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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 24, 1918

Number 1818

When Johnny Comes Marching Home

When Johnny comes marching home again,

Hurrah! Hurrah!

We'll give him a hearty welcome then,

Hurrah! Hurrah!

The men will cheer, the boys will shout,

The ladies, they will all turn out,

And we'll all feel gay,

When Johnny comes marching home.

The old church bell will peal with joy,

Hurrah! Hurrah!

To welcome home our darling boy,

Hurrah! Hurrah!

The village lads and lasses say,

With roses they will strew the way;

And we'll all feel gay,

When Johnny comes marching home.

Get ready for the jubilee,

Hurrah! Hurrah!

We'll give the hero three times three,

Hurrah! Hurrah!

The laurel-wreath is ready now

To place upon his loyal brow,

And we'll all feel gay,

When Johnny comes marching home.

Let love and friendship on that day,

Hurrah! Hurrah!

Their choicest treasures then display,

Hurrah! Hurrah!

And let each one perform some part,

To fill with joy the warrior's heart;

And we'll all feel gay,

When Johnny comes marching home.

Patrick S. Gilmore.



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

The Fleischmann Company

Fleischmann's Yeast

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

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



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.



MICHIGAN TRADESMAN



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MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

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Rapids under Act of March 3, 1879.**GREATEST FORCE IN WAR.**

The command of the sea is the greatest force in the war. Only because it is held so completely against Germany could the long defensive in France be entered upon. And here we come back to a great feature of the war which counts more heavily against Germany to-day than ever before. It is not simply that the transport of troops on a scale unprecedented in the world's history goes on as smoothly as a ferry-service. It is not alone that the German submarine menace has been shattered. On this point, Admiral Jellicoe, Sir Eric Geddes and Admiral Sims have lately borne consenting testimony that is conclusive. The Germans know that their government's huge gamble on the U-boats was a disastrous failure. But the main point is that the fact of their being swept from the sea, is penetrating deep into the German consciousness. It is felt to be big with evil, not only for the military present, but for the commercial future. In this sense, there is deep significance in the protest which has just been made by a director of the North German Lloyd, Herr Heineken. Like Herman Ballin, of the Hamburg-American Steamship Co., he does not take kindly the invitation to look to the East and forget overseas commerce. Only ruin for industrial Germany lies that way, he declares in the *Weser-Zeitung*. Mittel-Europa is a chimaera unless it implies world-connections. And as these can be had only by the ocean, the war will end disastrously for Germany unless she is able to recover something like her old place on the sea and in foreign markets.

In this we have a partial explanation of the Kaiser's haste in seeking a "decision" in France. Time and the ultimate resources are running heavily against him. His captured soldiers state that they are told that this is the great "peace-offensive"—the

last blow which the German army will be called upon to deliver. To close the war quickly is an exigent necessity for Germany. Leaving everything else out of the account, she is in danger of being strangled by the grip of enemy sea-power. That will not relax as the months slip by. Already, despondent Germans are saying that they could not win even if they crushed France. Neither England nor the United States would give in, and together they would still bar Germany from the sea. If Admiral Mahan were alive he could tell the Germans that he had predicted this result. Prince Bulow is alive, and he distinctly forewarned his countrymen of what would happen if they went to war with England. If they are now depressed, we may be correspondingly cheered, by reflecting that, largely viewed, sea-power has proved to be the greatest force in the war, and is working ever more mightily against Germany.

The Food Administration, backed by bountiful crops, has been so successful that the flour service will go out of business about the first of August. That portion of the management has been in the hands of B. A. Eckhart, of Chicago, and is now in such excellent condition that it can be left to itself. The maximum price on flour and the minimum price on wheat remain but subject to these limitations the trade can be competitive. The veto by President Wilson of the provision for a price of \$2.40 a bushel on wheat appears to meet with general approval even among a large portion of the farming community. The price in Chicago will remain at \$2.26 as adjusted after the increase in freight rates was ordered. The present crop outlook justifies the statement that the United States and Canada can supply themselves with wheat fully and provide 100,000,000 people in other countries with five bushels of wheat each if transportation facilities suffice. No doubt a large surplus will be carried over into the 1919 crop year. Almost equally cheering is the decree abolishing meatless days in France. Surely the food situation is excellent among the entente nations.

The Government has commandeered 60 per cent. of the coming salmon pack. Of this 50 per cent. will be red, medium red and pink, 9 per cent. talls, and 1 per cent. guaranteed quality sockeyes and spring chinook. If estimates are correct this will leave of the pack only 3,600,000 cases for the *hoi polloi*.

Too many men who run into debt don't even attempt to crawl out.

WILL HELP SHOE DEALERS.

Shoe merchants generally do not seem to be especially disturbed over the limitation placed upon styles and colors of shoes for future seasons. They feel that people will fall in with the idea promptly, and not complain.

So far as the height of women's shoes is concerned, it appears that the Government has been liberal. While some of the boots sold in recent seasons have been higher, anything above an 8-inch top has always been considered more or less uncomfortable.

One dealer in men's shoes exclusively says he does not anticipate any difficulty in making the change. Because of the different methods of tanning, there will probably be varying shades of tan, but even if there were not, no loss of business would result because of this. Then, there are the black and white, which altogether make up a fair variety. He also believes that a reduction in the number of models will be an actual benefit to the retail merchants, because it will not be necessary to carry such large stocks. This may react on the manufacturer, but he feels that they will sell just as many shoes.

Some merchants believe that the war will bring a change in the shoe business, as well as many other lines, and that everything will be done on a basis looking more to economy and efficiency in the future. This may mean something nearer standardization than people have been accustomed to, but it would surely mean the elimination of waste brought about by too frequent change in styles and a prevention of useless fads. They see in this, perhaps, a small reduction in volume of business, but more substantial profits assured both the manufacturer and the retailer.

CANNED GOODS SITUATION.

That canned goods prices are too high to satisfy the trade is being evidenced in a number of instances. There seems to be no doubt that retailers are afraid to go very far in booking orders ahead on the present level of prices and this slowing up of the demand is already showing itself in disposition on the part of canners here and there to make concessions.

In regard to Maryland tomatoes, for instance, a couple of weeks or so ago the market declined to \$2 because of the lack of demand and went back again to \$2.10 as soon as a little buying resulted. The advance immediately cut off whatever demand there was and the market has again sagged without attracting any new business. The sardine situation is an inter-

esting one in that there has already been abundant proof that prices at the outset were placed upon too high a basis even though approved by the Government and it became necessary in a very short time to drop 50c per case. Even this cut did not help matters very much, and, although no one seems to be willing to admit that prices are being shaded, Southern jobbers are letting the cat out of the bag by revealing secret offerings at cut prices.

GREETINGS TO FRANCE.

The greatest deeds of France's history are dwarfed by the heroic endurance of her whole people in these tragic days of 1918, when, after nearly four years of suffering and cruel invasion, they still can front the enemy undaunted and unconquerable.

We watch her struggle with awe, with passionate admiration and with the knowledge that as in her of all nations burns the divine fire, so on her victory depends the light of our future civilization.

And we believe in her victory as surely we believe in the ultimate triumph of all righteousness over evil.

That the present Allied offensive will be pushed home we have no question. Vigor is the characteristic of Foch, and the pressure from the west along the Soissons line is obviously the quickest way of stopping the German effort to encircle Rheims and take the crucial Mountain of Rheims on to the slopes of which it had actually penetrated on Wednesday. Nothing will, we believe, be so effective as steady hammering away at the Germans. The latter have had the feeling, because of the Allied failure to make any counter-attacks on a large scale, that the Allied troops had lost the morale which makes a successful advance possible. They must be bitterly undeceived now, and the changed conditions at the front cannot long be concealed from their own people, particularly if Soissons falls. If the British army could only initiate an offensive on a large scale now in Flanders, the desire for peace in Berlin would be enormously increased. Just so long as the German army continues to gain ground, so long can the militarists easily maintain their grip in Berlin; it is when reserves are reported that their authority begins to wane. They can not now deny that last week's blow was the most successful Allied move since Cambrai. Nor can they afford to lose the guns and prisoners steadily being taken.

So long as a man's money holds out he can command a lot of service.

Will the Soldier Boy Sanction Your Vote?

Henry Ford's friends are discovering that the people are not flocking to Henry in his desire to be a United States senator from Michigan as fast as they have done in seeking his cars. The flivver is a mighty good little car and is serving its owners well, but there's a vast difference between Henry and his machine. In the one case the man who purchases the car does the running, after he pays for it. But he can't run Henry. President Wilson is going to do that, and he has made it easy, in case Henry is elected because he made it possible for Henry Ford's son, Edsel, to keep out of the war. You will not forget that Edsel was drafted just as your boy was, months and months ago. Your boy has been in the army or the navy some time. Is over in the trenches, probably. You didn't seek exemption for him, knowing it would be no use to try. But Henry went to his local board, the one representing the city of Detroit, and asked to have his boy excused from war duty; said the Ford car couldn't be produced without him, or some such guff. The Detroit draft board couldn't see it that way, and they were right on the ground, and were familiar with what Edsel was doing; knew exactly how important he was to the Ford factory. Failing to have the boy exempted by the local board who knew all about him, Henry then sought the district board and again presented his plea for his son, but the district board would not allow the exemption, because it knew all about the case, and also knew that it ought to live up to its duty. It appreciated the fact that Edsel Ford was no more use to his father than a million other boys are to their parents and they held he ought to go and that he must go. Then Henry sought President Wilson and here found a real friend. And undoubtedly the President saw possibilities in the case, political ones we imagine, judging from his action and what has since followed. You know, of course, the President has asked Henry to run for the Senatorship.

Now, why do you suppose he did that? It wasn't because Henry has any great experience as a statesman? His record is anything than that. You know about his fiasco in fitting out a ship and filling it with all the pacifist cranks of the country? Why, he was within an ace of getting William Jennings Bryan on board, but the keen William scented something other than cheese and backed out just as the gangplank was being pulled in. Everyone knows about the fiasco and understands it wasn't any sort of a master mind that conceived such a nonsensical thing.

We also recall the statement of Henry Ford that any bank which subscribed to the bonds of our Allies would not be permitted to carry an account for the Ford Motor Co. Like the shuttlecock he is, Ford subsequently recalled this statement and stultified himself by voluntarily subscribing for \$500,000 Canadian bonds. Why? Because the Canadian gov-

ernment took steps to retaliate against Ford by cancelling the charter of his Canadian branch because of his interdict on the bonds of the Allied nations.

Anyhow, Henry Ford's son escaped service while our boys and your boys are in it, volunteers, offering up their services for the defense of their country. Good, brave boys, the salt of the earth, who are fighting for such slackers as the Fords.

Now, had we not all better get out early election day morning, roll up our sleeves and do our utmost for Henry Ford? Had not such a patriotic outfit ought to be helped to one of the finest political jobs in the country? Doesn't that appeal to your fighting blood? Wouldn't it be a splendid thing to put this man Henry Ford in a position to shape legislation for you and your boys, while his boy is at home safe and sound, warm and well fed, living on the fat of the land, and your boy, and our boys, over there fighting for him, and for Henry Ford and all the rest of us? Wouldn't that be a grand thing?

Wouldn't your boy be proud to know you voted for Henry—your boy who is offering his breast to the bayonet of the Hun that America may continue being free and prosperous enough so every man who wishes may own and drive a Ford? And that the makers of the Ford may keep far from the danger zone.

When those boys come back don't you suppose they will "roast" every slacker. And don't you feel that way, too?

If you don't then you are surely of the Ford type when it comes to going over the top for humanity and the old flag.—Ishpeming Iron Ore.

Federal Food Bureau Spreads Out.

Lansing, July 22—The Michigan Food Administration is now located in the Prudden building, occupying the entire sixth floor. Since it was created in October, 1917, the offices have been in the committee rooms of the Senate in the State Capitol, but the additional departments that have been added through expansion overflowed the Senate quarters. When the new sugar card programme went into effect July 1 the twenty or more clerks needed to handle this extra detail have been working in the Senate chamber.

This department is to-day the largest federal unit in the State. From an executive secretary, F. D. Fitzgerald, of Grand Ledge, and a couple of stenographers last October, the staff now consists of forty-five people, divided among six departments. The principal subdivision at the present time is the sugar department, under the direction of Clarence J. Mears, a local business man, who was associated with George A. Prescott in the days when the food administrator was Secretary of State.

Mr. Mears' assistants have been literally buried for ten days and are just completing the checking and mailing of the thousands of sugar certificates issued to the five different branches of the sugar trade, which includes a complete chain of the State's sugar quota from the refinery to the most remote Michigan household. With several counties adopting sugar cards to get a better control of the household consumption, this department will automatically reduce in size, the detail of the counties being handled by the respective county administrators.

C. S. Pierce, a volunteer worker, is in charge of the flour and milling division, which regulations are now generally understood and established.

F. B. Drees handles the baking and threshing division, which is another mass of detail requiring careful checking to see that the bakers are conducting their business within the regulations.

The conservation department has from the first been under the supervision of Dean Georgia L. White, of the Michigan Agricultural College. This division is in charge of all the women's activities, and has been a potent factor in encouraging and promoting the food regulations among the women, where conservation, in the last analysis, really must begin to ensure the success of any food-saving campaign. Dean White leaves within a short time for Cornell College, her alma mater, as advisor of women, and in all probability her assistant, Mrs. Eben Mumford, will be promoted to take charge of this branch.

The essential, but less publicly known, departments include filing, accounting, shipping, mailing and publicity, which combined with the others specially mentioned, makes a very respectable organization. All of this detail comes under the personal eye of F. D. Fitzgerald, who was commandeered from the Department of State to take charge of this work. His training as bill clerk of the House of Representatives for three sessions, combined with his duties in the secretary of state's office, make him a master of detail who came into the department with an unusual knowledge of public business and procedure.

Grocers Need Not Fear Elimination

Are the grocers, wholesale and retail, too prone to panicky fears of being eliminated? The recent action of the National associations at their convention and the Southern wholesalers as well in raising wild alarm about the entry of the big packers into the canning industry are made the subject of another snappy letter from John A. Lee of Chicago, in his "Wrangler" column of the Canning Trade, indicating that, while he has evidently been having some sharp comment on his former letter on the subject printed in these columns, he doesn't mean to back down at all.

"The opinions which I advance in this column," he says, "are personal and no one on this earth should be or is to be held accountable for them but me, and I sometimes think that a strictly charitable consideration would forbid that I should be so held.

For illustration a man said to me this week, 'You don't seem to think the wholesale grocers need protection from competition?' To which I replied about as follows:

"Wholesale grocers need have no fear of monopolistic or organized competition in the handling of food products. Chain stores, mail order houses, co-operative buying exchanges and big organized distributive and purchasing powers have all had their swag and swing and the wholesale grocer wends his way undisturbed and undismayed, secure against competition and with undaunted confidence in the Davy Crockett rectitude of his scope and sphere.

"The wholesale grocer has been here quite some time, and is most likely to remain already yet if not longer. The 'Eternal Rocks of Gibraltar' have no more stability and permanency than he. His usefulness and essentiality are fixed facts, and need no demonstration and his position from a point of logical and economic usefulness is as invulnerable as the American sector of Foch's front line. He has nothing to fear from competition, and men may come and men may go, but the wholesale grocer will go on forever.

"It is laughable and most amusing to a seasoned veteran like myself to note the amateur efforts of the resolution writers at conventions, denouncing various kinds of competition, which unsophisticated methods merely advertise the competition and make it sit up and chuckle and do all it can to give the resolution added publicity and circulation.

"When God made the universe he bespangled it with billions of stars, planets and comets, but he made plenty of room in the immeasurable and unfathomable ether for all of them without danger of collision. There is in the 'Great Canning Industry' of the world room enough for all kinds of consumption and distributors.

"There is also plenty of room for discussion, controversy, denunciations and resolutions on the old and well known principle of 'The more fights the more cats.'

"I am for canners and canning and the extension of the canning industry. It is a blessed boon to the world and a force for conservation established by the mercy of God to his people, who are increasing faster than the supply of food increases. The more distributors and distribution the wider and heavier the consumption, and the more canneries and canned foods and wholesale grocers and brokers and contentment and happiness, the less hunger and destitution and suffering and ill health and misery, and this is my 1776 Fourth of July to the trade."

Secretary Baker's decision with regard to non-exemption of baseball players from the draft may turn out to be a disorganizing factor in our National sport, but none of us can deny the perfect common-sense upon which it is based. Players are engaged in a purely non-essential industry; and what is more, as Mr. Baked points out, the very qualifications which make them of National and American League timber, are the very qualifications which make them most valuable to our expeditionary forces in France. But, after all, our great American game may not be so completely upset by the Secretary's ruling as the managers now apprehend. A general horizontal reduction in playing standards will not necessarily lessen the interest aroused in a pennant series. The excitement and suspense of a mediocre game may be just as intense, more intense, in fact, than of a perfect contest, without any errors. The alarming part of Secretary Baker's ruling, however, is the vistas it opens to other professions, especially the actor's and athletic moving picture actor's. Before he is through we may hear a great deal more wailing and gnashing of teeth.

Jacob Schiff, who six years ago gave \$100,000 to Cornell to promote studies in German culture has asked the trustees of the fund to substitute the word "human" for "German." Like the man who started for the North pole and changed his course to the South pole because the wind shifted.

The farmer who can not afford an auto is sometimes so fortunate as to be able to pay a hired man, and the hired man can afford an auto which may be pressed into service in emergency.

One Hundred Millions to Destroy Our Industries.

Federal authorities engaged in tracing and investigating the purchase of American newspapers by German money made revelations last week which show that the organization perfected under Count von Bernstorff for spreading propaganda in this country was made up of six separate departments. So carefully was the plan worked out that despite the vast scope of the work a very high degree of efficiency was obtained. Facts said to be in the possession of the Government authorities show that the plan included not only the taking over of newspapers and magazines, but also contemplated the hiring of clergymen and college professors to spread German propaganda in the churches and schools.

Evidence is said to have been uncovered which shows unquestionably that Count von Bernstorff, the German Ambassador, was in entire control of the German operations and that he was aided by Dr. Heinrich Albert, the chief German financial agent, and Dr. Hugo Muensterberg until his death, when his part of the work was taken up by Otto Merkel, now interned.

In the work directed by von Bernstorff was even the placing of bombs and the fomenting of strikes, according to the latest development of the Federal investigation.

The programme sought to be carried out was divided by those in charge into the following divisions:

1. Newspapers.
2. Magazines.
3. Books and other periodicals.
4. Colleges and universities.
5. Finance and commerce.
6. Bombs, strikes and ship explosions.

The work among the colleges and universities was under the direction of Dr. Muensterberg at first, and later under Otto Merkel. Dr. Albert looked after the division of finance and commerce, which attended to the purchase of cotton and wool and their shipment to neutral countries, from which these commodities would find their way into Germany.

The purpose of the propaganda work through newspapers and the colleges was intended to so educate the people here that Germany would not suffer after the war, no matter what she did during the war or how the war might end.

Every feature of the elaborate plan was handled by men, who were experts in the particular line.

The newspaper situation throughout the entire country was examined into with the greatest care. Von Bernstorff and his co-workers knew the earnings of the different newspapers and what papers it might be possible to buy.

It is stated on authority that all of the money subscribed in this country for German war bonds was held here subject to the command of the six-headed organization. The amount was about \$100,000,000.

Every person who subscribed for the bonds did so with the under-

standing that the money thus contributed to Germany was to be expended in this country in the destruction of our industries.

Register and Ration Every Pro-German.

Written for the Tradesman.

In all the promulgation of food regulations one thing has been kept in view, that is appealing to the patriotism of the people. They are asked to save, sacrifice and deny for the good of the country—in other words to help win the war. Millions have responded nobly, yet everywhere can be found individuals who do not want to help the country win the war and if their former customs of meat and drink are to count against this end, they gladly, determinedly, openly or secretly, continue to use in fullest measure the meats, sweets, flour, fats and other things.

It is next to impossible to ferret out these offenders and compel them to abide by regulations. The only way is to promulgate rules for everyone which can be enforced. Those who are doing all or more than is asked of them will not complain if regulations are made compulsory, instead of optional.

Some very estimable people have undergone the humiliation of being photographed and registered as "alien enemies" because husband, father or grandfather failed to take out or complete naturalization papers. They supposed they were American citizens—some men had been voting without challenge or question.

Would it be any worse for those who for three years were outspoken pro-Germans, although naturalized, to be compelled to register, be photographed and listed, to whom no grocer or food purveyor might sell provisions without a ration card? Present regulations do not hold these people to a strict observation of the rules. The retail grocer is required to "take a statement" from them when they ask for sugar and they will soon "get on" to making that statement without regard to actual facts. They may take wheat to the mill to exchange for flour and "sign a statement" that they have substitutes on hand not counted against any previous purchase of flour. The miller may believe them, or he may doubt them, but how can he disprove the statement which only a member of that family could know to be true or false?

Perhaps, I, as an American born citizen, am not doing all I should to help in this time of need. Well then, put us all on the same footing and we will be better satisfied with less if only the pro-German is brought to time.

The Government should not hesitate to take over the stock yards on account of the odor. After some congresses we have had the country will never notice it.

Ownership of an auto does not always indicate prosperity. Many times it is an evidence of indebtedness.



DANDELION



Dairymen Known for "Their Good Butter"

fully realize that the year-round reputation of their butter depends upon its appetizing, rich, even color—always the same—always inviting.

DANDELION BRAND BUTTER COLOR

is the one they employ—keep a stock constantly on hand so that you are never without it. Because of the deep, golden, buttery June shade, dairymen demand Dandelion and spread its fame.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—State and National

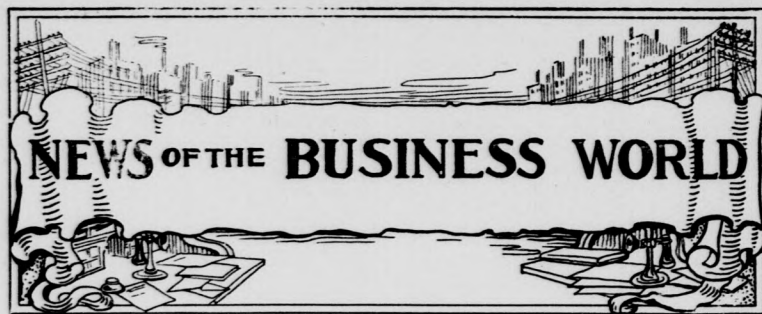
WELLS & RICHARDSON CO., BURLINGTON, VERMONT

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE



Movements of Merchants.

Saginaw—The Beck-Foss Co. has changed its name to the Beck Automobile Co.

Detroit—The Kaiser Laundry Co. has changed its name to the Regent Laundry Co.

Saginaw—The Wolcott Grain Co. has increased its capitalization from \$9,000 to \$25,000.

Holland—Martin Fransburg has opened a vegetable and fruit store in the Visscher building.

Mt. Pleasant—The Isabella County State Bank has increased its capital stock from \$30,000 to \$60,000.

Blanchard—George Cunningham has purchased the grocery stock of Glover Diehl, who has been drafted.

North Branch—H. W. Buckle, formerly engaged in the hardware business at Tawas, has opened a hardware store in the Hagaman building.

Battle Creek—The American Column Co., Ltd., is closing out its business. The American Register Co. has taken over most of the equipment.

Rudyard—Fire destroyed the hay warehouse and contents of the Michigan Land Co. July 17, causing a loss of about \$4,000, partially covered by insurance.

Alma—Fred Goodes has sold his stock of clothing and men's furnishing goods to the Tauler Co., of Chicago, which will remove it to that city and close it out.

Lansing—W. E. Cady has purchased the tobacco and cigar stock of Affeldt & Son, at the corner of Franklin avenue and Center street and will continue the business.

Muskegon—Houle Bros., who were formerly engaged in the saloon business at the corner of Western and Terrace avenues, have engaged in the dry goods business at the same location.

