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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 31, 1918

Number 1819

The Recruit

I used to wake up with a sticky tongue
And an eye that was dull and red,
And the songs that the early birdies sung
I heard on my way to bed.
But now I jump with the reveille
And my eyes are bright and clear
And I thank my lucky stars each day
That the Government brought me here.

I used to be mean as a hermit crab
Till I'd swallowed my morning drink,
But now that I'm wearing the Olive Drab
I'm blithe as a bobolink;
For the fresh air thrills through my throat and chest
And I just want to shout and roar,
And life has a savour, a zip, a zest
That I never have known before.

I used to be flabby and soft and white
When I sat at a desk in town,
But since I've been learning the way to fight
I'm husky and hard and brown.
It took a cocktail to make me eat
The choicest food, but now
You watch me march to a mess shack seat
And wade through the army chow.

So I smile a sort of a shame faced smile
When I think how I plead exempt,
And I'm glad that the board saw through my guile
With a glance of cool contempt;
And though I may perish across the seas,
I'll be one of a splendid clan,
For the army's taken a piece of cheese
And made it into a Man!

Berton Braley.

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This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

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.

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(INDIANA)

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U. S. A.

You Pay More Now to Wrap Loose Sugar

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

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

The Franklin Sugar Refining Company
PHILADELPHIA

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





MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JULY 31, 1918

Number 1819

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids
E. A. STOWE, Editor

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THE NEW FOOD RULINGS.

The reduction in the sugar ration from 3 to 2 pounds per capita per month, starting August 1, will be accepted gracefully by the retail trade as a war necessity. It will involve little change in the present method of handling sugar sales and probably provoke less criticism and controversy from the consumer than any former reduction made by Mr. Hoover. Of course the pro-German element in every community will oppose the change and do everything possible to defeat the attempt to reduce the consumption of sugar, but that element must be shown a strong hand in dealing with this question and given to understand that the slightest deviation for the Hoover rulings will be regarded as positive evidence of treason to the country and be punished accordingly.

The newest Hoover ruling, which goes into effect in Michigan, August 1, is that all sugar sales for canning purposes must be approved by the county food administrator before the sale can be completed.

The revision of the original ruling regarding egg candling was drafted by Administrator Prescott after an interchange of ideas with other State administrators and also additional information issued by the United States Food Administration. Mr. Prescott believes the new ruling will be more satisfactory and more practicable than the ruling originally issued. In this opinion the Tradesman does not share, because the new ruling throws the loss on the dealer instead of on the farmer, unless the dealer voluntarily candles the eggs as they come to him from the producer. Of course, many merchants object to the time required to candle eggs while the store is full of customers, but sooner or later the responsibility for bad eggs must be definitely determined and the loss placed where it belongs. The country has embarked on a food conservation campaign which must

be carried through to a logical conclusion, no matter who it hits or how influential the interest is which stands in the way of complete success.

The Germans must thrill to the news that there are American Indians on the Marne front. An Associated Press dispatch, stating that they quickly adjusted themselves to the peculiar cunning of modern war, describes the consternation produced in some Germans by their scouting ability. When the United States declared war, Punch pictured the German movie-devotee's dream of the American army as a terrifying cohort of cowboys, chasing with lassoes and popping six-shooters some gasping German infantrymen. The dream of Teutonic recruits who have read Cooper or Parkman might now take on a more lurid cast. As a matter of fact, the American Indian, like the American cowboy, will perform his allotted work with all the equipment of modern warfare used according to the newest methods. Canadian Indians have already proved that their adaptability is as great as their courage. Those who are fighting under our flag might practice something resembling a warwhoop for the Germans' benefit, and may actually show an usual instinct for silent work in no man's land; but their presence in France is evidence of the civilized oneness of the modern Indian with our general citizenship.

The new standards of physical examination which Surgeon-General Gorgas announces seem to be a sensible move in the direction of moderation. Hereafter what will be required in general of a soldier in the way of physical fitness is good eyesight, comparatively good hearing, a sound heart, intelligence enough to understand and execute military maneuvers, obey commands and protect himself, and walking ability sufficient for military purposes. The new requirements, while affording all needful elasticity in their applications, will permit the acceptance of large numbers of men whom the more rigorous standards hitherto in force have disqualified. Thus the system will work in two directions. It will allow men to serve who have been rejected, for minor defects not likely, in practice, to interfere with their efficiency, and at the same time it will make it harder for the would-be slackers to avoid service. The effect upon local and medical examining boards, some of which have been notoriously erratic in their decisions, ought to be salutary. The new standards will apply to the National Guard as well as to the National Army and the regular army.

Instructions as to eggs and colts—break before using.

UNFAIR TO THE MERCHANT.

In many counties there are people who would organize and use county agricultural advisers as financial agents for co-operative buying and selling. This is a questionable line for county agents to take up. Some of these people believe that the county agent is for the farmer alone. They forget that in most cases the county agent is financed by public taxation. It was the hope of the leaders of this movement that the county agent would work in communities with the farmers so that they might grow more corn, more wheat and more meat in order that the people in the cities should get more foodstuffs at reasonable prices. They hope to help the farmer to make some money and to make life more livable.

It was not the idea that the farmer should be aided and advanced at the expense of other classes. In one of our communities a body of people determined that if they could organize and have the county agent act as their agent they would be able to send to a distant city and buy sugar, machinery, fertilizers and other materials for much less money than they paid in a neighboring town. The farmers may organize and carry on such projects if they wish, and the county agent who is paid from taxation and supported by all the people should not serve as their financial agent.

Elihu Yale, who purchased immortality for about £900, would never have believed that just 200 years later (Yale College took its name at commencement in 1718) a gift of \$15,000,000 would go to his institution. If Yale realizes the expected sum from the bequest of John W. Sterling, it will have received one of the two or three greatest lump gifts ever made to an American university. After the death of her husband, Mrs. Stanford, within a short time, deeded to Leland Stanford University property worth more than \$20,000,000. Mr. Rockefeller's gifts to Chicago University aggregate within a few hundred thousands of \$35,000,000, and of this the final gift of \$10,000,000 was announced at one time. As Yale's productive funds were in 1916 less than \$18,500,000, the addition is very great. The published conditions of the will make it appear that most of the gift must be used for new developments; there are to be one fitting building as a memorial to the giver, other buildings as the University sees fit, scholarships, lectureships, new professorships, and special prize funds. At any time other endowed universities would have reason to

look enviously at Yale's good fortune; the pinch of war will increase both the envy and Yale's rejoicing.

One of the last refugees from Chateau-Thierry says that La Fontaine's house had been blown to pieces. Pilgrims will search his beloved "Chaury" in vain for it; but according to an American correspondent who entered Sunday, La Fontaine's statue still stands "untouched at the entrance to the city, unmarked, bold, defiant." The castle built by Charles Martel is ruined, as the fifteenth-century church and the Hotel de Ville. The German drives never fail to bring in their harvest of obliterated historical and artistic monuments. The whole artistic world would breathe a sigh of relief if what Ruskin called the "Bible" of Amiens, the cathedral with its facade like an open book, were to be relieved from the imminent fate of Rheims. The Germans have been altogether too near Senlis, which to archeologists is one of the important points of Europe; to Beauvais, with its associations in English as well as French history; and even to Chantilly, which marked the high tide of invasion in 1914, but was happily little injured.

If any readers of the Tradesman harbor the thought that Mr. Leake is too severe in the strictures on Postmaster General Burleson, in his contribution in the banking department this week, he is invited to peruse the following summarized statement of the situation from the last issue of the Financial World: "As a matter of fact the uncertainties with respect to the future are not due to fears of the outcome of Government control, but rather concerning the kind of administration the properties will get from the Postmaster General, under whose jurisdiction the properties come. Mr. Burleson, whether he deserves it or not, has the reputation of being a politician who will put a politician at the head of the telephone and telegraph business, combine them, dismiss a host of capable executives and install men of his own choosing who know more about political conventions and manouevrings than expert telephone and telegraph management."

A dead wall on the outside of your store will look better with a neat sign painted on it, and it will then begin to pay for its upkeep.

According to an old Indian tradition, the chief end of man is the one with the scalp.

Even a cheap skate may disfigure much good ice.

Gabby Gleanings From Grand Rapids

Grand Rapids, July 30—Broilers more plentiful. The above heading in the Herald Saturday morning attracted the attention of the writer and, upon looking the matter up, our investigation led to a country residence of one of our prominent citizens of Kent county. We find that word has been passed out by "someone under cover" for the purpose of "bearing the market" on broilers. This trader had sighted this particular home and found that there was an unlimited supply of broilers in possession of this Kent county farmer. As the matter stands now one Terry J. Barker, cashier of a prominent wholesale grocery house, is the possessor of an unlimited supply of young broilers. Terry resides at the corner of Alpine road and another road that leads to the town of Alpine. While Mr. Barker is doing pretty well raising chickens this year he has sixteen broilers on hand now, but six died recently, leaving his stock somewhat depleted, but still sufficient to sway the market in favor of the buyer. Mr. Barker's broiler park measures 16 feet wide by 100 feet long, but next year he intends to enlarge it to 50 feet wide by 300 feet long and also intends to raise larger chickens. Mr. Barker says there is money in raising chickens, but you must raise the money-making kind—buff orpingtons. Any one about to engage in the poultry business can get some good pointers by having a little confidential chat with Mr. Barker, but don't talk chickens the first thing, but kind of lead up to that subject.

Daniel Zant, with Edson, Moore & Co., Detroit, with his wife and family, is spending his vacation at Wall Lake. Dan is putting in most of his time fishing using minnows for bait, but the fish he was catching was so much smaller than the bait that he came to the conclusion that he wasn't getting his seed back, so resorted to spitting on his hook instead of using worms.

Nowadays we hear a good deal about good roads. However, we do not hear any reports commenting on the roads between Newaygo and White Cloud or between White Cloud and Baldwin. The writer had occasion to go over these roads last week and will say that the town of Newaygo and White Cloud, especially, should be ashamed of the condition of the roads connecting these two towns. It is nothing more than a imposition on the public. It does not do either town any good to let roads stay in the condition this particular trunk line is in. It is high time the State of Michigan took such townships to task and insisted that the traveling public be given some consideration in these lax counties.

Say, you U. C. T. fellows better watch the Tradesman and September 7. Very important.

If you fellows think all a scribe has to do is to gather news for the Tradesman you are mistaken—very much mistaken. He goes automobiling and fishing once in a while himself. His catches of fish are generally sufficient for his needs, but sometimes he meets with opposition in getting them. Citing an instance not long ago, a friend wanted him to go along fishing and, inasmuch as he had not been fishing since the week before, he decided to accept the invitation. The place where we decided to try our skill as wielders of the line and bait was a point on Grand River, between Lowell and Saranac. While the other party was getting the boat unhooked and ready, the scribe began casting with a wooden minnow that looked like a chub but was not. He was successful in hooking and landing two bass and one nice wall-eyed pike. The partner then came with the boat and, after trying fishing from the boat, we were unable to record any more catches that

evening, so after staking the two bass and pike securely to the edge of the river, we made coffee and rolled up in our blankets to sleep and dream of the ones we expected to catch on the morrow. The scribe was very much elated over his catch of the night before and not backward in mentioning it once in a while and sometimes twice in a while, but it is a long road that has no turn, and as we unrolled from our blanket in the early morning, the scribe thought he would take another look at his catch of the night before, and low and behold the Food Administration board of any place in Grand River had confiscated all but the heads of the scribe's fish for a banquet they were holding in honor of their chief, Hardshell Turtle. This loss put the scribe and partner on the same basis, and partner thought that it was a good joke. The scribe didn't. The partner wanted to run it as a special feature at Ramona for a week and

Annoying Features of the Sugar Situation.

Pigeon, July 24—We have read with great interest your articles regarding the distribution of sugar but we cannot see how we can prevent people from getting sugar; that is, in getting more than five pounds, if they want to be dishonest.

A few days ago a party came in after sugar to be used for canning purposes. We advised her she must sign a card before she could get any sugar. She stated rather than sign the card she would take five pounds. As she lived in the country, she was entitled to five pounds. After we asked her several questions, which we must ask, and which she answered favorably, we gave her the sugar. However, before this customer left town, we noticed she had sugar from several different stores. There are several grocery stores here and she probably obtained the limit at each store.

matter of common knowledge that the system now in general use is being constantly abused by a large percentage of householders. Especially is this true in localities where peddling wagons are common.

A merchant in a near-by town recently told the writer that he was cognizant of dozens of families who had more than 100 pounds of sugar hoarded. They bought 5 pounds of every peddling wagon which came along and also purchased the 5 pound limit every time they went to town—sometimes repeating the process in neighboring towns. This abuse must necessarily be in evidence so long as the handling of sugar is made a matter of individual conscience, instead of written record. For this reason the writer favors the card system, which holds every householder down to definite limits and practically prevents pro-Germans and pro-German sympathizers from obtaining any more sugar than the law allows.

Instead of putting the sale of sugar on a weekly basis— $\frac{3}{4}$ pound per week per capita—the writer recommends establishing the limit at 3 pounds per month, which makes the sales figure out on even pounds, instead of the annoying fractions which are necessarily involved in the more complicated weekly basis. With the adoption of the said system the responsibility of the merchant ceases. All he has to do is to take the word of the householder as to the number of his family, issue the card in accordance therewith and deal out sugar in exact accordance with the cards presented to him by the holders.

If the possessor of a card makes any false statements he is solely responsible therefore, the merchant cannot become involved unless he works in collusion with the householder to give him more sugar than he should have under the Hoover ruling. By all means get the merchants of your county together and petition your county Food Administrator to adopt the 3 pound per month card system with as little delay as possible. E. A. Stowe.

Grand Rapids, July 27—Since writing you July 25, Hoover has concluded to put the country on a 2 pound per month per capita basis, which is better—in my opinion—than the $\frac{3}{4}$ pound per week basis, because it figures out even pounds in all cases.

My advice is that you take immediate steps to put the sugar card in effect in your county, because the adoption of the card will place the merchant in an independent position and relieve him from any responsibility, so long as he does not deviate therefrom.

By all means, use the monthly schedule of 2 pounds, instead of the weekly schedule of $\frac{1}{2}$ pound per capita. This will mean one sugar sale per month, instead of one sale per week, simplifying the situation greatly.

If your County Administrator does not look upon this suggestion with favor, by all means get the merchants of Pigeon together and adopt the town card.

I would not blame Mr. Clark for not being enthusiastic over the card system, because it means a lot of extra work for a man who works for nothing and boards himself.

E. A. Stowe.

No Opinions at Present.

"What are your opinions about the war?"

"My friend," replied Senator Sorghum, "you are asking too much. I never knew a good fighter who would stop in the middle of a bout to theorize on the merits of the case."

GOOD WAR SUBSTITUTES

Economy---for Waste.

Co-operation---for Criticism.

Performance---for Argument.

Service---for Sneers.

Perishable---for Preservable Foods.

Conservation---for Conversation.

Common Sense--for Common Gossip.

Production---for Pessimism.

Knowledge of Prices---for Gossip about Profits.

afterwards at a New York theater for a forty-nine week run. The scribe, however, put the kibosh on these plans by promptly swiping the ham sandwiches and going to a secluded place and eating the ham out of the sandwiches until the partner became reasonable and agreed not to mention the turtle banquet to anyone, unless he was alone or with somebody. Then scribe returned what sandwiches were left, which happened to be one fried cake and a cream puff. Then we, too, settled our differences and settled down to honest-to-God fishing, and caught two bass and four catfish; cranked up the tin lizzie and was home in time for dinner. I broke the ice, boys. Now come on. Put it on paper and send it in.

I. E. Pettit, formerly engaged in the retail grocery business at 756 Franklin street, is now sole manager of Retailers Indemnity Co., which furnishes bonds for druggists, dentists and physicians. D. F. Helmer.

They're All Like That.

"Do you suffer from the climate?"

"Yes. I know a man from California who refuses to talk about anything else."

We would like to know how to prevent and stop such things as that and if we would be justified in refusing to sell sugar to such people. Many times people come in and all they want is sugar. Of course we cannot demand them to buy other things before we give them sugar.

Any advice which you could give us on this subject would be greatly appreciated. A. Hirshberg & Son.

Grand Rapids, July 25—You are in the same predicament that hundreds—probably thousands—of retail grocers are at the present time, because the tone of your letter indicates that you belong to that class of honorable and patriotic merchants who sincerely want to aid the Government in the prosecution of the war and yet dislike to antagonize customers and prospective customers by refusing to sell them sugar under suspicion that they already have more sugar on hand than the law permits. The dealer is treading on dangerous ground when he undertakes to set himself up as judge and jury and decide for himself whether a customer is telling the truth regarding the amount of sugar he has on hand and the amount he has purchased within a given time. It is a

Trying Hard to Live Up To Sugar Rulings.

A retail grocer who requests that his name be withheld writes the Tradesman as follows:

We note your enthusiastic support of the sugar card.

