem rust the United States Department of Agriculture is working in co-operation with the State experiment stations at Minnesota, Kansas, Tennessee and Iowa. Rust-resistant durum wheats and other resistant varieties are being crossed on varieties known chiefly for their milling and bread-making qualities to obtain rust-resistant strains of good milling quality. Extensive milling and baking experiments have been made with a number of these hybrids.

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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

Assets \$2,700,000.00

Insurance in Force \$57,000,000.00



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Has an unexcelled reputation for its

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SURPLUS TO POLICY HOLDERS \$479,058.61



Parent's Turn to Be Seen and Not Heard.

Haven't you often heard grown people say: "Oh, if only I could tell a good story! I hear lots of them, but I can't remember them, and even if I could, I haven't the courage or the vocabulary. So I just sit like a wooden Indian, and people think I don't know anything."

When somebody says that to me, I always wonder whether her mother was too busy to stop and hear what the little girl wanted to tell her. Very likely her mother was herself a good story-teller, but poor as a listener, and didn't appreciate the opportunity when the child said:

"Oh, mother, listen! I want to tell you something."

It is all very well for parents to tell fairy stories and other interesting things to the children; that is a good thing to do; parents don't do enough of it. But there is equal importance in the desire of the children to do some story-telling on their own account. I refer especially to little children—under ten years of age. If you suppress, or do not positively encourage, their impulse to tell what is in their minds, you are killing a thing that is of great educational importance. Before they learn to read or write, they are full of ideas that they want to express; they imagine real stories—as real to them as yours—and they need the chance to tell them.

No matter if they are not interesting to you, they are very interesting to them, and the act of relating them is in itself a valuable activity. The art of clearly expressing something that you have seen or thought or imagined, so that the person to whom you are telling it sees it as you do, is one of the essential results of education; sometimes I think it is the most important result of education. It would be difficult to exaggerate the value of encouraging the child to get the idea clearly in mind and find the right words in which to phrase it.

You will be as polite to your own child as to a stranger. You are careful not to appear bored when a caller is relating something that you do not find very interesting. Never appear bored to your child. The little lad may be telling you only about a bit of a scrape he got into, or about a bird or a cat that he saw. Help him to tell it; exhibit interest, ask questions, explain and add, and when father comes home encourage the child to tell it again to him—not necessarily as a great event, but as one of the happenings of the day in this vastly interesting world in which the child is finding himself.

Perhaps you have been away from home for half a day. It is a little trouble, but quite worth while, for you to say:

"Now I will tell you where I went and what I saw, and then you shall tell me what you have been doing and seeing while I have been gone."

Make it all real and vital; be careful to tell it in simple words and expressions, and then help him to tell as clearly all the things that have happened in his little life.

I know a family in which the mother is an invalid, seldom getting out of the house. When any member of the family comes home from downtown, there is always a cheery, interesting account of what she saw and where she went. It is a light of interest in the poor mother's life—a dreary life it is at best—but best of all, it helps to preserve the unity of the family. And I think that the remarkable ability of every member of that family to write interesting letters (and some more pretentious compositions, too) is largely owing to the fact that from earliest childhood they have been encouraged to relate to each other the interesting happenings of their lives.

Very little children often want to tell a "fairy-story." Some of them are very quaint and interesting. Long before my own boy could write, I used to have him dictate these stories to me so that I could write them down. That in itself provoked in him an eagerness to learn to write; his lessons in writing were for him a tremendously useful thing; he worked

over them with desperate intentness, so that he could quickly acquire this necessary ability. From that day to this he has been a writer of stories.

Through this means you can encourage truthfulness. For example, Mary has related to you a fearful and wonderful yarn about some impossible occurrence which she narrates as a fact in her own experience.

"Now, of course this is only a fairy-story, Mary, isn't it? Not true, of course. It is very interesting; but let us have now a true story—something that really happened." Very easy to slip over into the field of actuality, without repressing the little girl's vivid imagination, or rebuffing her eagerness to be herself a teller of fascinating tales. The two things go hand in hand with little children. Let her make her fairy story as grotesque and impossible as she pleases, but help her to distinguish between those that are fanciful and those that are true. When she tells the latter kind, help her to make them exactly accurate.

Our Puritan forefathers no doubt had many admirable traits (although I think we overestimate them), but they did a lot of damage to the imaginations of their children.

If you exchange stories with your children, and write theirs down for

Special Sales
John L. Lynch Sales Co.
No. 28 So Ionia Ave.
Grand Rapids, Michigan

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



I'M PROUD OF YOU



AND SO ARE THE FOLKS AT HOME

SAVE AND SERVE — START OR JOIN A SOCIETY OR TEAM OF SYSTEMATIC SAVERS

HERE ARE A FEW THINGS THE GOVERNMENT CAN BUY FOR THE SOLDIERS AND SAILORS WITH THE MONEY YOU LEND WHEN YOU BUY WAR THRIFT STAMPS

ONE THRIFT STAMP

Eight cakes of shaving soap; or
One gallon of gasoline.

TWO THRIFT STAMPS

A pound of smoking or chewing tobacco; or
A pair of knit woolen gloves; or
A First Aid Packet.

THREE THRIFT STAMPS

A pair of khaki breeches; or
A mess kit. **FOUR THRIFT STAMPS**
A winter cap and a pair of heavy woolen stockings; or
A woolen undershirt.

FIVE THRIFT STAMPS

A housewife (consisting of a scissors, spool of thread, package of needles, and a dozen buttons); or
A service hat. **SIX THRIFT STAMPS**

Fresh bread for a soldier for one month; or
A whole day's subsistence for soldier traveling alone.

SEVEN THRIFT STAMPS

Turkey for Christmas dinner for five men and package of smoking tobacco; or
A tent stove; or
A suit of winter underwear.

EIGHT THRIFT STAMPS

A shelter tent, and a dozen overcoat buttons; or
Subsistence for one soldier for five days.

NINE THRIFT STAMPS

A pair of rubber boots and a hat cord; or
An army cot. **TEN THRIFT STAMPS**

Bacon for one soldier for a whole month; or
A pair of arctic.

ELEVEN THRIFT STAMPS

A pair of woolen olive drab trousers; or
A pair of woolen olive drab breeches.

TWELVE THRIFT STAMPS

An olive drab flannel shirt.

THIRTEEN THRIFT STAMPS

A mattress for a hospital bed.

FOURTEEN THRIFT STAMPS

A poncho (rubber cape) for the soldier when it rains

FIFTEEN THRIFT STAMPS

A pair of campaign shoes; or
A standard safety razor.

SIXTEEN THRIFT STAMPS

A slicker (oiled coat).

ONE WAR SAVINGS STAMP

One hundred rifle bullets; or
Fresh potatoes for four soldiers for a whole month.

TWO WAR SAVINGS STAMPS

A blanket and a pair of field shoes; or
A ton of anthracite coal.

THREE WAR SAVINGS STAMPS

A gas mask for the soldier in the trench; or
Subsistence for one soldier for a whole month.

FOUR WAR SAVINGS STAMPS

Government monthly allowance for the wife of a soldier in his country's service; or
A rifle. **FIVE WAR SAVINGS STAMPS**

Government monthly allowance for a soldier's wife and dependent mother; or
Forage to feed a horse or mule for a whole month.

SEVEN WAR SAVINGS STAMPS

A medium sized pyramidal camp tent.

EIGHT WAR SAVINGS STAMPS

The monthly pay of a private soldier on duty in the trenches.

TWELVE WAR SAVINGS STAMPS

A large Army camp tent.

ONE WAR SAVINGS CERTIFICATE

Subsistence for a company of 200 men for one day.

Buying War Thrift and Savings Stamps Helps Everybody—The Government, The Soldiers and Sailors and Yourself.

This Space Contributed by the Diamond Match Company.

future reference, you will find yourself with a most entertaining collection of literature. One mother I know had a charming little Christmas story that her son told her when he was only seven years old. She wrote it down because he said to her:

"Oh, mother, I wish I had a stenographer, like father has. I think of so many stories, and I write so slowly that they are gone before I can get round to writing them."

Now he is a leading magazine writer, and one of his best-known stories is that Christmas story that he told his mother when he was seven years old.

This child before you is a living, developing plant in the home garden. Every bit of pains that you take goes into the process of development. Nothing is wasted; the little thing that you do to-day, like hearing with interest and taking down the simple story that he wants to tell you, bears fruit, perhaps long afterward, in ways that you cannot foresee. Through this co-operation you can cultivate a taste for the best literature, leading him on from his own little stories to those of the great story-tellers of the race. And it is an invaluable means of self-development.

Do not be afraid of this gift of imagination. Be careful not to repress it with literalism. Dr. Seguin, the great French-American physician and specialist in the training of idiot children, describes imagination as "more than a decorative attribute of leisure; it is a power in the sense that from images perceived and stored it builds sublime ideals." He says that if he had to choose he would rather have his children ignorant of letters than unimaginative. And the way to encourage imagination is to let the children express the products of it freely and without fear.

Prudence Bradish.

The Broad Aspects of Industrial Conservation.

Industrial conservation is not a theory. It is not an ism, it is not a panacea. There is nothing mysterious about it. It is not complicated. It is not sentimental. It is not new fangled. It is the most practical thing that could possibly be fastened on American industry under present conditions. Our idea, as expressed by the speakers who are carrying the message of industrial conservation is this: Industrial conservation is a new spirit in the industrial relations between the workers and the employers and the community in which they work in the United States. It proceeds upon this basis, that there is or should be a closer personal and economic understanding between employer and workman, as well as their relation jointly to the community in which they live. It seeks to explain to the worker just what his pay roll represents. It seeks to bring to the attention of both employer and employe the necessity of understanding the identity of interest or the community of interest in their own plants or shops or factories. It proceeds upon the theory that most industrial strife and misunderstanding arises out of the separation between those who

control industry and those who work as laborers in industry. So there is nothing mysterious about this. There is nothing that anybody need be afraid of; because some of us believe that if the principle of industrial conservation is not effectively carried out in American industry, the alternative will be a form of state-controlled socialism; because we do not see what other alternative there can be. If employers and employes, plus the community in which they live, are not capable of working out a condition of self-government by themselves and with themselves, if there is a default in that proposition, I see no other alternative than that the state must inevitably come in and regulate those relationships.

Now we base industrial conservation absolutely upon a 100 per cent. Americanism. We claim that it is or should be distinctively of American origin and type. There is nothing about it to suggest the dull so-called efficiency of the German system, which kills and suppresses from boyhood the individual initiative of the worker in Germany. It is practical because it is wholesome and because it is based absolutely on the principle of co-operation which we all know about, which we all thoroughly understand, but which it is unquestionably true we have not all sought actually and practically to apply.

We claim for industrial conservation nothing that is unreasonable, nothing that is impracticable. We ask the surrender of no principle whatever. Industrial conservation has nothing to do with the purely legal side in its relation to industry except in this very important respect: Conservation attempts to show employer as well as employes, and both of them together, and the community in which they operate, that anything which tends to injure the industry in which they are employed injures the employe. They ought to understand that better than they do. We seek to show them that if legislation is proposed which will have a detrimental effect on their plants, on the product, on the wage scale, if that particular form of legislation is injurious, they ought to be told why it is injurious. They should be brought into a closer companionship with employers with respect to the known causes which are detrimental not only to their welfare, but to the welfare of the plants, the stockholders, and the communities. In other words, it is placing a larger field and sphere of responsibility and education upon employes with respect to the problems of their own plants than has obtained heretofore; because I think you will agree with me in the opinion that if any particular form of legislation occurs to you as being detrimental to your industry, it would not occur to you perhaps to go to your employes and show them wherein the injury that you fear may affect your plant. On the contrary, you would go to your state legislature. We claim that that is not only the wisest course for you to pursue, but that your primary duty is to show your employes and workmen your apprehension that

the passage of such a law will really injure your employes as recipients of your wages. Now the strife, the class consciousness, the eras of discord, the troubles we have had in the history of American industry have been most eloquently set forth. Personally, I do not think that the causes of the strife have altogether been a matter of personal fault. They have been largely occasioned by the conditions or forms under which our industry is produced.

It occurred to some men who are thinking in the terms of the future and not always of the past that it would be a good idea if they could bring the men face to face, and make them a little bit more companions and comrades with respect to the operation of their industries.

A. Parker Nevin.

Let the other fellow have it his way—as long as it is only talk.

Food Administrator Prescott Says To-day:

Don't send fruits or perishable food products to soldiers.

Postmasters have been directed to refuse parcels containing perishable articles, especially fruits addressed to military camps or cantonments if there is a reason to doubt that the contents will not be in perfect condition upon delivery.

Mail matter for soldiers is subject to delay on account of changes of location and insufficient address. Mail often arrives in large quantities, and must be separated by units, and the time of soldiers is largely taken up by military duty. So when you send things to your soldier son, relative or friend, send something you know can be delivered in good order.

If you write that you have sent something to please his palate and it spoils on the road, you are disappointed and so is he.

Newberry and Preparedness



Truman H. Newberry is no new convert to Preparedness. He has preached it for twenty years,—he has practised what he preached.

He stood for preparedness away back in 1896, when he helped organize the Michigan Naval Brigade.

As Assistant Secretary of the Navy under Roosevelt he urged preparedness. Speaking in New Orleans in 1907, he said:

"You can put it in the biggest type you have that we must have a bigger navy, and I hope such enlargement will come soon. It is for you people here to use your influence for more appropriations for the building of battle-ships and cruisers. There is no doubt that we shall need them and the sooner they are built the better."

While Secretary of the Navy, Newberry contended for a Merchant Marine as a preparedness measure.

"A large number of merchant vessels will be required in the event of a serious war," he pleaded.

He not only talked preparedness, but he prepared.

He put the Navy on a sure foundation. On our entry into the war it was the one branch of our national defense which was prepared.

He backs up his belief in preparedness by being in the service himself. His sons are in the service. His whole family is serving.

Newberry and Preparedness mean the same thing.

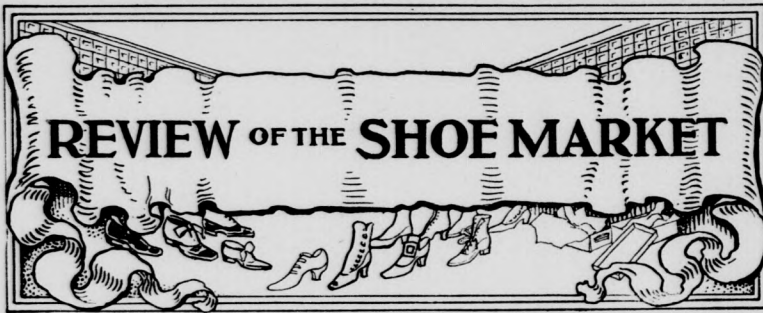
Truman H. Newberry is prepared to give Michigan and the nation wonderfully able service in the United States Senate.