Eaton Rapids—Silas Godfrey has purchased the George McElmurry bankrupt stock of novelty goods, recently sold to Chicago parties and will continue the business at the old location.

Detroit—Cain Bros. has been incorporated to conduct a general automobile and garage business, with an authorized capital stock of \$10,000, all of which has been subscribed and \$9,000 paid in in property.

Highland Park—J. B. Rockwell, for the past ten years in the retail shoe business in Highland Park, has associated himself with the new Becker Shoe Store at 51 Gratiot avenue. Mr. Rockwell was the pioneer shoe man in Highland Park, opening his store here when that place was only a small suburb. He

enjoyed a successful shoe trade, selling his business recently to J. E. Wilson, of the Walk-Over Shoe Co.

Ann Arbor—Mrs. M. M. Nowlin has sold the Allenel hotel to W. F. Claxton, of St. Louis, Mo., who has taken possession and will continue the business under the management of the former manager, Adolph Shank.

Sparta—M. D. Culver, the local grocer, underwent a slight operation at Blodgett Hospital one day last week. His recovery was so rapid that he was discharged from the Hospital three days after the operation was performed.

Port Huron—The Forman Shoe Co. recently reorganized its business, forming a stock company known as the Port Huron Co-Operative Shoe Store. The capital stock is \$40,000, all of which is subscribed and \$20,000 paid in cash.

Cadillac—W. S. Folk, formerly a representative of the Grand Union Tea Co., has taken over the stock of the North End Chicago Cash & Carry store and will continue the business at the same location under the style of the New York Cash & Carry Coffee store.

Escanaba—The Railway Employees Co-Operative Association has been incorporated to conduct a wholesale and retail meat market, grocery and general merchandise business, with an authorized capital stock of \$10,000, of which amount \$7,510 has been subscribed and \$2,370 paid in in cash.

Detroit—Gray's Clothes Shop has been merged into a stock company under the style of Gray's Clothes, to conduct a general retail clothing business, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$1,280 in cash and \$13,720 in property.

Sault Ste. Marie—The Marks-Schenk Co. has been organized to conduct a wholesale and retail mens, womens and children's clothing, shoe and furnishing goods business, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$5,000 being in cash and \$35,000 in property.

Flint—Aaral A. Riker, proprietor of a large grocery and drug store, will have to serve 120 days in Detroit House of Correction for violation of local option law, according to a supreme court decision affirming his conviction in Circuit Court. Riker was convicted a year ago of selling liquor to Mrs. Isabella Siegel, who represented that it was for her husband. He has been out on bail since, pending appeal.

Manufacturing Matters.

Hastings—The American Machine & Tool Co. will remove its plant here from Chicago and occupy the plant of the Press Co., taking possession about August 1.

Middleville—The Western Knitting Works is building an addition to its plant.

Detroit—The Andrew Button Co. has increased its capital stock from \$20,000 to \$50,000.

Niles—The Vyking Refrigerator Co. has changed its name to the Dry-Kold Refrigerator Co.

Detroit—The Pontiac Construction Co. has increased its capital stock from \$3,000 to \$50,000.

Monroe—The Monroe Steel Castings Co. has increased its capital stock from \$50,000 to \$110,000.

Sidnaw—The handle mill recently taken over by Powell & Mitchell was destroyed by fire July 17, entailing a loss of about \$30,000, which is largely covered by insurance.

Detroit—The Federal Steel Process Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Meridian Machine Products Co. has been incorporated with an authorized capital stock of \$2,000 common and \$1,000 preferred, all of which has been subscribed and paid in in cash.

Detroit—The Hackett Brass Foundry & Machine Shop has been incorporated with an authorized capital stock of \$9,000, all of which has been subscribed and paid in, \$2,000 in cash and \$7,000 in property.

Detroit—The Universal Battery Service Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed, \$200 paid in in cash and \$30,634.14 in property.

Detroit—The American Broach & Machine Co. has been incorporated with an authorized capital stock of \$60,000, \$30,000 of which has been subscribed and paid in, \$2,688.88 in cash and \$27,321.12 in property.

Detroit—The Campagnie Panzen Co. has been organized for the manufacture and sale of pharmaceuticals, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Composition Co. has been organized to manufacture and sell novelties, molded goods and stampings, with an authorized capital stock of \$125,000, of which amount \$100,000 has been subscribed and paid in, \$5,000 in cash and \$95,000 in property.

Detroit—The Calorizing Corporation of America has been organized to treat metals to withstand high temperature and to sell metals and parts so treated, with an authorized capital stock of \$99,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Harold Sears, Raymond C. Parker and Frank J. Neuman, all of the Grand Rapids Dry Goods Co., have returned from a conference of wholesale dry goods dealers at New York.

To Test Validity of Trading Stamp Law.

The State of Indiana has instituted criminal proceedings against the Sperry & Hutchinson Company and the Surety Coupon Company for violating the Anti-Trading Stamp Act of 1915.

The two companies, by way of defense, vigorously challenge the constitutionality of this statute, principally upon the ground that it is unjustly discriminatory in that it permits the use of a manufacturer's own coupons, redeemed by himself, but is limited to preclude the third party trading stamp system.

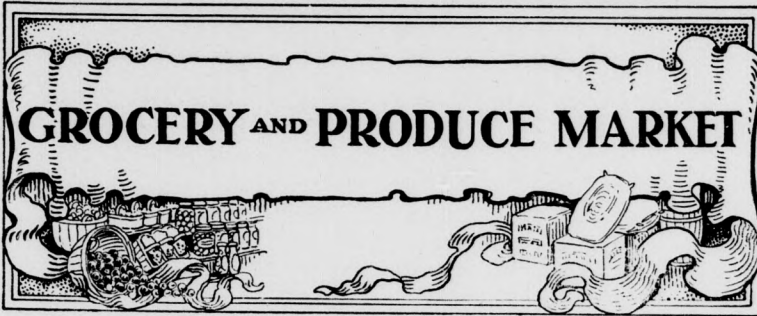
The Attorney General of Indiana has prepared a brief of over 300 printed pages in support of the statute, and will argue for the State at the time of the oral arguments, which will probably be held in the early fall. The legislative and judicial history of the trading stamp legislation is said to be carefully reviewed therein and the distinction between direct and indirect premium giving dwelt upon at some length in a way that may go far to settle the distinctions between the two classes of coupons.

It is considered by manufacturers packing coupons as a form of advertising that the distinction between this form of advertising and the third party trading stamp system be established in law. Hence, the significance of this litigation.

The constitutionality of the North Dakota Trading Stamp Law of 1917, containing the amendment exempting the manufacturers and merchants' direct premium giving, has also been challenged by the Sperry & Hutchinson Company.

The Attorney General of the State of North Dakota argued the validity of the statute before the Supreme Court, but had failed in the original complaint filed against the company to observe that the statute only applied to merchandise redemptions and did not apply to cash redemptions and the transaction made the basis of the complaint and alleged to be violation of this statute involved only a cash redemption. For this reason, there was no violation of the statute. The Chief Justice intimated that the Court would pass upon this question, and the arguments were accordingly held. Subsequently, however, the Court reached the conclusion that it would be improper to decide the constitutionality of the statute in a case where no violation existed. As a result, the constitutionality of the North Dakota statute was not determined in this case and the Attorney General is now instituting another action to test the validity of this statute and the question will be decided within the next two or three months.

Peter VanEss and C. H. Williams, who have been on the road for the Worden Grocer Company, went to Camp Custer in the draft this morning. Their territory will be covered in the meantime by Thomas McLennan.



Review of the Grand Rapids Produce Market.

Apples—Red Astrachans and Dutchess find a market on the basis of \$2.25 per bu.

Asparagus—Home grown, \$1 per doz.

Bananas—\$7 per 100 lbs.

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

Blackberries—\$4 per 16 qt. crate.

Butter—The market has been very active for the past week, at unchanged prices. The receipts are about normal for the season and the quality is averaging good. The consumptive demand is very good for all grades. The market is in a healthy condition on the present basis of quotations and is not likely to change in the immediate future. Local dealers held extra fancy creamery at 43c 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; Arizona, \$5 for standards, \$4.50 for ponies and \$2.25 for flats.

Carrots—20c per doz. bunches.

Cauliflower—\$1.75 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 a little weaker than a week ago. The receipts are not as heavy as is usual for the season. The market is fairly active, but we do not look for any further change in the immediate future. Local dealers pay 37c for candled today, 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 \$9.50 for choice and \$10 for fancy.

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

Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb., fil-

berts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16½c.

Onions—Louisiana and California are both sold on the basis of \$4.25 per 100 lb. sack.

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

Peaches—Georgia Elbertas, \$3.50 per 6 basket crate and \$3.75 per bu.

Pieplant—\$1 per bu.

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—15c per dozen for home grown hot house.

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

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

Tomatoes—Six basket crate from Texas, \$4; home grown hot house, 90c per 7 lb. basket.

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

Wax Beans—Home grown, \$3.50 per bu.

Whortleberries—\$4 per 16 qt. crate.

The Grocery Market.

Sugar—Ottawa county retailers adopted the weekly sugar card system this week and dealers in many other counties in the State are giving the card system careful consideration. An advance of 18 points on all grades of refined sugar is now in effect—5 points go to the refiner and 13 points to the transportation companies. This places standard granulated on the basis of 8.26. There appears to be some conflict of opinion in trade circles on the prospect for sugar supplies during the balance of the year. Prominent authorities present arguments to show that no danger of a serious shortage impends, but others are not so confident, since reports have come from authentic sources in Washington that the Food Administration contemplates placing further restrictions on the consumption of sugar in the near future that will affect all classes of consumers. It is intimated that a good deal of concern regarding the future exists in Food Administration quarters, and that the officials are figuring upon how to make the available supply stretch over the interval between the present and the time when the next crop begins to come forward.

Tea—In view of the very limited supply of most descriptions prices are maintained with confidence. Any material increase in the demand for Formosas, Japans or green teas will, no doubt, cause an advance, since stocks cannot be replaced except at

a material increase on present spot prices. As yet the distributing trade is giving little attention to offerings of new crop teas. No firm prices have yet been made on Chinas, owing, it is believed, to the delays in cable communication. They are expected during the coming week.

Coffee—The demand is a little better, but the price is off a small fraction. It is possible now to buy No. 7 Rio, the standard grade, green and in a large way, at 8¼c, and other grades of Rio and Santos are correspondingly off. The decline appears to come entirely from the fact that the Government has provided another boat to bring coffee north. Prices will probably not go much lower unless Brazil becomes a little less strong. At present the Brazilian markets are holding up. Milds are steady to firm and wanted.

Canned Fruit—The market is at a nominal basis. There are no spot offerings of desirable quality and the trade has taken no interest in futures, especially in high prices that have been named thus far.

Canned Vegetables—There is no spot demand at present, largely because there are no fruit offerings. Everything is being rapidly cleaned up and any one who has anything desires to hold it for his own trade.

Canned Fish—The salmon situation is interesting only in that there is very little business on the spot and nothing is being done in regard to futures because of Government requisitions taking precedence.

Dried Fruits—The past week is one that will be remembered in the dried fruit trade. The whole season's business has been crowded into one week and on a most unsatisfactory basis. Prices are the highest ever known for opening prices but this seemed not to have made any more difference. There was a great deal of squabbling over the assortment of prunes in the first day or two as most buyers believed that packers were trying to put something over on them in the small percentage of 40s that was offered. Later when it was found that most of the affiliated packers were not confirming at all and that the association was confirming only 20 per cent, buyers were glad to forget all about assortments and take what they could get. The association has promised to do the best it can later if more 40s are found to be available. Oregon prunes are sold very readily, except where packers have insisted on a wide assortment, which does not go very well in this market. Peaches disappeared like magic, as there was only a small crop to begin with and the Government has taken half of it. Raisins, because of a large crop this year, are not giving much anxiety, but are being booked in a satisfactory manner. All prices that have been named have been on a guaranteed basis. Brokers have been unable to understand the scramble that has been made for dried fruit during the week, as undoubtedly many orders have been duplicated, and out of them the buyers will get their full

requirements. Some brokers have been very unfortunate and after working up a considerable business among small buyers they found that they could not get any prunes at all. Similar experiences have been had with peaches.

Fruit Jars—An increased market is noted in jars, rings and caps, indicating increase in home canning throughout the territory.

Jiffy-Jell—The manufacturers have noted decline from \$1.30 to \$1.15. Sizes are unchanged, but a large percentage of the sugar is cut out, which will necessitate the housewife sweetening the material in the kitchen or at the table. The same amount of jelly dessert is obtained at the table.

Cheese—The market is firm, at about ¼c advance over a week ago, with a good consumptive demand, and receipts reported not as large as they were last year. The quality arriving is very good and the market is likely to remain stationary, but if we do have any change, it is likely to be another slight advance.

Sugar Syrups—Offers are well taken care of by current demands of consumption, which are supplied at the official prices.

Corn Syrup—Consumption continues on a liberal scale, but is supplied for the most part through deliveries on orders placed in advance. The market is steady on the basis of previous quotations.

Molasses—Trade is largely routine in character but there is no accumulation of stock on the spot and prices are firmly maintained.

Rice—With a bare market, business both here and in the South is at a standstill and wholesale dealers in need of supplies will have to wait until the new crop makes its appearance, which will not be much before the middle of next month. More or less rice is arriving on the Pacific Coast from the Orient, but it affords little relief for the distributing trade of the East, as much of it is deliverable to millers and most of the balance is absorbed by orders from exporters and local home buyers.

Tobacco—Jobbers are distributing as far as possible the surplus Velvet, Tuxedo, Lucky Strike, and Prince Albert allotted them over Government requirements. Small danger of a tobacco shortage, despite tremendous amounts being shipped abroad to the army, is shown in a report on the industry by the bureau of the census disclosing that stocks on hand at the beginning of this year amounted to 1,176,234,657 pounds, an increase of 12.6 per cent. over last year.

Provisions—Everything in the smoked meat line is firm at a further advance of about ¼@½c a pound, with a good consumptive demand. Pure lard is firm, at an advance of ¼c, while substitute is steady at unchanged prices. Dried beef is extremely scarce at an advance of about 3@4c a pound, with a demand that absorbs everything on arrival. Barreled pork and canned meats are firm and scarce, with prices the same as a week ago.

The Heavy Hand of Hoover.

The Food Administration announces that last week two merchants had their licenses to deal in food stuffs revoked while several others were suspended for a month or more for violations of Food Administration rules.

Charles Pedersen, of Kimball, Neb., violated the substitute rule and his place has been closed, effective July 15.

The Herstein Seed Co., of Clayton, New Mex., lost its license for unfair practices in regard to the purchase and distribution of pinto beans. The order applies also to the stores at Estancia, New Mex., and at Greeley, Colo., and became effective July 9.

David Gartzman, baker at 215 Vine street, Philadelphia, Pa., has been deprived of his license until September 13, for having an excessive amount of flour on hand, improper storage of flour and the insufficient use of substitutes.

The North Adams, Mass., Flour & Grain Co., has had its license revoked until September 15 for selling flour without a proper amount of substitutes.

The Butler Coal & Grain Co., of Adams, Mass., lost its license for one month, effective July 15, for selling flour in too great quantities and with insufficient substitutes.

Krall Bros., of Carnegie, Pa., lost their license for one month, effective July 15, for selling flour with insufficient substitutes, having more than a thirty days' supply on hand, failing to make reports and failing to appear at hearing.

J. A. Buzzell, of 32 Almont avenue, Worcester, Mass., has been deprived of his license to deal in food stuffs by the Food Administration for three months from July 15, for unfair practices in trade. Buzzell is a wholesaler and jobber of fresh fruits and vegetables and the specific charge against him was the unwarranted rejection of a carload of potatoes.

Hirasch Brothers, of Chicago, Ill., have lost their license to deal in rice flour and dried fruits for sixty days for making an excess profit on these commodities. They were given the opportunity to make a contribution of \$500 to the Red Cross in lieu of a further revocation of their license.

For refusing to accept a shipment of hay, the license of King & Hearn, hay dealers of Kinston, N. C., has been revoked. The firm offered various unfounded excuses for rejecting the shipment and refusing to handle in accordance with the direction of the Food Administration.

New Thoughts on Old Subjects.

Written for the Tradesman.

Will commercialism exist after the war in such a way or by such methods as to give men great opportunities to plunder their fellows?

Shall the faithful worker be fed, clothed and sheltered, even if he lacks the mental ability to defend his property?

Our sadness is glad and our gladness is sad, and so our equilibrium is maintained.

Europeans do not understand Americans when they think our soldier boys enjoy having badges pinned upon them. Respect for French and English officers only deter them from destroying the trash-reminders of royalty conferring favors upon fawning subjects. Their wise officers whisper; "Cheer up, boys; you have not done anything to be ashamed of."

Instead of being a discredit to the young men of America that all were not eager to enlist at the outset, it was proof that they were not discontented, restive, wild, roving, adventure-seeking, cruel or hardhearted. They had found in civil life enough to interest and hold them to quiet business lines. But when they understood their duty and privilege nothing could restrain them.

A good habit is hard to overcome.

The last week at home—the week never to be forgotten. Relatives, friends, ties, plans, ambitions, money, cherished possessions, life, everything surrendered—not to the foe, but to God and country. Every encumbrance thrown away.

Wishing the war would stop and not doing a thing toward stopping it is like wishing Winter would never come again and not providing fuel, stove or house for Winter.

When a Sunday newspaper boasts of 180,000 copies it does not look much as if we were nearing the millennium, especially when that Sunday edition is not worth a minute's notice from decent people. Well, say sensible people, for all its readers are not indecent.

Every issue of every paper worth reading has a message for those who seek more light.

"Whatsoever a man soweth, that shall he also reap." Russia cannot escape punishment for persecution of the Jews. Throwing off oppression for selfish ends is a long way from establishing a government for liberty and freedom for all the oppressed.

Every woman in America is more or less responsible for the success of the Allied cause. One woman may nullify all the efforts of a whole family.

Is this not the great Judgment Day when the nations are to be judged and the righteous tried and made white and purified? Can one of the Allied be named which has not in the past harbored and fostered some great national sin? Think of what you know or history records, of England, Scotland, Ireland, France, Italy, United States and others.

Minion.

It is now the turn of the doctors to be mobilized. The demands of the army are increasing, and at the same time the needs of the civil population can not be disregarded. To meet the situation, it is suggested that the entire medical profession be taken under Federal control. Actual conscription will not have to be resorted to, at least not until voluntary enrollment fails. The number of doctors at present enlisted in the army or navy is about 23,000, or about one-

fourth of the number of physicians actually engaged in practice. The number eventually to be required by the army and navy is estimated at about 50,000. By calling all members of the profession into service, the Government will not only be able to meet its own requirements, but will also be in position to equalize the present very unequal distribution of physicians throughout the country. Of the 143,000 registered physicians in the United States, more than one-third are not in practice. Some of these, it is anticipated, can be induced to take up active work. An interesting feature of the scheme is the proposal to commission the members of medical school faculties as a means of insuring the continuance of medical education during the war. The whole matter is obviously one in which the needs of people at home are quite as urgent as the needs of men in the field. Any letting up in the efficiency with which disease is coped with in city or country means so much less ability to meet the physical strain of war.

The War Department has a new system for the supervision of all contracts for war materials. This is not entirely a reply to the recent charges of profiteering, since a part of the plan has been in operation for some six weeks. It ought, however, to put a stop to the pernicious activities of agents and middlemen in the future. As far back as June 1 the General Staff prohibited the making of contracts with sales agents, save in cases of immediate necessity, and ordered that all dealings be had directly with manufacturers or recognized jobbers. Under the new arrangement just announced, all contracts will hereafter be supervised by boards of control, with a superior board of award to insure uniformity of procedure and determine questions of general policy. An improved system of accounting, which in itself should go a long way towards preventing fraud, is also provided. In addition to the control of war purchases, the plan contemplates a fuller co-operation between the War Department and the War Industries Board. All this in principle at least is as it should be. Now that we have settled down to the business of war, there is no reason why the War Department, and for that matter every other agency of the Government, should not conduct its immense financial operations with the same efficiency that is found in the best-organized private business.

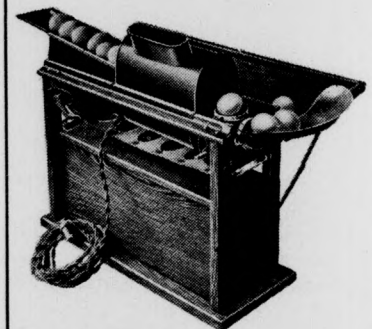
The American troops have again covered themselves with glory. They have shown that they can advance with a dash and brilliancy which we had all hoped for. Their freshness in the war is counting now as well as their dauntless spirit. Unlike our Allies, they are not war-worn nor stale. The game is new to them, but they have the determination to play it for all it is worth. Hence they do not stop when their objectives are reached, but push right on; to hold them in leash is the greatest

difficulty of their generals and of the French commanders. Their co-operation with the French and the French with them is evidently perfect, and surprise attack, without preparation works like a charm. We can hardly overestimate the significance of this flank attack. In the first place, it is the first Allied counter-attack from another direction since the Germans developed their new tactics of offense. Next, it shows the hand and the old skill of Foch himself, and, finally, it reveals the fact that Foch has men enough both to hold the enemy at the serious points of this German attack and to strike on a large scale elsewhere. The strategy is admirable, and it is placing the Germans in the position of having to defend a narrow wedge with the utmost tenacity lest they become themselves the victims of the pincer movement which they have been using so effectively. Again, it brings Soissons within the probability of capture in the next day or two, if the offensive goes on, and endangers the rail communications by which the enemy is supplying his men along the Marne and in the Chateau-Thierry district.

Joseph P. Lynch has contracted to close out the shoe and furnishing goods stock of the Herzog Store, at Mishawaka, Ind. The sale starts July 25. Mr. Horstman, the manager of the sale, has been drafted.

The winner will not be content with anything less than a life of winning.

The "Little Gem" Egg Tester



Write for catalogue and prices.

S. J. Fish Egg Tester Co.
Agents Wanted Jackson, Mich.

Weekly Penalty List of State Food Administration.

Flint—Mike Slagor, grocer at 3442 Michigan avenue, made an enforced contribution of \$50 to the Red Cross Saturday when he was found by County Food Administrator C. A. Cameron to be violating the regulations on the sale of sugar. Slagor's store was closed Saturday afternoon, but he was allowed to re-open Monday morning.

Sault Ste. Marie—As the result of the alleged disobedience of Patrick Sheedy, Ashmun street grocer, to orders of the Food Administration regarding food distribution, Mr. Sheedy has lost his license to sell food products, and orders have been given to all wholesalers to refrain from selling foodstuffs to him. Mr. Sheedy is the first grocer to feel the hand of J. S. Kennedy, field agent for the food administrator. The order to wholesale dealers to refuse to fill any orders for Sheedy, and a similar order to the transportation companies, is tantamount to putting the grocer out of business. Sixty-three articles of food are included in the list that cannot be sold him. The trouble in which Mr. Sheedy finds himself is said to be his sale of sugar to customers in larger than two-pound lots. This was discovered by Kennedy, the investigator, and the grocer was reprimanded. It is understood that Sheedy told Mr. Kennedy that he knew how to run a grocery store, or words to that effect, and refused to comply with the two-pound rule. The Sheedy store can operate as long as it has any stock on hand, but it cannot get a further supply.

Objects to Forcible Methods in Selling Stamps.

Grand Rapids, July 23—The manner in which the War Savings stamp campaign has been handled in this city is subject to severe censure. The threat of the manager of the campaign that corporations and individuals who do not respond to the appeals of the solicitors will be subjected to dire penalties is not in keeping with the institutions of this country and the traditions of this Great Republic. Men who are bending every effort and are enduring severe privations to keep up the payments on their Liberty bonds are warned that if they do not make good on Thrift stamps they will be summarily dealt with and that some sinister punishment will be meted out to them. Even letter carriers are being pressed into service to ascertain to what extent the business houses on their routes are subscribing for War Savings stamps.