It seems to us that your suggestion of a card system would be good, and we have had it in our mind, but it would be useless to do it personally if we could not get the entire county to join us. There are several reasons why we are seriously handicapped about getting this card system started. About half of this county is very thickly populated with German people. We are not saying anything against them, as they have given liberally to the Red Cross and helped to oversubscribe for Liberty bonds, but all this does not mean that they are not pro-German at heart. We know from experience that when we try to keep them from over buying sugar, they will try every possible way to procure all the sugar they can from different places. Before the last restriction came on, when they were entitled to twenty-five pounds to be used for canning purposes, they did not care so much about it, but, since they are restricted, they are bound to break the rules. Not only do they do this themselves, but they try to get the dealer involved also.

We know personally of customers who never come here to do their trading, but they will come in for their quota of sugar. Of course, we keep the names of such people and see that they do not get more in our store than the law allows, which means two pounds a month per person. But, what is to prevent them from getting it in other stores, as we know they have been getting it?

The card system would work all right providing all the dealers would join in, as some are not loyal Americans. Another thing. We do not think the county food administrator should be in the wholesale grocery business. Please do not misunderstand us. Our county food administrator is a good fellow and there is no question in our mind but that he is doing all he possibly can to live up to the law, but his appointment was, unfortunately due quite as much to political pull as to ability and knowledge, and—human like—he naturally uses his position to favor the customers of his house, and vice versa. We do not happen to be patrons of his house, so we do not feel like offering him any suggestions or making any requests at his hands, much as we should like to do so if the situation was different.

If you could give us any advice to guide us by for the present time until the card system is adopted in our county, we will appreciate it very much. We would be willing to pay you for any information and for your trouble. We do not want to give sugar to people who do their trading at some other store or to people from other towns. At the present time, so long as they answer our questions favorably, we cannot refuse them sugar.

We have trouble enough with people regarding the flour proposition. Even when you sell them a small sack of flour, there is continuous wrangling, as they do not want to take substitutes and we have to be very harsh with some of them and tell them to either take them or leave them.

Reply By the Editor.

Grand Rapids, July 30—I do not see how you can do any differently than you are doing until such time as you can arrange to adopt the card system. You are living up to the letter and spirit of the law. You are endeavoring to hold the purchase of sugar down to the proper limits. You are refusing to sell sugar to strangers. You are fully aware that many people of German descent who

are outwardly patriotic are doing all they can to defeat the cause of liberty and humanity by hoarding sugar and sneering at the masterly work Mr. Hoover is doing in feeding our Allies. I fully realize how anxious you are to do your whole duty to your country and this is the reason I urge you to bend every energy to secure the adoption of the sugar card in your county, because where a card is once issued to a householder the responsibility shifts from the grocer to the cardholder. If false representations have been used to secure the card, the dealer is not to blame—the penalty for falsehood falls on the shoulders of the person who obtained the card by fraud.

I do not share your feeling that the county food administrator should not be a wholesale grocer; in fact, I think the men of the wholesale grocery trade are peculiarly adapted to discharge the difficult duties of this position on account of their close relation to the retail trade and the sympathetic interest they necessarily feel in the welfare of the retail grocer. Of course, appointments dictated by political expediency are always bad, whether the appointee is a banker or a pauper, because in such cases the element of personal fitness for the position is never considered. Kent county has a wholesale grocer as county food administrator and he has worked like a Trojan to discharge the difficult duties of his position. How he ever was appointed, in view of the determination of Governor Sleeper to drag every office within the gift of the State into the mire of party politics, is more than I can understand. E. A. Stowe.

Toast to the Flag.

"Here's to the red of it,
There's not a thread of it,
No, nor a shred of it,
In all the spread of it,
From foot to head,
But heroes bled for it,
Faced steel and lead for it,
Precious blood shed for it,
Bathing in red.

"Here's to the white of it;
Thrilled by the sight of it,
Who knows the right of it
But has felt the might of it
Through day and night;
Womanhood's care for it,
Purity's prayer for it
Kept it so white.

"Here's to the blue of it,
Heavenly view of it,
Star-Spangled hue of it,
Honesty's due of it,
Constant and true;
Here's to the whole of it,
Stars, stripes, and pole of it,
Here's to the soul of it,
Red, white and blue."

The Red Cross would cease to command support the moment it discriminated among denominations, or political parties, or nationalities. To keep it free from even the appearance of evil, the fourteen division managers have been ordered to inform all subordinate officers that if any are cherishing political ambitions, they are expected to resign. The Red Cross cannot allow its prestige to be dragged even unwittingly by any executive into the fall campaign. The principle is as unassailable as that which would prevent any member of the Committee on Coal Production from holding his place while he sought office in a mining region. The Red Cross has built up an organization employing many prominent men, most of whom receive no compensation. Its officers might have gone further than they did. It is not enough that the office-seeker resign; he should make it clear that his past record of Red Cross work was not to be used to help him.

Resolutions Adopted by M. S. P. A. At Detroit Meeting.

That the incoming membership committee be given the fullest cooperation possible by our officers and members toward doubling our membership.

That the matter of raising dues from \$2 to \$3 be referred to the incoming Executive Committee.

That we believe that the shortage of clerks can be largely overcome by the employment of female help.

That we believe that in most localities shorter hours can be instituted, and still serve the public welfare.

That the matter of employment of an attorney to keep supervision over legislative matters during the sessions of the next legislature be referred to the incoming Executive Committee.

On the recommendation of the Executive Committee, we recommend:

That we re-affiliate with the National Association of Retail Druggists.

That this Association fully endorse the Edmonds bill, and that the Secretary be instructed to address an appropriate letter to all Michigan Congressmen and Senators, urging them to support the bill.

That this Association continue its present arrangement with the Journal of Detroit Retail Druggists' Association to act as its official organ and pay for mailing the Journal to every druggist in the State, outside of Detroit.

We recommend the endorsement of the report of the Trades' Interest Committee and further that this committee make use of the columns of the D. R. D. A. Journal in keeping our membership posted upon its activities and also the promotion of the exchange features.

We believe this Association should go on record as endorsing the activities of the N. A. R. D. in the matters of National Legislation.

That this Association keenly feels the loss in the death of three of its members the past year, and we recommend that the Secretary be instructed to forward letters of condolence and sympathy to the immediate families of the deceased.

We recommend that a vote of thanks be extended to the officers and committee members of this Association, as well as the Travelers' Auxiliary who have so generously given their time and energy in behalf of this Association.

We recommend the following resolutions:

WHEREAS—The Association appreciating the necessity of lending its fullest support to the causes of Justice and Liberty and,

WHEREAS—It is necessary that this Association use every means possible to secure a higher standing and rank for our Pharmacists in the Army and Navy, therefore, be it:

RESOLVED—That, through our concern lest the health of our troops and their speedy recovery when sick or injured be endangered by lack of proper pharmaceutical service in the army hospitals and camps, we earnestly

urge the immediate passage by Congress of the Edmonds Bill (H. R. 5531) creating a Pharmaceutical corps in the army, similar to that now in the French army, the absence of which in our own army is a vital defect.

RESOLVED—That the attention of Congress be brought to the great importance of this bill, not only because of its ensuring safe dispensing of medicines in the army, a condition which does not now exist, but because thereby the medical units will be provided with a large number of trained assistants for laboratory aids, also for help in enforcing sanitary regulations, and for the carrying out of the innumerable activities upon which the health and largely the success of our armies depend. This class of men require years of special training for qualified service, and are now being largely used in other kinds of work where they can render less valuable aid.

WHEREAS—A considerable saving was effected by the Nominating Committee conducting its business by correspondence, therefore be it

RESOLVED—That the Treasurer be instructed to invest this saving up to an amount of \$50 in War Savings Stamps for the credit of the Association.

WHEREAS—There is a great need of State War Service Committees, and,

WHEREAS—There should be a distinction between the "Poor man's medicine" and luxuries, therefore be it

RESOLVED—That this Association through its President designate a State War Service Committee to co-operate with the National and all State War Service Committees, representing the drug trade and pharmacy.

RESOLVED—That we request the National Delegation in Congress to impress upon the Ways and Means and Finance Committee that a distinction should be made between the "Poor man's medicine" and luxuries, and that no additional taxes should be imposed upon proprietary preparations.

Mama's Sick.

Written for the Tradesman.

Mama's sick—she's awful sick
And things don't seem the same
Aunt's pies have crusts too thick
An' says she ain't to blame
'Cause she never loved to cook
Nor had the time to waste
A-baking things from out a book
All just to please one's taste.

Mama's sick—yes, awful sick
And things aren't like before;
Ma would keep the house so slick
Y'could eat right off the floor;
Nothing now is in its place
And all so disarranged
She would feel it her disgrace
To see how things have changed.

Mama's sick—and oh! so sick
I cannot talk to her;
I, nor little brother Dick
Can't move about nor stir
'Till we take our stockings off
And walk on each tiptoe,
Neither must we laugh nor cough
But quietly must go.

Mama's sick—she's awful sick,
They say that bye and bye
She again her flowers can pick—
What's that! I heard a cry!
Aunt! Tell me! who is there?
What a funny little noise!
Dick! Come see her eyes and hair!
A sister for us boys!

Charles A. Heath.



Movements of Merchants.

Morgan—J. W. Shafer has re-opened his grocery store.

Lowell—Sam Rice succeeds Earl Hunter in the fuel business.

Detroit—The Parkview Sales Co. has changed its name to the Carrier Motor Truck Co.

Dowagiac—Ray Burlingame, druggist, died at his home July 26, following a weeks illness of typhoid fever.

Muskegon—Mendel Bros. succeed J. Mendel in the hide, pelt, wool and tallow business at 89 Pine street.

Detroit—The John J. Antezak & Co., dealer in dry goods, has decreased its capital stock from \$16,000 to \$8,000.

Jamestown—The Jamestown Co-Operative Elevator Co. has increased its capital stock from \$13,000 to \$25,000.

Sparta—Charles Meek, of Grand Rapids, succeeds George Bettes in the garage and automobile supply business.

LeRoy—Ralph Hoadley has closed his grocery store owing to war conditions and government restrictions.

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

Temple A. Harrison has sold his stock of general merchandise and store fixtures to William Barber, who has taken possession.

Iron River—J. P. Hayes has sold his stock of clothing, shoes and dry goods to Chicago parties, who will remove it to that city and close it out at special sale.

Shelby—A. H. Near, recently of Hart, has purchased the plant of the Shelby Flour Mills Co. and will continue the business under the same style.

Charlotte—George Seabrook, of Ionia, has purchased the McLaren grain elevator which has been idle for some time and will open it for business about Aug. 15.

Richville—John L. Ortner, proprietor of the grain elevator and grist mill and dealer in agricultural implements, died at his home, of tumor of the brain.

Muskegon—Sam Rosenbaum will engage in the fur and hide business on Clay avenue. He will continue to manage the plant of the Muskegon Rendering Co.

Carson City—The Van Sickle Produce Co., Ltd., has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in cash.

Nashville—John Brandl has purchased the remainder of the George Dean clothing stock, of the Queen City Sales Co. and will continue the business at the same location as a branch to his Battle Creek clothing store.

Saginaw—The Schneider Hotel, owned by a German woman, was raided by the police, who found 400 pounds of sugar, 300 pounds of lard, a barrel and a half of flour, several jugs of whisky, a case of beer and other liquor supplies. Mrs. Schneider should be sent back to Germany, instead of permitted to reside in a law abiding country.

Lansing—Orders to close the Capital Bakery, 1010 North Cedar St., M. Provada, proprietor, have been issued by the city health officer, because of insanitary conditions. For six weeks, the Lansing health officials have been insisting that conditions be improved in order that public health be not menaced. The building is old and dilapidated, there is not a screen in the place and the toilet is in wretched condition. Racks and shelving and machinery were found in such condition the health authorities believed the place could not continue making and selling bread without endangering the health of patrons.

Menominee—The grocers and butchers of Menominee will publish a price list of all staple commodities in order to establish uniform prices. The Menominee Grocers' Association met with County Food Administrator R. L. Nye to consider the proposed system of price regulation which has been adopted in many cities in Michigan and other states, and which has proved highly satisfactory to all retailers. The butchers were asked to attend the meeting, and they joined in hearty co-operation with the grocers in the new move to establish reasonable and stable prices. The price for all staple commodities, such as sugar, butter, eggs, meat, vegetables and canned goods in ordinary daily use will be revised weekly by a standing committee and posted in all grocery stores and meat markets. The committee also will prepare a list for dealers showing the prices they ought to pay wholesalers and jobbers based on general market conditions and quotations.

Escanaba—The people of Delta county are to be placed on strict sugar and flour rations. Announcement was made by the county food administration that the card system for rationing both sugar and flour will be adopted throughout Delta county on August 1. It was asserted that evidence has been secured that many residents of the county are securing more than their allowance of both sugar and flour. To meet the situation and comply fully with the Federal regulations the adoption of a card system has been decided upon. A similar system is already in effect

in many of the counties of the Upper Peninsula with most satisfactory results. By August 1 it is believed that every county north of the Straits will have adopted the card system. Announcement was made that on August 1 patrons throughout the county will be able to secure both sugar and flour ration cards of their regular dealer. After that date no dealer can sell either sugar or flour to any but holders of ration cards that will specify the amount of both sugar and flour that may be sold to each family during any one month. It has been found that while the dealers have limited sales to individuals, as required by law, many individuals are buying sugar and flour from more than one dealer and by following that practice are able to secure more than the amount to which they are entitled.

Manufacturing Matters.

Muskegon—The Non-Breakable Toy Co. has increased its capitalization from \$35,000 to \$85,000.

Detroit—The Northwestern Glass Co. has increased its capital stock from \$100,000 to \$150,000.

Big Rapids—The Machinery Co. of America has increased its capital stock from \$30,000 to \$90,000.

Muskegon—The Muskegon Boiler Works has increased its capital stock from \$75,000 to \$125,000.

Detroit—The Dern-A-Way Chemical Co. has increased its capital stock from \$30,000 to \$50,000.

Detroit—The General Tool & Engineering Co. has increased its capital stock from \$10,000 to \$30,000.

Detroit—The Commercial Electric Supply Co. has increased its capital stock from \$100,000 to \$125,000.

Flint—J. P. Burroughs & Son, flour and feed millers, has increased its capitalization from \$300,000 to \$500,000.

Watervliet—The Watervliet Milling Co. has been incorporated with an authorized capital stock of \$20,000 all of which has been subscribed and paid in cash.

Muskegon—The Muskegon Dairy Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in cash.

Detroit—The Whaley Machinery Co. has been incorporated to conduct a general machine shop with an authorized capital stock of \$2,500, all of which has been subscribed and paid in cash.

Jackson—The Jackson Millinery Co., Ltd., has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$1,000 in cash and \$2,000 in property.

Detroit—The Grant Iron & Metal Co. has been incorporated with an authorized capital stock of \$300,000, of which amount \$250,000 has been subscribed, \$100 paid in cash and \$95,607.58 in property.

Saginaw—The Clare Knitting Mills have received an order from the War Department for 660,000 pairs of gray wool socks for the army, to be filled by the Frankenmuth mill by Feb. 1. The socks will be brought to the Saginaw plant daily, where they will be looked over by a Government inspector.

Detroit—The Cadillac Casket Co. has merged its business into a stock company with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and paid in, \$3,119.68 in cash and \$46,880.32 in property.

Detroit—The Scott Manufacturing Co. has been organized to manufacture and sell patented articles, such as shears, toys, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Port Huron—The International Engineering Co. has been organized to build and sell vessels and conduct general construction work, with an authorized capital stock of \$750,000, of which amount \$375,000 has been subscribed and \$75,000 paid in in cash.

If Friends Owe You.

Being on friendly terms with all of his customers made it possible for an Iowa merchant to break them of the habit of allowing their accounts to drag over several months.

The first of the month he mailed out his statements, as usual, with the exception of one which showed the account to be pretty far behind. To this customer he mailed a postcard reading: "Dear John: The next time you are uptown, drop in. I have something that belongs to you!"

Of course the customer's curiosity led him to drop in within the next few days. The merchant handed him his statement marked "paid."

"I knew you had forgotten it, John," said the merchant. "So I marked it paid. You can make me out a check."

The customer made out the check; there was nothing else to do. The merchant tried it with others and now he finds that his accounts are usually settled around the first of each month.

C. C. Sherlock.

Otto Kahn, on his return from Europe, speaks in high praise of the spirit and bearing of our soldiers in France. They are brave, modest, eager, determined. They have, however, a few minor complaints to make, relating chiefly to the delays in getting letters from home and in receiving their monthly pay from the Government. Of this last, there appears to be unpleasantly convincing evidence. Too many are left penniless and embarrassed. Parents hear from their sons in the army that they have not had a payment for months after reaching France. For this there is no excuse. The Government has unlimited funds, and it is disgraceful if the failure is due merely to blundering or inadequate organization. We hope that Mr. Kahn's report will help to stir the War Department into finding promptly a remedy for this entirely needless discomfort of our fighting men in France.

The first thing to use in tying your store to your newspaper advertising is a good sign so the person seeing your advertising can find your store.

This is a good time to make optimism a feature of your business attitude. Look on the right side. Talk about the bright side.



Review of the Grand Rapids Produce Market.