NEWBERRY

for

United States Senator

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



Retailing Shoes Under War Conditions.

Written for the Tradesman.

By way of preface to my letter this week, I am going to quote a paragraph from an address recently delivered by John A. Bush, President of the Brown Shoe Co., before the Associated Shoe Retailers of St. Louis, on the occasion of their last regular monthly dinner. Mr. Bush said:

"In line with patriotic endeavor, now is the time for the shoe dealer to know all the facts about his business. To conduct it on a sane and safe basis, and to conserve in such a way as to cut out all waste motion and still keep business on an even keel. Whether you be a manufacturer, wholesaler or retailer you are not patriotic or competent if you do not know how much it is costing you to do business. An accurate system of cost keeping was never more essential than at the present time despite the seeming large amount of business done."

Wherever one finds two members of the trade discussing the outlook that now confronts us, one can usually collect three opinions, not to reckon the guesses—from all of which it appears that the storm and stress of to-day is making men think, even if they aren't so much in accord with respect of their conclusions. But upon one point at least we are all fairly well agreed; namely, that it behooves the shoe merchant who hopes to weather the storm to keep posted on Government shoe regulations as promulgated by the War Industries Board, and study the rapidly changing phases of the situation confronting our industry.

"McKay," exclaimed the head of a shoe department just the other day in my presence, "this wartime shoe game is getting my goat! I'm frank to confess to you that I don't know what's ahead of us."

"What's the matter?" I asked him, "are you loaded with unsalable stock?"

"No," he returned, "I have six thousand dollars' less stock than I had this time last year."

"That looks good," I encouraged, "what's your trouble?"

"Well, this, for instance," he explained. "The boss told me just before I left for the east to buy nothing that we'd have to mark above \$12.50; but when I got up there I found I had to disobey the boss. And I bought a line of stuff that'll have to be priced at \$15 to \$18."

"Well, what of it?" I enquired, "you'll sell it, won't you?"

"Ah, there's the rub! Will I?"

"You didn't buy much of it, did you?" I quizzed.

"No," he yielded, "not a great deal." "But you felt you had to have some of it, eh?"

"Yep."

"Well, I think you were wise to go by your feelings in the matter. You couldn't very well keep your face and not have some of it—isn't that about the size of it?"

And he admitted that it was.

"How much feminine footwear of the fussy sort have you on hand?" I asked him.

"Very little," he promptly replied, "not more than sixty pairs at the outside."

"Good gracious, man," I jollied, "I know fellows in this old town who'd think the millenium had come if they could say that."

"Oh, I dare say you are right!" And he laughed with me over the situation.

The whole trouble with my friend—who is a very capable shoeman—is that he is just a little bit nervous. He'll come clean, even if he does cross a few bridges before he gets to them.

As Mr. Bush urges, it's extremely important just now for the shoe dealer to know all the facts about his business—especially that he know how to mark shoes on the basis of contemporaneous cost rather than along the traditional lines followed by our fathers and grandfathers. The increase of the overhead has been so rapid in the last few years, a good many retail shoe dealers have apparently failed to keep up with it. Rents, modern store equipment, advertising, and clerk hire have advanced; and the general up-to-date methods of doing business including delivery, exchanges, refunds, etc., bring in many an item of expense that the old-timer never had to bother with. One of the first things the dealer ought to know—and some of them don't—is what it is costing him to do business. Unless he does know, he doesn't know how to mark his goods so as to make a dealer's legitimate profit. One of the biggest jokes of these piping days of war is the newspaper yarn that is going the rounds to the effect that shoe dealers are profiteering!

For another thing, every shoe deal-



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.

Keep the Summer Business Going

Hood Tennis

will do it

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

er should do his part in keeping up the morale. The shoe industry is going on. Regulation doesn't mean prohibition. And restriction in certain things doesn't prevent expansion in other directions. Some folks seem to miss the main point in Government shoe regulations. The people in this country—something over a hundred millions of them—are going to keep right on buying shoes during the period of the war. If the war lasts twelve months, they'll buy shoes right up to the happy day when junkers of Berlin and Potsdam admit that they've got enough; and if it should last twenty years—and it won't by a jug full—the people of this country will keep right on buying shoes. And they'll buy good shoes, too; and they'll pay the price that such good shoes must command under any circumstances that are at all likely to occur. Self-respect, efficiency, health, comfort and pride will combine to create a continuous demand for suitable footwear. So much for the demand on the part of the shoe-consuming public.

Now as to the capacity of the shoe manufacturer. Well, to begin with, he is a resourceful person—the average American shoe manufacturer. Give him a fine assortment of upper stock in nifty colors and finishes, fiber and sole leather soles, linings, and what not, and he'll turn out no end of beautiful and smartly-lasted shoes. But limit him to black, white and two shades of brown or tan; pin him down to 8½ iron sole leather unsuited for military requirements; deny him buttons; instruct him to get out no new lasts for a period of six months—and what'll he do? Throw up his hands and exclaim, "It can't be done." Not on your life! He'll find a way out. He'll surprise you by showing what he can do even under such radical limitations. There'll be plenty of shoes with snap, ginger and style; and they'll conform to government requirements.

And the live wires among retailers will make money while the war goes on, and the merry Marines are bombing, grenading, beyoneting and otherwise decimating and annihilating the unspeakable Huns! And we'll help them, rather than hinder them, by speeding up, conserving and keeping our great American shoe industry going just at the liveliest clip of which we are capable. Cid McKay.

High Shoes Early in the Call.

While opinions may differ as to how soon and how strong high shoes will sell, retailers are taking what high shoes they can get and as early as possible. July deliveries are welcome to many of them and no dating is asked except the regular terms. If July is too early for fall deliveries, August deliveries are just as welcome. The reasons for the early acceptance of fall merchandise are numerous, but the two most important ones, far as can be learned, are that dealers as a rule fear that they will not be able to get all the shoes they want later on and are therefore taking what they can get now. If the calls do not materialize at an early date, why they

will hold the shoes until the demand does arise. The other reason is that the stock of high shoes in most of the stores is in a depleted condition. This has been due to the fact that high shoes have been sold at attractive prices to be rid of them as the calls were mostly for low cuts. Dealers have concentrated so long and so much on low shoes that they have almost overlooked their high shoes with the consequence that if a real big call for high shoes started early they would not be in a position to meet the demand.

Ask Receiver for Chicago Mail Order House.

Charges that a considerable amount of stock was sold in violation of the "blue sky" laws of various states upon which no recovery from subscribers for amounts unpaid can be obtained are made in a petition filed in the Cook County Circuit Court last Saturday asking for the appointment of a receiver for the Winthrop-Ives Co., a mail order house, with headquarters at 1243 South Wabash avenue.

The complainants named in the bill are John L. Cleary, Herman Deippel, Herman Schlager, William E. Moellering, Walter Trapnell, August Smosky, Frank L. Sweitzer, W. C. Burger, Charles A. Zeigler, and Anthony Mislinski, stockholders of the company. The concern, which was organized under the Delaware laws in 1916 with a capital of \$250,000, now has \$1,500,000 stock authorized.

While Charles and William H. Isaacs, who are named as defendants, at the end of 1917 gave out a statement showing assets of \$224,000 and liabilities of but \$160,000, the petition sets forth that during the year \$300,000 was received from the sale of stock and approximately \$200,000 from the sale of merchandise certificates. In spite of this, it is claimed, tangible assets do not exceed \$90,000. It is claimed that the Isaacs, who held a majority of the stock, voted more than \$50,000 in salaries since the company's organization. The company has offices in a number of New York, Pennsylvania, and Ohio cities, besides the Chicago office.

Nothing jolts a small minded man like being forced to admit that he is in the wrong.

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.

You Are Interested

in low cuts to brighten up your odds and ends for that July or August sale.

The prices at which we offer them are hard to believe, especially when we all know they will be still higher next year and hard to get.

But we are determined to follow our old policy clean up each season so as to start with new line. Our loss is your gain. We quote:

| | |
|--|--------|
| 3522—Chocolate Side Oxford McKay, 1½ heel, Int. tip, C & D..... | \$2.20 |
| 3531—Gun Side Oxford McKay, 1½ heel, Int. tip, C & D..... | 2.10 |
| 3532—Mahog Side Pl. Pump McKay, 1½ heel, C & D..... | 2.00 |
| 3535—Blk. Vici Oxford S. S. McKay, Int. tip, 1½ heel, D..... | 2.20 |
| 3542—Wos. Dark Grey Kid 5 eyelet Oxford, Painted Swiss heel, S. S. McKay, A B C & D..... | 3.00 |

and many others.

All close outs must be sold in register sizes at these prices.

Hirth-Krause Co.

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Michigan

Don't forget that our stock of

Keds

is quite complete.

Some lines are broken in sizes but we have many lines that are not.

Send us your midseason orders for sizes. In ordering give, when possible, a second choice, should we be out of what you first name.

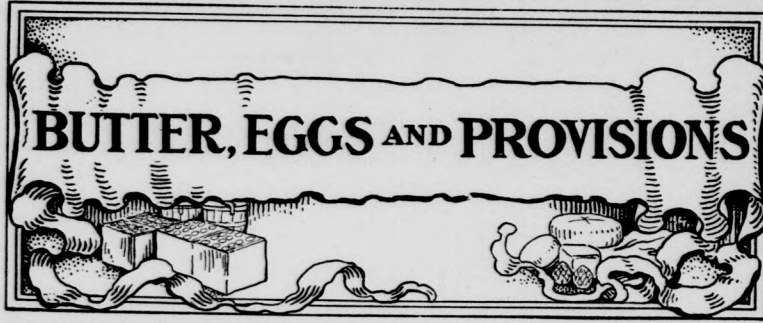
All orders are filled in rotation and we assure you of prompt service.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

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.

Not In Accord With New Sugar Regulations.

Ann Arbor, July 15—I leave it to you if the enclosed article is of any help to grocers. My private opinion is that the latest sugar regulations only make a bad matter worse—a bungle from the start. If we say four persons to a family, twenty-five million families for 100,000,000 population, the U. S. Food Administration must calculate \$2 per family to institute sugar card ration. Let the retail grocers put it in operation and it would not cost more than 50 to 75 cents per family. They could afford to do it at their own expense rather than continue as at present. It looks to me as if I must quit selling sugar. There would be one less place for people to duplicate purchases. My time is too valuable now to hold court every time anyone asks to buy sugar. "How much sugar have you on hand? Where and how much did you buy last week and the week before? Have you had a canning certificate? How many in your family? Will you try not to use more than three pounds per person per month? Are you going to buy your sugar of me regularly and get your allotment or are you going here and there and buy all you can, wherever you can?" Doesn't it look ridiculous? But what else can I do?

People who have not bought a pound of sugar of me since the roads opened up in the spring—and who have had frequent errands to town for other business besides buying groceries—are now, because of haying, or fruit season, or because they think they'll save time—coming to my store because I am located nearer to them than the city grocers to purchase enough sugar to last until they can get to town. What a predicament it puts me in! I believe many have improved their chances during the past two months (when grocers sold five or ten pounds without any question) to lay in enough sugar for winter. I could not guarantee that there is not a farmer who has ready cash who has not done it; nor could I be sure that even one had done so. If some people told me they had not done so, I would know it was true, but I do not expect to find out how many do grab all they can get.

It looks as though the Food Administrations were putting the burden of equitable sugar distribution on the shoulders of the grocer and then not helping him. E. E. Whitney.

Only One Course Open for Grocers.

When the retail grocer signed his statement and agreement July 1 and returned it to the State Food Administrator, he virtually placed himself in a position where he must adopt the unvarying rule to sell sugar only to those who agree not to buy sugar

except of him, provided he has it in stock to furnish them, or he must quit selling sugar entirely.

If he does not adopt this rule he must demand a statement in regard to the amount of sugar habitually used per person by every family before he can sell any sugar. He can not be sure that he does not sell more than the amount allotted by the Food Administration unless he keeps an accurate account of every sale, the names of buyers and the number of persons in each family. To do so, he must list names of sugar customers and tabulate them so that every sale may be checked off week by week by himself or clerks.

He cannot know whether he is compelling a customer to use within the specified amount if that customer buys elsewhere a part of the time, unless that customer is honest, truthful and patriotic. If he or she be so, and has found it more convenient to buy elsewhere now and then, he will state the fact to his grocer when he again wishes to buy sugar.

As the matter now stands, the unblushing liars will get all the sugar they call for, while the truthful persons who may have used more than their allotment must be refused. Many will avoid a declaration as to the amount of sugar used and there will be combinations of circumstances which will baffle the grocer to keep informed as to the amount purchased unless one strict, unvarying rule, as before mentioned, be insisted upon. No friendship or favoritism can be allowed.

When each grocer has his list of regular sugar customers, then he must post the same in his window, that other grocers may inspect it and see if any are trying to hold places on more than one sugar list. This list must designate street and number, so that people with the same or similar names will not be misjudged or deprived of their place on their own grocer's list.

If it would cost the general government \$50,000,000 to put in force a card sugar ration, it will cost the grocers in the aggregate many times that amount unless one general rule be followed by all.

All grocers will not adopt such a plan unless they be ordered to do so, and unless drastic measures are enforced, many people will continue to buy and use much more than their allotment, while others will be forced to take up with far less, willingly or unwillingly.

American Hen in High Esteem.

Among the echoes following in the wake of the Food Administration's

so-called "live-hen order" is this thought which harmonizes with recent developments in poultry conditions:

"Restrictions last winter and spring on the sale of live hens and pullets for slaughter," says a poultryman in discussing the situation, "forcibly directed the attention of American producers to the value of the industrious hen who now occupies a place more nearly than ever before on a par with other farm livestock.

"The extent to which farmers recognize her true value is shown by the fact that they have refused to sell hens to any extent, even though prices have been unusually high ever since the embargo was lifted."

The large spring and summer egg trade is ample evidence of the liberal amount of poultry now in the country and contributing to the Nation's food supply. Through systematic supervision and licensing regulations, the Food Administration is now endeavoring to reduce to a minimum the hot-weather spoilage of eggs. Encouraging results are announced.

Two-Thirds of Tree Vegetable Butter.

A tree known as the shea, or butter tree, is beginning to attract commercial attention. It supplies not only nuts, but also butter that may become an article of commercial importance. It is already exported to Europe, where makers of artificial butter find use for it. Almost two-thirds of the nut is vegetable butter.

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.
Ionia Ave. and Louis St. Grand Rapids, Michigan

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

Reed & Cheney Company
Grand Rapids, Michigan

Knox Sparkling Gelatine

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

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

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

Kent Storage Company, Grand Rapids, Michigan

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.

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.

The Value of Cold Storage.