This sort of terrorism and intimidation is carrying the matter altogether too far. No Government security should be sold under duress where the persons solicited are already doing their full share in the purchase of Liberty bonds. The man who gets along on two meals a day, who wears his last summer's suit of clothes and last year's hat in order to keep up the payments on his Liberty bond ought not to be held up to ridicule and criticism because he cannot possibly take part in the War stamp campaign. Personally, I am bending every effort to contribute to war necessities, as is probably the case with 90 per cent. of the people of this country. Because of this fact, I dislike to see the policy of force pursued by Germany and Austria in raising money for war purposes introduced in this country. It is not

necessary and it will defeat the very object it seeks to attain.
Merchant.

Beware of the Drug Store Fakir.

A certain individual lately known by the name of Felix Klugman (alias something else now, no doubt) and posing as representative of some "Felix Product Co." has succeeded in defrauding a number of druggists of more or less considerable amounts of money. He is slim, tall, with a pronounced German accent and has a clever way of ingratiating himself with his intended victims.

He usually first gains their confidence by selling them merchandise at very reasonable prices and giving them a square deal (in our case it was oils and prescription bottles), always trying to impress upon them the reliability and high rating of the house he is supposed to represent. Then he will venture to induce them in consideration of a special discount, to give him a check in advance, because he has to do the same to get the goods at rock bottom price, etc. And of course that is the last you see of him.

No Extras For Fair Goodies.

Lansing, July 23—Displays of cakes and pies at county and state fairs this year will of necessity be prepared from the individual allotments of sugar and flour and no extra allowance will be given any housewife or baker for this purpose.

This announcement was made by George A. Prescott, Federal Food Administrator for Michigan to-day, incident to the statement that judges on all food exhibits have been requested to judge every such display with special reference to a strict conformity to the Federal food regulations.

Mr. Prescott says county food administrators have been urged to get in touch with fair officials with a view to preventing any loss of any kind of food that may be brought in for exhibit. It is the hope of the administration, Mr. Prescott added, that there will be an absolute minimum of wastage of wheat flour and sugar, through this medium this year.

Just because the Government approves prices does not mean that the public will pay them. The Government has named a maximum price in a number of instances, but the understanding has been that if the goods could be sold lower they should be. All canned goods prices will have to be revised in the end if it is shown on the present basis of calculations the profits are unreasonable. There is nothing said, however, about denying any one the privilege of standing a loss if one should occur. When prices were set for sardines, for instance, and the Government approved them it was pointed out that these were the lowest that could possibly be named in view of the cost of raw materials and the high cost of labor. It was quickly discovered that these prices were too high and they were immediately cut 50c a case, but even on this basis they proved hard to sell and now it is said that packers are gladly cutting these prices. In addition to this the stopping of exports is adding to the troubles of the trade.

The Huns Are at Our Doors

Citizens of Michigan, are you going to stand for this?

German submarines have opened the door to the United States, come in and killed our sailors.

Without warning, they have entered New York harbor and sent to the bottom one of our cruisers.

If allowed to continue, their next move will be to bombard New York City and its environs.

And after New York City will come Philadelphia and then Michigan.

German bullets will kill your fathers and sons, your mothers and daughters.

The Boche officers and soldiers will assault and defile American womanhood—Michigan's fair daughters.

We have lived in security too long. We have believed in sa'tety because the ocean separated us from the unbridled, unlicensed inhumanities of the German kaiser and his people. We have boasted of our protection against invasion without knowing whereof we speak.

But the Germans have shown us we are wrong. They have invaded New York harbor and are sneaking around Cape Cod. Who knows what their next move will be? To-day is the most critical hour in the history of America—the very life of the Nation hangs in the balance.

It is up to Michigan to do her part in stopping it **NOW**, before further depredations are committed. Trust the rest of the country to do its part. That is not our business. Let us "put our own house in order."

America looks to-day to the NAVY to save it. Pershing's men are doing their work in France. But no unit of American warfare can save the country from being overrun by German hordes but the NAVY.

Enlist to-day. To-morrow may be too late. Get into the game before you are driven from your homes by Boche fiends. Save your homes and the lives of your loved ones. The best way is to enlist in the Navy.

It is the duty of every father and mother, of every wife and sweetheart in Michigan to urge their boys and husbands to enlist in the Navy.

Volunteer To-day to Make America Safe by Enlisting in the Navy.

Let's Have One Spot in the World Not Contaminated by German Terrorism.

NAVAL STATIONS

are maintained at

Grand Rapids	Saginaw	Flint	Ann Arbor
Kalamazoo	Lansing	Jackson	Monroe
Cheboygan	Alpena	Traverse City	Hillsdale
Cadillac	Muskegon	Port Huron	Cassopolis
Manistee	Bay City	Pontiac	Adrian
	West Branch	Detroit	

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WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

PRICE FIXING INFLUENCES.

The flood of price fixing influences in the dry goods trade was greatly in evidence in New York City last week. Buyers who were there in large numbers talked at length of the chilling effect of the Government announcement of a reduction in cotton goods prices from 20 to 30 per cent. Manufacturers and merchants talked of the many difficulties which lie in the way of adjusting the many differentials on odd lines of gray goods, sheetings and finished goods. The jobbers listened to the theories of price fixing stated by men speaking unofficially and they at once prepared to join in the work of assisting the Government in carrying out the war time measure that is so greatly antagonistic to their ideas of proper merchandising in peace times. The trade pilots are agreed that inflationary profiteering has been drowned and other kinds of profiteering will be controlled in time.

The presence of wash fabrics buyers in the market served as a barometer of how the trade of the country actually feels about the future of business. These buyers believe that trade will continue good. Many of them need cloths and proceeded to engage them. Others bought very sparingly of goods for late delivery and confined their largest operations to staples and semi-staples to be taken in at the agreed prices when converters and others are ready to ship them. There was in no quarter of the market any evidence of the feverish buying that has been the feature in other seasons when it was the desire and intention of operators to secure cloths before further advances took place.

Wherever high novelties were offered in converted lines buyers placed very moderate sized orders for future delivery. The best business booked was on the many serviceable and staple fabrics offered at prices which do not comprehend the last rise in gray goods primary markets. The buyers who selected lines of this character were generally convinced that the goods were relatively cheap and could not be obtained at lower figures, at least until mills are willing to accept future business on the price level fixed by the Government. Wash fabric sellers are convinced after the first week of uncertainty induced by the price fixing talk, and after seeing the desire of buyers to procure goods, that they will be able to sell everything they can offer for the coming season, and will not be forced to go on without profit. That is perhaps the most satisfactory assurance the trade received during the week.

Reports current during the week that cotton price fixing has been presented to the President as an economic necessity for the conservation of banking interests as well as to insure continued planting of large acreages ought to serve to stop a great deal of the unreasonable charges made against Southern planters and Southern politicians. Several cotton goods merchants and cotton manufacturers in this market have contended that

cotton price fixing was not a simple matter through co-operation, owing to the difficulty of reaching the intelligence of the thousands of farmers scattered all over the belt. They have refused to believe that either politics or indifference to winning the war were controlling factors in the delay that has served to hold up a satisfactory basis for yarn and cloth price fixing. The manner in which the Southern Jobbers' Association has jumped into price fixing plans on cloths, was referred to as a sure indication that the South is in a fighting mood as surely as the West or the East.

It hardly seems possible that the price fixing plans can be arranged as quickly as anticipated because of the innumerable details which must be adjusted. Meanwhile, the trade is able to go ahead with business if it will be borne in mind that one great purpose of the Government is to check large buying of those goods that may interfere with Government production, or may lead to profiteering on the part of secondary factors. It is being made clear to many in the trade that the Government desires to give time for all holders of goods to liquidate their high priced lines, and if liquidation is not voluntary the penalty must be suffered by delinquents, and not charged up to a lack of effort on the part of trade committees to make the situation easy.

THE METTLE OF THE MAN.

The events of the past week on the Western front prove that General Foch has to the full the French clarity of vision and deftness of stroke. The mettle of the man had been tried and proven before. It was a tempered spring that flew back into the face of the German High Command last Thursday. There was nothing improvised or haphazard about the decision of General Foch. He had long awaited the opening for his rapier. With infinite patience, with Fabian-like saving of his men, and withstanding of the temptation to strike too soon, he parried and shifted until his lungeing adversary became too confident, too unwary; then in a flash the French steel bit deep into his side.

We would not exaggerate the point nor anticipate the final verdict. Enough for the present that we see how wise was the Versailles choice of a generalissimo; that we have witnessed the lightning-like reversal of conditions at the battlefront—the German leaders no longer able to compel General Foch to manoeuvre as they will, but forced to bow and break under his initiative. And in this shining out of the finest qualities of French intelligence and greatness of soul, we can not be denied the right to read the most glowing auguries.

The egg candling order which was promulgated in the Tradesman last week is meeting with cordial acceptance and co-operation on the part of country merchants, who will be the principal beneficiaries of the new system.

FOOD WILL WIN THE WAR.

In many provinces of Hungary, declares a despatch via Amsterdam, there is only one-third of the amount of food needed to keep the population in health, according to a speech made before the Hungarian Parliament by former Premier Tisza. Other recent news items arriving here tell of an attempt upon the life of Emperor Charles, of attacks upon the German Embassy at Vienna, of riots in many large centers in the Dual Monarchy, and of serious friction between Germany and its ally over the distribution of the dwindling food supply of the Central Powers. Vienna's leading paper states that for six weeks the inhabitants can hope for little else to eat than salads and certain vegetables.

These despatches, if founded on fact, would conclusively prove that the Food Administration's prophecy, "Food Will Win the War," is rapidly coming true. Food Administrator George A. Prescott points out that it is unwise to put too much faith in news which emanates from the enemy whose censorship is not prone to admit the publication of news which would give the Allied world a true idea of the state of affairs in Hunland. Germany has before now spread stories to lure the Allied people into believing that she is on her last legs. German propaganda of this kind was responsible for a lot of pacifist talk in England last autumn and it would be very serious, and indeed might cause disaster, were these stories of Austro-Hungarian privation to lull the United States into relaxing for a moment in its effort to produce and save every last ounce of food for our Army and our Allies. It is true that Food Will Win the War. It is even truer that the lack of it will cost defeat. The placing of too much faith in these food-riot despatches might have a tendency to discourage production or encourage wastefulness here. It is much better, therefore, to rate them as mostly Hun concoctions until such time as "Sammies" arrive in Berlin and find out whether they are actually true.

LINENS GETTING SCARCER.

There has been a light movement of linens from first hands during the past week. Shipments from the other side are coming in more slowly, however, and mails from the other side were, with many importers, conspicuous by their absence. Linen houses consequently have no desire to push their goods on the market, and as their stocks decline they are more and more content to deal out merchandise piece by piece.

The linen trade is wondering whether there were any linens on the Carpathia, reported as having been sunk off the Irish coast outward bound last Wednesday. Future mail advices are awaited to supply information on this point.

Importers who have gone into the sale of cotton fabrics manufactured in the British linen districts as a means of maintaining their trade in the absence of linens, state that the labor situation in Ireland is checking

full development of this factor. Men have gone to the war or to war work, and now the girls who took their places at the looms are going into auxiliary war service in sufficient numbers to make their scarcity felt. There is also difficulty in obtaining prompt shipment of cotton yarn from Lancashire. Importers are taking business on these cottons cautiously as they do not wish to overcommit themselves.

Scattered efforts have been made by American retailers to buy linens from the stock of British wholesale dealers, but so far without having this source of supply become a real market factor. The British dealers want to conserve stocks to care for their own customers, and their prices, plus cost of transportation, make a rate which does not look really attractive from this side of the water.

War operation of the linen industry continues, and there is no likelihood of a noteworthy release of materials for civilian use.

NO FEAR OF MATCH FAMINE.

Every few days one reads in the papers stories about a "match famine," but the largest manufacturers assert that there is no need for alarm from that source. There is, they say, a certain shortage in "strike-on-the-box" matches, due to the fact that all foreign matchmakers, especially the Swedes, are having trouble in getting materials, and are shipping here very few matches of that sort, while the United States Government has virtually commandeered the output of that type of match made in America for use in the army and navy.

But as for household matches there are plenty of the well known brands to be had, and no prospect of a shortage. A few of the smaller manufacturers occasionally have periods of shortage in certain materials, but the big companies, and especially the Diamond Match Company, with its elaborate chemical research laboratories, has had no trouble in keeping its trade supplied at prices which have shown no advance in several months past.

Peach growers in California are reported as being encouraged to dispose of their crops this season for canning and drying purposes, rather than for shipment to the markets green. They are advised that there will be fully as much profit in selling for these purposes as in selling for shipment, either to local or Eastern markets, and a falling off in green fruit shipments is expected. President F. H. Wilson, of the peach growers' organization, recently said: "The growers understand now that the United States needs great quantities of dried fruits of all kinds. They will do well financially to sell as few green peaches as possible, and they will be laying up needed supplies for the army by drying their crop. They will be taking no chances as the eleven-cent price will be about equivalent to \$40 a ton for the fresh fruit."

TWO INDUSTRIAL LEVERS.

Credit and Transportation Great Instruments of Business.

The great modern pieces of machinery in industry are credit and transportation. To do their part well, they must be both well organized and controlled. By the establishment of the Federal Reserve system we have obtained the best organization of credit in the world, based on the right foundation and carried on in the most effective manner. Nothing was more fortunate than that the Federal Reserve system was practically in operation when the war began and was very thoroughly a part of the financial fabric of the country when we entered the war.

If this had not been so, we would have gone through troubles and, perhaps, panics, the result of which it is not very difficult to imagine. The Federal Reserve system, however, was planned for peace times and for those ordinary and even extraordinary disturbances which would be caused by calamities then known of. This war exceeds all calamities of history, and has brought on undreamed of conditions.

It is, therefore, absolutely necessary that there should be established a further organization of credit to meet the extraordinary situation which this war has developed, and the War Finance Corporation, to my mind, will answer this purpose.

We know there will be an expansion of credit by means of the War Finance Corporation, but we will have the organization of this expansion, the control of this expansion, and the regulation of it. Therefore, whatever credit is given will go in the direction necessary to win the war, and not in the haphazard way that might have occurred without such regulation. It was a bold, comprehensive and necessary idea, and its effect on industry will be felt at once.

I believe practically every financial authority in the country is glad that the Government did not try to expand the Federal Reserve system to do this extra financial work. It is very important, it seems to me, that that system should not be radically changed and something entirely foreign to its fundamental principles injected into it, becoming an integral part of it, which, after the war, would have to be extracted by what might be called a surgical operation. It is much better to keep this new element in finance entirely separate to begin with, and have it only indirectly connected with the Federal Reserve system. When the war is over and the necessity for it is gone, the Federal Reserve system will not have undergone any organic change in its fundamental principles of lending on bills receivable taken from commodities in the process of manufacture, distribution or consumption.

The other great necessity which I have referred to is transportation. War organization was necessary there. All the governments of the world cannot go on buying commodities and selling securities amounting to billions of dollars without raising

the prices of commodities and depressing the prices of securities. In order to sell its own bonds, it was necessary for the Government to organize our industrial elements so that the securities of standard industrial corporations would not be unsalable or worthless.

Railroad securities form the great backbone of the market. If they are stiffened, others are likely to remain firm. The Government saw that and acted. The result is now evident, for confidence has been almost completely restored.

When I say that, I mean the law was satisfactory, and the intent of the Government, as there expressed, seemed fair and just. We must bear in mind, however, that the contract between the Government and the railroads, and the details of how this law

Light, power, heat, and interurban transportation and city transportation are all necessary to win the war. For that reason, it is necessary that their prosperity be maintained. One of the Government's most important problems is to see, so far as it properly can, that all essential industries are kept up to an equally prosperous level, that none of them is allowed to make enormous profits while others droop and die. The body politic cannot remain healthy and strong under such circumstances. If it is not strong in all its parts, we cannot compete with nations which are so organized.

I believe the Government has recently done splendid work, but, if this war is to last for any length of time, it is only just beginning. Every commercial association, business firm and corporation should to its utmost help

and if it had paid for the raw materials first at a low price, and insisted on manufacturers making them up at a fair price, it would have started at the right end and saved millions of dollars.

The condition of the textile market to-day is almost chaotic. A Government committee is endeavoring to make some adjustment so as to regulate prices, but it is said, with some authority, that the Government does not intend to consider the question of cotton. This, it seems to me, is a mistake. It is almost impossible to regulate prices of all cotton goods and comparatively easy to control cotton. We should at least get hold of what cotton and cotton goods and wool and woolen goods we want for Government purposes at reasonable prices and take some drastic steps to stop pure speculation, both in cotton and staple cotton goods.

A great many people who are not in the cotton business have bought cotton; and people who are no legitimately in the cotton goods business, and have no regular outlet, have bought cotton goods on speculation.

"What is and will be the effect of Government control on industries through Government financing or otherwise?" In nearly every case the effect has been good, and will be good during the period of the war. The danger, it seems to me, is in the after-effects. The difficulty will be in the process of getting rid of Government control and getting back to normal again.

There may be now, for instance, too much standardization, which in the army has been called "red tape." We know too much standardization crushes out initiative and invention, and the line should be carefully drawn, so this country will get the benefit of economy through standardization and yet not lose more through the elimination of private initiative and invention.

This is not the time, perhaps, to go into the important questions arising between capital and labor, which are being solved now very satisfactorily for the period of the war, but which may require some new solution when the war is over. We should all try to shape public opinion so that capital and labor will see clearly what their part is now and what it is going to be when the war is over.

We shall probably need more cooperation and profit-sharing and less limitation of production and opportunity to learn a trade than we had before the war, and a larger representation of labor in the control of our industries. The country which works out these problems best in this great world question will win in the economic competition.

John V. Farwell.

Maybe the Doctor Was Right.

"The doctor told Jagsby that liquor would shorten his life."

"And what reply did Jagsby make?"

"He said it certainly would, if he continued to have as much trouble locating a drink as he has had since the prohibition law went into effect."

THE KID HAS GONE TO THE COLORS.

The Kid has gone to the Colors
And we don't know what to say;
The Kid we have loved and cuddled
Stepped out for the Flag to-day.
We thought him a child, a baby,
With never a care at all,
But his country called him man-size
And the Kid has heard the call.

He paused to watch the recruiting
Where, fired by the fife and drum,
He bowed his head to Old Glory,
And thought that it whispered: "Come!"
The Kid, not being a slacker,
Stood forth with patriot-joy
To add his name to the roster—
And God, we're proud of the boy!

The Kid has gone to the Colors;
It seems but a little while
Since he drilled a schoolboy army
In a truly martial style.
But now he's a man, a soldier,
And we lend him listening ear,
For his heart is a heart all loyal,
Unscourged by the curse of fear.

His dad, when he told him, shuddered,
His mother—God bless her—cried;
Yet, blest with a mother-nature,
She wept with a mother-pride.
But he whose old shoulders straightened
Was Granddad—for memory ran
To years when he, too, a youngster,
Was changed by the Flag to a man!

is going to be administered, have not been worked out or made public. The Government, I believe, will appreciate the necessity of living up to the spirit and intent of that law, as understood by the people, so that the confidence not already restored may not be rudely disturbed—with disastrous consequences, not only to the railroads, but to all credit, public and private.

It is, however, necessary for the Government to go much further than railroads and to use pressure so as to bring about some relief for all public utilities in order to prevent any of those essential industries from going into bankruptcy or losing their credit. It is unfortunate that the Government cannot directly raise the rates of these corporations, but since it cannot, it seems to me very necessary that the authorities in Washington should do all in their power to see that state public commissions take this action, so that these great industrial organizations will not fail us when their services are needed.

the Government in bringing about the thorough organization and morale which will win the war.

We are now getting into our stride and more and more into the necessary details. One such element in connection with war finance has been the control of prices in large industries. The Government has undertaken the practical control of some basic necessities, such as wheat and meat products, and also some basic raw materials such as copper, steel, zinc and, to a certain extent, wool.

I cannot quite understand why it has not already taken some measures to control cotton. It is very obvious that in textile matters the thing for the Government to have done, when it entered the war, was to have bought or contracted for all the wool and cotton it would need for a year or more ahead. The cost to it would have been much less than obtaining its goods in any other way.

The Government has to pay for the goods anyway, when they are made,



Congested Shipping Situation is Concrete Fact.

New York, July 22—We are advised that the railroad freight congestion is rapidly becoming acute. The danger to the merchants of the country in this situation is obvious. The difficulty of shipping goods is daily increasing. The needs of the Government will first be cared for. Fuel and food must also be shipped and supplies for munition and shipping plants will take precedence. A bumper crop must be moved in the Fall. The remaining facilities, whatever they are, will be available for other things.

Our experience last winter should serve as a warning to us as to what is likely to occur this coming winter. The needs of the Government have multiplied. There are no increased transportation facilities. The question then remains—how much space will be left for merchandise shipments; how much merchandise not absolutely essential will be moved? This will depend considerably upon how much merchandise can be shipped in this available space, how much of this space will be wasted, that is, how much will be utilized for wrapping and enclosure of merchandise rather than for merchandise itself.

The definite probability is that every cubic foot of wasted space will mean just so much less merchandise that can be shipped. The obvious necessity therefore is to condense merchandise into the smallest possible shipping space and thereby increase the amount of actual merchandise that can be transported. The Government has been studying this situation and has developed a few statistics, as per enclosed copy, which will serve as a guide in the study of this vitally important matter.

There are many items which the Government has not considered but to which the merchants in their own interests should give consideration, such as shipping umbrellas in bulk, pocketbooks and other leather goods, shoes, rubbers, etc., in condensed form instead of individual boxes. A good way to make a test is to take, for example, fifty boxes of shoes packed together and measure the

cubic contents. Take the same fifty pairs of shoes, wrap each pair in paper, pile them together, and obtain the cubic contents. This is the way car space is being figured. By looking at it in this light, you can readily appreciate that every cubic inch of car space must be utilized to the greatest possible advantage.

It is now the latter part of July and what can be done must be done now, not in September and October when the crisis is on. It is decidedly to your own interests to immediately take a survey of articles in your store and be sure that whoever takes charge of it is thoroughly impressed with the seriousness of the situation and the importance of looking at this matter in the proper light.

We would suggest that a copy of this letter and enclosure be immediately placed in the hands of every department head in your store to work upon. It is not a question of whether they like to have merchandise come in individual boxes or packed in just the way they have been accustomed to. It has come down simply to a question of whether they are willing to take the chance of receiving any merchandise or not.

We are sending this letter to one thousand stores for the purpose of having them send their suggestions to us. This information will be immediately collated and turned over to the War Industries Board of the Government. It is the opportunity of the merchants to help meet this situation. If they do not avail themselves of this opportunity they cannot expect to receive much consideration in shipments when the congestion is on this winter. There is no assurance that, even with merchandise in condensed space, there will not be a decided curtailment. It is certain, however, that only by such action as is suggested will there be a chance of receiving anything like the required amounts. Of the 100 per cent. of transportation available, the Government will take 40, 50, 60, 70, 80, 90 per cent. or even all of it, if necessary.

Please get your reply to us not later than August 1. This means give it immediate attention.

E. L. Howe, Sec'y,
National Retail Dry Goods Assn.

Methods of Condensing Shipping.