Apples—Red Astrachans command \$2. per bu.; Transparents, \$1.75 per bu.; Dutchess, \$1.50 per bu.

Asparagus—Home grown, \$1 per doz.

Bananas—\$6.50 per 100 lbs.

Beets—\$1.25 per bu.

Blackberries—\$4 per 16 qt. crate.

Butter—The market remains unchanged, with a good consumptive demand. Some of the butter arriving is showing effect of the warm weather. The quantity is about as usual for the season. 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 per large crate and \$2.50 for medium.

Cantaloupes—California standards \$4.50 per crate; ponies, \$4 per crate; flats, containing 10 to 12, \$2; Arizonas, \$5 for standards, \$4.50 for ponies, and \$2.25 for flats; Indiana, \$4 for standards, \$1.60 for flats and \$1.25 for basket.

Carrots—20c per doz. bunches.

Cauliflower—\$1.75 per crate of 8 to 10 heads.

Celery—35c per bunch.

Cucumbers—Home grown hot house command 75c per dozen for No. 1 and 60c per dozen for No. 2.

Eggs—The market is firm, at prices ranging the same as last week, with an active consumptive demand. The quality is good for the season, and the receipts about normal. We are not likely to experience any change in the immediate future. Local dealers pay 38c for No. 1 candled, cases included, delivered in Grand Rapids.

Gooseberries—\$2.25 per 16 qt. crate.

Grape Fruit—\$3.50 to \$3.75 per box for all sizes Floridas.

Green Corn—35c per doz.

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

Green Peas—\$2 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.

Nuts—Almonds, 21c per lb., filberts, 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, \$8 @9 per box.

Peaches—Texas Elbertas, fetch \$4 per bu.

Pieplant—\$1 per bu.

Potatoes—Home grown find ready sale on the basis of \$2 per bu.; Virginia fetch \$3.50 per 100 lb. sack and \$6 per 11 peck bbl.

Radishes—15c per dozen for home grown hot house.

Spinach—\$4.25 per bu. for home grown.

Tomatoes—Six basket crate from Texas, \$3.50 home grown hot house, 75c per 7 lb. basket.

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

Wax Beans—Home grown, \$3 per bu.

Whortleberries—\$4 per 16 qt. crate.

Merchants of Michigan Must Not Buy Fireworks.

Lansing, July 30—Further co-operation appears to be necessary for the conservation of our resources and the protection of the lives of our citizens, on account of the careless use of fireworks.

In the year 1917 there were 2,716 fires within the state, entailing a property loss of more than \$10,000,000 and the loss of 143 lives, many of these fires being due to the careless use of fireworks. During the past 15 years 44,731 persons, mostly young people, were killed and wounded as a direct result of the use of fireworks in the United States. In both fatal and non-fatal accidents there have been many material decreases, but last year there were 219 accidents of which 11 were fatal.

Public safety demands the discontinuation of the use of fireworks to prevent unnecessary waste of property and for the protection of human lives.

Therefore, by virtue of the authority in me invested as a public safety and a fire prevention measure, I do hereby prohibit the manufacture, sale, use or display within the state of Michigan of fireworks of any kind or description, from and after this date for the duration of the war, and it will, therefore be unlawful to sell, use or display fire crackers, blank cartridges, toy pistols, toy guns, toy cannons in which explosives are used, the type of balloon which requires fire underneath to propel same, or any substance or device for discharging explosives.

Frank H. Ellsworth,
State Fire Marshall.

Harold Sears, Manager of the Grand Rapids Dry Goods Co., has been confined to the house with an attack of pneumonia for the past week.

Some men watch for the little leaks with eagle eyes. Others plug the big leak and think the little leaks don't count. Both are wrong.

Some men are not satisfied with courting trouble—they go ahead and marry it.

The Grocery Market.

Sugar—There has been little change during the week in the refined sugar market and refiners, with sugar accumulating on their hands, are able to deliver promptly. Certificates, while reaching refiners in large numbers, do not call for large quantities of sugar and their use appears to be putting a check upon home canning as well as on the ordinary uses of sugar. Some points in the central section of the United States, while reporting that sugars are now reaching them in sufficient amounts to meet the current demand, appear rather dubious as to supplying larger amounts for strictly canning purposes. Raws are now apparently reaching port in a little larger quantity than for several weeks past.

Canned Fruit—There has been comparatively little new business done in new pack goods because of the high prices. Packers say, however, that the Government requisitions are likely to absorb any surplus that might remain unsold.

Canned Vegetables—Reports from New York State seem to be rather unfavorable in regard to the new pack of corn and it is declared that only 50 per cent of the normal is likely to be harvested. This is also true of the Maine pack. There is a somewhat stronger feeling for tomatoes among Mary and packers but it has been impossible as yet to get the ideas of buyers above \$2 for standard No. 3s.

Canned Fish—It is still possible to buy quarter oil keyless sardines at \$5.70 @ \$5.75 f.o.b. Eastport, Me. This is 25@30c below the nominal basis now being quoted which in turn is 50 cents below the maximum permitted by the Government.

Dried Fruits—There has probably been the most active demand for dried fruit during the past week that has been crowded into any six days for many years. This demand, however, has not been represented by a corresponding volume of business, and is merely typified by an anxiety to buy which has been impossible to satisfy. Practically every item on the list except raisins has been withdrawn by the packers. Prunes and peaches have been withdrawn because of an acknowledged scarcity, and due to the small supply of the latter available for public use there has been an unusual demand for apricots both on the spot and for futures which very clearly indicates a speculative movement on the part of operators. The fact that apricots are unlicensed has made it possible to indicate a movement of this kind which is prevented in almost every direction either by the rules of the Food Administration or inopportune circumstances. Spot prices have been advanced by most holders, but it does not follow that there have been sales at these advances. After considerable delay the Raisin Company has begun confirming orders placed at the opening prices, but it appears that this delay has been due simply to the fact that orders have been so heavy that it has been impossible to classify them and to examine them any sooner. The market

for peaches is practically over with, although there may be some further offerings of prunes and apricots.

Cheese—The market is firm, with an active consumptive demand, at prices ranging about 1c per pound higher than last week. The advance is due to the extra demand. The quality is good. We do not look for any change during the coming week.

Molasses—There is little new business reported but arrivals continue to be absorbed by prior orders and the firm tone of the market is retained.

Rice—Conditions are unchanged and must so remain until the bareness of the market is relieved by arrivals of new crop. Under the existing circumstances prices are entirely nominal. Details of plans for handling the new crop under control of the Food Administration are being completed, and everything will be in shape by the time the season opens. The appointment of a representative committee to assist in carrying out the agreements between the Government officials and rice millers was announced in a special dispatch from Washington. This committee will supervise the grading and classification of rough rice, as set forth in the recent agreements, and will have general control of valuation committees which will carry out the details in the various districts. The main provisions of the agreement are that the miller shall pay definite prices to the grower for rough rice and shall not sell the clean rice at more than prices named in the contract ranging from 7½ cents a pound for choice Japan to 9½ cents for fancy Honduras.

Baking Powder—The Calumet Baking Powder Co., has returned to original policy—prepaying all shipments. This freight item often is handled in a way to confuse the retailer. The company always has been of the opinion that when a factory undertakes the freight charge it should prepay the freight or deduct the allowance from the invoice covering the factory shipment, and that the plan of making all drop shipments freight prepaid is most satisfactory. The step was recommended by the National Wholesale Grocers association. The company is making a slight advance in goods public in such a way that housewives will amply be informed as to the new retail figures.

Sugar Syrups—Demand is limited but sufficient to take up such offerings as refiners are prepared to make at present. Transactions are governed by the prices fixed by agreement of refiners with the Food Administration.

Provisions—The market is firm, at prices ranging on some goods about ¼c higher than a week ago. Pure lard is firm at ¼c advance, while compound is firm at unchanged prices, with a normal consumptive demand. Dried beef, barreled pork and canned meats are unchanged, with a light demand.

Salt Fish—A few new shore mackerel are coming forward. The price is still about twice normal. Demand is undoubtedly interfered with by the high prices.

Money isn't everything, but it makes good as a substitute.

THE FOOD RULINGS.

Radical Changes in Flour, Sugar and Eggs.

The past week has witnessed three important changes in Federal and State food rulings—a reduction in the per capita allowance of sugar, the release of hotels and householders from their wheat pledges and a radical revision of the ruling regarding the candling of eggs.

Sugar.

Official Statement by U. S. Food Administration.

After a careful survey of the sugar situation, the Food Administration in June stated that if the requirements outlined for the civil population were adhered to there would be no sugar famine.

Since this statement was made new foreign demands have been received; but these will be met by dropping our ration August 1 from three to two pounds per month per person. Public eating places may thereafter serve only two pounds for every 90 meals. This will include sugar used in preparation of food, as well as that served at table. There will be enough sugar from present indications, to assure this ration absolutely. It follows, therefore, that if any great inconvenience is felt in sugar deprivation by those who are living up to our programme the blame must be placed on selfish and unpatriotic hoarders of sugar.

Hoarding is a thing that can not be too severely condemned, especially at a time when assurance is given that it is not necessary. It is a patriotic duty on the part of any citizen who knows when hoarding is being practiced to report it immediately to the nearest local food administrator. Since sugar can be so easily hidden away, good citizens are all the more duty-bound to stamp out this pernicious practice. Local administrators should secure from merchants their heartiest co-operation in attaining an equitable distribution of sugar, both for the protection of the merchant and the general public.

The first of the new crop will reach the market in October in the form of beet sugar. This harvest will continue the remainder of the year. Louisiana cane will begin to come in about the middle of November, and the Cuban cane about the middle of December, although perhaps not in large quantities until January.

Before the war the Allied nations drew virtually no sugar from the sources of American supply. Now about one-third of the sugar from these sources is going to the Allies.

The first draft on the sugar bank comes from the trenches and the fighting lines. Not only the American troops in the field but those of the Allied nations as well must be maintained to the fullest. These requirements are very high—far above any level of normal consumption. Sugar is a fuel for the body. From it can be obtained the quickest reactions in heat and energy. Therefore, when the weather is severe in the trenches the consumption of sugar by the troops necessarily becomes very high. Sugar has somewhat the immediate stimulative effect of alcohol, without the injurious consequences.

Supplies of candy being manufactured for the troops will not suffer depletion. This ration will be maintained to its fullest extent. The Y. M. C. A., Red Cross, Knights of Columbus and Salvation Army units in France will be fully provided with sweets. It is only fair that the people at home should conserve for the men in the field.

The people of America have had but little opportunity to get on a share-and-share-alike basis with those of the Allied nations, if we had as many men under arms proportionately as Great Britain our fighting forces would number about 14,000,000. The nearest to equality we can reach just now is in the matter of food; and limited shipping precludes sending enough of our plenty to the Allies to reach a level basis at once.

But sugar is one article on which we can get somewhere near a fair level. Two pounds per person per month for household purposes will give us the ration that England is seeking to maintain, but which she can not guarantee absolutely to her people. In France the amount sought to be maintained is one and one-half pounds per person per month, although for some time past the quantity actually consumed has been but a trifle over one pound per month—thirteen pounds per year. Italy is trying to maintain the maximum of one pound per month, but has been falling below even this allowance. Even if we are able to maintain the Allies at their maximum and still keep our population to two pounds, the balance will be in our favor because of the more rigid limitations placed on manufacturing abroad.

The honor ration of two pounds per month per person is more than absolutely necessary from a dietetic standpoint, excepting for people who are facing great demands upon their energy, such as constantly getting wet or enduring nerve-straining vigils or performing feats of prodigious endurance.

It is the policy of the Food Administration to encourage canning without the use of sugar whenever possible, but canning, by all means! The largely increased foreign demands just made upon our sugar supply do not give us the amount for this purpose that we had anticipated; but under any circumstances sugar used in preserving goes further than in any other form for bodily requirements. Skilful housewives will find little difficulty in taking care of their fruit now without sugar and then adding it later when it will be more plentiful.

The people of the United States in wheat saving have shown what a democracy can do. For the past several months the household consumption of wheat has been less than 50 per cent. of normal while in the immediate past the whole country has been content to do with only about 35 to 40 per cent. of normal wheat requirements. The result has been that we were able to export 142,000,000 bushels of wheat, much of it as flour, that we otherwise, in the face of a short harvest, would not have been able to send overseas. This wheat was the salvation of the Allies, and each individual who helped

to attain this result may have in some degree the same consciousness of duty well done and of actual result attained as have the soldiers in the trenches.

What has been done with wheat can be done with sugar. It is up to the individual American!

Twenty-Six Instead of Twenty-Four.

While Hoover establishes the sugar ration at 24 pounds per year, Mr. Prescott amends it, so far as Michigan is concerned, to $\frac{1}{2}$ pound per week, which will give Michigan people the privilege of purchasing 26 pounds per year. In the counties using sugar cards instructions have been sent out to all grocers to change all cards presented after August 3 to $\frac{1}{2}$ pound per week, instead of $\frac{3}{4}$ of a pound per week. In many respects this schedule will be an improvement over the former basis, because it enables the merchant to figure sales in even pounds in most cases. Where sales are made on a monthly schedule, the sales are always made on even pounds.

Eggs.

The ruling issued by Mr. Prescott July 15, requiring that all eggs purchased by retail merchants be candled when the eggs are taken in met with so much opposition on the part of the trade that he has amended the ruling to read as follows:

All eggs sold by retail dealers other than to consumers must be candled, illustrated as follows:

A retail dealer when taking in eggs from the producer is not required to candle the eggs when taken in, or is not required to candle the eggs sold by him at retail to the consumer, but before the excess eggs can be sold or delivered to a jobber or wholesaler, they must be candled and an egg candling certificate placed in each case. These certificates are not furnished by the Food Administration, but for your guidance we enclose herewith the form certificate to be used.

Who Subject To License.

A retail merchant who buys eggs from a farmer or takes eggs in trade and sells his excess eggs at wholesale or to a jobber or resells them to persons other than consumers is subject to license. Application for this license (upon the enclosed blank) should be made at once to the License Division, United States Food Administration, Washington, D. C.

Who Not Subject To License.

If sales are confined strictly to consumers, no license is required unless the gross sales of food and feed commodities exceed \$100,000 per annum. Persons now holding a license covering their dealings in eggs and poultry are not however, required to make further application for license.

Flour.

Hoover has released hotels, restaurants, eating houses, dining cars and householders from their pledges regarding the non-use of wheat flour, to take effect August 1st.

Overdoing the Niceties of Local Regulation.

Speaking of vagaries of food control suggests some of the fifty-seven varieties of silliness which emanate chiefly from subordinates who try to work out in detail for their localities the principles of food conservation and who are still fondly dreaming that the economic law can be wholly defied by arbitrary dictation of officials. They seem to forget that the most effective features of Mr.

Hoover's work—and it has led the field in its success—have been based on common sense and rational perfection, rather than on 100 per cent. theoretical accomplishment.

For instance, it has been attempted to conserve meat, chiefly beef. We have had lectures ad libitum on cutting down the beef ration, on the establishment of beefless days, and more recently of regulations compelling the restriction of beef to four designated days. Unquestionably the savings will be very material and, so far as appears, it has been made real by reason of the willingness of the people to conform to reasonable sacrifice for definitely recognized necessities. It would seem as though Uncle Sam's lesser-magnitude officials might well feel satisfied.

And yet, some are evidently not, for it has now been ordained in this city that the one meal in each restricted day when meat may be served, shall be at noontime. The rule does not say that it must be confined to "one meal a day" but that it must be the "noontime meal." And this goes rather beyond the bounds of conservation and interferes sadly with the domestic arrangements of hundreds of families, for no very evident good purpose.

The average home in a city serves its heavy meal at night and only in the smaller communities does the traditional mid-day "dinner" prevail. If the master of the house, therefore, wants meat, he must eat it at a restaurant at noon, while his unfortunate family must also make their meat-meal at noon or go without; also the home dinner of the money-getter must be meatless. It applies to restaurants and boarding houses as well as the home. Presumably it is intended to prevent the eating of one meat-meal at noon in a restaurant and another at home at night, but from the standpoint of conservation, it is hard to see just where the saving is accomplished if the head of the house asks the restaurant to cook beef for him at noon and the family cook cooks another portion of meat at home for the rest of the family at the same time.

Consumer Had Two Sugar Cards.

Fred Spencer, a Hobart, Okla., photographer, was jacked up before the Kiowa county Council of Defense accused of using two sugar cards. A. B. Wey, county food administrator, caused Spencer's appearance before the council, when he presented for evidence the two sugar cards used by Spencer and his wife, both of which were punched showing purchases at different stores. In offering an explanation of how the family came into possession of both the sugar cards, Spencer stated that his wife secured her card through Moore's store and made a purchase, and without knowing she had secured the card he went to Mr. Wey's office and the deputy issued him a second card, which he used in purchasing sugar at Hester's store. Both cards were taken up by the food administrator and Spencer and his wife were informed that they can have no more sugar until the close of the war.

County Food Administrators for Michigan.

George A. Prescott, Federal Food Administration for Michigan, has appointed the following county administrators:

Alcona—Hon. Geo. W. Burt, Harrisville.