Cold storage is too big a need of modern life to be downed by early prejudices. It has become an enormous business and has won the approval of producers and of all consumers who insist on getting a hundred cents' worth for a dollar, according to a Food Administration report.

During the war there has been a bigger demand for cold storage space than ever before, and, through the efforts of the Food Administration, many difficulties and abuses have been corrected. The rule prohibiting the making of loans by the warehousemen themselves up to more than 70 per cent. of the value of the products in cold storage was designed to prevent market manipulations and large operations on small capital. It was predicted that this rule would result in lowered prices and consequent discouragement of production, but cold storage space has been used to a greater extent this season than ever before and prices have continued on a high level, showing that this rule has not prevented cold storage products from occupying their proper place in relation to other foods.

The consumer has been protected by a Food Administration ruling which prohibits the sale of cold storage food as fresh. The dealer who patronizes cold storage warehouses is protected by a regulation which prohibits the raising of rates for space without thirty days' notice. The Food Administration also prevents unjust, excessive and discriminatory storage charges and requires that rates be filed.

The fact that at the present time the United States Government is one of the largest users of cold storage space is sufficient to remove all doubt as to the wholesomeness of food held in this manner. Each month we now ship to the Allied nations more than 70,000,000 pounds of cold storage and frozen beef, and it is anticipated that shipments will be largely increased. Additional cold storage facilities are a growing need in our efforts to feed the Allies and our army.

Lard Substitutes From Fish Oil.

The shortage of edible fats, according to a Government report, which has become a serious matter in Europe, is now being felt in this country, and any means by which such material can be produced from non-edible substitutes is an important contribution to the food supply. A process by which this may be accomplished has apparently been worked out by an Oregon chemist who, in experiments with fish oil, has found that by treating it with hydrogen in a certain manner it is possible to produce both an oil and a solid substance closely resembling lard, both of which are entirely tasteless and odorless and may be used in cooking with no apparent trace of their origin.

A thorough cooking test of these materials was recently made by a demonstrator employed by the United States Bureau of Fisheries. After testing the oil and lard substitute in bread and pastry, as well as for frying, this demonstrator states that the

results were practically the same as if lard or high-grade vegetable oil had been used. The report coming from the Pacific Coast says that the materials have also been tested by Government chemists with satisfactory results.

Prompt Unloading of Fruit Ordered.

Shipments of perishable freight are arriving in Detroit to such an extent that Food Administrator David E. Heineman has found it necessary to enforce the ruling that consignees must unload these shipments with the minimum loss of time.

All cases of neglect on the part of consignees to unload shipments promptly will be reported by the railroad and express companies to the food administration quick-unloading committee and to Food Administrator Heineman. Where the guilt of the parties is established a heavy penalty will be inflicted.

This is the season of the year when farm products and fruit arrive in the greatest abundance and the work of the Government inspector for the bureau of markets has increased to such an extent that the department of agriculture has sent on an additional inspector who will be engaged exclusively in inspecting shipments of perishables. The object of the inspection system is to prevent the decay and loss of perishable foods and to hasten the unloading of cars so that they may be returned for use by the railroads.

Ruling as to Guarantee of Sales of Eggs and Poultry.

The law department of the Food Administration last week in discussing General Rule 19 and Special Rule 2 governing commission merchants, made the following ruling:

"Where a commission merchant receives a consignment of poultry or eggs and guarantees to the consignor a definite selling price, he must show on the account sales the actual price at which the goods are sold, together with services actually performed and expenses actually incurred, and as a separate item must show any sum paid to the consignor by reason of the commission merchant's contract of guaranty. Failure to do this will be considered a violation of Special Rule 2, governing commission merchants and also a misstatement of the price at which commodities are being sold in violation of General Rule 19."

Although comparison of the July with the June crop reports shows a diminished estimate of almost all important farm products, the diminution is so slight that the United States is still left in a most encouraging position. The crop year of 1917, thanks to the way in which corn and other cereals supplemented the short wheat production, was regarded as excellent. This year we are promised 240,000,000 bushels more wheat than last; 1,000,000 bushels more corn; 42,000,000 bushels more barley and rye, and 7,000,000 bushels more rice—a good showing, particularly as the extra million of corn means topping a record that last year was considered most remarkable. If last year, by making

use of our bumper corn crop, we and Canada could export all the wheat the Allies needed out of a total of 880,000,000 bushels raised by the two countries, this year, with the United States alone raising an estimated 891,000,000 bushels, we should be able to meet a much greater demand. The prediction for oats is for 150,000,000 bushels less than last year, but for nearly 150,000,000 more than the five-year average. The oats and wheat crops indicated may fairly be counted upon. Corn may yet meet misfortunes, but last year the huge July estimate was, despite early frosts, more than borne out.

TAKE THE BOAT TO CHICAGO

Goodrich Steamship Lines
and
Muskegon Interurban Ry.

DAILY 8:15 P. M.

Saturday Daylight Trip 7:45 A. M.

\$3.50 \$7.00
One Way Round Trip

Half the Rail Fare

BERTHS } Upper \$1.25
 } Lower \$1.50

Tickets Sold to All Points

Interurban Station

124 N. Ottawa Ave.

Goodrich City Office

127 Pearl St., N. W.

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License Number G-17014

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

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

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

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

The United Agency System of
Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
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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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GENERAL OFFICES

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

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

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MICHIGAN

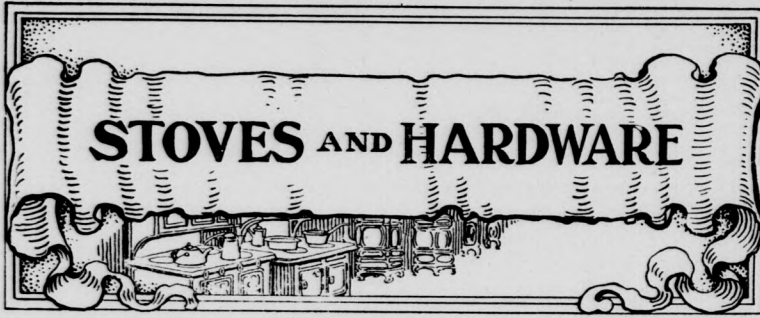
Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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



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.

Necessity of Housing the Dynamo of Business.

Written for the Tradesman.

The proprietor of any business is the human dynamo wherefrom the far-reaching machinery of his store and selling organization derives its central energy. A dynamo cluttered up with debris of all sorts would speedily cause trouble. Just so the head of the business, to accomplish the best results, should have some little nook or corner of his own where he could have all the details of his business right at his finger tips.

Even to-day, in an age of system, there are many merchants, and not all of them small town chaps, who carry their offices right under their hats.

"I'm too busy to bother with a lot of system," exclaimed one hardware dealer when the subject was urged on his attention; regardless of the fact that system is designed to save time and facilitate business, and that "a lot of system" is not necessary. Indeed, a very little system will do.

The great majority of dealers on the other hand recognize the need of some office facilities. Where they fall down—and a good share of them don't fall down—is in the carrying out of the idea. They install filing cases, catalogue racks, shelves and pigeon-holes, but long before these can be developed to their fullest degree of usefulness, the pigeon-holes and shelves are loaded with repair parts and "accessories," the filing cases are crammed with catalogues, and the racks are left to the ravages of dust and solitude.

Such a state of affairs is a very pointed reminder that system is not a matter of expensive fixtures, but of the spirit in which a man handles his business. In this respect, many of the old-fashioned dealers who carried their offices under their hats were more systematic than some of the chaps who have a lot of money tied up uselessly in fixtures, the helpful possibilities of which are never actively developed.

Just how much floor space an implement dealer can devote to an office depends largely upon the total of floor space available for all purposes, and the manner in which it is cut up. Floor space is a valuable asset to the implement dealer. It does for him a large share of the work which window space does for

the ordinary merchant. Hence, most dealers are reluctant to devote very much of it to office purposes. The larger the business, and the larger the amount of floor space available, the more you can set aside for your office corner.

Where floor space is cramped, I have known merchants to house their offices on an elevated platform, so arranged as to secure a fair degree of light.

The extent of the fixtures necessary depends also upon circumstances. The large business will require in some instances a very extensive equipment. But for the ordinary small-town implement dealer, who transacts a good share of his business on the road, a modest amount of equipment will suffice. A good desk with drawers or a combination desk-and filing-cabinet will be the central item. This may with advantage be supplemented with a large table. There must be chairs, and a couple of desk trays, a shelf or device of some kind for filing catalogues and price lists, and a card index file for the prospect lists. Once this equipment is properly working, the dealer himself can look after it in odd moments.

Where there is much correspondence, a typewriter is a useful item of office equipment. In most instances this will involve the hiring of office help, and the addition of a typewriter desk to the equipment. With the typewriter, carbon copies can be taken of all correspondence; such copies should be filed as they are valuable for future reference.

These few items of office equipment will be very helpful to the small town dealer who is trying to worry along with an inadequate office. Far more elaborate equipment can be added if it is desired, and the equipment suggested can be varied according to individual circumstances. Indeed, the choice of fixtures is in every instance a matter of individual taste and individual requirements. To the office equipment suggested, most dealers would add a small safe, the uses of which are obvious.

The good, efficient, helpful office is not, however, merely a matter of floor space and fixtures. Its efficiency and helpfulness depends upon the way it is looked after.

A first essential is to have some other place with shelves set apart for the storage of extra repair parts and similar small items of implement stock which have a trick of getting put away in pigeon-holes and desk drawers. The next essential is to put other things which have a place in the office in their one proper place.

What Shall the Answer Be?

America is made up of 100,000,000 units of individual men and women. It has been well said that God does not know America as America, except as He knows you and me and every individual who in the aggregate comprise America.

You are America to the extent of your individuality. Your responsibility in this world crisis is exactly the same as that of America as a whole.

America must put forth every ounce of its strength to save itself, but America will fail to do this to the extent that any single individual fails to do his or her full duty.

Viewed from this angle, are you truly an American or are you merely a hanger-on, shouting perhaps with the crowd, but doing no real effective service in this, the greatest crisis since man's creation?

Go deep down into your soul before you make answer to yourself, to your country and to your God to these questions:

What am I personally doing to uphold the Government, to equip and sustain our soldiers and to lighten their burdens?

What sacrifice am I making to match the sacrifice of the soldiers who gave up home and endure untold hardships and offer their lives to protect me?

What am I doing to increase the output of the things needed for war or to sustain the nation in its stupendous task?

Am I seeking personal gain of higher wages, or shorter hours, or larger profits merely for my own individual selfish interest?

Am I consecrating every ounce of my strength, every power of my being toward arousing the nation, toward quickening latent patriotism into a living flame, toward increasing food production, or lessening food consumption and waste, or toward the building of ships, the increased output of steel and iron and coal and chemicals and machinery, the expansion and at the same time the conservation of transportation facilities by rail, water and highway?

Am I adjusting my family expenses by cutting out every unnecessary thing that the money thus saved may be dedicated to the nation's use through Liberty Bonds, Red Cross or Y. M. C. A. work, or religious activities?

Am I merely a casual looker-on, an unthinking beast, with no realization of my individual responsibility to God and man, or am I consecrating all that is in me, all my powers of mind and body, to this great task, the most momentous to which mankind has ever been called?

Am I a shirker, a slacker, a physical, mental or a financial coward, or am I a man or a woman into whom God has really breathed the breath of life in its largest and divinest sense?

Contributed to the cause of the war by

Michigan Hardware Company

Exclusively Wholesale

Grand Rapids, Michigan

It is easy to "pass the buck"—to thrust the letter you have just read into the most convenient drawer instead of putting it in the proper folder of the filing cabinet. An office system is, however, of little use unless everything has its specified place and is kept there.

In many small offices the proprietor has two desk trays. One contains matters awaiting his attention. Into the other he drops papers, documents etc. after he has finished with them. At the close of each day's business the material in the second tray is all filed away, each paper or article in its proper place. The daily "clean up" of "finished" matter takes only a few minutes, and for the small offices is quite as effective as the more laborious process of filing papers the moment you are through with them.

The first tray, devoted to "unfinished" matters, should be cleaned out as the result of the day's work. To "do it now" is good policy in regard to the minor details of business. The task which is finished on the instant does not rise up again to haunt you; nor do the papers which have been dealt with and filed away remain to clutter up your "unfinished" work. Now and then matters are bound to arise that require prolonged attention and some investigation; but I notice that the best, most efficient and most successful business men have a habit of quick decision that keeps their desk clean.

Neither fear of the incidental expense nor dread of the incidental labor should deter the implement dealer—particularly the small town dealer, who is apt to neglect these things—from properly systematizing the office end of his business. The expense of the few simple essentials to start with is small, and system is a huge labor saver for the busy man, whose every moment should be made to count. It is best to begin with a modest equipment, and to add further fixtures and devices as their utility is proven by actual experience.

Above all, the dealer should remember, that the office system produces results in proportion to the faithfulness with which it is looked after and kept up; and that the few minutes required every day to keep things in their proper place will save hours at the very time when hours are most needed. Victor Lauriston.

Department Stores Endorse One Delivery a Day Plan.

The one delivery a day plan which is now in operation at all the big department stores in the city, compliance with the request of the Government, is working out to the complete satisfaction of everyone, according to the managers of several of the largest department stores in the city. At one place it was found that the one delivery a day plan had been in operation since the middle of May, the company having taken it upon itself to inaugurate a new delivery policy for the sake of economy and simplicity of operation. "It has worked fine," said a representative of the concern in question. "It just means educating the public to a new idea.

As soon as the women get used to the idea that there will be no special deliveries and that goods which they buy will be delivered the next day there is no trouble." As to the matter of complaints, he said that they had been noticeably fewer in number since the new system was inaugurated.

At the other stores the same general opinion was found to exist, namely that the new system was a good thing and depended for its ultimate success only upon the intelligence and co-operation of the public. At one store where the system has been in operation only since the beginning of the week, the manager could not give any definite information as to how the one delivery a day plan was working out in his particular case. So far, he said his firm has experienced no trouble with the new system and from the reports which he had received from managers of other stores where the system had been in operation for a longer period, he said he did not expect any trouble and saw no reason why it wouldn't be a good thing. The whole situation, he said, depended upon the co-operation of the public. "We can do it all right," he declared, "if the public will only co-operate with us and adapt themselves to the new order of things."

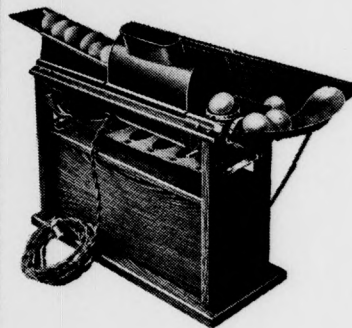
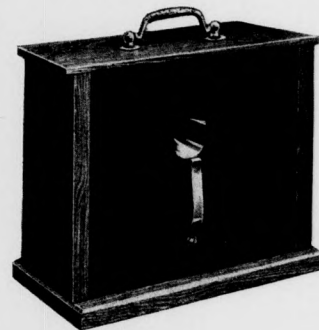
According to the one delivery a day plan all special deliveries are abolished entirely and goods purchased one day will be delivered the following day. Every morning around 8:30 or 9 o'clock the delivery trucks are sent out from the stores on various assigned routes to deliver the purchases of the day before. The saving to the department stores will vary in different cases, it was pointed out by one of the managers. The abolition of special deliveries will effect a saving to all and the saving on the regular routes will depend upon the number of routes formerly maintained on which deliveries were made more than once a day.