Class of Merchandise	Now Packed	If Packing Changed To	Would Save In Shipping Space
Mens silk hose	1/2 doz. to box	1 doz. to box	15%
		1 doz. in paper	42%
Men's lisle hose	1/2 doz. to box	1 doz. in paper	20%
Women's med'm weight cotton hose	1 doz. to box	1 doz. in paper	31%
Women's lisle union suits	1/2 doz. to box	1/2 doz. in paper	42%
Women's medium weight cotton union suits	1-6 doz to box	1 doz. in paper	34%
Women's lisle vests	1 doz. to box	1 doz. in paper	26%
Men's nainsook shirts	1/2 doz. to box	1 doz. in paper	29%
Men's nainsook drawers	1/2 doz. to box	1 doz. in paper	29%
Children's sweaters	1/2 doz. to box	In bulk	49%
Women's fancy handkerchiefs	1 doz. to box	1 doz. in paper	48%
Women's muslin nightgowns	1 doz. to box	1 doz. in bulk	48% to 60%
Women's corset covers	1 doz. to box	1 doz. in bulk	55%
Women's house dresses	1/2 doz. to box	In bulk	38%
Women's waists	1 to box	2 or 3 to box	50% to 66 2/3%
Women's flannelette nightgowns	1/2 doz. to box	In bulk	44%

The above instances are only typical and are not intended to specify exactly what should be done. They merely are indicated to place clearly before the merchants the question of whether in this freight congestion the merchants of the country prefer to have shipped to them less merchandise and more boxes or more merchandise and less boxes. Those in touch with the freight situation are not hopeful of being able to ship anything like the normal amount of merchandise. Manufacturers will co-operate with the merchants in such moves as are decided upon.



Sunbeam Shirts

Correct Fit—Quality Materials

- KETTLEBROOK—Flannels
- PEERLESS—Flannels
- CHAMPION—Flannels
- AMOSKEAG—Domets

(Sizes 14 1/2 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

The Book of Plain Prices

All the prices in "OUR DRUMMER" catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from "OUR DRUMMER" buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

QUALITY

SERVICE

Bathing Caps

Stock up for the August rush, that is sure to come. We are offering for immediate sale, two lots of Bathing Caps. Order at once and get the first choice. These values will double your August Bathing Cap Business.

ASSORTMENT NO. ONE.....a dozen, \$2.00

Three styles to the dozen, two fancy shapes and one diving cap.

ASSORTMENT NO. TWO.....a dozen, \$4 00

Six styles to the dozen, every one a distinct novelty.

No. 1200, Diving Caps.....a dozen, \$1.25

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SERVICE

QUALITY

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 22—Well, here we are again. Last week's news was too late for the press. Some mail service, but there is no use in finding fault with delays. We can only pass it out this week.

J. S. McDonald, well-known grocer, also postmaster of Detour, has purchased the Bennett House, which he is remodeling and refitting up to date. He expects to put the finishing touches to it within the next ten days. This is one of the most delightful locations in Detour and looks as though Jim has about made up his mind to settle down, although he is keeping his future plans under his hat and all we can get out of him is, "Nothing doing."

Detour is noted for its romance and we shall be pleased to announce full particulars later.

"Good Roads" Earle, in his address before the Detroit Automobile Club here, explained that a bridge tunnel for the Straits connecting St. Ignace with Mackinac City was practical and that there is no reason why this project should not be undertaken, connecting the Upper and the Lower Peninsula for automobile and railway traffic as well.

G. W. Bashore, the well-known jeweler of St. Ignace, reopened his jewelry store in the Pilon place last Tuesday with a new stock of jewelry which is a credit to the proprietor.

Another adventure in the wild and woolly North has been pulled off by Leon Litchard, of St. Ignace. He was returning from a trip to the Cheneaux, when a lynx attempted to cross the road in front of his car, with the result that the animal was run over and killed. Leon collected the \$5 bounty, which more than paid for John Rockefeller's interest in the trip.

L. J. La Belle, well-known lumberman and sheep king of Johnswood, paid the Soo a visit last week in his private yacht. Mr. La Belle is greatly enthused over the sheep proposition and made the statement that he has been offered \$100 apiece for his lambs, which he refused, but did not venture to turn the orders over to any of the wholesalers who are still willing to fill all orders of lambs at somewhat less than this price.

The steamer D. P. Perry, of the Arnold line, is making three round trips between Mackinac and St. Ignace.

The Soo is enjoying the good old summer time, having had almost two weeks of real July weather, which is bringing in the tourists in large numbers. The old familiar sight seeing expeditions are again in vogue along the banks of the St. Mary's River and the shores of Lake Superior. Tourists all seem to agree that the Soo is the place where life is worth living during the hot summer days.

Four thousand more sneep and 100 head of cattle and a carload of horses arrived in Cloverland last week. Also 200 breeding ewes and a car of breeding horses were shipped to the old Emblagard farm. Thus far, 16,200 sheep, 2,000 cattle and several hundred horses have arrived here from the West. Seventeen grazers have selected tracts for branches in Cloverland, but most of these will not ship in their stock until next spring. Many plan on clearing large acreages this summer, so as to be ready to raise their own winter feed. Cloverland is the greatest live stock and dairy section in the United States, if not in the world. This is from Mr. Haggenbraith in his official report. At that time, Mr. Haggenbraith was assisting Mr. Hoover in the food sit-

uation. As a result of this endorsement by one of the largest sheep men in the world, the Development Bureau began an excessive propaganda in the West. William G. Tapert.

Gabby Gleanings from Grand Rapids.

Grand Rapids, July 23—A recent frost which did thousands of dollars damage in Western Michigan was especially destructive at the A. M. Todd Company's Campania Farm. For several years it has been the aim of this progressive company to do something that would give employment to its men the year round. After a great deal of experiment the Company decided that the production of hemp was a logical crop. Last year this crop was tried and its production proved an eminent success.

The company built a plant and installed machinery for making hemp fiber. This season it had sown 600 acres of its mammoth farm at Campania to hemp, and the unusual frost has destroyed the entire crop with an estimated loss to the company of \$150,000.

Levinus Slotman, one of the popular merchants of Hamilton, has been confined to his home during the last four weeks with a mild attack of smallpox. Not only his living apartment, but the store as well has been under quarantine, and as there are no other cases of this disease reported in that vicinity, it is believed that the disease will not spread. Mr. Slotman's place was fumigated and opened to the public last Monday. The author of Gabby Gleanings extends his sympathies to Mr. Slotman because of his confinement and consequent loss of business.

Tom Reinink, of the firm of Heneveld & Reinink, general merchant at Graafschap, is wearing a smile like a harvest moon and treating his friends and customers to cigars. The occasion for this is the arrival in his home of a fine 10 pound girl.

Louis J. Adams, who conducts a successful city grocery store in Hopkins, has fallen prey to the attacks of Dan Cupid and has "taken unto himself a wife." Louis enjoys a constantly growing business in Hopkins and has the esteem of all with whom he comes in contact. "Gabby Gleanings" extend congratulations.

L. H. Field & Company, Jackson, have added a stock of groceries to their already mammoth stock of merchandise.

T. S. MacLennan has associated himself with the Worden Grocer Company in the capacity of traveling salesman. Mr. MacLennan will make the Northern trip which was formerly made by Peter Van Ess, who is leaving this week for an army camp. Mr. MacLennan formerly represented the American Bureau of Engineering in the State of Michigan.

H. H. Rhodes, of Coral, was in the city Monday for the purpose of seeing the circus and also attending to a few business duties while in Grand Rapids.

In commenting on the percentage of people of various occupations who paid income tax in 1916, the article in the Michigan Tradesman evidently overlooked the travelling salesman. If the decimal point was so far removed to the left of the first sufficient figure that the writer couldn't read it, we would suggest that he resort to logarithm.

Ralph Stone, formerly connected with the Michigan Trust Company, has a hard name. He was born with it. But since he has been appointed custodian of enemy property in this country the Huns have given him an even harder one.

Rev. A. W. Wishart once took for his text, "Feed my lambs." A plain farmer very quaintly remarked to him on coming out of the church, "A very good text, sir; but you should take care not to put the hay

so high on the rack that the lambs can't reach it."

A. E. Motley (Worden Grocer Company) is taking a much-needed rest this summer. His territory is being covered in the meantime by his son-in-law, W. W. Hubbard.

Ed Hart, manager of the tea department of the Worden Grocer Company, is spending a couple of weeks at Mt. Clemens taking the baths. He is located at the Phoenix Hotel.

Fred Beardslee was somewhat surprised while coming in on the train from Jackson to Grand Rapids last Friday to find his mother, Mrs. Charles Beardslee, and his sister, Mrs. Sidney Keyes, and her two children. The mother resides in Detroit and the sister in Brooklyn. Both were en route to Grand Rapids to make Fred a visit.

A. B. C. writes from Cleveland enquiring what the D., S. S. & A. Railway has done regarding the payment of the rebate checks which have been preserved by the traveling men who cover territory in that part of Michigan. As the engineer of this department understands the situation, the matter is still banging fire in the courts, with small prospects of the travelers ever being able to realize on their holdings.

D. F. Helmer.

When school days end the process of education still continues. Present duties, past experiences and future needs combine to stimulate study and prepare the worker.

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

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

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Special Sale Experts
Expert Advertising—Expert Merchandising
44 So. Ionia Ave. Grand Rapids, Mich.

For Sale at Great Sacrifice

Two manufacturing plants, one at Buffalo, N. Y., and one at Racine, Wisconsin, each containing about 150,000 sq. ft. of floor space. Adaptable for wood or iron work. Fully equipped with sprinklers, steam power, wood and iron working machines. Racine plant has large foundry fully equipped. Can give immediate possession. If interested, communicate with

M H. MURPHY Manitowoc, Wis.

FOR SALE

On account of the death of my wife I have retired from business and will sell cheap my entire property, consisting of four lots, store and hotel, with furnace and electric lights, barn, ice house and other buildings. Property situated opposite G. R. & I. and B. C., G. & A. Railway union station, Boyne Falls, Mich. Best location in the village. Will sell each property separate or all together. Terms easy. Will take part cash and balance on time or will trade for good farm. Write or call on

JOHN J. GALSTER,
601 Kalamazoo Ave.,
Petoskey, Mich.

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

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GET OUR PRICES

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Brown and Bleached Sheeting

and make your selection from a big stock of various qualities.

Write for samples and prices.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



Functions of Bank as Distribution of Securities.

The business of banks in the sale of securities for investment is of comparatively recent growth. Like every successful growth, this development has been in response to a real economic need. To review briefly the growth of the security business as we understand it to-day, will require comparatively few words, as the business itself has had a very short history.

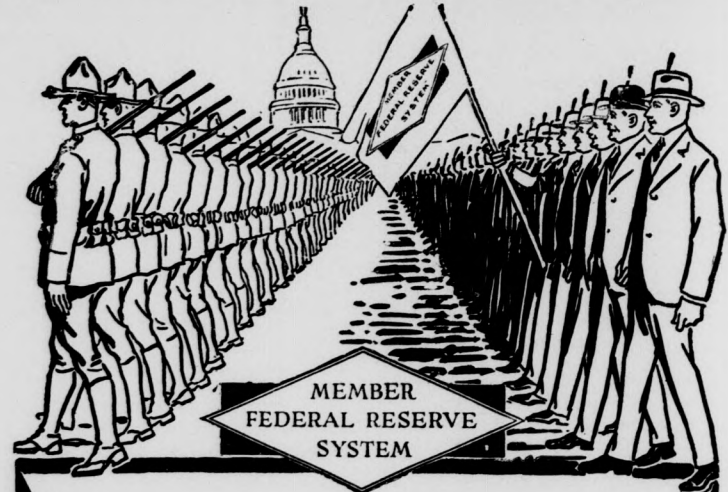
At the time of the Civil War in this country, the security business as we now understand it, did not exist. Government bonds were the chief instruments of investment and these were distributed partly by bankers and partly as in the case of the Government bonds sold by Jay Cook through personal efforts of individuals. A few years after that war, the development of railroads brought into view different methods for raising the funds necessary to finance the construction work. The first financing was done through a few private bankers who were generally interested in the property whose securities they offered. After that came the smaller houses who took over the securities from the larger houses. These small houses came to be known as houses of distribution, while the larger houses were known as houses of issue, the latter, still as a rule being interested in the companies whose securities were traded in. Later, around 1890, public utilities came into the field with large demands for capital for construction and this demand was met largely by the sale of securities through the smaller houses. Usually, there was comparatively little examination of the necessity for the financing and so long as the public went on buying securities, the supply kept up regardless of economic necessities.

It was in the years from 1890 to 1900 that electricity first became an important factor in urban and inter-urban transportation. The electric light business also had its development at this time. Generally, the companies were largely over-capitalized and the bonds were issued against future hopes. The rapid growth of the country in a great many cases made these hopes come true, but these only led to further exploitations through combinations and re-organization.

In the years that have followed, the necessity for some effective supervision of the issue of securities became more and more apparent. In those days the investor had little to

go upon beyond the statement of the promoter. The security dealer of that day had no facilities for the critical examination of the securities offered and little desire to make analysis, provided he could sell the goods. To make the bonds attractive, they were usually accompanied by a stock bonus. This stock represented no cash investment and as a rule had little value, except as an opportunity to share in the future profits, if any developed. While in many ways the methods of distribution at that time were crude and extravagant, they probably performed a function of real value. With the passage of that era of construction, however, the old methods of financing have become obsolete. The investor came to realize that the issue of securities needs careful supervision and that he, individually, was not in position to give this supervision. His first inclination was to turn to his local banker for advice. This was really the stage at which the bank as an institution entered the security business. Broad-minded bankers realized that here was a function of banking that would meet a real need of their clients and would therefore have a real economic value.

At first, buying securities for its customers in a small way, the business of the bank as a distributor of securities rapidly grew to the proportions we know to-day. Bond departments were organized and all the resources of modern banking were brought to bear in the growth of this important new branch. In analyzing this growth the causes for its success become apparent. Banks and trust companies were everywhere under state or federal supervision. The securities they bought to sell must be securities which would be approved by the banking departments. Bankers had long been accustomed to analyzing securities for themselves and it was a natural development for them to analyze securities for their customers. The profit realized was the price paid by the investor for this expert analysis and supervision. It was natural for the investor to go to his banker for investment advice because as a rule, from his first dollar of savings, he had been in intimate relation with his banker in every step of his business. When he borrowed money, he made a confidant of his banker and as his funds accumulated, the banker best knew the needs of his client and of the securities that would be the best investment of these funds. In other words, it has been the growth



Organization Wins

ORGANIZATION is what wins in war, in business, or in banking. We used to think The Old National Bank was ideally organized, but we are very much better situated today as a member of the Federal Reserve Banking System. Membership links this bank with the strongest and best organized banks throughout the country.

Their organization is our organization; their strength our strength. And your financial security may benefit, in turn, if you are among our depositors.

THE OLD NATIONAL BANK
GRAND RAPIDS MICHIGAN

Have You Made Your Will?

Many business and professional men have named this company as executor and trustee in their wills.

In this capacity, we will render the following services for their estates:

- Present and have proved the will.
- Collect and list all assets belonging to the estate.
- Prepare an inventory and assist in the appraisal.
- Collect all income and principal accruing to the estate and all funds owing to the decedent at time of death.
- Keep a true and correct record of all receipts and disbursements and properties.
- Examine and resist if necessary claims filed against the estate.
- Keep in close touch with beneficiaries and keep them advised as to the status of the estate.
- Prepare an account or accounts of funds received and disbursed for the estate.
- Attend to the payment of inheritance taxes and other obligations owing by the estate.
- See that the property is distributed in accordance with the will.

We will be pleased to have you call and let us explain how we handle trust matters. It incurs no obligation on your part.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

of confidence on the part of the investor in the banker, through whom he made his investments, that has made the way possible for the great growth in the general security business. It is likewise because, as was shown in the sale of the Liberty Bonds, there are still millions of small investors who have not yet learned to go to their banker for investment that we can estimate the great future possibilities of the investment business.

In France, thrift has become a national trait, largely perhaps, because the French have had opportunity for the investment of small accumulations of funds. In this country, until recent years, the smallest unit of investment was the \$1,000 bond. Lately, even before the first Liberty Loan, the great aggregate investing power of small investors was more fully appreciated and the tendency has been to issue bonds in smaller and smaller units. Twenty years ago there were a few issues of bonds of \$500 denominations. To-day, there are many high-class issues available in \$100 units. As investors come to realize that they can go to their bank with smaller accumulations, denominations of even less than \$100 will become general.

As the necessity for thrift becomes more and more insistent, such demand must increase and it would seem inevitable that banks will be looked to even more than at present for investment securities. This has been the case in older countries, particularly in France, where most of the investment business is done by the large banking institutions like the Credit Lyonnais and similar institutions.

For other reasons, but to the same extent, large investors will also find it increasingly advantageous to place their investments through banking institutions. For the reasons indicated, the securities offered will be better selected. Another advantage in securities so purchased, is in their value as collateral. Where a banker passes on a bond before he sells it, he will naturally know its value as collateral better than he would bonds which he had never been interested in examining.

A bank, also through its various departments, offers other advantages to the large investor. Through its trust department it can hold securities for safe-keeping, collect coupons, and act generally as a responsible agent for the investor. Securities so held by a bank or trust company in a fiduciary capacity are not part of the general assets of the institution and are not liable for its debts in dissolution. Under such an arrangement many investors turn over their entire holdings of securities to a trust department, relieving themselves of all trouble in connection therewith. The bank not only collects the coupons, but makes out exemption certificates and pays income taxes, advising its client of the net credit to his account. The charge for this service is very small, in many cases not larger than the rental of a safe deposit box.

What we have said indicates some-

thing of the functions of a bank in the distribution of securities. This does not mean that there will not always be local dealers in securities, but even such dealers will find it increasingly to their advantage to purchase their securities through the larger institutions in New York and other centers. For reasons indicated, such large institutions would tend toward conservatism in the class of securities offered. They will have of course the advantage of a large organization for passing on the securities. Having as a rule ample capital, they can make the business of a small dealer easier to transact by co-operating with him in carrying securities pending their sale. The small dealer is thus enabled to do a much larger business with a given amount of capital than is possible where he must buy securities outright, depending upon bank loans to carry securities until sold. It allows the dealer to concentrate all his ability on selling securities.

It was generally estimated, before the first Liberty Loan, with its four millions of subscribers, that there were only about 200,000 investors in the United States and that their aggregate annual investments were about \$2,000,000,000.

The number of subscribers to the Liberty Loan indicates that so far, the surface of the investment capacity of this country has been hardly scratched. Therefore, great as it is to-day, the history of the investment business lies largely in the future and the part that must be played by banks in the development of this future, is incalculable.

M. K. Parker.

Food and Fuel Famine Originated At Home.

Written for the Tradesman.

For fifty years the people of this county have been laying the foundation for food and fuel famine. The war caused them to appear sooner than the schedule time. In the fact of all admonition, warning and advice, people have gone on destroying the forests and the farm woodlots, denuding the hills and causing floods and freshets.

So long as inflammable material can be obtained or its use not forbidden, people build wooden houses to be burned instead of imperishable ones of stone, brick or concrete.

The amount of fuel consumed is not determined by the needs of the family, but by its purse. In the matter of food, clothing, comforts, luxuries and amusements, many will have all they can pay for, get trusted for or steal. The "don't worry" class are mostly to blame for panics and hard times.

The high price of wheat during and immediately after the Civil War was an incentive which resulted in clearing more land in many cases where the proportion of woods to cultivated fields was already none too much. To the question, "What will you do when the woods are gone?" farmers answered, "Wheat will buy coal."


It was not enough to cut and sell firewood to village and city residents, to get out timber for wagon makers

and others to use in manufacturing tools, but in some sections of Michigan the timber was felled in windrows and left until the branches were dry, then set on fire. That which was not consumed was hauled into log piles and fired again, and so the land was cleared for wheat. But the anticipated harvest of high prices was short. The prairie states were rapidly settled and wheat was grown so cheaply and abundantly there that Michigan's wheat crop became a small factor in the situation and the

price declined so that farmers had to look to other sources for the principal income.

Enough has been said about waste of food. Very few people in our land are now going without sufficient food, and yet the world is getting enormous amounts of food without corresponding increase in production. Saving has done it. Minion.

The kaiser still wants the earth, but he is not ready to bite the dust. Let's give him a taste of the genuine.



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000


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

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

GRAND RAPIDS NATIONAL CITY BANK

CITY TRUST & SAVINGS BANK

ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK

CITY TRUST & SAVINGS BANK

ASSOCIATED

Senate Amendments to the Federal Reserve Act.

Written for the Tradesman.

After having been materially changed by the United States Senate Committee on banking and currency, the bill amending the Federal Reserve Act, which passed the House in April, was enacted by the Senate July 2, without re-call and practically without debate. The changes made consist of striking out the major part of the House bill, leaving only three provisions. One of these makes the highest Federal Reserve note that can be issued \$100. Under the House amendments, the denominations could be \$500, \$1,000, \$5,000 and \$10,000. The other provisions retained provide for penalties for embezzlement. One of the most important and interesting results of the Senate chopping is the elimination from the law of the provision extending to National banks the fiduciary powers possessed by State banks.

Another development of great interest is that the Federal Reserve Board is opposed to the guarantee of National bank deposits. Resolutions were adopted to the effect that the unification of our banking system is threatened by the proposed plan. Among the reasons advanced why this plan is unwise are that it would tend to stimulate a spirit of competition and antagonism between state and National banks, because of the agitation which would be produced in many states to secure local legislation for guarantee of deposits in state banks, thus destroying the harmony now happily developing and already established between National and state banking systems, as evidenced by the increasing number of state banks in the Federal Reserve system, and the cordial co-operation which many states are giving to the policy of the Federal Reserve Board in seeking to bring about a unification of the American banking system under the Federal Reserve Act.

In taking this stand, the Federal Reserve Board is rendering a genuine service to the country and, coupled with the protests of bankers from all over the country, should have the effect of inducing Comptroller of the Currency Williams to withdraw his application to Congress to have such a bill passed. Whether it will or not is problematical. However, if it does influence Mr. Williams, it is likely to have some effect on Congress. From the attitude of the Senate in slashing the House amendments to the Federal Reserve Act, it would seem there is little probability of such a measure becoming a law, even if enacted by the House. The Federal Reserve Board very truly says that such deposit insurance would practically amount to a Government guarantee, which the Government could not wisely and safely undertake without exercising a degree of control over banking loans and investments, which would, in effect, amount to the Government guaranty of such loans and investments and thus bring banking credits under the complete control of the

Government. It is encouraging to see a broadening tendency upon the part of the Federal Reserve Board and its action in this case will do much to increase the confidence of the public in the Federal Reserve system.

A bill which, if enacted, will be of great service to the farmers and the banks in agricultural territory has been introduced in the Senate by U. S. Senator Robinson. Briefly stated, it suspends the provision of the National banking law governing the 10 per cent. loaning limit to the extent of permitting under such suspension the discount in excess of that limit of notes, drafts, bills of first lien on cotton, corn, wheat or exchange, etc., to be secured by a other staple agricultural products. The bill proposes the Federal Reserve Board shall prescribe the length of time such suspensions shall run and the amount any individual, firm or corporation shall be permitted to become liable to any member bank.

Proposed tax legislation now holds the center of the financial stage. Within another month Congress will undoubtedly take up this question. If this legislation is framed with the single idea of raising the necessary revenue, business will quickly adjust itself to any tax, no matter how high the rate, and no matter how severe. There is a danger of impairing the power to pay these taxes unless great care is used in the levying of these burdens. Business interests will not be unpatriotic if they closely watch the course of Congress in this respect.

As regards the general business outlook, barring disaster abroad, the danger of which is steadily diminishing, there is little likelihood of any serious decline while the inflation of war continues. In specialties there may be substantial gains, but for the securities market as a whole, any great advance would be inappropriate, if not impossible, until there are definite signs of peace.

Paul Leake.

"Waste No Fruit," Prescott Urges.

Lansing, July 23—"Are you making use of the wild fruits?" asks Food Administrator George A. Prescott. "Fruits are valuable because they contain mineral salts which are body building and body regulating. The organic acids, giving fruits their characteristic flavors, stimulate the appetite.

Fruit for breakfast is sometimes an expensive luxury if one must depend on the market. The rural community is often without it if home grown fruits are not available.

Wild fruits, requiring no care or cultivation and which may be had for the gathering, are to be found in various sections of the country.

"Wild strawberries, blueberries, raspberries, blackberries are smaller than the cultivated berries, but are often superior in flavor. As an economy measure none should be allowed to go to waste. They are sweet and need no sugar when used for breakfast with cereals.