Alger—Thos. B. Wyman, Munising.

Allegan—Elwin Frost, Allegan.

Alpena—H. C. Masters, Alpena.

Antrim—Geo. F. Frink, Bellaire.

Arenac—John W. Dunn, Standish.

Baraga—John Hickey, Pequaming.

Barry—Guy E. Crook, Hastings.

Bay—David, J. Buck, Bay City.

Berrien—Wm. H. Baker, Benton Harbor.

Branch, James Swain, Coldwater.

Calhoun—F. G. Barnard, Battle Creek.

Cass—Ralph W. Hain, Cassopolis.

Cheboygan—H. F. Baker, Weadock.

Chippewa—W. E. Davidson, Sault St. Marie.

Clare—Wm. H. Caple, Clare.

Clinton—Leslie G. Brown, St. Johns.

Crawford—T. W. Hanson, Grayling.

Delta—B. P. Pattison, Escanaba.

Dickinson—C. B. Ballard, Iron Mountain.

Eaton—Harry T. McGrath, Charlotte.

Emmett—Jay E. Bain, Petoskey.

Genesee—C. A. Cameron, Flint.

Gladwin—D. G. Fraser, Gladwin.

Gogebic—George M. Sleight, Ironwood.

Grand Traverse—Archie Gibbs, Traverse City.

Gratiot—C. J. Chambers, Ithaca.

Hillsdale—W. S. Pullen, Hillsdale.

Houghton—Fred A. Guck, Calumet.

Huron—John G. Clark, Bad Axe.

Ingham—Samuel W. Mayer, Lansing.

Ionia—K. R. Smith, Sr., Ionia.

Iosco—Joseph S. Dimmick, East Tawas.

Iron—F. A. Morrison, Iron River.

Isabella—H. Edward Deuel, Mt. Pleasant.

Jackson—Charles J. Deland, Jackson.

Kalamazoo—E. B. Desenberg, Kalamazoo.

Kalkaska—Henry L. Pipp, Kalkaska.

Keweenaw—William E. Smith, Moshaw.

Lake—Frank Smith, Luther.

Lapeer—C. W. Smith, Lapeer.

Leelanau—A. W. Mebert, Suttons Bay.

Lenawee—T. M. Joslin, Adrian.

Luce—M. E. Beurmann, Newberry.

Mackinac—R. H. Benjamin, St. Ignace.

Macomb—L. F. Widrig, Mt. Clemens.

Manistee—George O. Nye, Manistee.

Marquette—P. B. Spear, Marquette.

Mason—Albert L. Pratt, Ludington.

Mecosta—W. G. Ward, Big Rapids.

Menominee—R. L. Nye, Menominee.

Midland—L. McKay, Midland.

Missaukee—O. O. Dunham, McBain.

Monroe—H. A. Bordau, Monroe.

Montmorency—L. W. Ostrander, Hillman.

Muskegon—Carl Young, Muskegon.

Newaygo—C. E. Cooper, White Cloud.

Oakland—F. G. Ely, Pontiac.

Oceana—L. H. Spellman, Shelby.

Ogemaw—Robert C. McKay, W. Branch.

Ontonagon—R. G. Carr, Ontonagon.

Osceola—E. C. Cannon, Evart.

Oscoda—J. A. Hudgin, Mio.

Otsego—Frank J. Czaprán, Gaylord.

Ottawa—Clarkson Rollins, Grand Haven.

Presque Isle—J. J. Barnett, Onaway.

Roscommon—William F. Johnson, Roscommon.

Saginaw—J. W. Symons, Jr., Saginaw.

Sanilac—Herbert H. Hoffman, Sandusky.

Schoolcraft—G. J. Nicholson, Manistique.

Shiawassee—Albert Todd, Owosso.

St. Clair—Bertrand S. Summers, Port Huron.

Tuscola—W. J. Spears, Vassar.

Van Buren—V. W. Olds, Hartford.

Washtenaw—A. D. Groves, Ann Arbor.

Wayne—D. E. Heineman, Detroit.

Wexford—C. R. Smith, Cadillac.

G. W. McCormick, of Menominee, has been appointed Assistant Federal Food Administrator.

Rye Flour Now a Wheat Flour Substitute.

Lansing, July 30—Several important changes in the regulations governing licensed bakers were announced to-day by the Food Administration.

Until further notice, rye flour or rye meal may be used as a partial wheat flour substitute. It will be permitted as a substitute up to one-fifth of the substitute requirements, as for example, a batch of dough for Victory bread may contain 75 pounds of wheat flour, 20 pounds of any of the present substitutes and 5 pounds of rye flour.

In certain sections of the country large stocks of rye flour were carried over from last year's harvest and in other sections this year's rye crop is already harvested.

Mr. Prescott, Michigan Food Administrator said to-day, he believed this opportunity to use rye flour as a partial substitute will materially assist in the use of the other substitutes.

The period for the operation of the 70 per cent. flour rule, governing bakers of all products, other than bread and rolls, has been extended from July 31 to August 31.

This means that all licensed bakers must continue to curtail until Sept. 1, the use of flour in sweet dough products, which must not exceed 70 per cent. of their output during the month of August 1917, or one-sixth of what they have used for the past six months.

From now on there is no regulation as to what kind of shortening shall be used by bakers, but economy and conservation are urged, whether animal fats, vegetables fats and oils, compounds or butter are used.

In answer to many enquirers, Mr. Prescott said to-day that there had been some premature and unauthorized reports to the effect that the list of substitutes might be changed and that the percentage to be used in Victory bread might be lowered.

Mr. Prescott added there were no indications at present that the present percentages for the sale of substitutes with wheat flour and for the use of substitutes by bakers in Victory bread will be changed.

He was certain that there would be no change whatsoever before Nov. 1, and possibly none then.

Bakers throughout Michigan have been advised by the Food Administration that they must make their reports promptly on time and that it is a violation of the law to sell malt extract or malt flour to individuals, these products being purchased by them solely for use in their bakery products.

Mr. Prescott also emphasized the fact that rye is not a substitute for sale to housewives and that the "fifty-fifty" sales rule on substitutes continues in force.

Diamonds are seldom marked down low enough to enable short people to reach them.

The New 21'ers Will Be Drafted Within a Month

Class 1 is practically depleted, and it is probable that the new registrants will be inducted immediately into army service.

This means that if you wait until then, you will have no choice left as to the branch of the service in which you will serve.

If you realized the advantages offered in the Navy, you would not need the alternative of the draft to hasten your action. The Navy offers absolutely everything that can be offered you while serving your country. The Navy uniform means that you are a Volunteer; it means the highest pay; rapid promotion; best of food and living conditions; travel and adventure; training in the world's greatest military school; physical, mental and moral upbuilding, recreation and amusement—nothing undone to make you a healthy, happy, self-reliant young man. The education that you get in the Navy will not only ensure quick promotion, but will be of great value to you after the war.

You do not need to look about for reasons why you should join the Navy. Rather, see if you can think of a reason why you should not serve in Uncle Sam's fast-growing legion of sea fighters.

The twenty-oners who registered last June will soon be drafted into the Army. If you like the sea service, you will have only a short time to join the Navy.

Be a Volunteer

Join the Navy---To-day

Contributed to the cause of human liberty by the

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

COMMUNITY SPIRIT.

Ten thousand towns, it is said, during the last decade lost population. From 1900 to 1910, 788 towns in Illinois have lost population. During the same period 1,520 towns in Pennsylvania, 1,136 towns in Ohio, 639 towns in Indiana, 677 towns in Michigan, 564 towns in Iowa, 746 towns in New York and 540 towns in Missouri lost population.

When the business of a town declines, a social and intellectual paresis follows and civilization loses. We must remember that the country, not the big city, suffers the serious loss, because the country is the real heart of our civilization.

Some time ago a census of 100 lawyers, doctors and engineers of Chicago revealed that nearly 90 per cent. of them were born on the farm. At the same time it was said that 91 per cent. of the leading merchants of Chicago were born on the farm, and a few years ago it was said that all of the leading ministers of Chicago were from the farm.

Individuality and initiative are developed on the farm and in the smaller towns and cities. They are the training grounds for our future men and women—veritable factories engaged in the business of producing real men and women.

And so, when the business of a town declines, the community declines with it, because the loss in a town radiates in all directions to the limits of its trade area. Thomas Jefferson feared the blighting influence of the larger cities, and Lincoln, too, predicted that the big cities, with their great aggregation of wealth, would be the greatest danger to the republic.

Most clearly it is our duty, individually and collectively, to resent the predatory transgression of the strong against the weak. It is the part of wisdom and patriotism that we build up our small towns and villages and save them from the big aggressive trade centers. Co-operation is but community uplift spirit. The "every-fellow-for-himself" spirit deadens towns and villages. Co-operation is constructive; selfishness is destructive to community welfare.

The duty of farmers and their families to patronize home merchants and the home town is not greater than the duty of the home merchant and the home town people to deserve such patronage and support.

A merchant is unfortunate who feels that people have to trade with him. Such self-sufficiency drives trade to the big cities and then—both merchant and farmer lose, the community loses, civilization loses.

The Department of Agriculture is taking time by the forelock. It calls upon the farmers to increase the acreage of winter wheat by seven per cent., and, if weather conditions permit, by twelve per cent., over last year. In acres, this means an increase of from 45,000,000 to 47,500,000. In bushels, it should mean a gain of from 636,000,000 to 667,000,000. The plan contemplates a na-

tion-wide campaign, with an apportionment of acreage quotas to the several States, and the co-operation of the State agricultural colleges and leading farmers. It is pointed out by the Department that while the 1918 harvest of an estimated 890,930,000 bushels of winter and spring wheat is gratifying, the supply carried over for another year is the smallest on record, and is already practically exhausted. With the war demands continuing, it is more than ever necessary to build up a wheat reserve. It will probably be a surprise to most people to learn that there are 45,000,000 acres of suitable wheat land in this country that are not growing wheat, and that can be devoted to wheat without endangering the supply of other necessary crops. The Department of Agriculture, in its announcement, does not state how the problem of labor for the cultivation of an increased acreage is to be solved, but it is possible that the Department of Labor is planning to meet the difficulty.

Our Government has distinguished itself since it decided to go into the war by laying plans far ahead and the management of the food supply has been particularly efficient. The Department of Agriculture now proposes that there shall be a big wheat harvest in 1919, the only drawback being a lack of guaranty as to the weather. Man may plant but nature takes charge of the crops in the main after the seeds are placed in the ground. It is nevertheless to the credit of the department that it is urging farmers to sow to winter wheat the coming fall not less than 45,000,000 acres, an increase of 7 per cent. over this year's sowing, and it is suggested that a 12 per cent. increase would be just that much better. It is desired that not less than 636,000,000 bushels shall be raised from the winter area, that is 79,000,000 bushels more than the crop of this year. If then the spring wheat crop were only as large as it is reckoned to be this year, that is 334,000,000, the aggregate would be 970,000,000 bushels.

A current magazine submits that the farmer should have respite, this summer, from unexpected guests. Once vacation time arrives, they recall an ancient fondness for him and find the winter's long separation insupportable in July. The custom of taking the car and running out to Cousin John's, quite unannounced, becomes a menace in a year when the farmer has no leisure and when his wife can not afford to slay her broilers untimely. The farmer is handicapped. He has no office-boy, ready to tell the caller that he can not possibly be disturbed now, but that a ten-minute appointment may be arranged for some day next week. His wife can not send a maid to say that she has just left town and the house is about to be closed for the season.

If bread is the staff of life then bread and honey must be a gold-headed cane.

CANNED GOODS SITUATION.

There is a doubt in the minds of many members of the trade as to whether or not high prices are checking the demand for canned goods, or whether the present lull is to be explained upon the natural falling off in the business which occurs at this time of the year. In some items it is true that prices have been found too high and have had to be amended accordingly, but among many well informed members of the trade it is believed that even on the present high basis of costs it will be impossible to supply sufficient canned goods to meet the requirements. It is declared that there is no profiteering going on among the canners and that while prices are seemingly very high it is due to the increased costs of both the raw product and the packing materials, to say nothing of labor. Nevertheless, some of the pea packers had not had an opportunity to recast their costs on the basis of earlier estimates and it is found that they are too high, so that some buyers have had the novel experience during the week of having rebates granted to them, sometimes as much as 5 cents a dozen. One particular feature of this situation, however is the discrepancies in prices for similar classes of goods between different sections of the country. For instance, Maryland-Maine style corn is held at \$1.75 f. o. b. factory, whereas the corresponding grade of Western corn is held at \$1.40 and it is difficult for buyers to reconcile any such margin as a difference of 35c even allowing for preferences for the Maryland corn.

Mr. Hoover's announcement that the world food-crisis is passed lends interest to an account in Science of the work of the Inter-Allied Scientific Food Commission, now sitting in London. An outgrowth of the Inter-Allied Conference at Paris last November, it has held sessions at Paris and Rome. For the present meeting at London a representative for Belgium has been added, the other countries represented being France, Italy, Great Britain, and the United States. The first work of the Commission was to agree upon the maximum food requirements of the average man, woman, and child. On a basis of "man value," that is, "the number of average men equivalent to the population of each of the Allied countries," a schedule of the food requirements of each country, with the maximum amount of food available for 1918-19, was worked out. In dealing with the composition of the food ration, the Commission deemed it undesirable to fix a minimum meat ration, for the reason that "no absolute physiological need exists for meat." It did, however, fix a minimum ration of fat, and recommended the largest possible inclusion of all cereals except oats. A uniform extraction of 85 per cent. of cereals in milling was also advised. The Commission has further recommended the regulation of prices of animal products, rather than of vegetable products available as food for both

men and animals, as the best way of discouraging the use of cereals for animal feeding.

The gift of two and a half millions to the University of Chicago, to be used in educating soldiers and sailors and their descendants after the war, is interesting in more ways than one. Primarily it will provide free tuition, and thus remove for those affected an obstacle that has diverted not a few students from private universities, to which they would have preferred to go, to State universities, where there was no tuition to pay. The size that our armies will ultimately reach will make it impossible for the gift to be reserved for a small class and thus appear undemocratic, although colleges have long been in receipt of gifts limited in their disposition to members of certain families without being criticised for accepting them. But the larger meaning of the benefaction lies in what it suggests regarding our standards after the war. It is one of many happily multiplying signs that we propose after the war to see that education and other higher forces are made available as never before for the mass of our people. The scandals of our pension arrangements following the close of the Civil War we have taken steps to make impossible of repetition. Now, on the positive side, we are planning to give new reality to Emerson's definition of America as opportunity.

With the general appeal of the War Industries Board to save paper every one must have complete sympathy. No one will deny that there is much waste of paper, but we sincerely trust that the Board will make a special appeal to the Government itself to reform. The publicity system of the Government is overlapping and chaotic. Vast quantities of matter are sent out to the newspapers, and nine-tenths of it goes into waste-paper baskets. If the work could be systematized, great savings in paper could be made right under the shadow of the Capitol. Meanwhile, the Board itself calls attention to the fact that all waste-paper, rags, etc., should be saved, collected, and returned to the mills for use in paper-making. New processes have been discovered by means of which newspaper can be used over again, and they give hope of a far-reaching improvement in that aspect of the difficulty. But doing away with unnecessary printing will be a patriotic service from now until the close of the war.

A Pittsburgh observer reports that East Liverpool, the "pottery metropolis" of Ohio, is built upon so many hills, with streets so nearly perpendicular, that one can always see the place he has come from—it is invariably below or above. The business man takes you to his porch and points out his office, in the depths; or he takes you to the office window and indicates his home perched on dizzy heights.

An old bachelor is a man who is too late for the fair.

CONDEMNED BY THE COURT.

Fraudulent Character of Iowa Concern Contract.

Following is the full text of the decision of the Michigan Supreme Court in the case of Stevens vs. Venema, described at length under the heading "Fraudulent on the Face," published elsewhere in this week's paper:

This case was begun and first tried in a justice court of Kent county where defendant had a verdict and judgment, from which plaintiff took an appeal to the Circuit Court.

The justice's return shows that plaintiff declared orally upon all the common counts in assumpsit and especially upon a certain promissory note. Defendant filed a written plea with notice of special defense and affidavit denying execution of the alleged note, the special defenses of which notice was given being as follows:

1. Defendant denies that he signed, executed or delivered the alleged promissory note on which the claim herein is based or that he signed, executed or delivered any promissory note on which the claim herein is based or that he signed, executed or delivered any promissory note whatever.

2. That the paper which defendant actually did sign has been materially altered by the Donald-Richard Co. or by plaintiff or by some other persons, and that it is therefore void.

3. That defendant was induced to sign the paper which he did sign through the fraud and misrepresentation of an agent of the Donald-Richard Co., Iowa City, Iowa.

4. That plaintiff is not a bona fide holder for value of the alleged note and that he had notice and knowledge of all the circumstances hereinbefore set forth before the said plaintiff took the said alleged note.

5. That the paper signed by this defendant was a contract and not a negotiable instrument and that plaintiff does not claim to hold the same by assignment; wherefore plaintiff has not shown any right to maintain any action on said contract.