While they were enthusiastic concerning the one delivery a day plan, the managers seemed disinclined to give any opinion on the merits of the store delivery plan as outlined by James S. Harlan, a member of the Interstate Commerce Commission, and approved by William G. McAdoo, Director General of Roads. They preferred to wait until they saw the plan in operation before passing judgment upon it was the general tenor of the remark of the department store managers questioned on the subject. One of them did say that he was doubtful whether it was as feasible as one delivery a day plan but thought that the stores would be able to adapt themselves to it without any serious trouble.—N. Y. Journal of Commerce.

The American Mercantile Co. has been organized to conduct a general grocery business with an authorized capital stock of \$10,000, of which amount \$6,200 has been paid in, \$400 in cash and \$5,800 in property.

Did you ever notice the size of trouble depends on whether it's coming or going?

The "Little Gem" Egg Tester



Write for catalogue and prices.

S. J. Fish Egg Tester Co.

Agents Wanted Jackson, Mich.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

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



SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

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., anywhere 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

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

Sand Lime Brick

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

Brick is Everlasting

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

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.



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.

"Don't Leave Town Without an Order."

In those lines of manufacturing and distribution where the unit of sale is comparatively small, an increase in selling expense which is not immediately offset by increased business, points to disastrous consequences. The margin between expense and profit—a sort of No Man's Land—is constantly narrowing and, with extra war taxes on such things as telegrams, telephones, Pullmans, railway fare, etc., the need for intensive sales cultivation becomes every day more apparent.

Take conditions on the average territory. Every sales manager knows that one of the stubborn tendencies he has to control is the disposition of certain salesmen to jump in zigzaggy fashion about their territory—not methodically visiting all towns and all prospects, but following wild tips and hunches. If they go four days without a dollar's worth of trade, and are blue and fearful of a letter from the boss, the most natural thing imaginable is to jump over to some good town and pick up a waiting order—which the firm would have got by mail anyhow. Or they may strike pleasant company and so fix their route to accompany a friend who travels for another house.

But all such spasmodic work costs money—more now than before. Every time your traveling men take a needless trip you must count not only the time and energy spent, but tack on 8 per cent. to the railroad fare and 10 per cent. to the cost of their Pullman—and then some. Often the men who are most erratic in planning their routes do so with best intentions, and it is necessary to conduct a course of education to train them in systematic and intensive traveling.

The sales manager for a prominent builders' hardware manufacturer recently put the situation up to his staff in a bulletin entitled "Jumping Jacks."

"When you were a wee youngster you undoubtedly had a jumping jack," the bulletin read, "and later in life you have often seen the little contraptions in operation. You doubtless

have noticed that always when they were busy they were very, very busy, but no matter how busy they got, nor how long they stayed busy, they never got anywhere, for in spite of their fuss and hurry they were always, when the flurry was over, just where they had started, and about all they had accomplished was the consuming of energy.

"And a Jumping Salesman is not very much different from one of these little playthings. He hurriedly throws his outfit together, jumps on the train and rushes to Jonesville on the far side of his territory because he had a hunch that Bill Jones will have an order for him. He gets to the town, and what luck! He finds he will have to spend but an hour there if he hurries, and hurry he does, with the result that even without glancing at Mr. Jones' stock he gets a little order and he is back in time to catch the train, notwithstanding the fact that had he gone over his agent's stock he would have found a dozen shorts that were not included by Mr. Jones in the hurry of the moment. Also he had to pass up calling on two or three property-owners, an architect friendly to the line, and old Tom Brown, who had been so loyal to the house for many years.

"In getting his ticket he strikes for Smithville, forty miles down the line, passing up three or four non-agency towns on the way because he is going to work them later. What he is after now is orders he is sure of. At Smithville the experience is a repetition of that at Jonesville, and so it is the whole year through. He keeps busy, fairly working his head off, jumping and fluttering from place to place, always in his anxiety to get to a town where he is sure of an order, passing up until next trip good towns and even good prospects in those towns he does visit. And the next trip is the same old thing over and over. During the fall months he is going to clean up in the spring, and in the spring he is needed somewhere else."

Because expenses are hitting such a precipitous up-grade, sales managers are taking the opportunity to analyze territorial work and scrutinize reports more carefully than in pre-war times. One who directs a force selling a popular mechanical device formed the motto: "Don't leave town without an order," and has educated his sales force to live up to it. He tells them they have got to stay in town until they get some kind of an order—even five dollars. He points out that every time they make a new town it costs money and appeals to their sense of

pride to secure at least enough business to offset their traveling expense. By presenting this angle of the situation, his men rarely fail to pay as they go.

Another National advertiser lists a group of assortments graded down to \$25 which he labels in the salesman's handbook, "A Last Resort." The men are instructed only to use these particular assortments after having a dead turndown from every merchant in town. The assortments are skillfully planned from the best sellers and carry an extra discount. The manufacturer makes little money on them, but he is willing to sacrifice immediate profit for an entering wedge, and in cases where no sale would otherwise be made. Because this plan is so successful it has a splendid moral effect upon the salesman—for there is nothing that so quickly takes the pep out of a traveling man as getting "skunked."

There is a certain manufacturer of printing inks who is developing the small country towns where sales are usually small and expense of traveling high. To keep before his representatives the importance of securing business in every town he devised a combination territorial report and expense sheet so that the cost of working a particular town could immediately be compared with the business secured. Another way of checking up the thoroughness of sales work is by use of the map and tack system by which a certain colored tack might indicate the calls made without business secured. At the end of the trip a glance at the territorial map would show whether the salesman was working his towns thoroughly and also whether he possessed the necessary qualifications to make him a good "closer." A special prize or some form of recognition for the men who are doing the best territorial work helps to keep the matter constantly before them.

In working towns thoroughly it is astonishing how many new prospects a salesman will run across. After he has been covering the same strip of country for three or four years he unconsciously forms certain habits, and usually only visits those prospects with whom he has previously become acquainted. Then, as in times such as these, where it is necessary to practice close cultivation, he will often unearth certain classes of business which he had scornfully passed up before as being unprofitable. In the end these newer trades may purchase more than the old ones.

The war has brought about many economies and forms of conservation and unquestionably it will tend to eliminate much of the tremendous waste of traveling. Cleaning up their territory as your salesmen go along is naturally only one of the opportunities for saving, but it is a big one and a subject which should be seriously studied by every sales manager who is faced with rising costs—and I suppose that includes them all.—Chas. Kaye in Printers' Ink.

A preacher's life would be awfully tame if it wasn't for weddings,

Corner Store For Rent

Corner store in well-established hotel. Suitable for cigar, soft drink and drug trade. Will turn over established cigar trade to tenant.
 MERTENS HOTEL,
 Grand Rapids, Mich.

HOTEL GRANT

Mrs. W. Boosebark, Prop.
 Newly Furnished New Management
 Everything First-class
 GRANT, MICHIGAN

Beach's Restaurant

41 North Ionia Ave.
 Near Monroe
 GRAND RAPIDS, MICHIGAN
 Good Food
 Prompt Service
 Reasonable Prices
 What More Can You Ask?
 LADIES SPECIALLY INVITED

HOTEL HERKIMER

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

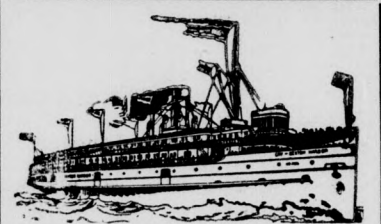
CODY HOTEL

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

OCCIDENTAL HOTEL

FIRE PROOF
 CENTRALLY LOCATED
 Rates \$1.00 and up
 EDWARD R. SWETT, Mgr.
 Muskegon ::: Michigan

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



THE SHORT LINE BETWEEN
 GRAND RAPIDS AND

CHICAGO

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

MICHIGAN RAILWAY CO.
 (Steel Cars—Double Track)

Graham & Morton Line
 (Steel Steamers)

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

EVERY NIGHT AT 7:00 P.M.

England Abandons Tin Containers.

As a measure of war conservation of tin, England has very generally come to adopt cardboard containers, and one leading British manufacturer is authority for the assertion that more than 5,000,000 cardboard containers are being manufactured, mostly in the two-pound size, every week in that country. This change has been in progress just about a year and very generally follows American practice with American machinery.

Official regulations prohibiting the use of tin plate for various purposes have largely contributed to the increased use of substitutes. For instance, dried foodstuffs and semi-liquid foods have not since September last been permitted to be packed in tin plate, nor has fruit. The use of terne plate for lining packages for the export of textile and other goods has also been prohibited, and where use of tin plate could not be wholly stopped, economies were attempted by insisting upon the use of larger containers for packing meat and canning milk. The size of oil cans was doubled, and in India tinned iron drums were brought into use for petroleum products.

At the present time tin containers are practically used only for meat and processed foodstuffs. Most of the paper or cardboard containers employed have been largely of the kind known as composite containers, i. e., having tops and bottoms of tin, but it is expected to soon perfect the manufacture of these containers so as to be able to make them all paper products.

Efforts have been made to introduce substitutes in the army. Cardboard, wood and fiber are now substituted for tin plate in the manufacture of such things as card-index boxes and workmen's checks, while earthenware bowls are used instead of the old puddling bowls. Salt, sugar and tea, which formerly were packed in soldiers' rations tins, are now packed in paper bags. Recent regulations of the Ministry of Munitions have put the civilian trade upon a very strict ration, so that there will only be a bare minimum supply of essential articles, such as domestic utensils, stoves, meters and lamps.

This saving in tin plate in England is influenced more by a desire to save steel than to save tin. Tin plate manufacture in England has been cut down as much as possible because steel is being utilized to as great an extent as possible in the making of ships. The Under Secretary of War, Mr. MacPherson, said recently in a public address that substituting cardboard containers would save about 60,000 tons of steel per annum.

Saccharine Wins in Test Case.

The long expected decision of the Appellate Division of the Supreme Court of New York in the famous test case as to the legality of saccharine in food products—tried on its merits more than two years ago and since pending decision—has at last been handed down and proves to be a complete victory for the saccharine manufacturers.

It is a unanimous decision in the action of the New York Health Department, by legal courtesy known as *The People vs. Excelsior Bottling Works*, and declares that the use of saccharine as a sweetener of food cannot be prohibited. Defendant was convicted in the Court of Special Sessions on a charge of selling bottled soda water sweetened with saccharine, the labels stating truthfully the amount of saccharine contained in the soda water. The facts were agreed to and framed.

It was charged that such sale constituted a violation of the provisions of the Sanitary Code relating to adulteration, and also of a resolution of the Board of Health adopted August 22, 1911: "That food or food products containing saccharine be deemed adulterated under the Sanitary Code."

Judge Laughlin, writing for the Court, holds that the use of saccharine, if fully and fairly disclosed on the label, does not constitute an adulteration within the meaning of the Sanitary Code, and that the resolution of the Board of Health, having never been filed with the City Clerk as required by law, does not consti-

Weekly Penalty List of State Food Administration.

Zeeland—A. Lahuis was ordered to pay \$25 to the Red Cross last Friday for charging excessive prices on flour.

South Haven—F. G. Rapp, engaged in flour and feed business here, was ordered to close his place for a week beginning Thursday and to contribute \$25 to the Red Cross for general violations of the food regulations.

Breedsville—George H. Hawley, proprietor of the Breedsville Roller Mills was ordered to close for a week and pay \$25 to the Red Cross for charging excessive prices for food products.

Detroit—John Krzeszkiewicz, a baker at Thirtieth and Jackson streets, is cogitating mightily just now on whether it pays to live up to his reputation of being one of the most courteous and affable of Detroit's Poles. Krzeszkiewicz has just paid \$105 because of an especially cordial handshake he gave a suave, interested and inquisitive gentleman who called at his bakery Saturday, and also has had his place of business closed for thirty days, and he intended to pay

twelve years and has not found time to take out even first naturalization papers.

Germany Must Suffer for Time and Eternity.

Battle Creek, July 16—When the war ends, I believe there will be scarcely a home in this country which will not have made sacrifices. Thousands and thousands of them will have a vacant chair. Millions and millions of them will have sons, husbands, and sweethearts returning home after risking their lives fighting the Germans. Do you believe that these people are going to forget it all at once and turn right around and by purchasing German-made goods help the barbarians who have inflicted this orgy of murder and killing upon the world?

Not on your life. They are going to carry the memory of this horrible war with them to their graves. Do you think for a minute that the millions of returned soldiers are going to bury their grievances, and when they come home buy products made by men who killed their comrades, who butchered their nurses, and committed other atrocities too horrible to mention, which they have witnessed with their own eyes? No, sir. They will not do it. I, for one, am determined to bar German-made goods from my store once and forever. I want nothing more to do with them at all. I do not care whether the people want German-made goods or not. If I have my way, a German-made article will never enter this store. We have a few now, and they are going out as fast as we can get rid of them. After that, never again. We are through. If people of German descent want stuff made by those barbarians, let them go where they can get it. They will not get it here.

This opinion is not exceptional. It therefore is the part of wisdom for merchants to get rid of any merchandise with the "Made in Germany" mark; sacrifice them if necessary, in order to keep down criticism, and in the future play safe by playing-up "Made in America" merchandise. It will be a long time before you can afford to sell anything coming from Germany, and you should not do so even if the profit is better. Germany should be made to suffer for what she has made the rest of the world suffer, and her financial losses should not be for a day, but for time and eternity.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 17—Creamery butter extras, 45c; first, 43@44c; common, 40@42c; dairy, common to choice, 34@40c; dairy, poor to common, all kinds, 31@33c.

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

Eggs—Choice, new laid, 43c; henery mixed, 37@38c; henery white, 48@50c.

Poultry (live)—Old cox, 23@25c; ducks, 31@33c; fowls, 30@33c; Broilers, 40@45c.

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

Potatoes—New, \$5@6 per bbl.

Paradoxical as it may seem, the right end of a check to indorse is the left end.

The less a man says the more guessing his wife has to do.

Eggs Must Be Canded Before Purchasing

Lansing, July 16—Owing to the fact that much confusion has arisen in connection with the recent regulation as to candling of eggs, it has been ruled by this department that all eggs must be candled when taken from the producer. This will prevent the placing of unmarketable eggs upon the market, which is one of the objects of the regulations covering this commodity.