"With the first frosts the wild grapes offers themselves for use and ask a place in the winter supply cupboard. There will be nuts to be gathered, butternuts, chestnuts, black walnuts and hickory nuts. They contain protein and may be used as meat savers in nut loaves. They may be

used in salads, cakes, cookies, desserts, sandwiches and baked stuffings. Everything which nature affords and is ours for the gathering, should be harvested. The home and the rural schools are the 'agencies for these conservation measures.'"

No capital is often a poor excuse for not attempting greater enterprises. No one is without capital; strength is capital; experience is capital; character is capital; reputation is capital; ambition is capital. With these the necessary money may be obtained.

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

Automobile Insurance is an absolute necessity.
If you insure with an "old line" company you pay 33 1/3% more than we charge.
Consult us for rates.
INTER-INSURANCE EXCHANGE
of the
MICHIGAN AUTOMOBILE OWNERS
221 Houseman Bldg., Grand Rapids, Mich.

For July Investment

WE OFFER EXCEPTIONAL OPPORTUNITIES IN SOUND CONSERVATIVE BONDS AT UNUSUALLY ATTRACTIVE PRICES.

OBTAIN OUR LIST BEFORE BUYING

BOND DEPARTMENT

GRAND RAPIDS TRUST COMPANY

Safe Deposit Boxes at Three Dollars Per Year and Upward

Any Old Time One May Have a Good Time at

Ramona

Where the best in the Amusement line is provided from Picnicking to Vaudeville; from Aerial Flights to Dancing; from Carousal to Boating.

All tastes, inclinations and desires are catered to and satisfied.

Go out where the air is good, where pleasure is of the kind that stimulates and creates a desire for more.

A day spent at Ramona is a day wisely employed.

PRICE CUTTERS SHUT OUT.

Refusal To Sell Them Recognized By Government.

The Federal Trade Commission has just issued a decision fairly electrifying to manufacturers, wholesalers and retailers. It holds in so many words that a manufacturer can legally refuse to sell to a notorious price-cutter.

This is the biggest kind of news from the standpoint of the price maintenance controversy that has been waged before the commission during the past year and that has resulted in the handing down of a long list of rulings forbidding producers from attempting to control the resale prices of their goods. The new ruling is an eye-opener, but it must be read with care and applied with discretion to all future transactions.

Several months ago the Commission issued its first ruling charging certain manufacturers with violation of the act creating the Federal Trade Commission, in that they endeavored to compel retailers of their goods to maintain certain prices thereon. The Commission did not discuss the ethics of price maintenance, but merely pointed to decisions of the United States Supreme Court holding that in the present state of the law (i. e. with no Stevens bill on the statute books), manufacturers can not legally control the resale prices of their products.

A dozen or more manufacturers have since been enjoined against seeking to maintain prices and several trade associations have been called to account for policies the general purpose of which, according to the Commission's view, was to aid their members in keeping up prices and to give them information concerning the practices of price-cutters.

While these decisions were being ground out, the attention of the Commission was drawn to the operations of certain concerns which, for the purpose of drawing trade, cut the prices on "leaders" to figures which were either below cost or left so small a margin of profit as to make it clear that the goods were being used as bait with which to draw custom. These cases were promptly taken up by the Commission and made the basis of a ruling that price-cutting, which leaves no margin of profit, or an obviously inadequate margin, is "unfair competition."

This decision was received with great satisfaction by the merchants of the country, but its application was not altogether clear. The rights of the manufacturer of the goods subjected to such ruinous price-cutting were not discussed by the Commission and producers were therefore left "up in the air."

Now comes the Commission with a new decision in which the manufacturer plays a star part. It will be worth your while to consider it carefully.

A customer of the American Tobacco Company filed a complaint with the Commission alleging that the company refused to sell him goods because he would not maintain

its fixed prices. The Commission investigated the case and has handed down the following decision in favor of the manufacturers:

The complaint charging the American Tobacco Company with violation of Section 5 of the Federal Trade Commission Act, which was issued by the Federal Trade Commission on April 15, 1918, has been dismissed by that body, after careful consideration of all the facts in the case. The complaint charged the respondent with adopting and maintaining a system of fixing prices at which its products were to be resold by jobbers and wholesalers, thereby having the effect of eliminating competition in prices among such jobbers and wholesalers, with special application to the concern refused goods by the American Tobacco Company.

Under affidavit there was submitted to the Commission by Mr. Percival S. Hill, president of the American Tobacco Company, a statement outlining the routine in acquiring new customers and the dropping of old ones. The Commission's investigation sustained the American Tobacco Company's denial of the allegations contained in the complaint, inasmuch as it was shown that the refusal to sell the concern in question was due to this concern's well-known reputation as a price cutter.

This is the first clear-cut ruling of the Commission recognizing the right of a manufacturer to refuse to sell notorious price-cutters. This does not mean, however, that every dealer who shades a fixed price can be cut off by the producer or jobber.

The Commission's decision was so interesting that I discussed the question with certain of its experts as to how far manufacturers can go in following the American Tobacco Company's lead. As the result of these conferences I am able to say that the Commission takes the position that its decision in the tobacco case will not justify refusal to sell a concern simply because it does not maintain resale prices.

Price-cutting to constitute "unfair competition" must be such price reduction as leaves the dealer without a reasonable profit, taking into account the volume of his business and the cost of carrying it on. These are questions of fact which each manufacturer must decide for himself in determining his selling policy.

Merited Tribute To the American Grocer.

The close relationship between advertising and retailing brings to mind the tremendous force which grocery men throughout America are exercising in this time of war. For more than a year our National leaders have urged the necessity of conserving certain foods. It has been realized from the first that food conservation should, in large measure, be voluntary. Experience has taught administrative heads, however, that while the great majority of citizens enter willingly into the cause of food-saving, there still remains that selfish, bull-headed element which ignores all patriotic appeals. Manifestly, while ninety-nine people might save sugar and wheat, the one hundredth person might wholly offset the zealous self-denial of the ninety-nine by wasting foods or storing up quantities for the future.

Knowing the existence of these one hundredth types, the food administration could do but one thing: Require grocers to sell not more than a specified amount of certain foods to each customer. The patriotic zeal with which our 300,000 grocers have conducted their sales is indeed a splendid commentary on their Americanism. Although suffering the loss of actual cash profits and facing increased overhead, these grocers, speaking figuratively, have kept step with our troops. We owe them a vote of thanks and confidence. The sublimely unselfish service of grocers in the great cause is vital to the final success of our arms. It is as important as the service of our dollar-a-year man, of our ship-builders, of our men at the front. For, as we have been told through advertising, "Food will win the war."

Don Francisco.

The Farm Improvement Bureau is now said to regard expenditures for farm silos as patriotic as buying Liberty bonds. When early frosts preclude the possibility of ripened corn the silo is the only means to conserve the food value of the crop for animal feeding.

The boys who come back will be boys no longer. They will be men of decided character who will not drop back into old ways of life unless those ways be ways of progress, public endeavor, higher standards and greater accomplishment.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe
Grand Rapids, Mich.

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

Resources
10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings



JOIN THE
GRAND RAPIDS SAVINGS BANK FAMILY!
33,000
 Satisfied Customers
know that we specialize in
accommodation and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

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



MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policyholders

\$3,666,161.58

Paid Policy Holders Since Organization

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

WM. A. WATTS
President

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

SURPLUS TO POLICY HOLDERS \$479,058.61



From Fripperies to Serious Service.

"Doesn't Marie Dover look like a wreck?" said one of a group of girls seated about a tea table.

"I haven't seen her for ages. Where is she keeping herself?" enquired a pretty little pink and white girl of an especially petted and pampered type.

"She never calls me up any more and she hasn't been to the club for weeks. Is she in love? She seems to avoid everyone. Last time I saw her I asked her if she was knitting, and she said that she never could knit; she simply loathed it." This from another member of the little gossip crew.

Their conversation was interrupted by the entrance of Marie Dover, a debutante of last season, very attractive but rather tired-looking. It was a wholesome tired look, one to be envied, not pitied.

She brought up a chair, at the suggestion of the other girls, and sat down with a sigh, at the same time putting her big fur coat on a nearby chair and setting the huge bundle she was carrying on top of it.

"My dear, what have you been doing with yourself? You look as though you had been through the war!" exclaimed one girl in a most soothing tone.

"Well, I haven't been through it yet, 'cause it isn't over, but I'm on my way," she replied, giving her order to the waitress.

"Way—where?"

"Through the war!" she replied.

"Do you mean that you are going over?"

"Of course not, silly; I'd look sweet abroad. I don't know the first thing about nursing, rebuilding cities, or taking care of babies." She smiled at the thought.

"You certainly do speak in riddles. What are you doing?" queried another of the party.

"I'm not doing much yet. But for one thing, I belong to the Motor Squad of the National League for Woman's Service, and I've been totting packages all morning. You know the country is at war, and you know I am no person to knit and sew. I could, I suppose, but what is the use when I can speak French and drive a motor? And I have been known to pound the typewriter; in fact, I'm doing it two days a week now for the Red Cross."

"When on earth did you learn?" asked the little pink and white girl.

"Night course. It took me eight weeks. I just didn't go other places," was the reply.

"Well, you haven't missed much, for there isn't a thing going on this winter, no dances, no cards, no parties; just knitting bees and bandage-making clubs. But what are you doing during the day?"

"It's a long story. It all started because I became enthusiastically patriotic. I read all the literature on the present situation that I could get my hands on. I decided that our U. S. A. really had to go to war. And if all the men have to join the army, then the girls will have to do their part, too.

"I can't go over seas any more than the rest of you, but I can teach French to those who must go, and I can spend my time to far better advantage than I ever have done before. I don't try to avoid people, although I have been accused of doing so. I am merely leaving them alone, I would like to have them help me, but I refuse to let them hinder me. If they want to help, there are lots of things to do, and if they don't, well, I haven't time to worry over them. You don't want to get me started on the subject, for I'm fairly rabid, and I always end by hurting someone's feelings. I don't always take time to discuss it with everyone. I just say in answer to their invitations, 'Wait until after the war,' and then they get peeved.

"Don't think I'm sorry that I started to work, because I'm not, but I do long to get up to this quiet little tea room once in a while. Maybe you won't believe me, but this is actually the first time in three weeks that I have had a chance to take more than three-quarters of an hour for my lunch."

"You're a whizz, Marie! And you'd make a simply great orator. Will you come up to the club and give that speech to the girls on Friday?" asked our first speaker. "I feel decidedly idle since I've heard you, and nothing short of real work will satisfy me now."

It so happened that in that little group was planted a seed—one that grew and became a real flower, or rather four real flowers, and sent each girl home that day with a resolution to forget herself and do something.

Margaret Mott Gordon.

Delirious.

The wife—Oh, doctor, I think Henry is much better this morning. He took my hand just a minute ago and called me his own little tootsy-wootsy.

Doctor—The case is more serious than I thought. It's a very bad sign when a patient becomes delirious.

Conservation and Reclamation of Soldiers and Civilians.

Since the United States entered the war many of the great economic and social movements which groups, similar to this gathering, have advocated, have either become a reality or have made great progress toward fulfillment. These can be classified as the by-products of the war.

By physical reconstruction of the disabled we mean the adopting of the very best medical or surgical procedures in order to obtain the greatest functional restoration in a diseased or injured organ or member of the body. Rehabilitation includes the mental and physical training of the disabled individual so that he can again be established as a useful member of society, and further supervision until he has secured a firm grip on life as represented by all its economic factors.

All the nations engaged in this war have adopted matters of reconstruction and otherwise reclaiming their disabled soldiers, for the purpose of returning them either to the firing line once more or to place them back into industry, agriculture, commerce, trades, or some other line of work.

While the economic demand for man power in these countries is so

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 Hiller Co., 1205 Peoples Life Bldg., Chicago. (M-212)

**Crescent
Mapleine**

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

A Step We Did Not Like to Take

From 10 Cents to 2 for 25 Cents

For more than three years, while the cost of everything used in making Jell-O steadily advanced, the high quality and the low price were both maintained.

Finally, several weeks ago, cost conditions reached a climax and we were obliged to choose between sacrificing the Jell-O quality and changing the Jell-O price.

As there could be only one answer to that problem, our product, which has been known for years as "The 10 Cent Dessert," became suddenly "The two-for-a-quarter dessert."

The retail price for Jell-O is now 13 cents for single packages, or 2 for 25 cents.

Our friends in the trade will understand that this step was taken with great reluctance and only because it was unavoidable.

The Genesee Pure Food Company
Le Roy, N. Y.

great that every effort is being made to conserve all the remaining energy and working ability in these men, yet most of the plans are based on the premise that it is a debt the Nation owes these soldiers. Almost as much thought and inventive genius is devoted to artificial appliances to replace lost members as is given to solving the submarine menace. Schools and curative shops have been established in connection with hospitals; first to teach the men to use their partially restored members, their artificial legs and arms, and second to teach those who can never re-enter their old occupations some new occupation. In most of the countries wonderful schools for the blind have been formed where they are taught to read and write, and some useful trade. Besides these crippled soldiers there are many medical cases which need reconstructing and re-training to some line of work which will not be hazardous to them in their diseased condition. Of these the mental and nervous cases, the heart cases, and the tuberculous, make up the largest bulk.

In England the disabled soldier remains under military control until he has completed all medical and surgical treatment required in the hospital. Many of the hospitals have vocational training departments, but it is made voluntary on the part of the patient whether or not he chooses the training.

France and Belgium have excellent systems of rehabilitation in certain centers. But a study of the plans for this work in all the nations show that they are still incomplete and lack the co-ordination necessary to make them efficient.

In this country we will soon be facing the same problems with regard to our disabled soldiers. Congress has passed a very good war risk or disability insurance act which will enable us to carry on a very broad program of rehabilitation. It provides that in case of permanent disabilities, the injured shall follow such course or courses of rehabilitation, re-education, and vocational training as the United States may provide or procure to be provided. If such course deprives the injured from gainful occupation, he may be retained in or re-enlisted in military or naval service until course is completed with pay of last active service and allotments to family. It also provides that no reduction in a man's pension shall take place no matter how successful he is in overcoming his handicap. But if a disabled man after being rehabilitated shows signs of retrograding or is disposed to live on his pension without working, payment can be stopped by the Insurance Bureau until such time as he corrects his ways. It provides for periodical medical examinations and other forms of supervision.

Thus far our work in the Surgeon General's office has been along the lines of studying and preparing for this great problem, arranging for the establishment of hospitals in every one of the sixteen draft districts of the country (there will be at least

sixteen of these general and special reconstruction hospitals), and mapping out our plans for curative shop and pre-vocational training. We realize that our program for reconstruction and rehabilitation must be made so comprehensive that it will fit in with the programs of existing civil organizations whose purposes are the same as ours must be when we come to the placing of war cripples back into civilian life.

At present it is a military problem and as such, belongs to the medical department of the army. Closely allied to it is the same problem in the Navy and in the Industrial Army. Later on it becomes purely a civilian problem and enters the field of many Federal, state, local and private civilian organizations whose duties it will be to complete the rehabilitation.

It is our duty also to work out a plan that will not only be applicable to handicapped soldiers and sailors, but will include the handicaps in the Industrial Army as well—that is, reconstruction, rehabilitation, after supervision and proper Federal insurance for those disabled while employed in industries necessary for the continuance of the war. It is only a step from this scheme to a far reaching plan that would include proper medical and surgical supervision, reconstruction and rehabilitation and Federal health and accident insurance for all workers and for all time to come.

A resume of our plans for these disabled soldiers will better illustrate the scope of this work.

The disabled soldiers on their return to this country will be received at a large central receiving hospital. This hospital will undoubtedly be located at Staten Island. Here these patients will be thoroughly examined and each individual case passed on by a board consisting of both medical and vocational experts. From this central receiving point they will be distributed to (a) general hospitals; (b) special hospitals; (c) hospitals with special vocational schools; (d) direct home or to incurable hospitals. It is planned to have general and special hospitals in every draft district.

On their arrival at these institutions the necessary medical and surgical care will be administered. This problem will remain a truly military matter until complete functional restoration has occurred.

As an aid to this medical care and for the purpose of securing the greatest functional restoration, there will be established in connection with each hospital, physical units consisting of gymnasiums, hydrotherapy and massage rooms, and mechanical appliances. In addition, each hospital will have its curative shops where the men can indulge in light work of various kinds. The purposes of these curative shops are (a) to give mechano-therapy when indicated; (b) for their psychological effect; (c) for productivity and beginning vocational training where indicated.

Pre-vocational training schools will be operated in connection with each

hospital. This training will be for the following purposes: (a) for curative therapy; (b) to teach new trades to those who may be unable to take up former occupations; (c) special schools as for the blind, deaf, orthopedic and tuberculous cases, etc.; (d) for agricultural pursuits which can be taught in connection with some of the hospitals suitably located.

Some of this vocational training must be given in already established schools such as our state universities where short courses can be arranged or regular courses adapted to our needs.

Many of the disabled soldiers, after hospital treatment is completed, will undoubtedly seek Federal and state governmental work such as mailing clerks, mail carriers, guardsmen in national and state reservations, court clerks, and all other civil service jobs. Therefore, it is planned to establish free civil service schools for the training of this class.

While we are making our elaborate plans for the reconstruction and rehabilitation of our disabled soldiers, a few of us are recommending and urging the conserving and reclaiming

of our civilian forces as a most important war measure.

Thus, from our efforts to win this war and at the same time to pay the Nation's debt to those disabled in the fight, at home or at the front, will come this great by-product, human conservation and reclamation.

Harry E. Mock.

For the Occasional Customer.

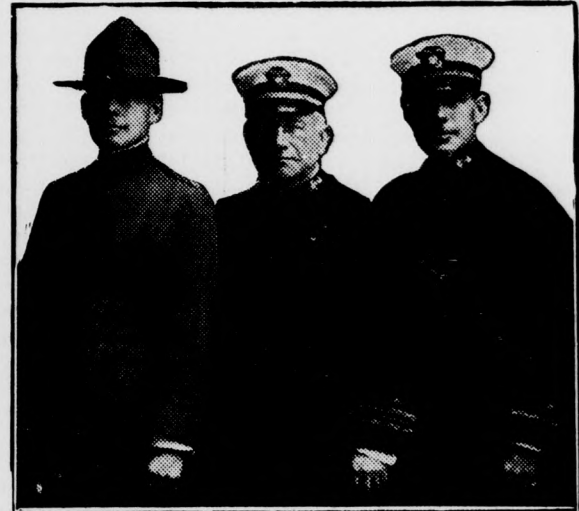
A clothing store in a Southwestern state filled its window with garments of extreme color and fanciful design, after a search through its stock for gaudy neckwear and shirts, fancy vests and loud-patterned suits. The accompanying card read: "There is nothing new under the sun, in clothing as in other things, but clothing that is made in a different way is different. In this window we are showing the latest designs and styles in color, weave, and make. They are different." Each price tag bore the words: "It is different."

The window not only attracted general attention, but resulted in many direct sales to people who were looking for extremes in clothing.

Carl Crow.

"LIKE FATHER,

LIKE SON"



Phelps Newberry Truman H. Newberry Barnes Newberry
Army Navy Navy

Truman H. Newberry Believes in Practical Patriotism—

SO DO HIS SONS

They are all in the service, just like lots of other fathers and sons—

Fathers with sons who have gone forth to war want such a man in the United States Senate—some one who particularly understands the needs and problems of their boys—

Mothers will feel more comfortable—

The boys themselves would choose such a man.

"No man is fit to live in a free country if he is not ready to die for that country. Indeed, the only man who is fit to live at all is the man who with a gallant heart is ready to give his life at the call of duty."—(Former President Roosevelt in Detroit speech, May 30, 1918.)

Truman H. Newberry Measures up to the Highest Standards of the American People.

HE IS THE MAN WHO WILL BE CHOSEN BY THE VOTERS OF MICHIGAN TO BE THEIR UNITED STATES SENATOR.

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



Getting Down to Terra Firma.

Written for the Tradesman.

Glory be! No new lasts for six months!

And yet there are folks of a somewhat gloomy bent who seem to find in this ruling occasion for splashing the landscape with pessimism.

If anybody is at first inclined to deplore this restrictive regulation, let him first think it over and then chipper up. Good lasts have, one might say, become stabilized; i. e. the changes in them from season to season are really so slight that we could slip a season or two without any disastrous consequences to the elusive and valued desideratum named style.

As a matter of fact, it hasn't been so long ago since we were all (more or less) deploring the multiplication of lasts. We were being swept off our feet by mad efforts at style effects. Everybody wanted something very much different. We guessed. We gambled. We plunged. And we lost oodles of hard-earned money on some of the guesses. Isn't it the truth?

After a sort of nightmare regimen of style-seeking, we began to sober up; and it was during the sobering process succeeding the style-orgies that the war broke out. And now the War Industries Board has delivered an ultimatum.

The Passing of Foppish Styles.

The prohibition of new lasts for a period of six months, the stringent limitation placed on colors (only blacks, whites, and two shades of brown or tan allowed), the proscription of shoes beyond eight inches in height, ruling out buttons, and putting the ban on wing tips—all this means limiting, for the duration of the war, the output of ultra smart and foppish styles of feminine footwear. It doesn't mean that there shall be an end of stylish footwear for women and misses; and it doesn't mean that there shall be a dearth of new ideas, and new and fetching effects; it doesn't put any sort of a ban on the development of genteel footwear. It only means that desired ends must be sought within restricted circles.

And there are a good many retail shoe dealers throughout the country who are frank to admit that just a little restriction about now will not be a bad thing. Style is a very desirable thing in appareling, and it has taken a lot of time, work and experiment to introduce the art-element into modern footwear; but the idea is liable to abuse; and there are excesses and exuberances of style-effort that may be suppressed without injury to anybody. And for suppres-

sive purposes, the Government Shoe Regulations, as set forth by the War Industries Board, are about as complete as one could wish.

More Stabilized Stock.

I know men who have been buying shoes of a given last year after year. They get different leathers, different finishes, different effects; but the last is the same, or practically so.

"Yes, but that's a man's proposition," says some one; "with women it is different; what they want is a new effect, and they haven't any liking for particular lasts." Which is partly true, and partly not the case. For new effects can be had with new materials, finishes, and trims.

The larger the percentage of stabilized stock—by which I do not mean necessarily, what we call conventional types of footwear; but shoes that have rather more than ephemeral value along with their vogue-attractiveness—the more of this one has, the more fully will he realize ideal merchandising conditions. Shoes of this type may be pretty and attractive, but always they will have a certain element of the commonsense and practical in their make-up. They may be popular-priced, they may come in medium grades, or they may be of the finest benchmade sort. In other words they have snap, but they are not ultra; for they have been built on lines of refinement. They are so obviously good, they are not going to be quickly passe.

Now, if I make myself clear, it is this type of shoe that is going to have a place in your stabilized stock; and, just to crave the reader's indulgence in a single guess, it is this class of footwear that is going to have the big end of the call during the continuance of the war. As our casualty lists come in, and we find ourselves working harder to make up for the national shrinkage of man-power, and other sobering considerations born of the war thrust themselves upon us, we are going to cut out a whole lot of folderol. We can do it without hurt. Indeed, it will do us good. It will be surprising indeed if this changing national disposition doesn't have any effect upon our industry.

Better Clean-ups.

Several results may accrue from all this.



Keep the Summer Business Going

Hood Tennis

will do it

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Last Call

On those oxfords at these attractive low prices. And oxfords and pumps will be sold late into the fall for spats. We surely would not think of cutting these prices as we have if our customers were not looking for them and did not expect to show an entire new line for spring, 1919.