Upon trial of the case in Circuit Court defendant introduced no testimony, but at the conclusion of plaintiff's testimony moved for a directed verdict in his favor, which was granted and judgment rendered thereon.

Plaintiff's assignments or error are directed to the rulings of the Court upon questions of law which center to and result in the charge directing a verdict for defendant. At the conclusion of the brief charge directing a verdict because "no question of fact will be left to you for your consideration," the Court said, in answer to enquiry by plaintiff's counsel if the stenographer had taken down the motion: "Oh, yes, he took it all in detail and I directed the verdict upon all the grounds he presented." The grounds presented ran through the argument of counsel, the material points made and grounds urged for a directed verdict being that there was no competent proof of execution of the note in question by defendant, that the note claimed to have been executed by him and denied under oath, if signed at all, was a part of a conditional order or agreement and its detach-

ment for separate use as negotiable paper constituted a plain alteration of the agreement, rendering it void as a promissory note. The detached note reads as follows:

Iowa City, Iowa, March 29, 1916.
For value received, the undersigned promises to pay at Iowa City, Iowa, to the order of Donald-Richard Co. one hundred and forty-eight dollars as follows: \$37 three months after date, \$37 five months after date, \$37 seven months after date, \$37 nine months after date. Non-payment of any installment for more than thirty days after maturity renders remaining installments due at holder's option. (Signed) Herman Venema, P. O. Grand Rapids, Michigan." Endorsed, "May 31, 1916. Donald-Richard Co., M. H. Taylor.

Defendant was engaged in the grocery business at Grand Rapids, Mich., and on March 29, 1916, a salesman of the Donald-Richard Co., of Iowa City, Iowa, procured from him a so-called "order" for some of its goods, consisting of perfumery and toilet articles, to which plaintiff claims was attached the note in question which he also signed, and which he denies.

The lengthy "order," or "paper" which plaintiff admitted signing is of the same character and, apparently, so far as described and quoted from, of like form as that used by the Donald-Richard Co. in Stevens vs. Pearson, 163 N. W. 769, of which the Court there said:

The whole framework of the document presented to defendant to sign was manifestly designed to enable agents to perpetrate the very fraud which Hussey in fact committed. The contract is long, on a yellow sheet and in fine print. Conspicuous at the start is this "special agreement" of the seller: "We hereby agree to buy back at the purchase price all of the goods in this order remaining on hand at the termination of this agreement, if purchaser so desires." * * * Just above the perforation in fine print is the language "the attached note is tendered in settlement of this order and the company is authorized to detach same when this order is approved and shipped." The place intended for signatures is such as to confuse.

We are not favored with the original document in this case, but aside from the physical features of color of paper and size of type that description is applicable. This "order" is headed: "Donald-Richard Co., Incorporated, Chicago, Ill. General office and laboratory at Iowa City, Iowa, and Winnipeg, Canada. Special agreement." The subject is introduced by the following attractive provision:

We hereby agree to buy back at the purchase price all of the goods in this order remaining on hand at the termination of this agreement, if the purchaser so desires, and if net profits are less than 50 per cent. each year for two years, will pay the difference in cash, provided purchaser has kept the goods tastefully displayed for sale in his store, used the advertising system as provided on the reverse side hereof, made payments as agreed and used reasonable diligence in promoting the sale of the goods.

A variety of provisions follow, such as warranty of the goods as to quality, provision for exchange of goods, notice that its agents are "soliciting salesmen," whose orders are subject to "approval or disap-

proval at Laboratory," terms of discount, etc. A sentence provides that "privileges herein granted are conditional on purchaser complying with all the conditions of this order." Another sentence states that, "The attached note is tendered in settlement of this order and the company is authorized to detach same when this order is approved and shipped." Above this sentence appears "owner of store, Herman Venema. Salesman, H. E. Collins. Order signed by Herman Venema." A provision appears written across the face of the paper that "The company will send its bond to Kent State Bank of Grand Rapids, Michigan, in the sum of this order to protect the purchaser in all of the conditions of this sale. Ship with this order \$9 worth of free goods to apply on freight charge. Ship with this order one-half gross empty bottles free."

On June 28, 1916, defendant wrote the Donald-Richard Co.:

"Having tried my best to sell some of your goods, and failing to do so, I wish to return the goods as your salesman said I could when I bought the goods. I think I must have sold about \$1.50 or \$2 worth of these goods. Am very much disappointed. Please let me know how to send them or if I can leave them in Grand Rapids, Mich., some place."

On June 30, 1916, the company replied reminding him the "terms and conditions" under which the goods were shipped to him were "a very fair and just purchasing method," that "your order provides that you are to send in a list of names for advertising to be sent out direct to us. This you have not done," etc., and concluding:

"We were obliged to discount your note some time ago, as we have to raise cash funds. It is not now our property and we are not in a position to comply with your request to take the goods off your hands at this time."

The order in this record contains no provision relative to sending a list of names for advertising, although it may have been embodied in the "Advertising system as provided on the reverse side hereof," which we are not furnished.

On October 31, 1916, this action was begun. The salesman who procured the order was not produced. The only witness called was defendant, for cross-examination under the statute; shown the order (Ex. A.), he replied, "I have seen the order and it is my signature." Shown the note (Ex. B.) in question, he replied "That is not my signature. * * * I will swear that I never signed a note to my knowledge." Told to compare that signature with the one on the other paper, he said "It looks like it." Cross-examined further he denied knowing Ex. A was attached to Ex. B when he signed in the three places and said in part:

"I signed my name in three places on the order, but did not see that there was anything attached to it. * * I will swear I did not sign a note. * * That is not my signature. * * I received all the goods mentioned in the order and still have them."

No other witnesses were sworn. His counsel then produced and of-

ferred in evidence the depositions of plaintiff, Fred L. Stevens and M. H. Taylor, both of Iowa City, Iowa, taken on notice before a justice of the peace of that city. Neither knew anything of what occurred when the order was taken in Grand Rapids or could identify Exs. A and B back of their receipt by mail in Iowa City. As their depositions were read objections were made to their identification and the admission of those papers in evidence of their testimony. M. H. Taylor, who figures prominently in the records of Harrison vs. Grier, 165 N. W. 854, cited in Loveland vs. Bump, (85 N. W. 255), testified that he was assistant manager of the Donald-Richard Co. and identified Exs. A (the note) and B (the order) as having been received through the mail from one of its salesmen, that Ex. A was attached to Ex. B when received and he accepted the order; that he detached the note, endorsed it for the company and delivered it to plaintiff, on May 31, 1916, who paid 90 per cent. of the face value for it. Plaintiff testified that he was a practicing attorney, interested in banking and investments, had lived in Iowa City twenty years and had known defendant company for five years or more, that he had taken many thousand dollars of its paper since February, 1915, knew there was some litigation over collection of the paper it had taken from its various customers and had given depositions similar to those he was then giving twenty or twenty-five times since February, 1915; that he bought the note in question, which was delivered to him by Taylor, on May 31, 1916, prior to which time he knew of no defense or claim defendant might have against the Donald-Richard Co. and he had exercised his option in declaring all remaining installments due, that the note bore evidence of having been detached from some other paper, but Mr. Taylor did not show him the contract between defendant and the company and did not know whether the latter had fulfilled on its part. In Stevens vs. Pearson, supra, decided by the Supreme Court of Minnesota, July 20, 1917, in which plaintiff's depositions are stated to have been taken October 8, 1916, about a month before this suit was begun, his knowledge of and relations with the Donald-Richard Co. are taken note of and discussed. We are well satisfied in this case, as there held, that the "evidence presents facts abundantly to put plaintiff upon enquiry and charge him with notice of the fraud perpetrated upon defendant." The procuring of defendant's signature to a promissory note made a part of an elaborate and ingeniously enticing so-called "order" for merchandise, prepared on a printed form so as to be signed in several places, was presumptively deceptive and fraudulent, and when so shown shifts the burden of proof to the party claiming under it chargeable with notice. The natural inference to be drawn from incorporating a detachable promissory note in such an instrument in a

transaction of this nature is a purpose to deceive.

Beyond this, the order, or "special agreement," was a conditional order. The note, although out of harmony, was made a part of it. When detached it took an independent character and increased value as negotiable paper, and as a whole changed the contract or conditional agreement of which the party who prepared and used that form or order made it a part. This device for procuring negotiable paper by cunningly inserting it as an obscured part of an order for merchandise, but easily detached, is not new. In the early case of *Wait vs. Pomeroy*, 20 Mich. 425, it was held that the destruction of a memorandum written under and qualifying the obligations of a promissory note invalidated it. In the recent case of *Toledo Scale Co. vs. Gogo*, 186 Mich., 442, where the subject is fully discussed in an opinion by Justice Kuhn, it was held that, where a conditional contract for the sale of a set of computing scales was so drafted that a portion of the instrument signed could readily be detached from the remainder and standing alone would constitute a promissory note, detaching such negotiable part of the instrument operated as an alteration of the contract and avoided the same in the hands of the original payee, which would be equally true if in the hands of a party charged with knowledge.

To sustain the validity of this detached note, dependence is placed upon the provision in the order "that the company is authorized to detach the same when this order is approved and shipped." This sentence appears in the order just above the perforation for detaching the note below the signature in the order. Such expedient emphasizes the sinister purpose of the combination. In *Toledo Scale Co. vs. Gogo*, supra, it appears from the original record that an unsuccessful attempt was made to validate the note for detachment by two provisions, in separate places, one stating "you are authorized to date above-mentioned note at such time as you may elect to insert such date, either prior to or after the execution of such note," and the other, nearer the close of the instrument, that "The signing or delivering of instalment note shall not be deemed or considered a payment or waiver of any term, provision or condition of this contract."

We regard the decision in that case as well in point and controlling here. The judgment is affirmed.

Taken Over Because of Alien Ownership.

Shiloh, July 29—Could you tell me if the Woolson Spice Co., of Toledo, Ohio, is a pro-German house or not. I read in a paper that they were pro-German, but I would like to be sure about this, for I do not want to deal with any concern which is dominated by men who have any connection with the nation of brutes over seas. Martin Henderson.

The Woolson Spice Co. has been taken over by the United States Government because the ownership of the corporation was in alien hands.

NEW BURGLAR ALARM.

Invented and Exploited By Michigan Men.

The Safety Burglar Alarm Company, at 16 Fulton street, West, is a new concern in this city. Their principal business is the manufacture of a Safety Burglar Alarm and Daylight Hold-up Alarm for banks and jewelry stores.

Their device is the invention of Mr. Ole Jacobson, a Norwegian, who lives at 351 Gladstone avenue, S. E., and who is well known in the banking circles of the nation and especially in Michigan.

Mr. Jacobson came to America when quite a young man. Being of an inventive turn of mind, he has produced several inventions which



O. A. Jacobson.

are finding ready sale in the American market. Having waited upon the banking fraternity for the past twenty-two years, he came to realize their needs of more protection from burglars and hold-up men, and this, his last invention, is the result of over twenty years of study and experiment.

It is only recently that the burglar alarm has been put on the market, but it is finding a ready sale, and the demands exceed the fondest expectations of the inventor.

The company is composed of Mr. P. R. Dinsmore, of Bay City, who is President; Mr. S. M. Dinsmore, of Grand Rapids, who is Vice-President; Mr. W. C. Chapple, of Grand Rapids, who is Secretary and Treasurer, and Mr. Jacobson, holding the position of superintendent. The Dinsmores are well known to the banking fraternity of the State, having large banking interests in Eastern and Central Michigan. Mr. Chapple, the Secretary and Treasurer, has the active management of the business. He is a native of Ontario, but came to Michigan when a mere boy, settling with his parents at Coral, where he developed a strong manhood and was for ten years an active member of the firm of Chapple & Skeoch, produce dealers. Through his keen business foresight, he accumulated a snug little fortune and, after dissolving his partnership with Mr. Skeoch, went

to Fenwick, where he opened the private bank which is today one of the successful banks in the Central part of the State. He was induced by the Dinsmores and Mr. Jacobson to take the position he holds with the Safety Burglar Alarm Co.

When people start banks, the first thing they buy is a safe which is to be a protection for their money and valuable papers. The second thing they do is to build a vault around that safe, which is an added protection to their deposits, etc. The third thing they do is take out a burglar insurance, which is only another protection. The putting on the market of the Safety Burglar Alarm is a fourth protection for banks. The new device, while simple in its construction, is almost indefeatable and the slogan attached to it is "The Alarm Without a Fault."

It is not only a protection to the money, notes, checks and valuable papers at night, but it is a protection to the lives of the employees of a bank against the daylight bandit. Once installed, there is nothing about it to get out of order. It requires no attention. It works automatically. It is a watchman on guard that never sleeps. It is unlike other systems that are on the market today in the fact that there are no clocks to set, no springs to wind. Nothing to adjust, nothing to forget. It is always ready. It is simplicity

itself. So favorably impressed with this system are the burglary insurance companies that they are giving a substantial reduction in premiums to banks having the system installed.

Many a bank cashier and bookkeeper have been locked in vaults and suffocated to death by the daylight bandit, but this system puts an end to that kind of ordeal.



Sunbeam Shirts

Correct Fit—Quality Materials

KETTLEBROOK—Flannels
PEERLESS—Flannels
CHAMPION—Flannels
AMOSKEAG—Domets
(Sizes 14½ to 17)

In Gray, Blue and Khaki Colors

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

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

We will be glad to submit samples on request.

Brown & Sehler Co.
Grand Rapids, Michigan

Bathing Suits and Caps

The time to sell Bathing Suits and Caps is here. We still have good assortments.

Look up your requirements and let us have your orders.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

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.

Egg Candling Certificates

One must be used in every case of eggs sold by the merchant to peddler, wholesaler or commission merchant. Not to do so is to subject the seller to severe penalties. We can furnish these forms printed on both sides, to conform to Government requirements, for \$1 per 100, postage prepaid. Special prices in larger quantities.

TRADESMAN COMPANY
GRAND RAPIDS



Dispensing With Designers?

Although the textile industries have been established in this country for many years, it is notable that during a very long period the main aim was merely to produce substantial and serviceable fabrics. The materials used were good, and so was the construction. Various automatic devices also aided in quantity production and helped reduce cost. What was lacking was style. Where this was called for resort was had to imported fabrics, and there seemed to be a general understanding that all fabrics in which style was a controlling factor came from abroad. This notion persisted even after domestic mills employed good designers and turned out very creditable products. Since the war began more attention has been paid by the mills to this phase of the industry, with decidedly gratifying results. This applies to woolen, cotton, and silk fabrics. Now it is asserted in some quarters that there is danger that the progress made is apt to stop because of the tendency to restrict fabrics to certain plain and standardized forms. Much of the quantity production in which the mills are engaged does not call for the skill of designers. Their occupation being gone, their services are apt to be dispensed with, and they will gravitate to other fields of work. The result, it is declared, will be the scattering beyond recall of the artistic end of the country's textile equipment. This would be hurtful to trade after the war, when, as is expected and predicted, there will be an awakened and overpowering demand for fancy fabrics in place of the staples now called for. Considerations like these show the need of maintaining the organizations in mills at the present and would seem to make essential the production of some things which for the moment appear non-essential.

Fall Hats Are Smart.

Many attractive models are included in the early fall lines of the millinery wholesalers. For dress wear, net hats with striking silk embroidered flowers, combined with velvet or satin, are seen in the local collections. Gainsborough effects, with a decided turn at the side, and models with slashed sides also are shown, as is a shape with wide sides, a short back and an envelope front. All of these shapes are very large. Various effects in "tams" are also included in the new showings, in black, navy, and brown. They are trimmed with ostrich tassels, bands, and tips, as well as with paradise.

For tailored wear, turbans and medium-sized shapes are shown in velvet and satin, combined with long-nap beaver. The brims and crowns are made of satin or velvet, with the flanges, facings, and side crowns of beaver, sometimes in contrasting colors. Among the trimmings of these hats are wings and ribbon cockades, as well as accordion-pleated ribbon in fan-shaped arrangements.

Fabric Gloves Sales Gain.

For the past year or more business in fabric gloves has been constantly increasing, until today it is said to be better than it ever was. Silk gloves have become an all year selling proposition, and cotton gloves of double strength have been taken for next Fall and Winter in a large way. In both cotton and silk lines the best quality gloves are the leaders, and there has been quite a little business done in fine cotton gloves made to retail for \$1.75 a pair or more. While the high cost of kid gloves, together with their scarcity, is admitted to be partly responsible for much of the increased business in fabric gloves, it is thought that the latter have become so popular with many women that they will in the future give more and more attention to these lines.

Making Short Girls Seem Tall.

Hem trimmings have always been the mode for the lanky miss who would like to appear shorter than she is, but not much has been said about trimmings of this kind to make the short woman seem taller. The problem has been solved, however, according to the bulletin of the National Garment Retailers' Association which says:

"Around the hem of a navy blue serge frock seen here are stitched long, upstanding blocks of terra cotta wool, alternately placed in a double row. The color and shape of these rectangles apparently lengthens the line from the hip to the hem, and thus the short woman gets her longed-for added height."