This ruling must be strictly observed in all cases.

George A. Prescott,
Federal Food Administrator.

tute a valid amendment of the Sanitary Code.

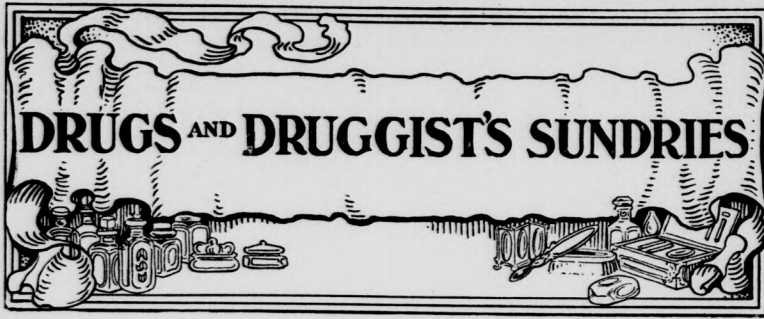
But the Court does not stop here. It went further, and squarely decided that "since saccharine is not injurious to health its use may be regulated but cannot be prohibited under the exercise of the police power."

The trial of the case attracted much attention by reason of the heavy batteries of lawyers arrayed on the two sides of the contest and the eminence of the expert witnesses summoned to ascertain whether or not saccharine was really injurious. The trial occupied several days and attracted National attention, the real defendants being the saccharine manufacturers and various manufacturers of food who hoped by this expert test in a competent court to upset some of the drastic ideas planted in the food field by radicals and reformers.

If you don't believe that men are just as curious as women, tie up one of your fingers and pour liniment over it.

It takes a woman with sound judgment to generate silence.

only \$5 in money and goodwill. It all happened when Richard J. Dunn, an inspector for the local food administration, called on Krzeszkiewicz and appraised his stock on hand, discovering, meanwhile, that Krzeszkiewicz had a good deal more white flour than allowed by the food administration, and that he was selling it at retail without substitute. Inspector Dunn made little comment, and when he bade adieu to the baker, Krzeszkiewicz shook his hand in a particularly whole-hearted, hospitable way, and urged him to "come again." And when Dunn disengaged his hand from the enthusiastic Pole's he found a nice, perfectly-good \$5 bill crumpled therein! Then Food Administrator David F. Heineman heard the story, and talked with Krzeszkiewicz, and it came about that the \$5 bill cost the baker another \$100 and the loss of his business for a month. Heineman found Krzeszkiewicz guilty on four charges; having more white flour than entitled to; selling it without substitute; selling it at all, because he has only a baker's license, and of trying to bribe a government official. Krzeszkiewicz has been in America



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.

Michigan State Pharmaceutical Association.
 President—J. H. Webster, Detroit.
 Secretary—F. J. Wheaton, Jackson.
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Business for Druggists in Furnishing Barber Supplies.

In most large cities you will find two or three concerns which do a thriving business in furnishing barber supplies. Sometimes such a concern has an automobile or wagon with a driver who also acts as salesman. The vehicle carries a stock of supplies and covers the town with the utmost regularity, making one route Monday, another route Tuesday, and so. Some concerns cover the town through salesmen, who take the orders, and the goods are delivered later. Now we all know that there are plenty of barber shops. You don't have to go very far in a city before you strike one. It is a business easy to get into, not much capital being required, and with any kind of a location at all there is a fair amount of business in sight for the barber. A great deal depends on his personal skill. If he is deft and industrious, he can drop a shop into a section that seems to be well supplied with tonsorial establishments and still get business. A good barber is held in high esteem by his customers. More than one millionaire has set a man up in business through personal friendship which began in a barber's chair, and history relates that the barber of Louis XI of France cut considerable figure in affairs of state.

The barber uses up supplies with unflinching and pleasing regularity. He uses large quantities of soaps, alcohol, witch hazel, tonics, toilet water, antiseptics and various compounds peculiar to the trade. A busy shop needs supplies constantly, and the wagon seldom calls without getting a fair order. This kind of business, calling as it does for constant repeat orders, is good business to edge into. In the larger cities, of course, the ground is pretty well covered by the regular supply houses. Still there are druggists who supply bay rum, witch hazel and such goods to barbers, and there are chances for working up some business along these lines. The druggist is naturally looked up to as one who carries superior goods. This gives him valuable prestige and an opportunity to reach high-grade shops. Then there are barbers who want certain compounds

made up, secret preparations it may be, and the druggist is naturally a good man to depend upon for work of this sort. The barber shop sometimes makes a good outlet for soap, especially if you have an overstock that you want to get rid of.

Now in towns where there are no regular supply concerns there should be excellent opportunities for druggists to work up trade among the barbers. It takes rather a large city to maintain a regular supply house. But wherever there is a barber shop, and we find them almost everywhere, it must have supplies. The customer who gets shaved in a small town get liberally sprinkled with bay rum or witch hazel, just as would be the case if he were getting shaved in a large city. There is a steady run on shaving soaps and tonics. Who gets this supply business? Do the barbers buy abroad or at home? Druggists are getting some of this business, but in most places the chances are that they could get a great deal more. It stands to reason that you can get more business by going after it than by waiting for the trade to come to you. Many concerns in various lines do a good business by means of a house to house, or store to store canvass. Some of these concerns would not get a dollar's worth of business by sitting back and waiting for things to come their way. Persistent canvassing is the basis of their prosperity and the life of their trade.

Now there are among barbers enterprising men who keep posted on what they need and are quick to order. There are others—and the same applies to all trades—who are not prompt about ordering supplies, and who have to get along from day to day by means of makeshifts or go without goods that they actually need. These men will usually fall into line readily enough if a salesman calls. Some of them, in fact, get to depend upon the salesman, and if he misses a call or two the stock of supplies runs behind. They seem to need somebody to keep them up to the mark. Their money, of course, is as good as that of anyone else's.

Barbers in large towns are used to being "canvassed." The writer remembers hearing a man invited to visit a drummer's sample room for the purpose of inspecting an unusually large and attractive line of goods. He was inclined to resent the invitation, saying that he could buy all the goods he needed from people who called on him, and that it was not necessary for him to call on others for the purpose of buying goods. The chances are that an inspection of this fine line would have been useful to him, but he didn't choose to see it that way. The man

who called on him was the man who got his order.

The way to get business from barbers is to go after it in a systematic manner. First figure out what you want to sell, then get your list arranged, with prices in small and quantity lots. Next proceed to map out your field. In a large town it might be better to start with the barbers in your own section. This will facilitate delivery, and new territory may be annexed as business warrants. In a small place you will, of course, take in the whole town. In making a preliminary canvass, probably you won't be able to find anybody quite so valuable as yourself. This is a case of a general looking over the field before going into action. There are many things to be learned. After getting a start, however, if you have a junior clerk with selling ability, he will doubtless be able to cover the ground. This sort of business is not especially difficult to round up. Persistence and systematic canvassing constitute the main factors. After you get things going you ought to be able to use the telephone to advantage. It fits in well with this sort of work.

In the cities there is keen competition from the regular supply houses. Still, some druggists are getting business, and there is probably more to be had if an effort is made. In the smaller towns the field ought to be very good. Noel Standish.

Don't Sell Flavoring Extracts for Beverages.

It behooves everyone selling flavoring extracts to bear in mind that flavor-

ing extracts have a proper and a legitimate purpose—that is, for flavoring foods, for flavoring drinks; that is, making the dietary pleasant. They are not intended for booze purposes. Now, we are all under bond; we manufacturers of perfumes, of medicines and flavoring extracts have bonds filed with the Government as to what these goods shall be used for and we can not obtain non-beverage alcohol for the manufacture of perfumes, flavoring extracts or medicines if that thing is abused. There can be no more beverage alcohol made.

When you have a merchant on your list of customers whose normal demand for Jamaica ginger is possibly two or three dozen in a month or sixty days, and he sends you an order for five gross, the supposition is that he is going to use it for booze purposes. Turn it down. If he puts in an order for five or six gross of lemon extract (which is a proper thing to use in its proper place), a reasonable man will believe that it is going to be used for improper purposes. Don't ship it to him. I want to say that the house which I have the honor to be connected with will not fill any order where there is the least taint of suspicion about it, and unless the trade co-operate in this direction we are going to find ourselves in very serious trouble with the Department at Washington. They are watching as never before. In the dry states it was easy sometimes to get by with the local authorities, but Uncle Sam and the Revenue Department can not be beaten. R. H. Bond.