3522—Chocolate Side Oxford McKay, 1 3/4 heel, lmt. tip, C & D.....	\$2.20
3531—Gun Side Oxford McKay, 1 3/4 heel, lmt. tip, C & D.....	2.10
3532—Mahog Side Pl. Pump McKay, 1 3/4 heel, C & D.....	2.00
3535—Blk. Vici Oxford S. S. McKay, lmt. tip, 1 3/4 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

For one thing there may not be so many periods when the selling is uncommonly good, owing to some happy anticipation of the local footwear-vogue. There'll be fewer between-season leaders and specials upon which some of us have cleaned up in other days—i. e. when we didn't get stuck.

But over against this, better clean-ups will be possible; there'll be fewer stickers on our shelves, and less frequent occasions for profit-pruning clearance sales and riddance-at-any-price campaigns. And we'll miss the demoralizing effects (locally speaking) of such price-slaughters' crusades; and the old skin-flints who are hiding out in the cover till we cut all the profit out of shoes, will be forced to buy at the regular price, or go barefoot. And, in the end, there'll be more net profit for each of us. And that should make us cheerful.

Cid McKay.

Keeping Repair Charges Within Bounds.

Written for the Tradesman.

With the cost of sole leather and all other repair materials manifesting a strong tendency to advance beyond the present high price of the same, this may seem a difficult, if not impossible, procedure; but the repairer should bear in mind that there is a point beyond which the customer will not go in having his shoes cobbled.

The other day a customer approached a repairer with a pair of boy scout shoes, which he unwrapped and laid on the counter.

"How much for a new heel on this one, a top lift on the other, and a pair of taps on both?"

"One dollar and a quarter," replied the repair man.

"Is that the best you can do?" hesitated the customer.

"Yes."

"Then how much for just a heel and a top lift?"

"Fifty cents."

"Well, the shoes aren't worth it," decided the customer.

And he walked out of the shop.

The uppers of the shoes were in fairly good condition, but the customer probably figured that he could buy a new pair for \$2.00 or \$2.50, and it would hardly pay to spend \$1.25 on a repair job. It was evident he also thought 50 cents was excessive for a new heel and a top lift. Who was right, the repairer or the customer?

Material for Cheap Jobs.

Just as there are customers who patronize stores handling popular priced shoes, just so there are people who expect—and demand—inexpensive repair jobs.

The expectation is reasonable. They should be met. But how, that is the question.

I suggest the use of cheaper materials—even substitutes, where substitutes can be used.

There are plenty of old shoes that can be had at a very nominal price—as low as 5 cents a pair. Shoes that are too badly shot to be worn; and yet shoes that contain a lot of usable material in the good part of the heel, the inner and outer sole, and

perhaps in the counters. This material can be used in building up heels.

By using cheap labor—a mere boy could do the work—in reclaiming and dying-out pieces from parts of old shoes it might be made a profitable thing. It would certainly be in line with the present demand for stringent conservation.

Discarded belting might be used. I have heard of home cobblers using this inexpensive material with excellent results. The texture of leather that has been used for belting is usually full of grease or oil, and contains a lot of life and wear. It would do all right in many cases.

Rubber tires can also be used. Heels made out of old tires wear approximately as long as new rubber heels, and they can be supplied for far less actual cost to the repairer.

On workmen's shoes, taps of rubber cut from old rubber tires can be used to good advantage.

A good cheap fiber substitute for shoe repairers is very greatly needed, and perhaps will be forthcoming before long.

Thirty-five to fifty cents seems to be an excessive price for top lifts, and many men will not pay it.

And so with many other repair charges.

If it be urged that the price of repair materials demand that such charges be made, the rejoinder seems reasonable—then the repair person should provide himself with some substitute materials of a less expensive nature.

Cid McKay.

City People Might Help More.

The city resident who owns an auto can help farmers by going directly to the farms to buy produce, provided he times his visits so as not to interfere with work. He can take his family along for outings and not feel that he is neglecting business for pleasure riding.

On a general farm there is often some fruit or vegetables above the family's needs which will not pay to leave work to market them. And every day city residents whiz by who could use them.

Shall we imitate the Germans? We must in some things if we best them. And when we have beaten them we shall have adopted methods of work which will continue to be valuable to us.

**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.

**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

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.**



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.

Compulsory Candling Improves Egg Quality.

Reports now being received by the U. S. Food Administration from egg producing sections indicate that the practice of compulsory candling is resulting in improved quality. Since July 15, all egg buyers in the United States have been included under a system of licensing which requires that all eggs be candled at time of purchase and that bad eggs be rejected.

Although in the past the importance of candling has been repeatedly pointed out, the practice has been for the most part a voluntary matter among country egg buyers. As the result producers who sold eggs of poor or doubtful quality received as much for them as was paid in the same locality for the fresh, first-quality product—an obvious injustice and no incentive toward improvement in quality.

The general level of prices to producers was consequently depressed in order to make up for the losses from bad eggs which had little or no market value.

Experience during the summer months of the past five years shows that about 25 per cent. of all eggs were a total loss and 40 per cent. materially depreciated in food value. The Food Administration has considered such conditions lead to a vicious waste and the system of compulsory candling now in force places every lot of eggs offered for sale on its own merits. Handling large quantities of eggs which must be discarded as unfit for food is furthermore a needless burden on the railroads and all who deal in eggs.

Every receiver of eggs (including hucksters) must now candle all eggs carefully and include an Egg Candling Certificate bearing his license number with every case of eggs passed on to the next handler. Wasteful practices in the distributing trade are also prohibited and wherever possible eggs should be kept at a temperature below 60 degrees.

Although penalties are provided for violation of these orders the Food Administration relies principally on voluntary effort and the support of the people in carrying the regulations into effect. Farmers are asked to bear in mind that rotten eggs feed nobody and that any attempts at mar-

keting such eggs clog distribution and help only the enemy. One Missouri egg dealer reports an unusually high quality of eggs this season, stating that they bring within one cent of the top of the market whereas in former years they brought three or four cents below the top. This experience is typical of many and shows that an improved quality sold under regulated conditions brings additional returns as well as being a direct contribution to the world's egg basket, which must be kept full.

The Food Administration's specific request to producers is to offer for sale eggs known to be fresh and to support the general plan of paying for eggs on the basis of quality thus ensuring justice to all.

Beware of the Wonder Butter Merger.

The Tradesman herewith warns its readers to beware of the so-called Wonder Butter Merger; which is being sold in various parts of the State on the assurance that it has been endorsed by the Federal Food Administration. The Tradesman recently warned one of its mercantile friends, receiving in reply the following letter:

"Immediately upon receipt of your letter we returned the remainder of Butter Mergers we had in stock, which amounted to about one hundred pieces, together with a notice to the firm we bought them of—Chicago, Illinois. In our notice we stated that as the article sold us was not endorsed by the United States Food Administration, and is a "fraud" being perpetrated upon the people of the United States, we declined to have anything to do with them and are returning the Butter Mergers by express."

"Furthermore, you can depend upon us, Mr. Stowe, to assist the Government and the United States Food Administration in every way, shape or manner."

No doubt many of the stores selling these articles are as unaware of the fraud as the writer of the above letter. Most of them would probably use equal haste in returning the stock they had on hand if the matter was brought to their attention. Keep your eyes open and whenever you see "butter mergers" advertised or displayed, warn your brother merchants of the fraud.

Oatmeal Industry Grows Rapidly.

A summary of the nation's oatmeal industry lately announced by the U. S. Food Administration shows the increasing extent to which oats are being used as a human food. Prac-

tically the entire output of oatmeal and rolled oats in the United States is produced by seventeen mills.

During the last seven years there was a moderate and regular increase in the size of the business until 1917, when the output of these mills increased 64 per cent. over the previous year. The total output in 1917 was more than double that of 1914 and almost three times as large as the 1911 production.

For every bushel of oats ground there was produced on an average:

	Pounds
Rolled oats	13.2
Oat flour	1.4
Oat meal	1.2
Feed and other products	15.0
Average loss	1.2

Total 32.00
 Even with the large increase in 1917, however, the amount of oats used for human food is still only 3 per cent. of the entire oat crop.

Beef Exports Break Record.

Exports of beef products from the United States aggregated 96,982,000 pounds during May, 1918, which is the highest figure ever reached in one month in the history of the country. More than 96 per cent. of the total went to the four European Allies. Their diminished livestock production largely accounts for the increased demand and explains the need for beef conservation in the United States.

An egg is best when fresh, but it's different with an office boy.

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

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

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.

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

Basis On Which Dairy Products Must Be Sold.

Lansing, July 22—Michigan dairymen will be interested in the regulations just issued by the Food Administration which will exert a definite control of margins of profit, commissions and resales by dealers in cold storage butter.

It will no longer be possible for the dealer to figure the cost of his goods at the price he would have to pay to replace them. He must add not more than the definite margins specified by the Food Administration to the actual cost, which can include nothing more than the purchase price, transportation charges if any, actual storage and insurance charges, interest or money invested at the current rate while the butter is in storage, and the actual cost of printing if the butter is put into prints from tubs or cubes. No allowance is made for shrinkage. Cold storage butter is butter that has been held in a cold storage warehouse for more than thirty days.

Maximum margins that may be added by the dealer are fixed, but that does not mean that he may always take the full amount, even on a rising market. These margins are to prevent speculation, and are purposely made wide to provide for any cases where the expense may be unusually high. The margin taken must never be more than enough to give the dealer a fair or reasonable profit. The maximum margins are 1c a pound on carloads, 1 1/4c on less than a carload and more than 7,000 pounds, 1 3/4c on lots of from 700 to 7,000 pounds, and 2 3/4c a pound on sales less than 700 pounds.

If the butter is held in storage not less than two calendar months dealers are permitted to add not more than 1c a pound and 1/4c a pound additional for each calendar month thereafter, but the total must not exceed 2c a pound in any case.

If one dealer sells to another at a price higher than prevails on the open market on which he could have bought, the deal will be considered as a collusion and a violation of the rules. When a manufacturer does the work of a wholesaler or jobber, the rules applying in these lines of business apply to him. The new regulations specify the method of figuring costs in such cases.

Commission merchants can not charge more than 3/4c per pound for selling cold storage butter without violating the Food Control Act or these rules. This charge must be included in the margin allowed over cost.

In general, the butter must be kept moving to the consumer in as direct a line as practicable and without corresponding service.

George A. Prescott.

Egg Candling Now Starts From the Nest.

Lansing, July 23—Reports now being received by the Food Administration from egg producing sections indicate that the practice of compulsory candling is already resulting in improved quality.

Although in the past the importance of candling has been repeatedly pointed out, the practice has been for the most part a voluntary matter among country egg buyers. As the result producers who sold eggs of poor or doubtful quality received as much for them as was paid in the same locality for the fresh, first-quality product—an obvious injustice and no incentive toward improvement in quality.

The general level of prices to producers was consequently depressed in order to make up for the losses from bad eggs which had little or no market value.

Experiences during the summer months of the past five years shows that about 25 per cent. of all eggs

were a total loss and 40 per cent. materially depreciated in food value. The Food Administration has considered such conditions lead to a vicious waste and the system of compulsory candling now in force places every lot of eggs offered for sale on its own merits. Handling large quantities of eggs which must be discarded as unfit for food is furthermore a needless burden on the railroads and all who deal in eggs.

Every receiver of eggs (including hucksters) must now candle all eggs carefully and include an egg candling certificate bearing his license number with every case of eggs passed on to the next handler. Wasteful practices in the distributing trade are also prohibited and wherever possible eggs should be kept at a temperature below 60 degrees.

Although penalties are provided for violation of these orders the Food Administration relies principally on voluntary effort and the support of the people in carrying the regulations into effect.

The Food Administration's specific request to producers is to offer for sale eggs known to be fresh and to support the general plan of paying for eggs on the basis of quality, thus ensuring justice to all.

Profits Limited On Cold Storage Butter.

Lansing, July 23—It will no longer be possible for the dealer to figure the cost of his goods at the price he would have to pay to replace them. He must add not more than the definite margins specified by the food administration to the actual cost, which can include nothing more than the purchase price, transportation charges if any, actual storage and insurance charges, interest or money invested at the current rate while the butter is in storage, and the actual cost of printing, if the butter is put into prints from tubs or tubes. No allowance is made for shrinkage. Cold storage butter is butter that has been held in a cold storage warehouse for more than 30 days.

Maximum margins that may be added by the dealer are fixed, but that does not mean that he may always take the full amount, even on a rising market. These margins are to prevent speculation, and are purposely made wide to provide for any cases where the expense may be unusually high. The margin taken must never be more than enough to give the dealer a fair or reasonable profit. The maximum margins are one cent a pound on carloads, one and one-quarter cent on less than a carload and more than 7,000 pounds, one and three-quarters cents on lots of from 700 to 7,000, and two and three-quarters cents a pound on sales less than 700 pounds.

In general, butter must be kept moving to the consumer in as direct a line as practicable and without unnecessary delay, and no profits must come to dealers without corresponding service. George A. Prescott, Federal Food Administrator.

Increased Egg Consumption.

Reports on the Nation's egg supplies lately received by the U. S. Food Administration show that the number of eggs in storage in the United States on July 1 was practically the same as on July 1, 1917. With this condition, it is interesting to note that consumption had increased about 17 per cent., indicating that production must also have increased in about the same degree. Imports and exports are a negligible factor compared with the enormous size of the egg trade within the United States.

Prices received by producers for eggs have been gratifying according to reports from the country egg markets, and poultry markets are still short of birds, due, it is believed, to the high level of egg prices.

Pop. Stands Put Out of Business.

Lansing, July 23—Fair concession men are not going to be able to get sugar. "With established year around manufacturers of soft drinks on an allotment of 50 per cent., ice cream manufacturers cut down to 75 per cent., we do not feel it is just to permit these fair transients to step in and get a supply of sugar far out of proportion to the per cent. granted a continuous business," said Secretary F. D. Fitzgerald of the Food Administration to-day. "It is the same comparison between the jitney operator who drives his car in the summer when the weather and profit is good and leaves the unfavorable seasons to the street car lines. Our first duty is to protect the man with a year round pay roll and the only way we can do that and conserve sugar is to refuse sugar to all non-essentials who confine their operations to the home fair and at most not in business over six weeks. Sugar is too important a war necessity these days to permit its use in so strictly a non-essential as a temporary soft drink stand," said Mr. Fitzgerald.

Switzerland Rations Milk.

Although known the world over as a dairy country, Switzerland has under stress of present food conditions established milk rations. Beginning June 1, 1918, the daily allowance per person is one-half liter (about 4-5 pint) except that children under 15 years, adults over 60 years and farmers' families may have double that amount per capita.

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Getting a Hold On the Community.

Written for the Tradesman.

Very vividly I recall a certain small town hardware store which was one of the last in town to put in a modern front. It had old-fashioned fat pillars at the entrance, and old-fashioned small-paned windows. It was dingy within, and Old Man Redpath saw no more need of modern show cases and silent salesmen than he saw need of brightening up. By all the logic of events that store should have had a sheriff's notice tacked on the door long ago.

But nothing of the kind happened. Old Man Redpath went serenely on his way, prospering. He drew trade from within a couple of miles of the county town—and that involved a fifteen-mile pull. When a customer came in from the back ridge, or the lake shore, or some such heathenish place, Old Man Redpath asked after the entire family by name, discussed crop prospects, and sold goods in an incidental fashion which intimated his entire confidence that the customer couldn't and wouldn't buy elsewhere.

Last time I was down that way the store had brightened up considerably. There was a new plate glass front, and the place fairly shone inside. It looked like a complete change in ownership, but it was merely a half change. Old Man Redpath told me the business was getting a bit too big for him, so he took in George Somers, and he let George spend a bit of his investment in these fixings, "just to humor him." There was a lot in humoring folks, said Old Man Redpath. It helped you to get along with 'em.

That pretty well expressed the situation—Old Man Redpath, with all his slowness, had a knack of humoring folks. He humored them so well that they stuck to him in spite of the sort of store he ran. Back of his "humoring" there was good buying, brisk selling, and a thorough stock. Old Man Redpath survived and prospered because, despite his slowness, he possessed the great fundamentals of a merchant. In his primitive way he knew how to buy and how to sell. He held his own, not merely against local competitors, but against the aggressive mail order men.

Now, this does not mean that the secret of successfully bucking mail order competition lies in running a

shabby store. But it does mean that if a shabby store equipped with a personality can succeed, a well kept, modern store should do even better with the same vital equipment. The same thing is true of any business which has to fight mail order competition. The implement man will find that it pays to be aggressive—but it doesn't pay to be so aggressive, so thoroughly efficient and modern, that he can't find time for the primitive custom of "humoring folks."

There are some dealers to whom getting acquainted and keeping acquainted is a natural talent. There are others who acquire by painstaking effort the knack of "humoring folks." There are a few who either can't make friends with people generally, or who refuse to try. In many instances men of the latter class have a tremendous capacity for handling office work efficiently. They are first class organizers—but when it comes to meeting people, they "fall down"—that's all there is to it.

A salesman must be able to meet people. If friendliness and interest in his fellow men don't come natural to him, he must put himself out to acquire these talents. They constitute one of the most effective weapons in the individual merchant's fight against mail order competition.

There's one merchant of my acquaintance who hasn't the slightest worry on this point. He does the biggest business in his line in town. His store isn't the Old Man Redpath sort—it's thoroughly modern, and his equipment is the best. But it isn't equipment alone that enables him to hold his own. That store fairly exudes interest in folks. The merchant is a veritable mind reader when it comes to reminding customers of things they need and have forgotten to ask for. He introduces new goods, knows every customer's particular interest or hobby, and knows enough of everything to talk intelligently or at least to listen intelligently. He probably gives more time to the individual customer than the average merchant. But on the other hand he sells more stuff to the individual.

Just so the implement dealer will find it to his advantage to know what particularly interests the individual members of his community. Pretty nearly every farmer has some hobby that he swears by, and some crop that he swears at. The implement dealer who knows, doesn't, in the effort to work up incidental conversation innocently praise that which

is anathema to his prospect and criticize the hobby. Instead, he trims his sails to suit the wind—and if he knows of some new implement that can be used or some old one that can be adapted to facilitate handling of the special crop, why, he brings that particular implement into the discussion. Interest on the dealer's part may thus in many instances lead to direct profit.

Yet it's worth while to take an interest in the customer's hobby even where there is not direct profit in sight.

One dealer was trying to sell a new corn-shredder to a farmer. The farmer didn't show much interest. Enquiry disclosed the trouble: he'd started raising bees the year before, and, like amateur apiarists, he had run into a peck of trouble with the insects. Said the implement man:

"That's too bad. But I know the man who can help you if anybody can. It's Fred Hastings, on the 11th line. He's the most successful bee man in this part of the state. He knows pretty nearly everything about bees and he'll be glad to put you right. Just call him up over the rural line, and tell him what's the trouble."

At his next stopping place the implement dealer himself called Fred Hastings:

"There's a chap down here—Harry Clyde's his name—who's having a lot of trouble with his bees. I told him to call you up; that you could put him right if anybody could. If he calls, you'll help him out—that's a good fellow."

Now, that meant work for Fred Hastings, but it was a sort of work that delighted him—a hobby. He was immensely flattered, and sound flattery of that sort doesn't hurt an implement dealer. If ever that particular dealer had to canvass Hastings for an implement sale, he found a friendly reception and got a fair hearing. As for Clyde—well, next time the dealer called, Clyde's mind was at rest regarding his beloved bees, and he bought the corn shredder.

That's the sort of "humoring folks" that Old Man Redpath practiced in his shabby little store. It's a sort of "humoring folks" that any wide-awake salesman can practice in a hundred little ways. It helps to

make friends—and friends so made will be pretty sure to give their friend, the implement dealer, a fair hearing before they send their money elsewhere to buy a pig in a poke.

Victor Lauriston.

United Kingdom Reduces Sugar Allowance.

The Royal Commission on the Sugar supply in Great Britain has reduced the allowance of sugar for domestic preserving from ten pounds, the contemplated amount, to six pounds for every person in the household of the applicant. Jam and preserves occupy a very important place in the daily food of the British people. The reduction in the sugar allowance was necessary partly because of the unusual number of applications, but chiefly, because of a shorter supply than was anticipated.

Manufacturers of lesser essential food products have been restricted to 25 per cent. of the sugar used in 1915. These facts show the extreme shortage in Great Britain and the necessity for conservation in this country in order that sugar may be shared with the Allies with reasonable equality.

Only the man who holds the key to the situation is in a position to open a deadlock.

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BEGINNING OF THE END.

New Light Has Dawned on the Marne.

Written for the Tradesman.

The news from the battle front in France reminds one of those glorious May days way back in 1864 when General Grant crossed the Rapidan and carried the war into the heart of the South. At the battle of the Wilderness he crossed lances with the flower of Southern chivalry, slowly but surely beating back the foe.

With dogged tenacity the hero of Donaldson and Shiloh pressed his way to assured victory in the beginning of the battle summer that announced the beginning of the end. Hearts rejoiced then, as now, over the fact that the long-tried, oft-defeated Potomac army had at last found a leader who knew no such word as defeat.

Now comes the glad tidings of great joy from the front in far off France. The long-harassed, oft-defeated Allied army has at last turned about, showing its teeth to the Teutonic foe. Along the flank of the French line are our own gallant lads in khaki, battling shoulder to shoulder with the descendants of Lafayette for the victory which is sure to come.

It thrills the heart of America to read the dispatches of last Thursday, recounting the magnificent advance of her sons in conjunction with the Allied troops. The plunge and dash of our cavalry and the steady nerve of the American infantry recall traditions of the past which have ever redounded to the glory of American arms.

So greatly were we cheered by the news that every village and town in the land got out and celebrated the first considerable victory of the Allied arms since America entered the war. We have reason and a right to rejoice because of the fact that a new morale has been instilled into the Allied ranks, while the exact opposite is true of the enemy.

Once broken, the lines of hundoim can not be reformed in all their machine-like solidity. One part of the machine having been broken, the whole structure is sure, sooner or later, to give way in one grand, humiliating collapse.

It is true, as Colonel Roosevelt said at Saratoga, that the sinking of the Lusitania was the Fort Sumpter of this war. Had he entered the conflict then we would before now be celebrating a complete victory over the enemy.

Nevertheless the past can not be recalled. We are all thankful that our President awoke from his strange lethargy in time to save the honor and the good name of our country and that he is trying in his own narrow way to make amends for past failure to do his duty in time. We Americans are behind the administration to the last dollar and the last man to win the war.

The winning of that war is in sight. The smashes along the front last Thursday foretell the doom that awaits the Kaiser and his military

family; it predicts to a certainty the downfall of the Hohenzollern and the opening of a new era to the German people. Victory is in sight. It may not come this week or next; perhaps not this year, although chances seem to favor a breaking up before another winter.

We are all keeping step to the music of victory. Every veteran of the Civil War rejoices with his younger comrades over the new light which has at last dawned along the Marne. The beginning of the end!

There will doubtless be many other battles to fight; we may even experience a setback, yet there can be no real defeat after last week's glorious series of brilliant smashes. The Americans are there, telling in convincing tones to Kaiser Wilhelm that his estimate of Yankee grit was formed in ignorance of the stamina of the men who have carried the banner of stars and stripes to one victory after another, from the dawn of liberty in 1776 down through the decades to 1861, still on until we reach the bloody soil of European conflict, where the flags of Washington and Lafayette are destined to mingle their colors in the grandest triumph ever known in the battle history of the world as they float in proud triumph over the walls of Berlin!

It is coming. There can be no turning back the tide of progress. The despotic sway of Potsdam has had its day. The light is dawning in the East. Great will be the world's rejoicing when the last battle of this war is fought and the freedom of the world is assured. Christianity, so long made a mockery of in the German fatherland, will again come into its own, spreading its benign influence over palace and hovel, renewing the faith of the faithless, giving blessings and good will to man in place of black frightfulness and the creed of the blood-lusting huns.

As Grant's crossing the Rapidan in the early days of May, 1864, foretold the doom of the Confederacy, so the brilliant smashes of July 18, point the way to Berlin and the downfall of German militarism.