Are Buying Vests for Women.

Vests for women are apparently to be one of the leading style features of the coming season. Buyers from various parts of the country have ordered quite liberal supplies of these garments, which are made to be worn under the coat of a suit. So far various novelty satins, finished off to resemble broadcloth, worsted and other woolen fabrics, have been the most in demand. It

was pointed out by an authority in this trade yesterday that a vest of this kind can be worn with an old suit, thereby considerably freshening its appearance.

Black Trimmings in Favor.

Black is used a great deal this year for trimming Fall coats made up in brilliant colors. Whether of fur, ribbon, braid or fringe, black trimmings are thought to emphasize the richness of the whole color scheme, and coats treated in this manner are getting a favorable reception from buyers generally. On the other hand, tinsel cord and bits of bright braids and fringes are being employed on models of the more subdued shades. These flashy touches of color are added to give "smartness" to an otherwise sombre garment.

Don't be too ready to change your methods every time somebody suggests they are wrong. Any plan you use will look wrong to somebody.

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.

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

The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

QUALITY

SERVICE

Our stocks of seasonable merchandise are in good shape.

Are yours?

If not, come in. We want to see you.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

SERVICE

QUALITY



Union Labor Arrogance Worst Form of Profiteering.

Written for the Tradesman.

Readers of the Tradesman may deem it inappropriate to dwell upon the union labor situation in its financial columns, but it is necessary because of the vital effect it is having upon the prosperity of the country. In glancing over a current issue of a leading daily paper it was interesting to discover that practically one whole page was taken up with accounts of strikes fomented and financed by unscrupulous union officials. These strikes are not precipitated by men in clerical positions or similar occupations with fixed rates of pay, but by incompetent union men whose wages have been raised again and again; in most cases by men engaged in work vital to the war. That men should be granted such wages as would enable them to continue the same scale of living as before the war is but justice. They are receiving this and much more. In spite of the increases in the cost of living, labor, as a class, is enjoying greater comforts to-day than at any time before in history. Under such conditions, with the need as vital as it is for the fullest production, union labor is restive, treacherous and arrogant. Its attitude is one to cause real anxiety. It is not only unpatriotic, but reveals a degree of selfishness and greed which reflects anything but credit upon its members. The cumulative effect of union labor arrogance is reaching such a pitch that it is a genuine menace to the country and should be even more severely curbed than the worst profiteering. In fact, it has reached such a point as to fully warrant labor conscription and the fixing of wages upon a reasonable basis. This would stabilize industry, ensure against delay in Government contracts and enable these contracts to be made upon a more reasonable basis.

It is with anything but pleasure that thousands of holders of telegraph and telephone stocks regard the taking over by the Postoffice Department the control and, as a necessary consequence, management of the lines. Necessity as a war measure is claimed by the President, and, of course, there is nothing to do but acquiesce gracefully, much as we may think the President is wrong and his advisers incompetent. It is with the hands into which the management is placed that fault is found. There is warrant for the assertion that under Postmaster General Burleson the Postoffice Department has never been well managed. No less

an authority than the Wall Street Journal agrees that this new theatrical experience must necessarily prove to be of no practical value, except as it creates a great mass of employees whose employment will depend solely on their political activity. The creation of areoplane service between Washington, Philadelphia and New York, because the regular mail service became irregular, due to insufficient help, is a case in point. Such an experiment can have no permanent benefit on the country and would not have been undertaken except to divert attention from the breaking down of the regular service. In addition to this, a zone system is foisted upon us which bids fair to put a number of reputable and valuable publications out of business. Yet the head of the Postoffice Department does not seem to have sufficient intelligence to see that the increase in rates must automatically reduce the net returns. With such exhibits before us, anxiety as to the effects of postoffice management of the telegraph and telephone systems of the country is natural.

It is probable that some of the uneasiness noticed in the securities markets is due to hesitation of investors and speculators to commit themselves prior to the action of the Ways and Means Committee as to the burdens excess profits will be called upon to stand in the new war tax bill. The hints so far furnished have come from Chairman Kitchin and his Democratic associates. They are to the effect that they are enjoying the prospect of imposing tax burdens amounting to practically 80 per cent. on excess war profits. Chairman Kitchin was conspicuous for his radical anti-corporation views when the 1917 war measure was enacted and had it not been for the Senate, where more conservative councils prevail, the taxes on corporations would have been much larger than those at that time imposed. He has not changed his views since then, and corporations have no illusions as to his present position. It will be necessary, according to Kitchin's view of the situation, to raise \$5,500,000,000 or \$6,000,000,000 out of the \$8,000,000,000 required by imposts on incomes and excess profits taxes. Luxuries, amusements and automobiles will be compelled to bear an impost, but an attempt will be made to maintain a "free dinner table" in that no burdens will be placed upon sugar, tea or coffee and no imposts on clothing for the masses, such as has been suggested.



Your Interest and Ours Alike

are served by our membership in the Federal Reserve System. It insures our being able to meet all proper demands of depositors and borrowers.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids, Mich.

What of the Future?

Have you made your will? And if you have, does it provide for that adequate protection of your estate which only such service as ours can give?

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor, boxes to rent at low cost.

Au lots made of books of municipalities, corporations, firms and individuals.

As near as can be ascertained there will be no change in the present tariff. Corporations admit they have made large profits from the war and are willing to stand heavy imposts on their excess gains, but they are endeavoring to point out to prejudiced minds, in Congress and elsewhere, that if liberal exemptions are allowed before the war taxes on profits are imposed they will be satisfied, but they do want and need a liberal margin to take care of wage increase burdens, which are growing faster than profits. An indication of what may be expected in this direction is the appointment by the President of Henry Ford, the automobile manufacturer, at the head of the commission that is to be named to decide war wage disputes where the National Labor Board is unable to reconcile differences.

Henry Ford is an advocate of extreme concessions to labor, which also seems to be the administration policy, and he is expected to side with the union labor men where there is any doubt. Hence the corporations are only asking what is fair when they ask for a liberal margin. Whether the taking of 80 per cent. of excess profits will endanger the margin of safety is a serious question to be settled by both houses of Congress. The House Ways and Means Committee is expected to have its measure framed by the end of August and it is probable that it will go through without much debate.

A new hope for the holders of Russian bonds has arisen. New York bankers who have been arranging the details of a \$50,000,000 loan to China are said to have received specific assurances from the State Department at Washington that the Government would aid the syndicate in the collection of the debt at maturity in the event of any obstacles developing. In this connection it is declared that the new policy of the administration is a distinct assurance to holders of bonds of other foreign countries that the Bryan policy of condemnation of "Dollar Diplomacy" has been reversed. Holders of Russian bonds, which have come within an ace of defaulting on several occasions, should be particularly pleased because, undoubtedly, the State Department will interest itself actively in their behalf should there be any subsequent default.

Paul Leake.

Inconsistency of President Wilson.

It is an unfortunate thing for the country that the President, who announced that "politics is adjourned," should be the first to reconvene it. Indeed it is hard to reconcile the Woodrow Wilson who uttered the noble and inspiring words at the tomb of Washington on July 4 with the Woodrow Wilson who takes headlong plunges into partisan politics. Such things as the attempt to force a Democratic senatorial candidate upon Republican Wisconsin and the Henry Ford game in Michigan not only disturb the united loyalty of the country and make for dissen-

sion but are a lessening of the dignity of the leader of world democracy, which is the great place Mr. Wilson occupies today.

The President has now taken another ill-advised step in asking the Republicans of Illinois to re-elect James Hamilton Lewis, the clown of the United States Senate. Lewis' latest effort in rocking the international boat was made when he sought to introduce and have printed in the Congressional Record a petition from the Friends of Irish Freedom asking the United States to secure freedom for Ireland. We have always claimed the right to settle our own problems and to demand that we shall interfere with the internal affairs of one of our Allies in the tense days of a world-war would seem to be the height of impudence.

Lewis was sharply rebuked by a colleague, but this is the same Lewis who when engaged in the last congressional campaign in New Hampshire declared, as has often been quoted and never denied, that a vote for a Republican is a vote for Prussianism and for the kaiser. Any Republican who might be elected senator from Illinois would be a better friend of the President than a Democrat who would be guilty of such stuff. How can Mr. Wilson hope to maintain the standard of patriotism above the standard of partisanship this fall when he places the seal of his especial approval upon the conduct and words of a Jim Ham Lewis? —Grand Rapids Press.

In May, when we sent overseas nearly 250,000 troops, we sent abroad nearly 200,000 tons of meats. Our economy in wheat at the same time permitted an increase of many hundred thousand bushels over the previously estimated export limit. The new British Food Controller has just said that "people of our country have little idea of our indebtedness to America and the Colonies"; and we are told by the Federal Food Board that it was increased American shipments, with English rationing, that brought Britain back to safety from where she was consuming 450,000 more tons of food monthly than the supply justified. Our ability to ship great quantities of food and great numbers of troops at once gives us reason to believe that in the coming months, when European crops will relieve the food situation, we can maintain the heavy transport of men. Britain in particular has much increased her acreage, and the crop outlook is fair. The revelation that British tonnage carried more than half the 640,000 troops last sent over is accompanied by the statement that the British hope to carry still larger numbers in the future.

The world balance between U-boat sinkings and new construction was reached some time ago. The figures for June losses and for the second quarter of 1918 show plainly that henceforth it is a question of widening the margin between build-ings and sinkings in our favor. Be-

cause men and food have gone forth in plenty across the Atlantic there must be no relaxation in the defensive efforts of the Allied navies or the energy of our shipyards. Enough men have gone across to frustrate the German hopes of victory this year. A great many more men must go to realize our own hopes of a victory in future campaigns. England reads the favorable U-boat figures a little less cheerfully because her own contribution to the common shipbuilding programme still shows

a decline. In part this is due to unavoidable circumstances, such as the sudden drain on her man-power created by the defeats of last spring in France. Much shipyard energy has also gone into the salvaging and repair of torpedoed and otherwise wounded ships. But in part there have been sad errors, such as the unfortunate national shipyards scheme which has swallowed up twenty million dollars and more than a year of time and has ended in complete fiasco.

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

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

FRAUDULENT ON THE FACE.

Iowa City Concern Condemned by Supreme Court.

Grand Rapids, July 29—The Michigan Supreme Court a few days ago handed down a decision which the writer believes will be of considerable interest to all merchants in this state and of vital importance to some of them. The case in which this decision was rendered is Fred L. Stevens vs. Herman Venema. As yet the opinion is not reported.

In the Spring of 1916, a man giving his name as H. E. Collins, called on Mr. Venema and on numerous other merchants of Grand Rapids and offered them "an attractive proposition." Mr. Venema's experience with this "salesman" was, we believe, typical of the experience of all the other merchants who were approached by him.

Collins stated that he represented the Donald-Richard Co., of Iowa City, Iowa, and that his company was worth a million dollars or so and responsible in every way. He requested Mr. Venema to let the Donald-Richard Co. send him a collection of toilet articles to be displayed and sold in Venema's store. The list of articles consisted of sixty or seventy different toilet preparations. Collins showed Mr. Venema two samples, one of toilet water and one of toilet powder, but did not show Venema a complete set of samples. Collins represented to Venema that his company would ship Venema the goods in question, and would also send Venema a case in which the goods could be displayed, and would procure the sale of the goods by advertising and other means supplied by the company, and would give Mr. Venema a commission of 50 per cent. on all goods sold. He represented to Mr. Venema that these goods would be sent strictly on a commission basis, that Venema would not be required to pay any money until the goods were sold; that the goods remained the property of the Donald-Richard Co. and that Venema could send them back at the company's expense at any time. He represented that all his company wanted was a place to display the goods in Mr. Venema's store and that his company would see to it that the goods were sold. Mr. Venema finally consented to have the goods sent to him under these conditions. He was then informed by Mr. Collins that it would be necessary for Venema to sign a "receipt" as proof that Venema would accept the goods from the railroad company when they arrived in Grand Rapids. Collins at the same time produced what he stated was a "receipt."

This so-called "receipt" was rather lengthy and in fine print, and Mr. Venema was unable to read it. It was also late in the afternoon of a busy day and Venema did not have time to peruse the document. He stated to Collins that he did not want to sign a paper without reading it, but that if Collins would leave it over night, he would read it and Collins could call for it next morning. Collins stated that this was impossible, as he had to leave the city that same evening, and he said furthermore that it was not necessary for Venema to read it inasmuch as he, Collins, had told Venema all that it contained. Collins further stated that his company would send to Venema's bank in Grand Rapids a bond fully protecting Venema and guaranteeing to carry out the things Collins stated they would do, and particularly that Venema would not have to pay for the goods until they were sold, and that he could return them at any time at the company's expense. As a result of these representations, Venema signed the so-called "receipt."

In due course of time, the goods

were received and were placed on display and for sale in Mr. Venema's store. Venema found, however, that the goods were of inferior quality, and being unable to sell them wrote the Donald-Richard Co. to that effect, stated that he wished to return the goods as per his agreement, and requested the company to give him instructions as to how he should make shipment.

In reply, the Donald-Richard Co. wrote Mr. Venema in part as follows:

"We were obliged to discount your note some time ago, as we have to raise cash funds. It is not now our property and we are not in position to comply with your request to take the goods off your hands at this time."

A few days later, Mr. Venema received from one Guy S. Calkins, of Iowa City, Iowa, a letter informing him that Fred L. Stevens, of that city, held Mr. Venema's note on which a certain amount was then due, and requesting payment.

The so-called "receipt" which it was alleged Mr. Venema had signed is as follows:

"Donald-Richard Co., not incorporated, Chicago, Ill., general office and laboratory at Iowa City, Iowa, and Winnipeg, Canada. Special agreement. We hereby agree to buy back at the purchase price all of the goods in this order remaining on hand at the termination of this agreement, if purchaser so desires, and if net profits are less than 50 per cent. each year for two years, will pay the difference in cash, provided purchaser has kept the goods tastefully displayed for sale in his store, used the advertising system as provided on the reverse side hereof, made payments as agreed and used reasonable diligence in promoting the sale of goods.

Warranty as to quality. We warrant all goods to be the same in quality, material and all other respects as samples shown by the salesman. Each article of our manufacture carries with it the following guarantee to consumer: "After use by consumer as directed, if this article proves unsatisfactory, we will refund retail price upon deliver to us, content one-half used."

Goods exchangeable. In order that our customers may always have salable goods on hand, we agree that any goods in this order, or hereafter purchased from us, may be returned after being offered for sale for 90 days, in exchange for an equal value of any goods of our manufacture, at any time within one year from date of purchase. Goods cannot be returned for credit, except as herein provided.

Terms. Six per cent. off in 15 days from date of invoice or above goods can be paid for, one-fourth in three months, one-fourth in five months, one-fourth in seven months, one-fourth in nine months without interest, if a signed agreement for installment payments accompanies this order, which will be returned to purchaser should this order not be approved and shipped, otherwise terms net cash, 30 days.

Important. Our agent is merely a soliciting salesman and all orders are subject to our approval or disapproval at laboratory. Purchaser must, therefore, see to it that all arrangements pertaining to this order are shown hereon, as none others will be recognized. Positively no goods shipped on consignment. Privileges herein granted are conditioned on purchaser complying with all the conditions of this order.

Freight Station, Michigan Central Ry. P. O., Grand Rapids, State of Michigan; County, Kent.

Donald-Richard Co., Laboratory: Date, March 29, 1916.

On your approval of this order please deliver at your earliest convenience to the most convenient

transportation company the goods listed in this order upon the terms named herein and no others, all of which I fully understand and approve.

Owner of Store, Herman Venema. Salesman, H. E. Collins. Order signed by Herman Venema.

The attached note is tendered in settlement of this order and the company is authorized to detach same when this order is approved and shipped:

(Indistinct Perforation)

"For value received, the undersigned promises to pay at Iowa City, Iowa, to the order of Donald-

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.

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

Recreation, Repose, Relief, Relaxation, Rejuvenating, Rejoicing at

Ramona

The show was great last week, another close competitor for first honors this week.

Strong talent is coming on regularly and capacity houses evidence the public appreciation of good things.

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.

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

Richard Co., one hundred and forty-eight dollars as follows: \$37 three months after date, \$37 five months after date, \$37 seven months after date, \$37 nine months after date. Non-payment of any installment for more than thirty days after maturity renders remaining installments due at holders' option.

(Signed) Herman Venema, P. O., Grand Rapids, Michigan." (Endorsed), "May 31, 1916, Donald-Richard Co., M. H. Taylor."

Written across the face of the paper above the perforation is the following:

"The company agrees to send their bond to the Kent State Bank of Grand Rapids, Michigan, in the sum of this order to protect the purchaser in all of the conditions of this sale."