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

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 | |
|---|-----------|--------------------------------|---------------|
| Bluing | | | |
| Sardines | | | |
| Cheese | | | |
| Molasses | | | |
| AMMONIA | | | |
| Arctic Brand | | Clams | |
| 12 oz. 16c, 2 doz. box | 2 70 | Little Neck, 1 lb. | 1 60 |
| 16 oz. 25c, 1 doz. box | 1 75 | Clam Bouillon | |
| 32 oz., 40c, 1 doz. box | 2 85 | Burnham's 1/2 pt. | 2 25 |
| AXLE GREASE | | | |
| Diamond, 1 lb., 4 dz. | 55 | Burnham's pts. | 3 75 |
| Mica, 1 lb., 4 dz. | 1 10 | Burnham's qts. | 7 50 |
| Mica, 3 lb., 2 dz. | 2 75 | Corn | |
| Mica, 25 lb. pail | 1 40 | Fair | |
| BAKED BEANS | | | |
| No. 1, per doz. | 1 35 | Good | 1 85 |
| No. 2, per doz. | 2 25 | Fancy | |
| No. 3, per doz. | 3 60 | French Peas | |
| BATH BRICK | | | |
| English | 95 | Monbadon (Natural) | |
| BLUING | | | |
| Jennings' | | Gooseberries | |
| Condensed Pearl Bluing | | No. 2, Fair | |
| Small, 3 doz. box | 2 55 | No. 2, Fancy | |
| Large, 2 doz. box | 2 90 | Hominy | |
| BREAKFAST FOODS | | | |
| Bear Food, Pettijohns | 2 85 | Standard | 1 25 |
| Cracked Wheat, 24-2 | 4 60 | Lobster | |
| Cream of Wheat | 7 50 | 1/2 lb. | 1 90 |
| Quaker Puffed Rice | 4 35 | 1 lb. | 3 10 |
| Quaker Puffed Wheat | 4 35 | Picnic Flat | 3 75 |
| Quaker Brkfst Biscuit | 1 90 | Mackerel | |
| Quaker Corn Flakes | 2 90 | Mustard, 1 lb. | 1 80 |
| Washington Crisps | 3 40 | Mustard, 2 lb. | 2 80 |
| Wheatena | 5 40 | Soused, 1 1/2 lb. | 1 60 |
| Grape Nuts | 2 85 | Soused, 2 lb. | 2 75 |
| Sugar Corn Flakes | 3 25 | Tomato, 1 lb. | 1 50 |
| Holland Rusk | 4 10 | Tomato, 2 lb. | 2 80 |
| Krinkle Corn Flakes | 2 80 | Mushrooms | |
| Mapl-Flake, Whole | | Buttons, 1/2s | @30 |
| Wheat | 4 05 | Buttons, 1s | @50 |
| Minn. Wheat Food | 6 50 | Hotels, 1s | @44 |
| Ralston Wheat Food | | Oysters | |
| Large, 18s | 2 90 | Cove, 1 lb. | @1 20 |
| Ralston Wht Food 18s | 1 95 | Cove, 2 lb. | @1 80 |
| Ross's Whole Wheat | | Plums | |
| Biscuit | | Plums | 1 50@2 00 |
| Saxon Wheat Food | 4 50 | Pears in Syrup | |
| Shred Wheat Biscuit | 4 25 | No. 3 can per dz. | 2 50@3 00 |
| Triscuit, 18 | 2 25 | Peas | |
| Pillsbury's Best Cerl | 2 50 | Marrowfat | 1 35@1 55 |
| Post Toasties, T-2 | 4 10 | Early June | 1 60@1 70 |
| Post Toasties, T-3 | 4 10 | Early June siftd | 1 70@1 85 |
| Post Tavern Porridge | 2 80 | Peaches | |
| BROOMS | | | |
| Fancy Parlor, 25 lb. | 9 50 | Pie | 1 50@1 75 |
| Parlor, 5 String, 25 lb. | 8 75 | No. 10 size can pie | @4 25 |
| Standard Parlor, 25 lb. | 8 50 | Pineapple | |
| Common, 23 lb. | 8 00 | Grated | 1 75@2 10 |
| Special, 23 lb. | 7 75 | Sliced | 1 45@2 60 |
| Warehouse, 23 lb. | 10 50 | Pumpkin | |
| BRUSHES | | | |
| Solid Back, 8 in. | 1 00 | Fair | 1 30 |
| Solid Back, 11 in. | 1 25 | Good | 1 40 |
| Pointed Ends | 1 00 | Fancy | 1 50 |
| Stove | | | |
| No. 3 | 1 00 | No. 10 | 4 00 |
| No. 2 | 1 50 | Raspberries | |
| No. 1 | 2 00 | No. 2, Black Syrup | 2 40 |
| Shoe | | | |
| No. 1 | 1 00 | No. 10, Black | 10 50 |
| No. 2 | 1 30 | No. 2, Red Preserved | 3 00 |
| No. 3 | 1 70 | No. 10, Red, Water | 10 50 |
| No. 4 | 1 90 | Salmon | |
| BUTTER COLOR | | | |
| Dandelion, 25c size | 2 00 | Warrens, 1 lb. Tall | 3 35 |
| CANDLES | | | |
| Paraffine, 6s | 14 1/2 | Warren's, 1 lb. Flat | 3 45 |
| Paraffine, 12s | 15 1/2 | Red Alaska | 2 85 |
| Wicking | 65 | Med. Red Alaska | 2 60 |
| CANNED GOODS | | | |
| Apples | | | |
| 3 lb. Standards | @1 60 | Pink Alaska | 2 20 |
| No. 10 | @4 75 | Sardines | |
| Blackberries | | | |
| 2 lb. | @2 25 | Domestic, 1/2s | 6 50 |
| Standard No. 10 | @9 50 | Domestic, 1/4 Mustard | 6 50 |
| Beans | | | |
| Baked | 1 25@2 25 | Domestic, 1/2 Mustard | 6 25 |
| Red Kidney | 1 25@1 35 | Norwegian, 1/2s | 15@18 |
| String | 1 50@2 00 | Portuguese, 1/2s | 30@35 |
| Wax | 1 50@2 00 | Sauer Kraut | |
| Blueberries | | | |
| Standard | @1 75 | No. 3, cans | 1 65 |
| No. 10 | @8 50 | No. 10, cans | |
| Case | | | |
| 1/2s, 4 doz. in case | 4 50 | Shrimps | |
| 1/2s, 4 doz. in case | 7 50 | Dunbar, 1s doz. | 1 50 |
| 1s, 4 doz. in case | 10 00 | Dunbar, 1 1/2s doz. | 2 80 |
| CATSUP | | | |
| Van Camp's, 1/2 pints | 1 90 | Succotash | |
| Van Camp's pints | 2 85 | Fair | |
| CHEESE | | | |
| Domestic, 3/4 Mustard | 6 50 | Good | 1 90 |
| Peerless | @26 1/2 | Fancy | |
| Brick | @26 1/2 | Strawberries | |
| Leiden | @ | Standard | 2 50 |
| Lumberger | @26 | Fancy | 2 90 |
| Pineapple | @ | Tomatoes | |
| Edam | @ | No. 1 1/2 | 1 40 |
| Sap Sago | @ | No. 3 | 1 75 |
| Swiss, Domestic | @ | No. 10 | 8 00 |
| COCOA | | | |
| Baker's | 39 | Tuna | |
| Bunte, 10c size | 88 | 1/2s, 4 doz. in case | 4 50 |
| Bunte, 1/2 lb. | 2 20 | 1/2s, 4 doz. in case | 7 50 |
| Bunte, 1 lb. | 4 00 | 1s, 4 doz. in case | 10 00 |
| Cleveland | 41 | CATSUP | |
| Colonial, 1/2s | 35 | Van Camp's, 1/2 pints | 1 90 |
| Colonial, 1/4s | 33 | Van Camp's pints | 2 85 |
| Epps | 42 | CHEESE | |
| Hershey's 1/2s | 32 | Domestic, 3/4 Mustard | 6 50 |
| Hershey's 1/4s | 30 | Peerless | @26 1/2 |
| Huyler | 36 | Brick | @26 1/2 |
| Lowney, 1/2s | 38 | Leiden | @ |
| Lowney, 1/4s | 37 | Lumberger | @26 |
| Lowney, 1/2s | 37 | Pineapple | @ |
| Lowney, 5 lb. cans | 37 | Edam | @ |
| Van Houten, 1/2s | 12 | Sap Sago | @ |
| Van Houten, 1/4s | 18 | Swiss, Domestic | @ |
| Van Houten, 1/2s | 36 | COCONUT | |
| Van Houten, 1s | 65 | Dunham's | per lb. |
| Wan-Eta | 36 | 1/2s, 5 lb. case | 32 |
| Webb | 33 | 1/4s, 5 lb. case | 31 |
| Wilbur, 1/2s | 33 | 1/4s, 15 lb. case | 30 |
| Wilbur, 1/4s | 32 | 1s, 15 lb. case | 29 |
| COFFEES ROASTED | | | |
| Rio | | | |
| Common | 19 | 1/2s & 1/4s, 15 lb. case | 30 |
| Fair | 19 1/2 | 5 and 10c pails | 4 25 |
| Choice | 20 | Bulk, pails | 24 1/2 |
| Fancy | 21 | Bulk, barrels | 25 |
| Peaberry | 23 | Baker's Brazil Shredded | |
| Santos | | | |
| Common | 20 | 70 7c pkgs., per case | 4 20 |
| Fair | 20 1/2 | 36 14c pkgs., per case | 4 20 |
| Choice | 21 | 16 14c and 33 7c pkgs. | per case 4 00 |
| Fancy | 23 | Bakers Canned, doz. | 1 20 |
| Peaberry | 23 | COFFEES ROASTED | |
| Maracaibo | | | |
| Fair | 24 | Rio | |
| Choice | 25 | Common | 19 |
| Mexican | | | |
| Choice | 25 | Fair | 19 1/2 |
| Fancy | 26 | Choice | 20 |
| Guatemala | | | |
| Fair | 25 | Fancy | 21 |
| Fancy | 28 | Santos | |
| Java | | | |
| Private Growth | 26@30 | Common | 20 |
| Mandling | 31@35 | Fair | 20 1/2 |
| Aukola | 30@32 | Choice | 21 |
| Mocha | | | |
| Short Bean | 25@27 | Fancy | 23 |
| Long Bean | 24@25 | Peaberry | 23 |
| H. L. O. G. | 26@28 | Maracaibo | |
| Bogota | | | |
| Fair | 24 | Fair | 24 |
| Fancy | 26 | Choice | 25 |
| Exchange Market, Steady | | Mexican | |
| Spot Market, Strong | | Choice | 25 |
| Package Coffee | | | |
| New York Basis | | | |
| Arbuckle | 21 00 | Fancy | 26 |
| McLaughlin's XXXX | | | |
| 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 | Guatemala | |
| Felix, 1/2 gross | 1 15 | Fair | 25 |
| Hummel's foil, 1/2 gro. | 85 | Fancy | 28 |
| Hummel's tin, 1/2 gro. | 1 43 | Java | |
| CONDENSED MILK | | | |
| Carnation, Tall | 5 50 | Private Growth | 26@30 |
| Carnation, Baby | 5 00 | Mandling | 31@35 |
| Hebe, Tall | 5 00 | Aukola | 30@32 |
| Hebe, Baby | 4 90 | Mocha | |
| Pet, Tall | 5 50 | Short Bean | 25@27 |
| Pet, Baby | 3 60 | Long Bean | 24@25 |
| Van Camp, Tall | 5 50 | H. L. O. G. | 26@28 |
| Van Camp, Baby | 3 45 | Bogota | |
| CONFECTIONERY | | | |
| Stick Candy | | | |
| Horehound | 22 | CONDENSED MILK | |
| Standard | 22 | Carnation, Tall | 5 50 |
| Cases | | | |
| Jumbo | 23 | Carnation, Baby | 5 00 |
| Big Stick | 23 | Hebe, Tall | 5 00 |
| Mixed Candy | | | |
| Broken | 22 | Hebe, Baby | 4 90 |
| Cut Loaf | 25 | Pet, Tall | 5 50 |
| French Cream | 25 | Pet, Baby | 3 60 |
| Grocers | 18 | Van Camp, Tall | 5 50 |
| Kindergarten | 25 | Van Camp, Baby | 3 45 |
| Leader | 22 | CONDENSED MILK | |
| Novelty | 23 | Carnation, Tall | 5 50 |
| Premio Creams | 31 | Carnation, Baby | 5 00 |
| Royal | 21 | Hebe, Tall | 5 00 |
| Special | 21 | Hebe, Baby | 4 90 |
| X L O | 21 | Pet, Tall | 5 50 |
| Specialties | | | |
| Auto Kisses (baskets) | 25 | Pet, Baby | 3 60 |
| Bonnie Butter Bites | 27 | Van Camp, Tall | 5 50 |
| Butter Cream Corn | 28 | Van Camp, Baby | 3 45 |
| Caramel Bon Bons | 25 | CONDENSED MILK | |
| Caramel Croquettes | 25 | Carnation, Tall | 5 50 |
| Cocoanut Waffles | 24 | Carnation, Baby | 5 00 |
| Coffy Toffy | 25 | Hebe, Tall | 5 00 |
| National Mints 7 lb tin | 28 | Hebe, Baby | 4 90 |
| Fudge, Walnut | 26 | Pet, Tall | 5 50 |
| Fudge, Choc. Peanut | 25 | Pet, Baby | 3 60 |
| Fudge, White Center | 25 | Van Camp, Tall | 5 50 |
| Honeysuckle Candy | 25 | Van Camp, Baby | 3 45 |
| Iced Maroons | 25 | CONDENSED MILK | |
| Iced Orange Jellies | 22 | Carnation, Tall | 5 50 |
| Italian Bon Bons | 24 | Carnation, Baby | 5 00 |
| AA Licorice Drops | 25 | Hebe, Tall | 5 00 |
| 5 lb. box | 2 25 | Hebe, Baby | 4 90 |
| Lozenges, Pep. | 27 | Pet, Tall | 5 50 |
| Lozenges, Pink | 27 | Pet, Baby | 3 60 |
| Manchus | 23 | Van Camp, Tall | 5 50 |
| Molasses Kisses, 10 | 25 | Van Camp, Baby | 3 45 |
| lb. box | 25 | CONDENSED MILK | |
| Nut Butter Puffs | 25 | Carnation, Tall | 5 50 |
| Star Patties, Asst. | 29 | Carnation, Baby | 5 00 |
| COCONUT | | | |
| Dunham's | | | |
| 1/2s, 5 lb. case | | | |
| 1/4s, 5 lb. case | | | |
| 1/4s, 15 lb. case | | | |
| 1s, 15 lb. case | | | |
| 1/2s & 1/4s, 15 lb. case | | | |
| 5 and 10c pails | | | |
| Bulk, pails | | | |
| Bulk, barrels | | | |
| Baker's Brazil Shredded | | | |
| 70 7c pkgs., per case | | | |
| 36 14c pkgs., per case | | | |
| 16 14c and 33 7c pkgs. per case | | | |
| Bakers Canned, doz. | | | |
| COFFEES ROASTED | | | |
| Rio | | | |
| Common | | | |
| Fair | | | |
| Choice | | | |
| Fancy | | | |
| Peaberry | | | |
| Santos | | | |
| Common | | | |
| Fair | | | |
| Choice | | | |
| Fancy | | | |
| Peaberry | | | |
| Maracaibo | | | |
| Fair | | | |
| Choice | | | |
| Mexican | | | |
| Choice | | | |
| Fancy | | | |
| Guatemala | | | |
| Fair | | | |
| Fancy | | | |
| Java | | | |
| Private Growth | | | |
| Mandling | | | |
| Aukola | | | |
| Mocha | | | |
| Short Bean | | | |
| Long Bean | | | |
| H. L. O. G. | | | |
| Bogota | | | |
| Fair | | | |
| Fancy | | | |
| Exchange Market, Steady | | | |
| Spot Market, Strong | | | |
| Package Coffee | | | |
| New York Basis | | | |
| Arbuckle | | | |
| McLaughlin's XXXX | | | |
| package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. | | | |
| Extracts | | | |
| Holland, 1/2 gross bxs. | | | |
| Felix, 1/2 gross | | | |
| Hummel's foil, 1/2 gro. | | | |
| Hummel's tin, 1/2 gro. | | | |
| CONDENSED MILK | | | |
| Carnation, Tall | | | |
| Carnation, Baby | | | |
| Hebe, Tall | | | |
| Hebe, Baby | | | |
| Pet, Tall | | | |
| Pet, Baby | | | |
| Van Camp, Tall | | | |
| Van Camp, Baby | | | |
| CONFECTIONERY | | | |
| Stick Candy | | | |
| Horehound | | | |
| Standard | | | |
| Cases | | | |
| Jumbo | | | |
| Big Stick | | | |
| Mixed Candy | | | |
| Broken | | | |
| Cut Loaf | | | |
| French Cream | | | |
| Grocers | | | |
| Kindergarten | | | |
| Leader | | | |
| Novelty | | | |
| Premio Creams | | | |
| Royal | | | |
| Special | | | |
| X L O | | | |
| Specialties | | | |
| Auto Kisses (baskets) | | | |
| Bonnie Butter Bites | | | |
| Butter Cream Corn | | | |
| Caramel Bon Bons | | | |
| Caramel Croquettes | | | |
| Cocoanut Waffles | | | |
| Coffy Toffy | | | |
| National Mints 7 lb tin | | | |
| Fudge, Walnut | | | |
| Fudge, Choc. Peanut | | | |

GELATINE
Cox's, 1 doz. large ... 1 45
Cox's, 1 doz. small ... 90
Knox's Sparkling, gr. 20 50
Knox's Acid'd doz. ... 1 85
Minute, 1 doz. ... 1 25
Minute, 3 doz. ... 3 75
Nelson's ... 1 50
Oxford ... 75
Plymouth Rock, Phos. 1 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 ... 60
Choice ... 58
Good ...
Stock ...
Half barrels 5c extra
Red Hen, No. 2 ... 2 80
Red Hen, No. 2 1/2 ... 3 40
Red Hen, No. 5 ... 3 40
Red Hen, No. 10 ... 3 30
Uncle Ben, No. 2 ... 2 80
Uncle Ben, No. 2 1/2 ... 3 30
Uncle Ben, No. 5 ... 3 40
Uncle Ben, No. 10 ... 3 30
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 50

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
50 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 ... 1 25
No. 808, Bicycle ... 1 50
Pennant ... 1 25

POTASH
Babbitt's, 2 doz. ... 2 65

PROVISIONS
Barreled Pork
Clear Back ... 51 00@52 00
Short Cut Ctr ... 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
3 lb. pails ... advance 1

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 Balled
Hams ... 31 @32
Boiled Hams ... 41 @42
Minced Hams ... 20 @21
Bacon ... 37 @46

Sausages
Bologna ... 17
Liver ... 12
Frankfort ... 19
Pork ... 14@16
Veal ... 11
Tongue ... 11
Headcheese ... 14

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

Pig's Feet
1/2 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
1/2 bbls., 80 lbs. ... 3 00

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

Uncolored Oleomargarine
Sold Dairy ... 23 @ 26
Country Rolls ... 28 @ 29

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 ... 96
Deviled Meat, Ham
Flavor, 1/4s ... 53
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 1/4
Broken ... 7 1/4@7 1/2

ROLLED OATS
Monarch, bbls. ... 12 00
Rolled 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

SODA
56 lb. sacks ... 50

SALT
Solar Cook
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. ... 3 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.

SEEDS
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
sweatsh rapee 1 lb. gls 60
Norkoping, 10c, 8 for ... 64
Norkoping, 1 lb. glass ... 66
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

Trademan 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, with-
out injury to the skin.

Scouring Powders
Sapallo, gross lots ... 9 50
Sapallo, half gross lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand ... 2 40
Queen Anne, 30 cans 1 90
Queen Anne, 60 cans 3 60
Snow Maid, 30 cans 1 90
Snow Maid, 60 cans 3 60

Washing Powders
Snow Bow, 100 pkgs. ... 5 65
Snow Bow, 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 60
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 Pow-
der, 60 pkgs. ... 3 60
Old Dutch Cleanser,
100s ... 3 70

SODA
Bl 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. @25
Ginger, African ... @20
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 ... @26
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 8lbs. ... 9 1/4
Silver Gloss, 12 6lbs. ... 9 1/4
Muzzy
48 lb. packages ... 9 1/4
16 8lb. packages ... 9 1/4
12 6lb. packages ... 9 1/4
50 lb. boxes ... 6 3/4

SYRUPS
Corn
Barrels ... 72
Half barrels ... 75
Blue Karo, No. 1 1/2,
2 doz. ... 2 65
Blue Karo, No. 2, 2 dz. 3 30
Blue Karo, No. 2 1/2, 2
doz. ... 4 10
Blue Karo, No. 5, 1 dz. 3 95
Blue Karo, No. 10, 1/4
doz. ... 3 70
Red Karo, No. 1 1/2, 2
doz. ... 2 80
Red Karo, No. 2, 2 dz. 3 55
Red Karo, No. 2 1/2 2dz. 4 40
Red Karo, No. 5, 1 dz. 4 25
Red Karo, No. 10, 1/4
doz. ... 4 00

Pure Cane
Fair ...
Good ...

TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 26

TEA
Uncolored Japan
Medium ... 20@25
Choice ... 28@33
Fancy ... 36@45
Basket-fired Med'm ... 28@30
Basket-fired Choice ... 35@37
Basket-fired Fancy ... 38@45
No. 1 Nibbs ... @32
Siftings, bulk ... @14
Siftings, 1 lb. pkgs. @17

Gunpowder
Moyune, Medium ... 28@33
Moyune, Choice ... 35@40
Ping Suey, Medium ... 25@30
Ping Suey, Choice ... 35@40
Ping Suey, Fancy ... 45@50

Young Hyson
Choice ... 28@30
Fancy ... 45@56

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

English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@66
Congou, Ex. Fancy 60@80

Ceylon
Pekoe, Medium ... 28@30
Dr. Pekoe, Choice 30@35
Flowers O. P. Fancy 40@50

WINE
Cotton, 3 ply ... 67
Cotton, 4 ply ... 67
Hemp, 6 ply ... 35
Wool, 100 lb. bales ... 20

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22
White Wine, 100 grain 25

Oakland Vinegar & Pickle
Co.'s Brands
Highland apple cider
Oakland apple cider ...
State Seal sugar ...
Blue Ribbon Corn ...
Oakland white picklg
Packages free.

WICKING
No. 0, per gross ... 50
No. 1, per gross ... 65
No. 2, per gross ... 90
No. 3, per gross ... 1 45

WOODENWARE
Baskets
Bushels ... 1 75
Bushels, wide band ... 1 85
Market, drop handle ... 70
Market, single handle ... 75
Splint, large ... 5 75
Splint, medium ... 5 25
Splint, small ... 4 75
Willow, Clothes, large
Willow, Clothes, small
Willow, Clothes, m'e'm

Butter Plates
Ovals
1/4 lb., 250 in crate ... 45
1/2 lb., 250 in crate ... 45
1 lb., 250 in crate ... 50
2 lb., 250 in crate ... 55
3 lb., 250 in crate ... 70
5 lb., 250 in crate ... 90

Wire End
1 lb., 250 in crate ... 50
2 lb., 250 in crate ... 55
3 lb., 250 in crate ... 65
5 lb., 20 in crate ... 75

Churns
Barrel, 5 gal., each ... 2 40
Barrel, 10 gal. each ... 2 55

Clothes Pins
Round Head
4 1/2 inch, 5 gross ... 1 10
Cartons, No. 24 24s bx. 1 15

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 24
No. 1 complete ... 50
No. 2 complete ... 40
Case, medium, 12 sets 1 80

Faucets
Cork lined, 3 in. ... 70
Cork lined, 9 in. ... 80
Cork lined, 10 in. ... 90

Mop Sticks
Trojan spring ... 1 50
Eclipse patent spring 1 50
No. 1 common ... 1 50
No. 2, pat. brush hold 1 50
Ideal, No. 7 ... 1 50
12oz. cotton mop heads 2 90

Pails
10 qt. Galvanized ... 4 50
12 qt. Galvanized ... 5 00
14 qt. Galvanized ... 5 50
Fibre ... 5 50

Toothpicks
Birch, 100 packages ... 2 00
Ideal ... 85

Traps
Mouse wood, 2 holes ... 22
Mouse, wood, 4 holes ... 45
10 qt. Galvanized ... 1 65
12 qt. Galvanized ... 1 70
14 qt. Galvanized ... 1 90
Mouse, wood, 6 holes ... 70
Mouse, tin, 5 holes ... 65
Rat, wood ... 80
Rat, spring ... 75

Window Cleaners
12 in. ... 1 65
14 in. ... 1 85
16 in. ... 2 30

Wood Bowls
13 in. Butter ... 1 90
15 in. Butter ... 7 00
17 in. Butter ... 8 00
19 in. Butter ... 11 00

WRAPPING PAPER
Fibre, Manila, white ... 6
Fibre, Manila, colored
No. 1 Manila ... 7 1/2
Butchers' Manila ... 6 3/4
Kraft ... 11
Wax Butter, short c't 20
Parchm't Butter, rolls 22

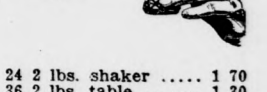
YEAST CAKE
Magic, 3 doz. ... 1 15
Sunlight, 3 doz. ... 1 00
Sunlight, 1 1/2 doz. ... 50
Yeast Foam, 3 doz. ... 1 15
Yeast Foam, 1 1/2 doz. ... 85

YEAST-COMPRESSED
Fleischman, per doz. ... 24

SPECIAL Price Current

SALT
Diamond Crystal

24 2 lbs. shaker ... 1 70
36 2 lbs. table ... 1 30
150 2 lbs. table ... 5 75
75 4 lbs. table ... 5 50
28 10 lb. flake ... 4 80
280 lb. bulk butter ... 3 38
280 lb. bulk cheese ... 3 38
280 lb. bulk shaker ... 3 88
28 lb. cotton sk, butter 40
56 lb. cotton sk butter 85
35 lb. D. C. coarse ... 48
70 lb. D. C. coarse ... 90
D. C. stock briquettes 1 30
D. C. block stock, 50 lbs. 40



Morton's Salt
NEVER CAKES OR HARDENS
MORTON'S
FREE RUNNING
SALT
IT POURS
MORTON SALT COMPANY

Per case, 24 2 lbs. ... 1 80
Five case lots ... 1 70

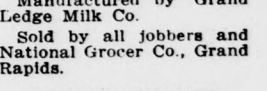
ARCTIC EVAPORATED MILK

Tall ... 6 00
Baby ... 4 25
Manufactured by Grand
Ledge Milk Co.
Sold by all jobbers and
National Grocer Co., Grand
Rapids.

BAKING POWDER
Ryzon

The Perfect Baking Powder
15c size, 1/4 lbs. 4 doz. 1 35
25c size, 1/2 lbs. 2 doz. 2 25
40c size, 1 lbs., 1 doz. 3 60
\$1.75 size, 5 lbs. 1/2 dz. 15 75

THE ONLY 5c CLEANSER



HURTS ONLY DIRTY
TRY IT

80 can cases, \$4 per case

AXLE GREASE
MICA
AXLE GREASE
LUBRICATING OIL COMPANY

1 lb. boxes, per gross 11 10
3 lb. boxes, per gross 29 10

State Merchant Representative to Grocery Salesmen.

Detroit, July 11—We hope you had an extremely pleasant vacation.

The present situation in the world food problem centers around sugar and meat. You are familiar with the sugar regulations. Again the shipping situation enters in as the chief cause of the shortage. By reason of it the East Indian sugar supply is cut off and it has been necessary, in order to move the great masses of troops from America to France, to take the Cuban sugar ships, cutting off that source of supply for a while at least.

Again the suggested rationing system must rest upon the co-operation of the American people and it is our duty to do everything we can to secure this. Sugar cards would mean the expenditure of \$5,000,000 and the addition of 100,000 people to the Food Administration.

Here is a true story not generally known: At the time of the sugar shortage in this country last year, when our people were doing a lot of protesting, the French Food Administrator cabled Herbert Hoover that the French people had heard that we were suffering for sugar and offered us three cargoes from their scanty store. Are we to be out-done in sacrifice?

Detroit, July 16—This is the time of year when it is most difficult to think in terms of food conservation. We have an abundant wheat harvest coming on. There is a wealth of fresh vegetables which tax our capacity to use without waste. At this season there is every tendency for us to relax our efforts.

We dare not forget, however, that the increasing number of American troops in France also increases our individual responsibility. We must feed these men. It takes two tons of shipping, working constantly, to sustain every man we send "across." This shipping must be kept on the Atlantic lane. We must, therefore, until the shipping situation is far better than it is now, largely depend upon our own food resources to send food to our soldiers and our Allies. We cannot draw largely on the other markets of the world.

We must build up a food reserve, both in Europe and in this country, against any possible happening. At present there is no such reserve, and our Allies must depend for their day to day food upon the ships which arrive.

From our present abundance this reserve will be accumulated. For the next few weeks it must be our effort and yours to get firmly implanted in the minds of our people that this abundance is a God given opportunity to prepare for the big drive.

The fruits and vegetables which are canned, dried or stored now will release food for over seas next winter.

The cereal substitutes for wheat which women get in the habit of using now will enable us to accumulate a food reserve. Oscar Webber.

Store Delivery to Be Tried.

It is an axiom that transportation facilities are limited by those of the terminals of the lines whether they be roads, railways, or water ways. A striking and painful example of this was given the country last winter when fuelless days had to be ordered to help clear the congestion around this and other cities. Aside, also, from the vexatious delays caused by congested terminals there is the matter of needless expense in transporting goods from them to the places where they are to be used. In large industrial establishments this is overcome by having spur tracks or sidings

extending from the main lines so that freight may be brought where needed without breaking bulk. This is only possible to a limited extent in a city such as this, and even where it can be done it can only be made to apply to material coming by rail. Long ago it was suggested that there should be "store delivery" to bring right up to the doors of an establishment whatever freight was brought in. Up to recently the proposition was treated as an academic one, very good in theory but with no impelling force behind it to put it into practice. Now, however, under the stress of war conditions, it is about to be tried. Freight in less than carload lots is to be unloaded practically as soon as it reaches the city and taken to the consignees by a combined truck delivery system, which will utilize the vehicles to capacity and work in zones so as to conserve effort. A virtual end will be put to the methods of those selfish persons who have been wont to use the cars as storage warehouses and to remove freight only when it suited their convenience. The benefits of the new plan, if fairly tried, ought to make for its permanence when the immediate need for it has gone.

Thrift.

Thrift is the cornerstone of success. It is the first rung up the ladder of accomplishment.

Thrift is the percentage in the game with fortune; if thrift is on your side, you will win regardless of all other odds and obstacles; if on the other side, you will lose in spite of all other advantages.

The first lesson in the school of success is for the individual to become a creditor to himself and a debtor to his job.

The men who become successful are those who treat their earnings as their only capital, and set apart a certain percentage of it as interests to be re-invested and compounded.

As men treat their personal belongings, so shall they treat the belongings of others. Thrift is not alone to be practiced with man's earnings, but is equally important when applied to the time and material he handles in the course of his daily work.

In this day's crises of our country, thrift has become a national necessity. It is up to each and every one of us to preserve, from every standpoint, whether it be money, food, time or raw materials. Thrift will be a vital factor in the final outcome.

Grasp the idea and make a habit of it.

Automatic Telephones for China.

The adoption of automatic telephones in China was recommended recently by Harry S. Janes in an address before the Engineering Society of China, according to Consul General Thomas Sammons of Shanghai. It was pointed out that the automatic calling of the desired number would do away with the difficulties the people now have of making themselves understood, due to the many dialects spoken in China. Mr. Janes also called attention to the savings which would be effected by the elimination of the expense of maintaining operators for manual exchanges.

H. Leonard & Sons

Cor. Commerce Ave.
and Fulton St.

Grand Rapids
Michigan



Have You Any Dead Space in Your Store?

If so, convert it into

Profit Making Space

by the addition of our

Staple Merchandise

We have large stocks ready to ship, which means much to merchants.

You are cordially invited to call and examine in person, if possible, or write for quotations on thousands of items we exhibit in lines of

- | | |
|----------------------|-----------------------|
| Aluminum Goods | Ironing Boards |
| Bird Cages | Jardiniers |
| Brooms | Lamps and Fixtures |
| Baskets | Lamp Chimneys |
| Balloons | Lawn Mowers |
| Baby Carrages | Liquid Veneer |
| Brushes | Lawn Sprinklers |
| Box Papers | Nickel Plated Goods |
| Crockery | Oil Cans |
| Clothes Lines | Oil Stoves |
| Coffee Urns | O' Cedar Mops |
| Croquet Sets | Roasters |
| Curtain Poles | Refrigerators |
| Clothes Bars | Screen Doors |
| Chair Seats | Screen Cloth |
| Cups and Saucers | Silver Plated Ware |
| Chinaware | Soda Fountain Ware |
| Clocks | Sad Irons |
| Crepe Paper | Shoe Taps |
| Clothes Pins | Souvenir Goods |
| Carpet Sweepers | Suit Cases |
| Cutlery | Summer Toys and Dolls |
| Cut Glass | Sewing Tables |
| Door Mats | Tablets |
| Dinner Sets | Tubs and Pails |
| Enameled Wares | Toilet Papers |
| Express Wagons | Traveling Bags |
| Electric Lamps | Thermos Bottles |
| Fancy Goods | Vacuum Cleaners |
| Galvanized Iron Ware | Wash Boats |
| Garden Hose | Wringers |
| Garden Tools | Washing Machines |
| Glassware | Window Screens |
| Hardware Specialties | Wash Boilers |
| Hammocks | Whips |

Meat Supply of the Country.

In the course of the week some figures dealing with the meat supply were given out by the Latin-American Division of the Bureau of Foreign and Domestic Commerce. These show how large a proportion of what the world uses now comes from Argentina. Australasia takes second place as to the quantity furnished. So far as the figures go, they are all right. But some comments which accompanied them are apt to be misleading. Even the statement that in the last ten years the population of the country has increased 18 per cent., while the herds of cattle have decreased 20 per cent., may induce some to believe that not enough meat is being raised to provide for the population's needs. It should be noted that for a number of years before the war began the quantity of meat exports kept dropping, because foreign countries were able to obtain supplies elsewhere, and it was therefore not necessary to raise so much here. The figures show that there has been a kind of ebb and flow in the cattle supply in this country. Beginning in 1892, for example, the supply kept on decreasing until including 1900. Then there was a very rapid increase, which culminated in 1907, the year taken for comparison by the Latin-American Division. For seven years thereafter there was a decrease, but since 1914 there has been a decided increase from year to year. This applies not only to cattle, but also to swine, and seems remarkable in view of the excess of meat exports. When it is all figured out it will doubtless be discovered that there will be plenty of cattle in this country whenever it pays to raise them.

Fewer Short-Measure Containers Being Used.

The Bureau of Markets is gradually eliminating all short-measure containers covered by the standard-container act, such as berry boxes and baskets, till baskets, and Climax or grape baskets. Manufacturers are now making these in standard sizes and discontinuing the production of short or non-standard packages, even for local use, because most of the fruits and vegetables are shipped across state lines. Local supplies of short containers that were in stock at the time the act was passed are now almost exhausted and can be used locally only where state laws do not prohibit them. The present act is said to be but a beginning on standardizing packages and the investigations of the Bureau of Markets show the need of standardizing other containers such as the hamper, round baskets, and tomato carriers. Thirty different sizes of hampers have been found between the peck and the one and one-half bushel sizes, while three sizes are said to be sufficient for the legitimate demands of the trade.