One old veteran, speaking at a celebration where the Kaiser was hanged and burned in effigy Thursday, compared the present glad tidings to those which thrilled the North when the news that Lee had surrendered swept over the wires. The comparison is scarcely apt. Rather should we regard it as the opening guns of the Wilderness, the first of a series of victories which led the way a few months later to the surrender at Appomattox.

Thursday's advance, when the haughty hun got his dose of cold lead which startled him into a realizing sense of the fact that the Yankees have come, and that America thus has served notice on Kaiser Wilhelm that we shall take no nonsense from him from this time on, makes for the killing that is sooner or later to overtake autocracy.

"Tramp, tramp, the boys are coming, from Mississippi's winding course unto New England's shores," and they

are aiming at the heart of German supremacy. The flag which makes men free is to-day flaunting its colors on a victorious battle line in France. Long may it wave to the honor and public!

Old Timer.

Great Britain, having extended the Parliamentary franchise to women, is now trying to decide whether women have a right to sit in the House of Commons. A committee consisting of the Lord Chancellors of England and Ireland and the Lord Advocate of Scotland has been created to examine the question. What the government wants to know is whether women are debarred by statute from membership in the Commons, or, if not so excluded, if they possess a common-law right to sit; and, further, whether a woman may be nominated in an election. In England, as in other countries, the right to vote does not necessarily carry with it the right to hold office. With women already announcing themselves as candidates, however, it is evident that the question of eligibility will have to be settled. The executive of the labor party has already decided to frame a bill giving seats in the House of Commons to women if they can win an election. The problem of getting rid of the legal obstacles to such eligibility should be an easy one in England, where the constitution is virtually what Parliament makes it. In this country, where the same question has arisen, it has been necessary in some cases to amend state constitutions and alter statutes, not to mention getting around the implication of some early court decisions.

What is said to be the most unique binding in the world to-day is in Exeter, England. The Albert Memorial Exhibiton contains a Tegg's edition of Milton bound in part of the skin of George Cudmore, a malefactor, executed in Devon in 1830. A San Francisco paper suggests that we bind the "record of the world's darkest age" in the tough hide of the world's blackest scoundrel, Bloody Bill Kaiser.

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Drummers Displaced By Traveling Salesmen.

The action of the Executive Committee of the White Mountain Travelers' Association in canceling the annual banquet for this year and asking the members of the organization to send their respective dollars to the Red Cross fund, through their Secretary-Treasurer, Frank Cressy of Concord, calls attention not only to the prevailing American spirit of sacrifice in a national crisis, but also to the live wires and good fellows who compose this and other bodies of traveling salesmen.

"Drummers" they used invariably to be called—but that was before they arrived at the degree of business dignity which now characterizes them. In those days one could spot a drummer as far as one could see him. He blew into town with the air of one who was monarch of all he surveyed—and usually he was, in a way. He brought with him the latest and choicest stock of commercial samples and subterranean stories, and he made his bid for orders for the former by regaling the merchant and his cronies with the latter. He carried good cigars, which he distributed with a lavish hand. Sometimes he bent his elbow in the company of other convivial fellows, and drank toasts which he would not have liked his wife and daughters to hear. He wore sporty clothes, and feminine charmers were as susceptible to him as he was to them—which was some susceptible. He knew everybody, from Fifth avenue to Wayback Four Corners. On the trains he was apt to talk rather loudly—when he was not exchanging wireless messages with some demure but more or less sophisticated fellow-passenger of the opposite sex.

But, as Kipling says, that's all flung behind him, long ago and far away. To-day, as you observe the trains and the streets and the busy marts of trade, you can't tell a drummer from a lawyer, a schoolmaster, a newspaper man or a minister. He comes into town like a man with a single, serious purpose in mind, and

that to sell goods. He sells them, and is on his way to the next town for the same serious purpose. If he has in his possession a line of unexpurgated and uncensored anecdotes, he is so busy that he never—oh, well, hardly ever—relates them. He still carries good cigars, and is as liberal as ever in their distribution, although he distributes them judiciously and without ostentation. He is comparatively a stranger to the aproned individual behind the glass-laden bar. His clothes are quiet—even noiseless—but good. Not all the charms of Cleopatra. Helen of Troy, and the Queen of Sheba, combined, can divert his attention from his business when he is away from home, and he has only one home and only one wife, to which and to whom he is devoted. The days of Sunday poker are long past; the drummer may have known them, but the traveling salesman does not. The chances are, at least, even that he belongs to the Gideons, and that he actually reads the Bible which that band of worthy traveling salesmen has placed in his room at the hotel; and on Sunday he goes to church or remains quietly at home, reading about baseball and the war.

In his line, as in every other, modern competition has tended to weed out the frivolous and the unreliable. Generally speaking, only those who are in earnest, and whose minds are on their business, remain. He and his comrades are as big-hearted, as genial and as happy as ever in the days of old. No more loyal bunch exists on the face of the earth—loyal in friendship, loyal to employers, loyal to country. It may be that their air is increasingly that of business dignity—but perhaps that is why the public consents to abjure the shorter and more convenient term "drummers" and refers to them gravely as "traveling salesmen."

Anyway, God bless 'em! They're doing their bit.—Manchester, N. H., Union.

The Other Side.

The late John G. Johnson, the Philadelphia lawyer, was once engaged on a case where a certain cantankerous old woman bore witness for the opposition. Her testimony concluded, the old woman proposed to leave the witness box, but Mr. Johnson said:

"Hold on, madam, I've one of two questions to ask you."

The old woman did not halt in her departure.

"No, ye don't," she said. "None o' your questions for me. Yon ain't on our side."

The Salesman's War Creed.

Keep busy!
 That's the power behind every success.

Let's make more calls a day. Let's write more sales a day. Let's put more honest effort into every call and every sale.

Then we'll sell in one day what we used to sell in two.

That is thrift.

Thrift of time—the salesman's thrift.

Time is all valuable, the most precious thing we have. We have abundant time, but only if we conserve it. Spend it carefully. Make each hour, each minute count. Make it count for ourselves, for our employers, and for our country.

If we conserve time, we shall be helping ourselves and our families; we shall be helping business; we shall be helping to win the war, and preserve humanity.

So work! And keep on working. Work moves mountains. Work makes the impossible possible.

Work with your customers. This is team work. Help them breathe your spirit of work into their organizations. Help them make their workers time-thrifty. Show them by example the benefits of constructive, not destructive work.

Therefore don't knock anybody. And don't let others knock. Don't criticise until you have a tried-out remedy. A knocker is a time spend-thrift. He squanders the time of himself and his listener.

Knocking has no part in a salesman's creed.

Boost!

Scatter optimism broadcast. You can't squander it.

Be time-thrifty for your employer, for business, and your country, and you can't help being thrifty for yourself.

To be thrifty you must be creative. To be creative you must work—to do in one hour the work that we formerly did in two.

William H. Rankin.

The Old Hotel.

The good, old-fashioned country hotel That charged but a dollar a day! No extras there or tips to swell The bill that you had to pay. The beds were stuffed with bricks, it's true

And the place wasn't over-neat; But, oh, the victuals they served to you— Not menus, but something to eat!

The old man sat and read all day, And talked with a Solomon air, While wife and daughter worked away And cooked for the boarders there. The beds were cold of a winter night, With a clammy, pneumonia cold; And a bath was a thing unheard of quite, And the carpets were worn and old.

But when it came to the question of food, How that old hotel did shine! What ham and eggs, what roast beef good,

What four-story shortcake fine! 'Twas run on the pie-and-plenty plan, And you went from the place complete; They filled not the eye but the inner man—

Not with French but with something to eat!

Walter G. Doty.

A Counter Question.

"What do you think of my chances for election?" asked the Hon. Howland Rave.

"Do you want to hear the truth or something pleasant?" returned old Festus Pester.

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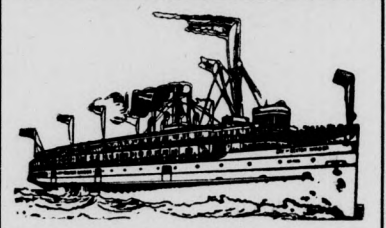
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 RATES \$1 without bath
 \$1.50 up with bath
 CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

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



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.

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.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 23—Roy R. Mott, the large and hustling city sales manager for A. Krolik & Co., every now and again pulls a mirth provoker with neatness and eclat. The other day Roy was making the rounds in the city with his automobile when the car suddenly stalled at a cross street in the busy section of town. When he did not respond to the "come on" signals of the blue clothed czar who guards the crossing, that worthy yelled. "Hey, there, what's the matter with you?" "I'm well, thank, but my engine died," was Roy's polite rejoinder. This little episode must have been settled amicably, as the big fellow has appeared for duty daily.

W.B. Soleau & Son have opened a tire repair shop at 907 Oakland avenue.

Verification of Detroit's population claims will be found by counting the aspirants to the new nine man council.

John Gainor, druggist at 31 Maryland avenue, cannot quite figure out whether the recent self-inflicted dry spell is responsible for the recent police activities along new lines of effort or not. Anyway, John thinks if they bent their efforts toward hauling in real recalcitrants, the city would best be served. Sunday night he was arrested while driving his own car from the garage. Neighbors saw him leaving with the machine and thought he was taking another car.

I. W. Schmidt, Assistant Secretary of the Detroit Board of Commerce, left this week for Camp Custer, where he entered the infantry branch of the service.

Kaiser and Kaiserin Both Reported Sick." New headline. Some drive, was it not?

W. A. Ketchum, general dry goods dealer, corner Kerwin and Mack avenue, is closing out his business. Mr. Ketchum is one of the city's pioneer merchants, opening the first dry goods store in that section of the city.

The Perrin Drug Co. has opened for business at Columbus and Grand River avenues.

Charles Reattoir, Chicago representative for the G. J. Johnson Cigar Co., Grand Rapids, spent a few days with friends in Detroit last week. Mr. Reattoir's visit to Cadillac Council at the last meeting brings to mind the peppery days of his regime as Senior Counselor. During the year of his incumbency Detroit Detonations were good for from ten to thirty inches of news matter with a large percentage of U. C. T. boost mixture included whenever a request was made of him. Mr. Reattoir, who was accompanied by his wife, made the trip by auto, traveling via Grand Rapids.

The Burns Brothers Ice Co. has changed its name to the National Ice and coal Co. and will enlarge its scope of operation.

J. Feirstein will open a drug store at 1507 Chene street Saturday.

J. B. Rockwell, one of the pioneer shoe merchants of Highland Park, sold his stock recently to the Walker Shoe Co., and has become associated with the Becker Shoe Store, 51 Gratiot avenue.

Admiral Von Hintze has been named to succeed Von Kuehlmann as German foreign minister. Well, Von, don't forget that kicks sometimes follow Hintze.

The George W. Franklin Co., operating two places of business, 700 Woodward avenue and 936 Jefferson avenue, East, will discontinue August 1. The company was agent for a well-known automobile manufacturer.

At the last regular meeting of Cad-

illac Council, that body voted to support Stanley J. Hitchings for Grand Sentinel of the United Commercial Travelers. Besides the support of both local councils, U. C. T., sentiment throughout the State appears to favor the candidacy of Mr. Hitchings, who is well qualified to fill the chairs in the Grand Council.

The buildings at Adams avenue, West, and Woodward avenue, are being raised to make room for a modern ten story building for R. H. Fyfe & Co., retail shoe dealers, who will occupy a portion of the structure when completed.

A man entered the grocery store of A. N. Shebid, 260 Second avenue, last Friday afternoon, displayed a gun and left with \$7 of Mr. Shebid's money.

The Burroughs Adding Machine Co. is building a five story addition to their factory at Second and Burroughs avenues.

On the other hand, what would happen to the huns if those Yanks ever lost their tempers?

Gomez Conception was arrested in Detroit last week, it being alleged he bargained with the German government to sell it plans of a high powered gun. The authorities, we hope, have the right Conception even if Gomez didn't.

Michigan Drug Co. employees enjoyed their fourth annual outing at Bob-Lo Island last Thursday. We have had occasion at divers times to gaze at the features of many of the company's employes, including the traveling salesmen, and must confess that, in the aggregate, they appear a handsome, mild mannered lot. Why, then, did the firm invite sixteen members of the Michigan State Troops as guests? Prizes for the contests were paid in thrift stamps. Over 700 persons went on the excursion.

George M. Schettler, pharmacist, has taken a long lease in Lincoln Square building on West Fort street. With the opening of the new store, Mr. Schettler will own six in various parts of the city, the main store being located in the Hotel Pontchartrain building.

Ray Hoyt, city representative for Edson, Moore & Co., returned last week from a vacation trip to Cleveland. "To appreciate the grandeur and splendors of Detroit," remarked Ray, "one should spend a vacation in Cleveland."

Joe Tweel, member of the grocery firm known as the LaSalle Grocery Co., 639 Linwood avenue, has been called into the National army and left last week for Camp Wheeler.

T. V. Walsh, dry goods merchant at 1686 Sixteenth street, sold his stock to Lipson & Smith, who are disposing of it at public sale.

W. W. Lehman, sales manager for A. Krolik & Co., left Monday for a few days' business trip to Cleveland.

Charles Wagner, men's furnishing goods dealer, 674 Michigan avenue, accompanied by his wife, is enjoying an automobile trip through the mountainous section of New York State.

Judging by the number of restaurant hold-ups in Detroit recently, one wonders if it isn't merely retaliation.

H. Kramer, Jr., of H. Kramer & Son, furniture dealers, 1697 Gratiot avenue, has returned from a trip that included visits to the furniture exposition in Grand Rapids and Chicago.

D. J. Nachmann, furniture buyer for the Reliable Furniture & Carpet Co., 11 Washington boulevard, attended the furniture shows in Grand Rapids and Chicago.

Thousands of Michiganders are appealing to Mr. Prudden to save them from next winter's draft—speaking of draft evaders.

Garment men predict that ready made clothes for men will reach \$100 by spring. Garden patches, ap-

parently, will not be alone in popularity.

P. C. Palmer, department manager for Burnham, Stoepel & Co., accompanied by his family, motored last week to Big Rapids where he will spend his vacation.

The W. L. Douglas Shoe Co. has leased a store at the Southwest corner of Jefferson avenue East and Oliver streets, in Fairview district, and will open for business about August 1. The store is being remodeled.

Ben Berke, proprietor of Berke's Boot Shop, 82 Washington boulevard, celebrated his first anniversary the week of July 15. Mr. Berke had a most successful year—far beyond his own expectations. For the anniversary celebration, he offered a straight reduction of 20 per cent. on all oxords. Prior to engaging in business for himself, Mr. Berke was for fifteen years associated with the R. H. Fyfe shoe store.

It looks as if the proposed ordinance to remove obstructions from Woodward avenue has met with defeat. At several recent hearings retail merchants on Woodward avenue appeared personally, and stated that to move the showcases now would do them a serious injury, as these display cases are especially needed at this time, and that their removal would mean the ruination of some businesses. Henry M. Fecheimer, of Heynz Bazaar, acted as spokesman for the merchants at one of the hearings.

Tremendous war orders, which will run into several million dollars before the end of the year, are reported by the Board of Commerce. Detroit is undergoing the greatest prosperity in its career—not booming—but substantial prosperity. Every one seems well supplied with ready cash regardless of the patriotic drives and increasing prices. The only serious problem that may come

up is the scarcity of coal, although householders and business men are gradually getting in their supply.

James M. Goldstein.

Put Patriotic Punch in Annual Picnic.

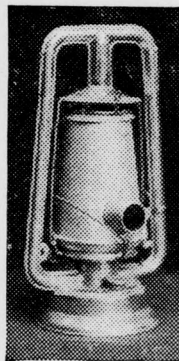
The Detroit Retail Grocers' Association will hold its annual excursion to Tashmoo park, Wednesday, July 31. This year's excursion promises to be the biggest in the history of the association. A big card of events has been arranged for the occasion, including races, tug-of-war, base ball games, athletic contests, etc., and \$2,000 in gold, war savings stamps and merchandise will be given away in awards to the winners. The entertainment committee has staged a thriller which will put a patriotic punch into the day's events and at 4:30 p. m. the Kaiser, dressed in uniform, will be hanged in effigy.

The Detroit Retail Grocers' Association is in a healthy and flourishing condition; is co-operating to the letter with State and Federal food authorities and has a membership of twelve hundred retail grocers in the city of Detroit.

The officers are President, W. J. Cusick; First Vice-President, J. R. Rebone; Second Vice-President, C. L. Ulrich; Recording Secretary, C. A. Day; Financial Secretary, Hugo Merker; Treasurer, John Altfeltis; Guard, A. W. Ruprecht; Marshall, H. W. Wiser.

John L. Lynch will open a 10-day sale August 1 at the department store of Beatty & Sachse, at Pontiac.

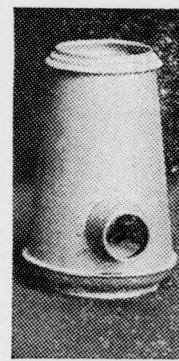
Don't Violate the Law



Lantern
Globe
Egg
Tester

Best on
Earth

Pat. Dec. 5, 1916



Fits an Ordinary No. 1 Lantern

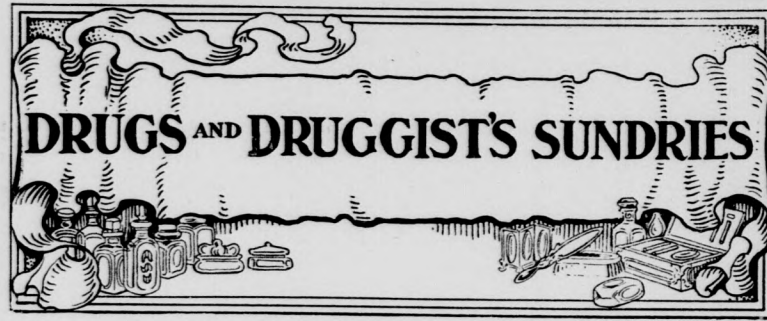
Can use Coal Oil in lantern or
attach Electric Light.

Can be used by Egg Dealers,
Producers and Consumers
with perfect results.

Globe prepaid Parcel Post, \$1.50 each.

We also sell Standard Wolverine Binder Twine at 23c
per lb. f. o. b. Grand Rapids.

Kent Storage Co., Grand Rapids, Mich.



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 State Pharmaceutical Association.
 President—J. H. Webster, Detroit.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—F. B. Drolet, Kalamazoo.

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

Expert Service in the Drug Trade.

In the newspapers of our larger cities you will frequently see advertisements describing courses in hair-dressing. The course of instruction is not very long. It does not take many weeks to impart a knowledge of this art to the student, nor is the tuition prohibitive. Quite a number of girls enter these schools and take up the work professionally, either in regular hair-dressing establishments or as free lances. The work seems to be fairly remunerative and in many cases pays extraordinarily well. In society the services of the professional hair-dresser appear to be in great demand, and we have heard it whispered that some of our ladies of high degree visit a hair-dressing establishment every day or have the services of an expert at their homes. All this runs into money. A great many ladies who take pride in their tresses can't afford to follow such a programme, or at least do not care to do so. These, for the most part, look after such matters themselves, calling in an expert or visiting a hair-dressing establishment only on special occasions.

It is from the rank and file of the community that the average druggist secures most of his customers. This is the age of specialists. There is no doubt that a young lady in charge of a "beauty department" would be in a much better position to interest ladies if she had an expert acquaintance with hair-dressing, manicuring and kindred subjects. An expert, or specialist, can give valuable advice in many directions. She is in a position to really know her goods and thus be able to talk intelligently about them. A clerk trying to sell goods that she knows little about can not be expected to build the business that an expert draws to the store. It is a pleasure too rarely enjoyed to find an attendant that knows something about a customer's needs, and a whole lot about the goods on sale. Plenty of drug stores could easily group their toilet preparations and elevate the assortment to the dignity of a department.

Would it not pay such a store to secure an expert, or to assist some ambitious girl in getting a working knowledge of hair-dressing and manicuring? Many manicure establishments also offer tuition, and the course of instruction is neither expensive nor overly long. The knowledge acquired could be put to practical use in the sale department. They say that "knowledge is power." The saying has a practical application in such cases. The specialist is invaluable in a "beauty department." She can hand out dozens of helpful hints and technical suggestions. Plenty of people know little about caring for the hair, nails and skin. Expert advice would appeal strongly to such people. Even the accomplished amateur is always glad to talk to a professional. This kind of expert service brings "repeat" trade, and brings it from many directions. The information soon gets carried abroad and pleased customers keep spreading it. The benefits derived by the store from this kind of advertising are great, and the beauty of it all is that the news travels constantly, and without any expense to the druggist.

One lady meets another and says: "Your hair is in splendid condition. What have you been doing to it?" The reply is: "Oh, they have an expert now at Strong's Drug Store. She gave me a lot of valuable pointers." Such praise is both impressive and convincing, coming as it does from disinterested sources. We need not point out that her personal appearance is a matter of great moment to the average woman. She is apt to listen eagerly to anything bearing on the subject, and she is always ready to spend her money in the good cause. The expert can really do a great deal of good by advising people intelligently as to the care of the hair, skin and nails. It is a pity to see beautiful hair losing its lustre through lack of proper attention, while it is always a joy to observe tresses that are well cared for. Expert service is calculated to bring many people to the store, likewise to make permanent customers of them. To the business builder it is an asset hard to excel.

Noel Standish.

Not Their Killing.

A well-known family physician in a Southern city in ante-bellum days had for his coachman an old darky who, by reason of his position as doctor's assistant, was regarded as an authority on the health of the community.

One day while waiting for his master he was accosted by a passer-by who enquired who was dead in the adjoining block. The old darky straightened up, gazed intently in the direction indicated, then, breaking into a broad smile, replied:

"I don't know, sah; dat's none of our killin'."

Must Be Quite Intelligent.

As a country physician was driving through a village he saw a man amusing a crowd with the antics of his trick dog. The doctor pulled up and said: "My dear man, how do you manage to train your dog like that? I can't teach mine a single trick."

The man looked up with a simple, rustic gaze and replied:

"Well, you see, it's this way. You have to know mo'n the dog or you can't learn him nothin'."

In the Way.

Customer—I hear you discontinued your prescription department.

Druggist—Yes. We found it interfering with our regular business of dispensing soda water and ham sandwiches.

The need for certain medicinal plants, created by the cutting off of imports, caused the Wisconsin State Legislature to grant authority for the development of drug-plant cultivation on a commercial scale by the Pharmaceutical Experiment Station at the University of Wisconsin. A forty-acre tract is at the disposal of the station for this purpose, and the season's "crops" include one acre of

poppies, raised for the oil of the seed; one acre of belladonna for the leaf and root, one acre of henbane for the leaf, one-half acre of wormwood for the oil, three-quarters of an acre of digitalis for the leaf. An acre of rye is growing as a cover crop for two species of the monarda, one of which contains thymol. About twenty-five other varieties of plants are under cultivation, including sunflower, perilla, lallamantia, all three for their oil, jimson weed, loveage, blessed thistle, and others used for experimental purposes. Varieties of iris have been planted for orris root, and May apple, bloodroot, geranium, hypatica, and valerian have been successfully started. What is left of this season's crop, after using all that may be needed for experiment, will be sold, and it is interesting to note that the digitalis raised last year was promised to the army for use in its hospitals. Having been milled and sifted, this is now being worked up into tincture in the laboratories. At this rate, the United States will soon be producing its own supply of many drugs.

A tourist happened to meet the usual "oldest inhabitant" of a village. In the course of conversation he asked the ancient how old he was. "I am just a hundred," was the reply. "Well, I doubt if you'll see another hundred years," said the tourist, trying to make conversation. "I don't know so much about that, maister," was the hopeful response. "I be stronger now than when I started on my first hundred."

1918 Holiday Goods Druggists' Sundries, Books, Etc.

We stated in our last edition of Bits of Business that our line of holiday samples, druggists' sundries, etc., have been on exhibition at Sault Ste. Marie during the month of July, and beginning about August 1st will be on display in Saginaw.

Within a very few days we will notify the customers who usually visit Saginaw to look over this line giving them the exact time and place where these samples may be inspected.