The so-called "receipt" is printed in fine print on a yellow sheet about 11½ inches long and seven inches wide. About 3½ inches of the length of this sheet is occupied by the "list of goods," which is detailed at length. Mr. Venema admitted that he must have signed the part of the "receipt" above the perforation, but denied that he ever signed the so-called promissory note following the perforation. Of course Fred L. Stevens claimed to be an innocent third person and to be a bona fide holder of the alleged promissory note. With reference to this claim that he was an innocent third person, it appears that Stevens was intimately acquainted with the Donald-Richard Co., with the persons constituting the company, and with the kind of business it conducted; that he had been taking the notes of this company for a year and a half or so, and that in that time, he had taken over from \$40,000 to \$50,000 worth of the same kind of notes as the one he claimed that Mr. Venema signed; he admitted that the alleged note bore signs of being detached from some other paper, but testified that he did not know what it had been detached from. It also appeared that when these notes were collected the proceeds were deposited in a special fund and that this fund was used to take over more customers' notes of the Donald-Richard Co. It further appears that Guy S. Calkins was the attorney for the Donald-Richard Co. and that Stevens left all these notes in this attorney's hands for collection; that there had been considerable litigation over the collection of these notes and that Stevens had given depositions many times in connection with these suits; that the Donald-Richard Co. paid all the expenses of such litigation.

It also appears that the Donald-Richard Co. was only one of a nest of concerns in Iowa City, doing business by methods similar to those followed by the Donald-Richard Co. Besides the Donald-Richard Co. there were the Franklin Pierce Co., engaged in the toilet article business, the Lyon-Taylor Co. and Puritan Manufacturing Co., the latter concern being engaged in the jewelry and piano business. All of these concerns have their place of business in East Iowa City in the same building. The Donald-Richard Co. was owned principally by M. F. Price. The Franklin-Pierce Co. was owned by M. F. Price. The Lyon-Taylor Co. was owned by M. F. Price. The Puritan Manufacturing Co. was owned by M. F. Price. Mr. Stevens was acquainted with and had business dealings with all of these concerns.

Eventually Mr. Stevens sued Mr. Venema in justice court in Grand Rapids. This case was tried before a jury and resulted in a verdict and judgment of no cause of action in favor of the defendant. The plaintiff, Mr. Stevens, thereupon appealed the case to the Circuit Court where it was tried before a jury. The Circuit Judge directed the jury to bring in a verdict of no cause of action,

which was done and a judgment was entered thereon.

The plaintiff then appealed to the Supreme Court, the result of which appeal is the decision, referred to in the early part of this letter, affirming the judgment of the Circuit Court. In the opinion of the Supreme Court, which was written by Justice Steere, is to be found the following significant language;

(Instead of publishing the two paragraphs quoted by Mr. Fuller, the Tradesman publishes the full text of the decision elsewhere in this week's paper.)

We are offering this letter as a warning to present as well as to prospective victims. We have gone more or less into detail in order that the device might be easily recognized even if the details are changed. For instance, a new "stool pigeon" may be secured to take the place of Fred L. Stevens. In fact, it seems absolutely necessary that a new one be secured to take his place in future operations in Michigan. The two essentials of the scheme are a detachable promissory note, and an alleged bona fide holder of such note.

It would appear that the bona fides of Mr. Stevens are pretty badly shaken and imperilled, so far as Michigan is concerned, by the decision of our Supreme Court. Therefore, we may expect a new "bona fide holder" for Michigan.

I trust this may serve you in your good work in driving out of Michigan dishonest methods and nefarious practices in business, as well as the authors thereof.

Glennwood C. Fuller.

Many Grocers May Have To Close.

Toledo, Ohio, July 30—I have intended writing you for some time past, but like yourself had lots to do.

Your paper is certainly a help to the retail grocer, particularly during these strenuous times when we are doing or trying to do our patriotic duty helping our Government travel the road which leads to "Justice, Honor and Victory."

We are paying the taxes imposed on personal, and on our business interests, also submitting to reducing as well as taking away our profits. Regarding the latter I wish to express a thought, "When the Government through the Food Administrators' officials, both local and State, particularly State, tell us they need the retail grocer, because he is their best aid, and his method the most economic for the distribution and control of food products, isn't it a little inconsistent then, when they advertise weekly buying and selling prices of essentials showing barely 15 per cent. overhead expense, and then say, we want the grocer to make a reasonable profit, when according to location, volume of business and etc., overhead, has jumped as high as 29 per cent?"

Munition manufacturers are forced to pay their workers from 60 cents to \$1 per hour, and if it is not acceded to they "strike." A Government mediator is called in and says to the manufacturer, "Pay these men what they ask, and you will have to arrange some way to get it back from the Government," which practically means, charge the Government sufficiently more to meet this increased obligation.

The grocer pays increased cost of salary, rent, etc., then we are rapped at the other end by the Government saying, "You cannot sell these various articles above a stated price," which will not cover much more than half the increased overhead, and then, urge people further to not buy goods, that might be classed as non-essentials.

We have certainly had it bad enough during normal times when nearly 60 per cent. of our merchandise is sold at a loss, when figuring expense of doing business.

If possible I wish you would ask through your paper that grocers give their experiences and business results under the first year of Government regulations. I have my report from a public accounting firm, and I assure you it is discouraging, and I feel the grocers in general are not awake to the dangers confronting us. If further restrictions are placed on the grocer, many will have to close their places or lose all.

Geo. W. Sawkins.

Warning to Wives.

Mr. Hoshaw, while making some minor repairs about the house, had unwittingly hit the end of his thumb instead of the nail he was trying to drive. His wife added to his misery by exclaiming:

"If you would hold the hammer in both hands like I do, you wouldn't mash your fingers!"



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.

Grand Rapids :: Michigan

Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

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

No membership fee charged.

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

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

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

Home Office, Grand Rapids

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital \$5,000,000

Surplus and Profits - \$7,000,000

Resources

10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

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

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



A Real Home-Maker in Action.

I have just been visiting at the home of an old friend and I have seen a thing that is worth telling about. Just a home, with a real home-maker in the middle of it. Perhaps you will think that after all there isn't anything very remarkable about it. And come to think, I believe the absence of anything remarkable about it is what made it so remarkable.

I had not seen this friend for many years; but I had heard that into her home—or upon it, one might say—had come a vast, an almost unthinkable amount of money, so much money that it staggers the mind to imagine the use of even a small part of the income. Of course just now the tremendous income tax and other expenditures occasioned by the war would greatly curtail the available cash of that family; but the money has been there long enough to set its seal upon the whole tone and atmosphere of the family life. And as I journeyed thither I found myself imagining what sort of a place it would be and what sort of people. I pictured a splendid palace of a house, a retinue of servants, the children smothered under luxury. How could it be otherwise?

At the foot of a little hill, beyond the edge of a woods, we came upon the house. It has a very different sort of house from what I had expected. A small, dainty, Colonial house, in the midst of a simple but very beautiful garden of old-fashioned flowers. Old maple-trees shaded the dooryard, and a winding stone pathway led down to the road.

In the vegetable garden beyond, a man was digging, and two children were helping him. A woman in a simple khaki gown was weeding among tomato-vines.

As our motor car drew up before the house, the group came forward, and I recognized my friend as she came out from among the tomato-vines. She introduced the digger as her husband, and the children obviously were theirs. All the morning, they said, they had been working in the garden. Yes, there were a couple of men who helped with the garden, but they were out getting in the hay, and the garden had to be attended to. The weeds were growing fast since the rain.

Now, all this is simple enough, and understandable in these war times. I can hear you saying that nobody is too rich now to work in his own garden. It is quite the thing. But I discovered that the family had always worked in the

garden. The father explained it to me.

"I want my children to understand the work of the world," he said, "and the farmer's work lies at the bottom of it all. How can a man eat bread, or potatoes, or salad, or anything else, and be satisfied to know nothing of the methods and the labor by which it is produced? What a helpless thing is a person who takes the work of men's hands without knowledge of that work.

"This lad works out in the hay-fields with the farmers; yesterday afternoon he was helping with the spraying of the potato-vines—the potato-bugs are going to be too much for us if we don't get busy with the spraying. In the morning he drove the team down to the blacksmith to be shod, and came home with a lecture that he got from the smith about the making of horse-shoes, and the care the smith has to take to get the iron just the right heat, and why the shoes are not made out of steel. Do you know why?" He asked me this question with a quizzical expression.

"No, I don't," I had to say.

"Neither did I," he chuckled, "until yesterday, when my boy told me."

Somehow there came to my mind the picture of another boy, whom I saw down at the seashore last summer, whose parents had to put him in a "play club" because he didn't know how to amuse himself.

Later in the day the lad took me down to the cow-barn, pointed out to me all the wonders of that spotless place, and then excused himself because he had to help with the milking. And the little children showed me with vast pride the eggs they had gathered from the nests where their own hens laid them.

Don't get the idea that farming is the exclusive business of that family. While the father and the children were finishing their work in the garden that afternoon, the mother talked with me about the books she was getting for the children to read, to supplement what they had had in the city school last winter. The family reads together a good deal in the evenings. And she was planning a special entertainment in an evening of play, including charades in which, of course, I was privileged to participate. I never spent a happier or more entertaining evening.

There were servants enough about the house for there was no pretence of poverty; but somehow there was an absolute absence of that domination by servants that one sees so

commonly in the houses of rich people. The family showed a spirit of self-sufficiency and of unity that I shall remember as long as I live. When we dined, the children were all at table. Even the little baby was brought in and set beside her mother all through the meal. There were perfect "manners," so far as that is concerned, but there was no presence of nurses or governesses to separate those children from their parents.

I was there long enough to see that this was no special exhibit for my benefit; that is the way that family lives. The place is a home, and every member of it belongs. I know very well that none of those children will go out from that place to find his entertainment elsewhere.

I found myself wondering what it was that made that home so different from so many of the other homes of rich people that I have known. I had not far to seek. For I saw in a thousand ways how the mother was the center of that circle. Not for a moment did the control of the situation escape her. To her, money was an agency with which to have there the things needed for the home; but all the needs she saw were those relating to it as a home. She is fortunate in having a husband who sympathizes keenly with every step of this business.

In a word, I came to see that

money had nothing to do with this situation at all. This woman would make that kind of a home if she had not a dollar to her name. I think that if she lived in a tenement she would make a home of it. It would be a place where love lived, where father and mother and children would find and keep a unity that nothing could dispel. And the center of that home, the maker and conservator of that unity, under whatever kind of roof may shelter it, is the heart of a woman, a home-maker who knows her business, and attends to it without conscious effort or ostentation.

Prudence Bradish.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and!
Artistic Design



Truman H. Newberry

Michigan's Gift to the Nation

'Tis true, Michigan never fell short in her duties to the country at large. A big state always coming through in a big way.

But now there comes still another opportunity. This year we elect senators—representatives of ours—to protect our rights and those of the country at large.

We must send to the senate men who are real Americans and who will uphold American ideals to the uttermost.

We have such a man in Truman H. Newberry who has in the past and is now serving his country in a big way. His past experience wonderfully fits him for this important position.

He's a fighter from the word go. A man of iron will, energetic and not to be bullied or coerced. Firm in his convictions and positive in his determination. His stand for the right has long been the topic of men who know. He is the people's man and Michigan's gift to the nation.

TRUMAN H. NEWBERRY for United States Senator

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

\$1,000 Window Display Contest

Open to dealers now handling Carnation Milk



Paste this double
page Carnation Milk
adv.—August 17th
issue of Saturday
Evening Post—in
your window



(Illustration showing possibilities of simple display of cans, etc.)

CARNATION MILK WEEK

August 15th to 22nd, 1918

August 15th to 22nd is "CARNATION MILK WEEK." It will be featured in a 2-page advertisement in the SATURDAY EVENING POST during that week.

We want you to enter this Carnation Window Display Prize Contest during "Carnation Milk Week." Whether yours is a small store or a big one, in a village or in a city—you have an equal chance to win one of the 108 cash prizes. Elaborate displays are not necessary to win a prize.

108 Cash Prizes TOTAL - \$1,000.00

Group A		Group C	
Towns up to 5000		Towns from 25000 to 100000	
First Prize.....	\$100.00	First Prize.....	\$100.00
Second Prize.....	25.00	Second Prize.....	25.00
25 Prizes of.....	5.00	25 Prizes of.....	5.00
Group B		Group D	
Towns from 5000 to 25000		Cities of 100,000 up	
First Prize.....	\$100.00	First Prize.....	\$100.00
Second Prize.....	25.00	Second Prize.....	25.00
25 Prizes of.....	5.00	25 Prizes of.....	5.00

Window Trimming Contest Rules

- 1—The window must be originated and dressed by a member of the firm or an employee.
- 2—The size of the display is not the deciding factor.
- 3—Window displays are to be judged on their probable ability to attract attention and sell Carnation Milk. Freak displays will not be entitled to consideration unless they have a strong value outside of their attractiveness.
- 4—The display is to appear during Carnation Milk Week, August 15th to 22nd, and to remain in the show window not less than one week. Contest closes September 15th, 1918.
- 5—Every contestant must send us a photograph (small or large) of his window, with description, name, address, and dates marked clearly on back. Photographs must be submitted before October 1st, 1918. Competent judges will be chosen outside our organization.

In addition to the "Carnation Milk Week" double page in The Saturday Evening Post, we are advertising Carnation Milk heavily in the leading women's publications of the United States and on the billboards of many cities.

More complete "Carnation News"

Write us or ask your Jobber for a copy

Start Today

This is a double-header opportunity.

You have a chance to win one of the big cash prizes while linking your store to our double-page Saturday Evening Post Announcement of "Carnation Milk Week," and making an attractive profit on sales of Carnation Milk.

Special Window Display
Material Supplied Free

Send Coupon Today to
Window Display Dept.

Send Today for Advertising Matter

Check Items Desired

- ☐ Carnation News
☐ Carnation Streamer
☐ Set 1/2-Sheet Posters
☐ Window Poster
☐ Counter Displays

Name.....

Address.....

Address Window Display Dept. Carnation Milk Products Co. Box 822 CHICAGO

When answering this advertisement please insert name of this paper.



That Clearance Sale of Yours.

Written for the Tradesman.

From of old it has been found advantageous by retail shoe dealers and other merchants selling shoes as part of a more miscellaneous stock to put on at least twice a year a clean-up sale of some sort. Naturally lines become shot to pieces, and there are styles that move tardily, and odds and ends of many kinds—some perhaps originally bought as bait, which failed to bait 'em along—and the thing to do is to gather all together, put them in a big sale, and mark them at prices which will insure their movement.

If it be argued that these are war-times, and that the price of leather and other materials, not to enlarge upon the increasing cost of labor and transportation—do not justify price-reductions—the answer is that we must make price concession to get rid of the goods. It would be ever so much better, of course, to sell clean at original prices, but nobody does that in a real store. There may be business stories in which the hero-merchant cuts such capers, but not in real life.

Delaying Price Reductions.

Hitherto it has been a tactical blunder on the part of shoe merchants to stage their price reduction sales too early in the selling season.

Shrewd customers have gotten wise to this nervousness on the part of shoe dealers, and they have played a waiting game—with the result that they have acquired the habit of buying low-cuts and other desirable types of hot weather footwear practically in the middle of the hot weather season.

This department has time and again condemned the practice as unwise and suicidal; and has repeatedly urged dealers to wait. To what extent the advice has been followed, the writer of course does not know. But he still maintains it was good advice.

Anyhow selling conditions have been such that this year there is an evident tendency, in most communities of which the writer has any information concerning shoe activities, to delay the mark-down campaign till some time in August. Sure it would seem that, for their own good, the dealers of any given line of a community could get together and agree upon some given date for the inauguration of their price reduction sales.

For another thing, there is a psychological advantage in beginning all at the same time. It has the effect of dealing a smashing blow.

Since they're all doing it, everybody will know that the mark-down season is on that it had a sort of official opening; that it is to continue for a definite period.

Planning for the Sale.

But whatever may be the situation in your town as to activities of a concerted nature, you at least will put on some sort of a sale of your own. The probabilities are you will plan for it in August. August is a good month for such a sale.

The success of the sale depends largely upon the thoroughness with which you work it up. Select early the lines that you are going to put into it. And stage a suitable window trim, with neatly lettered window cards. And display price tags along with the shoes.

Most of the dealers who read these lines probably have out of town customers. In some way these people should be notified of the sale. Some dealers give them advance information. This is done by mailing out a form letter telling of the plan to put on the sale beginning with a certain date. Often this form letter contains an invitation to come in a few days prior to the official opening of the sale and make selections, securing the same price concession that later on will be offered to people of the town.

The Wartime Savings Idea.

Since the idea of wartime savings is already strongly entrenched in the public mind, play it up in your advertising of the mark-down sale. It is perfectly legitimate. You have in it a real argument that carries a real punch.

You will not go wrong by saying that the prices of shoes will advance; that the supply of suitable materials for making shoes is becoming both scarcer and higher; that, if you were selling these shoes at replacement values, you'd have to mark up, rather than down; but that, in order to make a clean turnover, you are willing to grant a price concession.

Endeavor to make it a wartime clearance sale.

Window Trims and Announcements. Plan a window trim that's a real thriller, if possible.