Good Call for Ribbons.

The ribbon market was featured during the last week or ten days by further price advances in various quarters, in the face of a prospective shortage of supplies, which, it is feared may be quite serious later on. The

labor situation in the ribbon manufacturing centers shows no signs of improvement, and may, indeed, grow worse as further drafts are made for the military. Primarily for this reason, therefore, production is seriously curtailed, in some cases estimates placing output at not more than 60 per cent. of production capacity.

In the face of this situation, demand is said never to have been better than now. Ribbons, pointed out one manufacturer, are coming into extensive popularity in almost every branch of the women's wear industry. Manufacturers of hats, underwear, dresses, waists, and even coats and suits, are using ribbons, it is said, in increasing quantities, in accordance with the dictates of fashion and the demands of women. Retailers also are reported as seeking liberal fall supplies, and manufacturers are therefore devoting their chief efforts to production rather than selling.

Mixing Mill Feeds Is Hazardous.

Complaints that millers are mixing wheat mill-feeds with small quantities of other grains or feeds, thus avoiding the low price set for mill-feeds, have come to the attention of Federal Food Administrator Geo. A. Prescott.

Where it is apparent that mills are seeking to avoid the effect of the wheat mill-feed prices, Mr. Prescott will ask for a complete report covering their operations in this direction. Wheat mill-feeds are still lower than the feeding stuffs, and if the schedule announced June 29 is to be made effective the rule must be strictly enforced. This rule reads as follows:

"No wheat miller shall mix any greater percentage of wheat mill-feed with other feeding stuffs, or sell any greater percentage to feed mixers for such mixing, than he mixed or sold in the year 1917."

City Garbage as a Hog Feed.

In accordance with the policy to eliminate all possible waste the Animal Husbandry Division of the United States Department of Agriculture is conducting an investigation in the utilization of garbage as a feed for hogs. Alva Wilson, formerly of the Nebraska Agricultural College, has been employed by the Department to visit cities in all parts of the country to investigate the ways in which garbage is disposed of, what the cost of such disposal is, how many cities are making use of garbage as feed for hogs, and the success of this plan. There is no doubt, officials of the Animal Husbandry Division say, that a large amount of valuable hog feed is contained in garbage and in far too many cities it is not only wasted but large sums of money are being spent in its disposal.

Congratulations.

"I'm afraid my speech was not much of a success."

"Why," exclaimed Senator Sorensen. "I have called to congratulate you."

"People either went to sleep or walked out of the hall."

"Yes, but nobody threw anything at you."

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.

Stock of Merchandise Wanted—Will exchange farm land or other real estate for merchandise. Address No. 823, care Michigan Tradesman. 823

For Sale—Grocery wagon in good condition. A. I. Ulrich, Parkville, Michigan. 825

For Sale—Clean stock of general merchandise, located in good small town, surrounded by best of farming country. Might accept small farm as part payment if good soil and location. Address Merchant, care Michigan Tradesman. 822

For Sale—Best paying suburban grocery business in Newton. Called in draft is reason for selling. Fine proposition for party with \$3,000 cash. For particulars write Richerts Grocery, Newton, Kansas. 827

Will Exchange For Stock General Merchandise—One hundred eighty-five acres fine soil, good buildings and orchard, one hundred forty-five acres plow land, balance pasture and timber. Growing crops in fine condition. If you have a good stock and business, investigate. No trading stock. A. B. Sanderson, Hanover, Michigan. 828

For Sale—A garage well established doing fine business in Muskegon will bear investigation. Address No. 831, care Michigan Tradesman. 831

SPECIAL SALES—Greene Sales Co., expert special sales conductors, Jackson, Michigan. 830

For Sale—Brick store building, equipped for meat market. This property is centrally located at Charlotte, Michigan. For particulars address A. L. Weiger, 28 Union Bank Bldg., Jackson, Michigan. 832

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

If you want to buy, sell or trade your business, see Hallock, 135½ 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

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—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

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., Moelips, 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

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; 800 population; no hotel in town. Don't hesitate. This is a genuine bargain. Post office box 156, Dexter, Mich. 819

Hotel For Sale—Furnishings of 24 rooms; doing good business in a summer resort town and county seat; cheap rent and long lease or can be bought reasonable; boating, bathing, fishing and hunting; a rare opportunity at the price for quick sale. Chas. Bingham, Prop., Harrison, Michigan, L. Box 95. 834

Wanted—Second-hand cash register, for cash. Address A. F. Hunt, 215 So. Washington Ave., Saginaw, Mich. 767

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. Louchard Hardware Co., Des Moines, New Mexico. 820

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 608

Collections—We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Mich. 890

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. 835

Earn \$25 weekly, spare time, writing for newspapers, magazines. Experience unnecessary; details free. Press Syndicate, No. 571, St. Louis, Mo. 803

HELP WANTED.

Wanted—A salesman with some Cash Register experience. The J. C. Vogt Sales Co., Saginaw, Michigan. 829

WANTED SALESMAN—Experienced in selling medicine, grocers' drugs, extracts, spices, coffee and tea. Commission basis, drawing account for expenses. The Moore Company, Temperance, Michigan. 826

POSITION WANTED

Wanted—Position in hardware store. Have had a number of years of experience. Address No. 833, care Michigan Tradesman. 833

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.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade

VANILLA EXTRACTS

Made only by

FOOTE & JENKS

Jackson, Mich.



Chocolates

Package Goods of

Paramount Quality

and

Artistic Design

WINDOW WORTH LOOKING AT

No so very long ago we saw a most interesting window. It was doubly interesting because we had watched the same place a few months before and now proved to our satisfaction that the dainty trimmings from day to day were not spasmodic—merely stretching over a certain season—but that the changes made last fall about every other day were still going on; and more, that the passers-by had not lost a bit of their interest.

A meat market is about the last place where we would look for an artistic window trim, yet the proprietor had in this instance so arranged his goods that people actually flocked around them. What was more, he was getting results, for inside he and his clerks were kept busy weighing and wrapping packages, the price cards at every point leaving only the two details to be looked after individually.

On one side the window was always filled with choice cuts of meat arranged artistically, and with a bit of green tucked in here and there to add to the cool and fresh effect. One day it might be steaks of various sorts. Another roasts. Always there were the renewed windows at least six times a week.

On the other side were sea and lake foods. Even the fish sold at every enterprising dealers would make an interesting display if really displayed. In the instance cited there was usually a central geometric figure of some small components, such as scallops, or tiny fish. Outside of these a row of crawling lobsters or crabs sometimes appeared. Or the center was again a mammoth salmon and around it were circled other fish of smaller size. People soon learned to look for something worth looking at in that corner and they were seldom disappointed.

FOOD RADICALISM TABOO.

In the old days adulterants, even of unquestioned wholesomeness and purity, even when actually stated on labels—were strictly taboo. To-day the food administrators are urging adulteration and even compelling it. Mixed flour in the former years was abhorrent to the Food Administration—and naturally backed up to the limit by the "hard wheat crowd"—whereas now people are sent to jail for using flour containing more than 50 per cent. wheat and on some days wheat must not be eaten at all.

When we can use sugar syrup and glucose and even saccharine in place of cane sugar and find it good; when we eat meats that were formerly frowned upon and like them; when we are forced to make things into flour that we were formerly told were only fit for cattle or swine, the logical question is, why were they all prohibited in the past? These questions react against the commissioners who preached the old doctrines.

BETTER BUYING.

The wise business man will carefully analyze his business. He will cut all waste, eliminate the unnecessary and practice economy in all things. He will anticipate his requirements far enough

in advance so that congested transportation facilities will not prevent keeping his stocks fresh and complete. Thrift and economy that curtails efficiency will not help business. Therefore, the dealer will watch carefully that his practices of thrift do not interfere with the business routine, but help it run more smoothly. His economies should show profits as well as savings. This can be done by better buying rather than less buying. Eliminate the things that are a drain and employ those that bring a gain. That's economy.

Venice, throned on her thousand isles—and her tens of thousands of piles—has found difficult the task of protecting art treasures where the foundations of the buildings will not support heavy masonry, sandbags or ironwork. The sea-wedded city has appropriately turned to seaweed, woven mattresses of this material having been found to be light, almost fireproof, elastic, and an excellent protection against concussion or hits by missiles. The mosaics in St. Mark's are, with equal appropriateness, wrapped in sailcloth, for a simple canvas curtain yielding before an explosion is a real safeguard, even to glass. Stained glass windows have been imbedded in cotton, and water-pipes laid throughout the Basilica, Doge's Palace, Royal Palace, and other buildings. Buttressed and wrapped to meet Austrian bombs, the sea-city is a sea-city still; and doubtless over many a missile that in London or Paris would shatter a street the waters of a canal close with a mere gurgle. Not all the reliance is on light protective agencies; the winged horses and the finest equestrian statue in the world have been removed, and an Italian lecturer has recently told England of how masonry, with paraffined cloth to protect the hues of old stone, has been used. But Byron, who a century ago called the Austrians both "Huns" and "barbarians," could pen a new stanza on Venice and the sea.

The platinum scarcity, it appears, is going to have a distinct influence in shaping the contemplated luxury tax on jewelry. The supply of white gold, as the Brazilian Indians used to call it, had been pretty nearly cut off by the troubles in Russia, and, latterly, by the German invasion. South America still produces 30,000 ounces yearly, which is but a small part of what the Entente needs for its various war industries. Fortunately, chance arranged it before the war that platinum became the most fashionable metal for the setting of diamonds, and, at the same time, saw to it that Americans were prosperous enough to buy endless amounts. In those days a man who bought his wife a diamond-studded lavalliere didn't know that he was at the same time performing a patriotic duty. But now it appears that he was—that is to say, if he can persuade his wife to hand over the setting of said bit of jewelry to the Government.

We all squander money on schemes that won't work.

Suggestion Instead of Compulsion.

For the doing of many things which war conditions call for, it is curious to note how far suggestion rather than compulsion has been effective. Perhaps the best illustrations of this have been in connection with the Food Administration, although they are by no means confined to this. A case in point arose the other day which had to do with corsets. In the making of these articles steel is essential. In view of the quantity of that metal absolutely required for war needs and the necessity, therefore, of conserving supplies of it, the question was raised as to whether it would not be advisable to cease furnishing it to the makers of corsets. If a hard and fast line were to be drawn between essentials and non-essentials, doubtless the preponderance of opinion would put corsets in the latter class. But, in this as in other instances, the circumstances called for something different than drastic action. It would not do to destroy so large an industry, nor would it be advisable to put to inconvenience the great mass of the feminine population accustomed to rely on stays. It appeared, furthermore, that the tonnage of the steel which went into the making of corsets was trivial when compared with the total output. So the suggestion was made that, in order to conserve both labor and materials, the manufacturers content themselves with getting out only a few models. This seemed to appeal to all as reasonable, and so another obstacle was surmounted.

Eating Into Egg Stocks Begins Early.

According to close observers of the egg market, the "turn of the tide" in the matter of storage egg stocks has already set in, fully a month ahead of the traditional time and suggestive of a possible egg shortage next winter.

According to the Bureau of Markets, New York storage stocks reached their high point July 3, when they amounted to 962,534 cases. On July 6 this reserve had been reduced to 960,700 cases—only a slight difference, but remarkable at this season, since reduction early in July is unprecedented. Boston appears to have reached the height of accumulations June 26, when there were reported there 463,138 cases. Since then more eggs have been taken out of storage in Boston than have been added. Chicago's high point of 1,553,183 cases in storage was reached June 28, since when there has been a reduction of some 28,000 cases. Philadelphia appears to be keeping about even at the moment. At all of these markets the height of accumulations is usually reached about August 1.

Bottom Facts From Booming Boyne City.

Boyne City, July 15—Jo Kozency, who closed his shoe store last spring to take a position with the Western

Montana Land Co. as interpreter, handling Chicago, Milwaukee & St. Paul lands in Western Montana and Idaho, has returned to Boyne City and will re-open his store. He will retain his connection with the Western Land Co. and will also be active in the sale of Northern Michigan farm lands.

W. S. Shaw and family have returned to Boyne City for the summer. Mr. Shaw will spend as much time as his business interests will allow in this town. Mrs. Shaw is an active promoter of and worker in all the patriotic activities of the city.

The Boyne City Laughrey Enamelled Silo Co. perfected its organization and elected officers last week. Frank Kaden is President, C. C. Schaub Vice-President, C. I. Bellamy Secretary and S. G. Fleming Treasurer. The company has purchased the Elm Coopers Co. lots and the work of building has begun under the direction of John McAfee. They are expecting to be in operation within thirty days. Maxy.

Plain White Skirts Wanted.

The separate skirt trade is experiencing just now quite a widespread demand, it is said, for plain white skirts of various materials. Linens, of course, figure prominently in this business, but pique, duck, cotton rep, and lightweight white corduroy are coming to the fore rapidly. Many of the skirts are made with the opening in front, and are fastened with large pearl buttons extending from waist to bottom hem. Patch pockets of many shapes and sizes are also used a great deal.

San Diego, poetical and dreaming city has been transformed into an intensely active center of war preparation. One of the most peaceful seaside towns of America, it now presents day and night a military pageant. Uncle Sam commandeered its famous sapphire skies for his aviators, its mesa for a camp, its landlocked harbor for marine bases, and there the battleship Oregon is spending a discreet old age as a training ship. A ten-million dollar shipbuilding plant will soon bring smokestacks, but dwellers on the geranium-bordered avenues do not mind. They are glad that our boys find San Diego good for work as well as play; and they welcome French officers, Canadian aces, Mexican vaqueros, Navajos from the desert who have exchanged blankets for khaki, cow-punchers in navy middies, and all of our soldiers, sailors and birdmen who come, offering sunlight for toil and music and lemon blossoms later.

No doctor can cure what ails you if you have a mean disposition.

BUSINESS CHANCES.

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 \$6,000. Cash price \$4,000. E. H. Cronson, Springport, Michigan. 818

For Sale—Grocery and bakery business in good live Illinois city of 18,000. Or I will sell a complete bakery outfit alone if you wish to move it away from the city. Have two stores and will sell one cheap on account of the present help shortage. Low cash price for quick action. R. C. Arthur, Streator, Ill. 835

Harper's Special Sales Are Breaking the Record for Results

PROFITABLE SERVICE; rendered to Retail Merchants. Sixteen years conducting Trade Building, Stock Reduction and Complete Closing Out, Advertising Special Sale Campaigns, with a record of having sold stocks netting more than 100 cents on dollar. Are you interested? For particulars mention size of stock and object of sale.

C. N. HARPER & COMPANY, INC., 905 Marquette Bldg., Chicago, Ill.