The entire line has been bought and arranged with the idea of fitness as regards the present conditions and the fact that many of the customers of the retailers will expect to send gifts not only to the cantonments in this country but abroad. We have kept this definitely in mind and can offer merchandise in accordance with the requirements.

Please reserve your orders until you have an opportunity to inspect our display and the same will be appreciated.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

GELATINE

Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 90
Knox's Acid'd, doz.	1 90
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

Jell-O

Assorted Case, 3 doz.	3 40
Lemon, 3 doz.	3 40
Orange, 3 doz.	3 40
Raspberry, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Cherry, 3 doz.	3 40
Chocolate, 3 doz.	3 40
Weight 11 lbs. to case.	
Freight rate, 3d class.	

Jell-O Ice Cream Powder

Assorted Case, 3 doz.	2 85
Chocolate, 3 doz.	2 85
Vanilla, 3 doz.	2 85
Strawberry, 3 doz.	2 85
Lemon, 3 doz.	2 85
Unflavored, 3 doz.	2 85
Weight 15 lbs. to case.	
Freight rate, 3d class.	

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.	4 50
20 oz. per doz.	4 50

HORSE RADISH

Per doz.	90
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JELLY

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

JELLY GLASSES

8 oz. capped in bbls., per doz.	34
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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
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MOLASSES

New Orleans

Fancy Open Kettle	60
Choice	58
Good	58
Stock	58
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
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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
Jas 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	80
Clay, T. D. full count	80
Cob, 3 doz. in box	1 25

PLAYING CARDS

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

POTASH

Babbitt's, 2 doz	2 65
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PROVISIONS

Barreled Pork

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

Dry Salt Meats

S P Bellies	31 00@32 00
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Lard

Pure in tierces	27 1/2@28
Compound Lard 24	24 1/4
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 1/2@22
Picnic Balled Hams	31 @32
Boiled Hams	41 @42
Minced Hams	20 @21
Bacon	38 @46

Sausages

Bologna	18
Liver	18
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

1/4 bbls.	1 75
3/4 bbls., 40 lbs.	3 40
1/2 bbls.	9 00
1 bbl.	16 00

Tripe

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

Casings

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

Uncolored Oleomargarine

Solid Dairy	23 @ 26
Country Rolls	28 @29

Canned Meats

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

RICE

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

ROLLED OATS

Monarch, bbls.	10 25
Rolled Avena, bbls.	10 60
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	5 10
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20

SALAD DRESSING

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

SALERATUS

Packed 60 lbs. in box.	
Arm and Hammer	3 25
Wyandotte, 100 1/4 s	3 00

SAL SODA

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

SALT

Solar Rock

56 lb. sacks	50
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Common

Granulated, Fine	2 10
Medium, Fine	2 20

SALT FISH

Cod

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

Holland Herring

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

Herring

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

Trout

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

Mackerel

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

Lake Herring

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

SOAP

Lautz Bros. & Co.

Ace, 100 cakes	5 40
Big Master 100 blocks	6 00
Climax	5 00
Queen White	5 90
Oak Leaf	5 40
Queen Anne	5 40

Proctor & Gamble Co.

Lenox	5 00
Ivory, 6 oz.	6 00
Ivory, 10 oz.	9 80
Star	4 90

Swift & Company

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

Tradesman Company

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

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

Sapallo, gross lots	9 50
Sapallo, half gro. lots	4 85
Sapallo, single boxes	2 40
Sapallo, hand	2 40
Queen Anne, 30 cans	1 80
Queen Anne, 60 cans	3 60
Snow Maid, 30 cans	1 80
Snow Maid, 60 cans	3 60

Soap Powders

Johnson's Fine, 48 2	5 75
Johnson's XXXX 100	5 75
Rub-No-More	5 50
Nine O'Clock	4 00
Lautz Naphtha, 60s	
Oak Leaf Soap Powder, 24 pkgs.	4 25
Oak Leaf Soap Powder, 100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 70

SODA

Bl Carb, Kegs	3 1/4
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SPICES

Whole Spices

Allspice, Jamaica	9 @10
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochin	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-80	@45
Nutmegs, 105-110	@40
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	

Pure Ground in Bulk

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

STARCH

Corn

Kingsford, 40 lbs.	9 1/4
Muzzy, 48 lb. pkgs.	9 1/2

Kingsford

Silver Gloss, 40 lb.	9 1/2
Gloss	
Argo, 48 5c pkgs.	2 40
Silver Gloss, 16 lbs.	9 1/2
Silver Gloss, 12 lbs.	9 1/2

Muzzy

48 lb. packages	9 1/4
16 3lb. packages	9 1/2
12 6lb. packages	9 1/2
50 lb. boxes	6 1/4

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, 1/2 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, 2 dz.	4 40
Red Karo, No. 5, 1 dz.	4 25
Red Karo, No. 10, 1/2 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</

Sears-Roebuck Co. Held Unfair in Sugar Sales

The following dispatch was sent from Washington by a Staff Correspondent to the Chicago Tribune, and was published in that newspaper in the issue of Monday, July 1:

The Federal Trade Commission announced to-day the issuance of an order forbidding Sears, Roebuck & Co. to continue "unfair methods of competition" in selling sugar below cost and in misrepresenting its teas and coffees.

The practices the company is ordered to cease are:

1.—"Circulating catalogues containing advertisements of sugar for sale wherein it is falsely represented that because of large purchasing power and quick moving stock the company is able to sell sugar at a lower price than its competitors.

2.—"Selling or offering to sell sugar below cost, through catalogues circulated throughout the country.

Blow at Competitors

3.—"Circulating catalogues containing advertisements representing that its competitors do not deal fairly, honestly, and justly with their customers.

4.—"Circulating catalogues containing advertisements offering its teas for sale, in which advertisements it is falsely stated that the company sends a special representative to Japan, who personally goes into the tea gardens of that country and personally supervises the picking of the tea."

5.—"Circulating catalogues containing advertisements offering coffee for sale in which it is falsely stated that the company purchases all of its coffees directly from the best plantations in the world."

Advertisements Called False

"It was admitted," says the Commission, that the company has offered sugar for sale at 3 to 4 cents a pound through advertisements in catalogues in which it was represented that Sears, Roebuck & Co., because of its ability to make large purchases and move its stock quickly, was able to sell sugar at a lower price than others could; that such advertisements were false and misleading, as the company sold such sugar at less than cost in all cases, and the offer to sell was limited to a definite quantity of sugar, and was always made upon the condition that certain other groceries be purchased at the same time, and that a sufficient price was received to give a profit on the combined sale.

"It was admitted that during the latter half of 1915, Sears, Roebuck & Co., sold sugar to such an extent that \$780,000 was received for it, the sales being made at a loss of \$196,000, all of the sales being combination sales, on which a profit was made. It was admitted, also, that advertisements were circulated by the company in which it was intimated that competitors were charging more than a fair price for sugar."

Trim off around border, paste page on heavy cardboard, and place it in your window where people passing by can see it.

Activities in Michigan Cities.

Written for the Tradesman.
Mt. Pleasant has landed a new million dollar truck manufacturing concern. More than half of the stock was taken by 1,200 citizens of Mt. Pleasant and Isabella county.

The private gas company at Sault Ste. Marie must increase the pressure and the heat units or the city will revoke its temporary permit to charge increased rates. The city has been making tests.

The site chosen for the new silo plant at Boyne City is the eleven acres formerly occupied by the Elm Cooperage Co. Work on the new buildings has started.

The Hotel Glasier, a landmark at Williamston, has been closed. The reason given is the high cost of living.

Hastings has secured a new industry, the American Machine & Tool Co. of Chicago, which will locate in the old Press Co's plant, employing fifty hands.

Lansing feeds its garbage to municipally owned pigs and is having trouble with people who put broken glass in their cans.

Manistee will hold a farmers and merchants' picnic at Rietz park, August 15. All concessions will be run in the interests of the American Red Cross.

Ionia's annual free fair will be held August 12-17.

A concern making starch, flour and macaroni out of potatoes, with factories in Maine, New York and Wisconsin, wants to locate plants at Traverse City and Greenville. An option on the Belknap Cement Products Co. as a site for the Greenville plant has been secured.

Zeeland is, perhaps, the only city in this country without a "movie" and the council now has before it a new application to show only "good moral pictures."

Houghton will have a municipal swimming pool.

Wonderful roses are blooming again in the garden at the Union station at Alma and they delight all travelers passing through that city. This charming transformation from an ugly spot of mud holes and weeds to a rose garden is due, not to the Ann Arbor and Pere Marquette railroads, (but to the Alma Civic Improvement League and particularly to the efforts of Mrs. Francis King, of that city.

Muskegon has placed orders for new fire apparatus which will mean complete motorization of the department.

The Ann Arbor Railroad promises Ithaca a new passenger station in the spring.

The American Column Co., of Battle Creek, is going out of business. The city loses a good industry.

The Scott Hotel, at Hancock, has been closed, the reason given being that many firms have taken salesmen off the road and that the increase in railroad fare, with no tourist fares, has resulted in a slump in the number of people visiting the copper country.

Battle Creek, the home of So-

journer Truth, will observe Emancipation day, August 1, with parade, games and a grand ball in the evening.

The new Mercy Hospital, at Muskegon, will be rushed to completion so that wounded soldiers may be cared for there.

It costs 6 cents now to ride on the Saginaw-Bay City car lines.

Motor truck freight service will soon be operating in a complete network of travel between the cities of Lower Michigan. The Flint Board of Commerce is working to make that city the hub of a large traffic and trucks are already operating to Detroit, Saginaw, Bay City, Alma, Pontiac, Owosso and Lansing. Plans are made for return loads in all cases.

Almond Griffen.

Business Must Meet This Test.

Seldom, even since the war began, has the country been so startled as it was by Provost-Marshal General Crowder's "work or fight" order. It is a high tribute to our readiness for emergency that despite the tremendous scope of the order, even the earliest of comments on it were couched in terms of the utmost willingness to carry out the War Department's wishes, whatever the sacrifice necessary to individuals.

There can be no doubt that retail business everywhere will be seriously affected by the withdrawal of their salesmen who are within the draft age, and who constitute a large proportion—in some cases as high as one-half—of the sales force. However, the new ruling merely intensifies an existing problem, and one which was already working itself out in several ways. One of these is the substitution of women for men; another is the curtailment of forms of "service" which employ man-power needlessly; and a third, and important one, is the development of types of "self-service" which in certain departments eliminate the need for salesmen altogether. Substituting men beyond the draft age for those who are liable for military duty is also a natural development, although the possibility that the age limit may be raised to forty or even forty-five years before long is being taken into consideration in this connection.

It is very clear that this action of the War Department is only one of many things which in the next few months will put all American business to the acid test of "war necessity." We are to be purified by fire; and it would be well if we could anticipate the process by "sounding out" our own affairs and institutions to make sure that we are ready for the coming ordeal as we can well be. Are our organizations efficient? For instance, is our advertising doing all that can be expected from it? Now is the time of all others to "take competent counsel" in regard to the vital, fundamental policies on which business is based.

We forgive the clerks in a store for being too busy to serve us, but we do not forgive them for not paying any attention to us on that account.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Up-to-date store, new front, best location in live town—shoes, men's and women's furnishings, ready-to-wear millinery—selling on account of liability to war service. Address M. I. Olian, Blackwell, Oklahoma. 835

Wanted—To hear from owner of good business for sale. C. C. Shepard, Minneapolis, Minnesota. 837

For Sale—Grocery stock and fixtures invoicing about \$4,000. Best class trade. Annual business, \$45,000. Called on August draft. Cash deal. Owosso, care Tradesman. 838

Business Opportunity—A registered pharmacist with about \$2,500 to invest in either the common or preferred stock of an established corporation can secure a position in charge of laboratory. Must be 35 years or more old and have executive ability. Address M., care Michigan Tradesman. 839

For Sale—Drug store fixtures complete—shelving, drawers, wall cases, show cases, etc. Will sell all or part at a bargain. Write for description. Clyde Goodrich, Marcellus, Michigan. 840

For Sale—Nice clean stock of dry goods. Reason for selling, ill health. Address, Fred S. Alley, Colon, Mich. 841

Wanted—Several millwrights, setters and carriage riders. Wire or come at once. Can also use millmen, woodsmen, piece-makers, cordwood choppers, etc. Good wages, steady work. I. Stephenson Co. Trustees, Wells, Michigan. 842

Receivers' Sale—The receivers offer for sale the entire plant and timber of the Montreal River Lumber Company, consisting of sawmill, planing mill and yards at Saxon, Wisconsin, 40 million feet of standing timber, hemlock, pine and hardwood, logging railway, and logging outfit. The timber is located adjacent to other standing timber, which can be purchased, if a large operation is desired. For further information, address A. W. MacLeod, Washburn, Wisconsin, or Evan J. Jones, Bradford, Pennsylvania. 843

On account of draft I offer my fine bakery outfit for half price. Write or call. John Nolet, 11 Western Ave., Muskegon, Michigan. 844

For Sale—If you want to buy an up-to-date hardware stock and tinshop doing a cash business aggregating about twelve thousand dollars per year, write me. I will sell at a big discount for cash. Address No. 845, care Michigan Tradesman. 845

For Sale—General stock, dry goods, shoes, groceries. Merchandise clean and up-to-date. About \$5,000. Will sell at 1916 price. If looking for good going business, see, M. Rann, Perry, Michigan. 846

Merchants! My system can be used to great advantage in reducing stocks and raising money quickly. All stocks closed out completely at nearer to cost than ever before. There are no men in my employ. Every sale has my personal service from start to finish. Address W. A. Nanning, 387 New York street, Aurora, Illinois. 847

For Sale—Well selected hardware stock. Excellent location. Only store of the kind in town. Good reasons for selling. Address No. 849, care Michigan Tradesman. 849

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—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

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

Wanted—Clothing salesman for exclusive men's store. Permanent position for right man, Fleming Clothing Co., Ithaca, Michigan. 813

Special sales for retail merchants. Trade-building, stock-reduction, cash raising and closing out sales. Northern Sales Co., Box 123, Traverse City, Mich. 816

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, 135 1/2 East Fulton street, Grand Rapids, Michigan. 654

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

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

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

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. 390

Cash Registers—We offer exceptional bargains in rebuilt National or American registers. Also fireproof credit systems. All makes. We buy, sell or exchange. We carry a full line of supplies. Address The J. C. Vogt Sales Co., Saginaw, Michigan. 335

POSITION WANTED.

Position Wanted—Man with ten years hardware experience wants position with implement company or on road for hardware company. To those wanting a No. 1 salesman and one that can furnish good references, write, No. 848, care Michigan Tradesman. 848

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

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

SEE NEXT PAGE.

Advertisements received too late to run on this page appear on the following page.

Conservative

Buyers

Patronize

Tradesman

Advertisers

Wormy Candy and Filthy Meat Market.

Lansing, July 23—Caught in the act of "remaking" into chocolate bars, candy which had been condemned the day before, because it was "wormy, buggy, and spoiled," Ed. Kilian, candy dealer, 333 North Washington, suffered the confiscation of more than a ton of the stuff.

Seizure was made by Inspectors George E. Stout and George Johnson, of the food and drug department. Judge Haight will be asked by the inspectors to issue an order for the destruction of the candy.

Inspection made Wednesday revealed much spoiled candy in the Kilian place as well as insanitary conditions. He was ordered to clean up. Inspectors Thursday re-visited the place, surprising the proprietor making the candy over again. The stuff was being forced through a colander, when the state's representatives made their unexpected visit. Pails and boxes of candy, estimated to contain 2,500 pounds were confiscated and taken to the headquarters of the department.

While the sugar content of the candy is not known, in the department it was estimated more than a ton of sugar would be lost.

Conditions at Pregulman Brothers Packing Co. are shown in the report of Inspector Stout, which is substantially as follows:

"We found spoiled sheep casings, chicken manure, and rubbish in barrels on floor in the cellar. The closet floor and walls to be in a filthy condition. The first floor covered with water and filth. Sewer connections in the cellar were lower than the street sewer.

"Freezer and brine rooms very insanitary. Meat trimmings found on floor and walls. Barrel of brine with spoiled meat in the brine room. Meat baskets very insanitary. The mesh covered with bits of meat. Box of spoiled liver and meat found in cooler. Hog found hanging partly on filthy floor.

"Kettle in sausage room, together with shovel used for stirring meats very dirty. Piles of dirty rags, dirty pails, shovels laying around on the floor. Shelves, stairs and floors covered with dirt and blood. The top of the meat block on the main floor must be planed smooth and kept smooth and clean.

Sewer traps in floor were clogged with dirt and cigar stubs. Whole place inside and out generally very dirty. Contaminated water found under elevator. Must be drained. Freezing apparatus in cooler in defective condition. This must be put in good repair to keep the meat at proper temperature and condition."

The place was ordered to be cleaned with water and sal-soda including the removal of all dirt, bits of meat or refuse from the place and to be kept so.

Late News of the Traveling Fraternity.

Grand Rapids, July 23—Cornelius N. Broene, who has traveled several years for P. Stekete & Sons, has decided that the place for him is in France in charge of a Y. M. C. A. hut. He has made application for such an appointment and is so well fortified with credentials and references that he will probably see the fruition of his ambition at an early date. Mr. Broene is long past the draft age, so he can not go over seas as a soldier. He can not bear the thought of seeing his country in need and not responding to the Macedonian cry for assistance.

Rumors are in the air to the effect that a party of Grand Rapids gentlemen have under advisement the purchase of the Fox building, corner of North Ionia avenue and Louis

street, and the conversion of same into a hotel.

Fred O'Brien, the Coral undertaker and newspaper man, goes to New York, August 3 to take one week's course of instruction at Columbia College in the management of Y. M. C. A. huts in France. He expects to sail for the field of action soon after completing his course.

Mrs. Cornelius Crawford, who suffered a stroke of apoplexy a few weeks ago, is gradually recovering. She is at the family home on Paris avenue.

Mrs. David S. Haugh is very seriously ill at the family home on South Terrace avenue. It is not thought she can survive longer than this week.

The July furniture season came to an end Saturday, July 20. Admitting it was some earlier than was looked for, yet it was a mighty good market. A large majority of the exhibitors were at their spaces Monday, but there was no list of arrivals, so the salesmen began packing their grips and leaving for their homes, many wondering what they were going to do to fill in the time during the remainder of 1918, because word came from nearly all lines, "Do not take any more orders, all sold up to January, 1919." The arrival list Saturday, July 20, showed 1,178 against 1,737 for July, 1917, which really does not do justice, commercially, because, owing to the increase in cost of traveling, there was a large tendency to cut down some of the expense and where two or three buyers have been coming representing the same firm, this season there was but one, and everybody was filled with optimism for the January market of 1919. Here's hoping the Kaiser (the Beast of Berlin) will be so completely licked before that date that many of our boys can be returned to their homes and families, take their regular places again and that "business as usual" will be the watch word.

We wondered from a roll call of the members of Grand Rapids Council at the circus grounds Monday how many would have answered to their names. Now "fess up," fellows, how many went out on the early train, made a town or two, and back again in time to take in either the afternoon or evening performance? We have our suspicions many would answer the roll. How about, Will E. Sawyer, Chas. C. Perkins, H. B. Wilcox, J. D. Martin, L. V. Pilkington, Fred E. Beardslee, John Shoemaker, Wm. D. Bosman and Harvey Mann?

It is with regret that we have to record the death of our brother, Walter Wagner, who had covered the city trade for the Jennings Manufacturing Co. for the past fifteen years. During this time Mr. Wagner made hosts of friends among his acquaintances and customers. Walter was a very successful salesman and was well liked by the house for which he traveled.

One hundred and ninety-three Muskegon men left Muskegon Monday noon at 12:30, without dinner. SOME ONE FORGOT. Twenty minutes before the train arrived in Grand Rapids, the local Canteen Committee received a wire, asking them to feed the Muskegon contingent and they were taken care of by the New Mertens Hotel and Union Station lunch room.

Seven hundred and ninety-nine men of draft age from Grand Rapids and Kent county went to Camp Custer in the draft this morning. Monday 193 ditto went forward. There will be no further departures of local boys until Aug. 15.

Hardware Lines Reduced.

The principal factor in the hardware business at present is the enforced cutting down of assortments of sizes, styles and finishes, brought about by the Government demand for steel and the need of conserving coal and all fuel. Such lines as hammers, hatchets and steel squares have been cut down from 50 to 90 per cent. Only the most staple sizes and kinds are left, and in hatchets and hammers all finishes except "self colored" black will probably be eliminated.

The assortments in all lines of hardware had grown to be a serious evil to the trade, as they involved the carrying of unnecessarily large and extended lines, which, of course, meant much money invested in merchandise and a consequent poor turnover of stock. Now necessity is remedying this in a very radical fashion.

How many draft-evaders would a thorough search of Chicago show? That question was answered when last Monday there ended a four days examination of all the young men whom 40,000 agents for the Government could reach. More than seven hundred undoubtedly subject to the draft, who had either not registered or had failed to fill out questionnaires, were taken, and are being sent to camps. Two to three hundred more, uncertain of their age or unable to prove it, have enlisted to avoid trouble. Not a single exemption board in Chicago says the News, failed to report one or more additions to its lists. Yet considering that many of the 1,000 were negligent or ignorant, not wilfully evasive, the result is hardly discreditable to Chicago. A similar proportion in this city would give something over 2,000 men, and for the country at large about 50,000. But no one believes that the proportion would hold good for the country at large; it is in the large centers that misunderstanding of the draft requirements is greatest, while in towns and country districts evasion is practically impossible.

The conclusion of the War Savings Stamp campaign, scheduled for today, naturally suggests the thought that it would be a good idea to keep up the campaign indefinitely, at least

so far as the street booths are concerned. Even though purchases are confined to a single stamp at a time, the amount in the aggregate would amount to considerable in the course of a year. Besides, such a campaign would do much to change the Americans from a race of spendthrifts to a nation of money savers.

Stephen Sears, brother of Harold Sears, Manager of the Grand Rapids Dry Goods Co., was wounded on the West front during the onward rush of the Franco-American army last week. He is a Lieutenant in the artillery division. He immediately cabled Grand Rapids that the injury was slight and his condition favorable, but those who know the metal of the man place little reliance on such a reassuring message and await further particulars with much anxiety.

Joseph Cebeclak, confectioner at 725 Michigan street, has added a line of groceries. The Worden Grocer Co. furnished the stock.

"The farmer feeds them all," but if the farmer worked only seven or eight hours a day he could not feed one-half of them.

The United Automobile Insurance Agency Co. has increased its capital stock from \$35,000 to \$100,000.

The Grand Rapids Brass Co. has increased its capital stock from \$300,000 to \$500,000.

The John Knappe Machine Co. has increased its capital stock from \$20,000 to \$58,000.

Speaking of women's complexions, seeing isn't always believing.

The price of liberty often depends on the humor of the judge.

BUSINESS CHANCES.

Sacrifice Sale—Hardware stock of about \$15,000 in county seat of 3,000. Must sell by August 10th account U. S. Service. No trades considered. Cole Bros., Marshall, Illinois. 850

Band Saw Mill For Sale—Having exhausted our timber supply, will sell our complete mill very reasonably. Capacity 25,000 feet hardwood per day. Williams Bros. Co., Cadillac, Michigan. 851

For Sale—A great opportunity to buy a first-class cafeteria in the best city in the State. A long lease and a reasonable price. Big soldier trade. Address Sack-rider Cafeteria, 11 East Main street, Pattle Creek, Michigan. 852

Position Wanted—By man with experience in general or grocery store. Above draft age. Address No. 853, care Michigan Tradesman. 853

SEEDS WANTED

ALSIKE CLOVER
MAMMOTH CLOVER, RED CLOVER
SPRING RYE, ROSEN RYE
RED ROCK WHEAT, FIELD PEAS



The Albert Dickinson Company
SEED MERCHANTS
CHICAGO, ILLINOIS