I realize that this field has been worked repeatedly and gleaned over



Men's Welt Oxfords

To Keep Your Profits Up

IMMEDIATE DELIVERY



No. 8728—Mahogany Calf Welt, 9 Iron Sole, 105 Last, A to D, Sizes 6 to 11. Price \$4.25

No. 8725—Gun Metal Welt, 9 Iron Sole, 105 Last, B, C, D, Sizes 6 to 11. Price..... \$3.60

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Our salesmen are now out with
the new line of

Hood Tennis

The *New Ideas* are simply
World Beaters.

You want to *see them, sure.*

Be Prepared!

They are coming.

Watch and wait!

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

time and again, but there's always the chance of a new idea.

For one thing—and this is important—you want to feature strongly the principal things that go into your sale. People naturally get their cue from the trim. To feature a line of which you have few sizes is both wasteful and disappointing. You are not getting the maxim of value out of your window space, and you are creating false hopes in the minds of your customers.

The original price of a pair of shoes marked out with a streak of red ink and the present sale price below is an old stunt, but it's still effective. It shows the whole proposition at a glance. You might also place out at one side the replacement value—the price you'd have to ask for new pairs of the same lot if you were ordering now. In many instances it (the replacement price) would exceed the original asking price.

And then a good newspaper announcement of the sale. Whatever you call it—Clearance, Mark-down, Clean-up, or what not, bring in the word War. Get the benefit of the savings idea.

And someone has suggested that it would be a good plan to have a statement boxed off in a corner of the announcement, intimating that the money saved on shoe purchases made during this economizing opportunity should be immediately invested in Thrift Stamps. That's good business and simon pure patriotism all in one; and that's a combination that's hard to beat.

The time of the mid-summer clearance sale is at hand. Go to it.
Cid McKay.

Live Notes From a Live Town.

Owosso, July 30—In these days of National disturbance, while the young men of our country are exchanging their jobs for suits of khaki, their places are filled with credit and often to advantage by the young ladies of our towns, country and states. Among the many associations which their undertakings have bumped up against to help win the war and clean up on the Kaiser is the tonsorial parlors, commonly called barber shops. Any young lady constructed for any career not requiring a serious use of her head can become a good barber. We inadvertently walked into a feminine shop not long ago. The room was extremely neat, furnished with several comfortable looking chairs, upholstered with as many cushions, inscribed with appropriate mottoes.

Shave, 25c.
Seafoam, 20c.
Tonic, 35c.
Neck shave, 5c.
Hair cut, 15c.

Across the back of the room was a neatly lettered sign—"Hats cleaned—good as new." We looked in on the surroundings and hesitated, but we were in and he who hesitates is lost, so we hung our hat up under a Uneeda Biscuit sign. Then we realize that Fred Hanifan had beat us to it. Turning around, we faced a plain but neatly dressed lady who was stropping a razor on the arm of a leather upholstered barber chair with one hand, while using a powder puff with the other. Back in the corner sat a matronly looking lady who was knitting—presumably the chaperon. Next to the wall was a small table containing a plate of fudge. We asked permission to take off our coat

and collar. When the lady slipped up and untied our necktie we began to feel at home. We seated ourselves and the barberess proceeded to lather the front side of our physiognomy with dispatch—and lather. We never before underwent such a promiscuous preparation for a shave. It was spread with such accelerating velocity that it not only spread lather over our facial exposure, but filled both ears at the same time. We had no opportunity for suggestions, but as we recall it now, it seems as if we were being massaged with some kind of an electrical oscillating cotton batting egg beater. We were shaved practically without conversation. The lather was removed from our ears and used a second time over. The only remark the lady made during the entire operation was that an Adam's apple is an awfully funny thing on a man. We tried not to swallow, but did several gulps after that remark. The entire job was completed and we promptly settled the bill and the lady tied our tie and offered us a piece of fudge. When we reached for our hat, we noticed another farther along on the hat receptacle—one of those two gallon constructions of uncertain vintage—but in good repair. We mentioned its nice shiny aspect. The lady told us it was one she had just cleaned and polished up waiting for its owner. She went on to tell us that it was brought in two weeks ago, the day she opened the shop, and belonged to the first gentleman she tried to shave. He said he came from Mears and that the hat band bore the initials, C. A. B. Came in with a long duster on, wearing that hat, and got in the chair to get shaved. She had just started to shave him when he saw the hat cleaning sign. He promptly got out of the chair, wiped the lather from his face and handed her a dollar and his hat and told her if it didn't make any difference, he guessed he would let her clean his hat and he would call for it later. He went away bare-headed. She thought it was a singular proceeding, as the gentleman appeared to be perfectly sober. The lady had been in business just two weeks and had gotten the barber trade down so accurately already that the leather she put in one ear for a second shave was about all used up. Not over half a teaspoonful—possibly not that much—in either ear. It is a good game, girls. Go after it—\$25 to \$40 per week in it. Nothing out but the cost of soap.

H. W. Taylor, of Sheridan, has traded his general stock of merchandise to M. H. Gooch, of Bloomingdale, for a farm. Mr. Gooch is an experienced merchant and has taken possession with an outlook for a prosperous business. Mr. Taylor has moved out on his farm, where, with the assistance of his good wife, who can show him how to set ahen, we predict for him some agricultural prosperity. Honest Groceryman.

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.

Keds

The Ideal Summer Footwear

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

July and August

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

Keds

Hirth-Krause Company

Makers of Rouge Rex Shoes
Tanners and Shoe Mfgs.

Grand Rapids, Michigan

Have you ever handled the BERTSCH SHOES FOR MEN?

If not, you have missed a wonderful opportunity at profit and business building.

We are in an era of change. Many people who paid cheerfully a price several years ago to get "this" or "that" make of shoe are utterly unable to pay the price to which many lines have advanced.

Here the BERTSCH dealer gets his opportunity. He knows that the comfort and service of the BERTSCH SHOE will appeal to the most exacting, as well as save him quite a sum on his original investment.

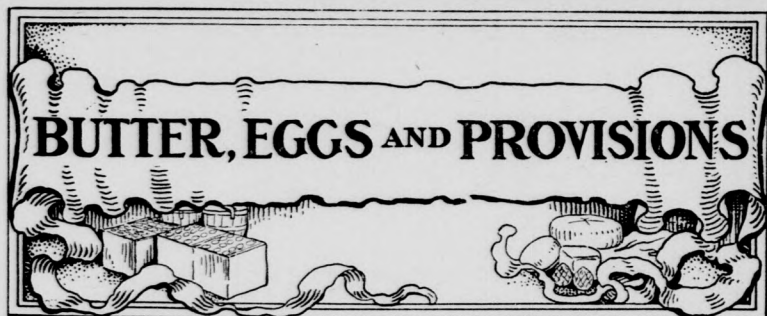
Capitalize this opportunity of doing your customers a real service by having at hand a Comfortable—Stylish—Service-Giving Shoe, at a price they can afford to pay through—the sale of the BERTSCH SHOE FOR MEN.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

Grand Rapids,

Michigan



Michigan Poultry, Butter and Egg Association.

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

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

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

Rules For Candler Eggs By Practical Inspector.

The order having gone forth to all dealers in eggs that they must candle eggs, whether you can candle eggs or not, you must go through the motions and do the best you can.

Egg candling is a trade that requires years of close attention to the business and much practice, but to candle eggs so as to comply with the requirements of the law and put up a grade that will not exceed 5 per cent. of bad eggs can be done by anyone who will follow carefully these instructions and take time enough to study each egg individually.

First. The egg that appears black or real dark to the light is in most cases a rotten egg, the only exception is a hard boiled egg which will appear as black as a rotten egg, but as it is worthless commercially no mistake can be made in throwing away all eggs that look black to the light.

Second. The egg that has started to hatch in its many stages of incubation, most people are more or less familiar with. These are termed rotten after the blood ring appears and can be detected first by the way the yolk rolls up close to the shell and appears quite dark and sluggish. Whenever this action of the yolk is noticed if the operator will move the egg slowly from side to side and look to the center of the dark surface of the yolk, a small ring of blood will be easily seen, except in a very thick shelled egg, these blood rings will cause very little trouble to the candler. Yet some of this class of rots are sure to get by almost any candler.

Third in importance comes the "spot" egg. This is caused by the yolk sticking to the shell and usually becomes moldy where it has adhered to the shell. These are easily seen if the eggs are all turned completely around so that all sides of the egg are seen.

Fourth. The "mixed" rot. This egg has been weakened by age and hot temperatures until the membrane around the yolk has become weak and broken in places and allowed the yolk to leak out and mix with the white. This causes a cloudy appearance and is not hard to detect when the leak is slight and only a small portion of the yolk has

slipped through the, as yet, slight break in the membrane. This stage will be hard for the beginner to detect, but close study and a careful search for a nice clean round yolk in the egg will soon enable the candler to notice something is wrong, and further study will familiarize him with any stage of mixed rottenness.

Now there are red rots, white rots, green rots, pink rots and sour rots and many other so-called rots, and some of them never are discovered in a lifetime of candling unless instructed by an expert. The red rot is an egg that while it is fresh it contains instead of albumen, red blood, caused by a rupture of a blood vessel in the egg bag of the hen (most usual in the pullets). This egg appears very red in appearance except where the air space is in the big end of the shell, where it will show only the color of the shell, either white or brown, and the contrast between the appearance where the air space begins and just across this line where the blood is found is what candlers go by to decide that the egg is abnormal.

These red rots are not plentiful and are seldom found after June 1, as the pullets have then got settled down to business and are laying good eggs "like mother used to lay."

The green rot is an egg that consists of green animal matter and in some cases both the white and yolk are green instead of normal. They exist in all stages of, or rather shades of green and when very slightly off in color they are extremely hard to detect. Dr. Mary E. Pennington, of the Department of Agriculture, has stated in one of the department bulletins that an egg candler cannot detect these green rots at all and that they contain more bacteria to the gram than most of the rotten eggs.

The sour rot is only found in held eggs or cold storage eggs and the novice need not try to discover them for he could not detect one if he saw it, and in an effort to throw out these sour rots, pink rots, green rots, or even the red rots, he is going to most certainly throw away more good edible eggs than he will bad ones, and this is not the object of the Food Administrator as I understand it.

The grading of eggs as to what constitutes a first, second or an extra had best be left to the car-lot shipper and the wholesale egg dealer in the large cities, as even the Government Department of Agriculture has not thus far ventured to come out with any set standard of grading of eggs and the classifications and requirements vary in the

different market centers. However, the small shipper at the country store can improve the quality of his shipments materially and enhance their value by paying more attention to sorting out and packing separately the small, dirty shelled and stale

APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
Grand Rapids, Michigan

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.
Burlington, Vt.

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

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

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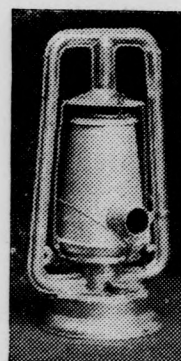
Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

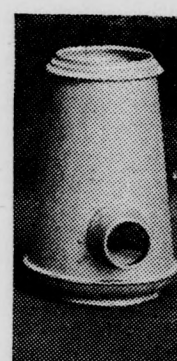
Don't Violate the Law



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.

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.

eggs, and by being careful to get all the slightly broken or cracked eggs and using the later at home or selling them at reduced price for home consumption. Encourage your customers to use the small, dirty and cracked eggs at home and market only the good sized and clean eggs as the dirty eggs will not keep in cold storage.

Never wash eggs and instruct the farmers not to wash them as a washed egg will become moldy in storage.

Next of importance in saving the eggs of our country is the matter of packing and shipping them, as much of the damage in transit is caused by careless packing. The most common fault is failure to get enough excelsior in the bottom of the egg case to bring the top edge of the filler up flush with the top of the egg case and thus when a thin layer of excelsior is spread out over the top, the fillers are subjected to a slight pressure that will hold them solid and prevent them from shifting about or jolting up and down when hauled over rough roads. Get fully an inch or a little over of clean dry excelsior, well pulled apart and evenly distributed over the bottom of the case, over this put a straw board flat and then fill the five fillers of each end of the case with good sized clean eggs and place a flat and a thin layer of excelsior evenly distributed over the top and nail with four or five three penny nails in each end of the cover, but never put nails across the center of the cover into the division board of the egg case.

Sound the eggs by gently tapping them together and a dull sound will notify you that one of the two thus tapped is broken even if it is not to be seen with the eye, even when candling. Then by tapping each of these two eggs with a third egg you will discover the one that is broken, which should be laid out as it is most likely to become a bad break before reaching its destination.

Now don't get scared into the belief that you are going to be prosecuted or put out of business if you happen to leave a questionable egg in and it has to be thrown out by the produce house you ship them to, and don't think this produce man is a robber if he takes off a few cents after you have candled these eggs, for remember this candling of eggs is a trade and you have never served an apprenticeship at it and try to think that the produce dealer is as honest as any other business man, yourself included. They are operating under Government license the same as you are and competition is so keen that often this produce dealer pays you more than he can get out of your shipment rather than discourage you and give you any reason to ship to his competitor.

Most of the crooked produce men are put out of business in a very short time, and if you are shipping to a house that has treated you right he will do so now in this matter of loss off, even on eggs you have put in hours of anxiety trying to candle.

Don't throw away an egg that is

so thick shelled that it looks dark to you, but study it and if in doubt you are justified in putting it with your good eggs and trusting the receiver to get it out. Rather send it to a big dealer who you know will candle it before it is retailed to the consumer than to be over-cautious and throw away edible eggs. Conservation is what we are after and not waste through lack of the knowledge of candling eggs.

Send to the Department of Agriculture for a copy of their Bulletin Number 565 on How to Candle Eggs if you want to go into more of the technical instructions than I have given in this circular.

I. Unkenholz.

French Law Taxes Luxuries Only.

While the French statute imposes a tax of 10 per cent. on a long list of articles denominated luxuries it bases the levy upon the actual character of the goods as such. The statute carries two schedules, one of which is made up of articles conceded to be nonessential and on these the tax is levied without regard to the price at which the goods are sold. The second schedule embraces articles which are not taxed unless they are sold at a price indicative of their luxurious character.

Under the French law soaps and dentifrices, for example, are free of tax unless they are retailed at a price which indicates that they are in fact luxuries. This sound principle lifts the burden from the inexpensive article of everyday consumption and puts it on the superfine product which nobody need buy and which only those do buy who can also afford to pay tax thereon.

The Treasury Department recognizes the principle of the French tax in dealing with sets of table cutlery which, according to its recommendations, would be free of tax unless they cost more than \$5 each. It would seem to be a reasonable proposition that if a \$5 carving set, consisting of a knife, fork and steel, could be sold free of tax no burden should be placed on an alarm clock selling for a dollar or so, or a cheap watch retailing for less than \$2.

But the recommendation of the Treasury will have run the gauntlet of both the House and Senate before they are incorporated in the statute, and it is doubtful if Mr. McAdoo will recognize his suggestions in the law as it is finally enacted.

How to Keep Honey.

In selling honey as a substitute for sugar the retail grocer and his customers may encounter some difficulty through lack of knowledge of storing and handling this product, according to the American Food Journal. Housewives usually put their honey in the cellar for safekeeping, probably the worst possible place, as honey absorbs moisture from the atmosphere and will become thin and in time sour. Comb honey kept in a damp place will be hurt in appearance as well as in quality. A practicable rule is to keep

honey in any place where salt remains dry. If honey has granulated or candied, put the can containing it in a large vessel holding water no hotter than the hand can be borne in. If the water is too hot, there is danger of spoiling the color and ruining the flavor of the honey. The can of honey should be supported on a block of wood in the vessel of water, so that the heat from the stove will not be too intense.

Sugar-Saving Test.

The proportion of sugar needed for making jellies depends upon the nature of the fruit. Much waste of sugar through the spoiling of jelly can be avoided in manufacturing establishments by the use of a simple alcohol test devised by the Bureau of Chemistry. A spoonful of fruit juice is put into a glass and a spoonful of 95 per cent. grain alcohol is added and mixed by gentle shaking; then the liquid is poured slowly from the glass and the precipitated pectin (the substance in fruits which make them jelly) is noted. If the pectin is precipitated as one lump, a cup of juice; if in several lumps, the proportion of sugar must be reduced to approximately three-fourths the amount of the juice. If the pectin is not in lumps, but merely precipitated, the sugar should be one-half or less of the amount of the juice. If the juice shows no precipitation after this test, it is unsuited for jelly making and must be combined with apple or other juice rich in pectin.

Selling may sometimes be made easier by the buyer's ignorance of the goods, but ignorance on the part of the seller never works that way.

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License-Number G-17014

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

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

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

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

The United Agency System of
Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
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CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000
names—fully rated—no blanks—
EIGHT POINTS of vital credit
information on each name.

Superior Special Reporting Service

Further details by addressing
GENERAL OFFICES

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

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN



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

Don't Let Your Store Become a Junk Pile.

One of my diversions the last few weeks has been cleaning up and realizing on the stock of a defunct drug store. Five or six years ago it was the liveliest drug store in Carisford, did the biggest business in point of turnover, and had the most comprehensive stock.

My inquest showed that in the interval it had transformed itself into a junk pile—a mere collection of odds and ends of practically unsalable stock.

I have known hardware stores that came to the end, by precisely the same methods, and in which the stock, when gone over, proved to be little more than an accumulation of left-over goods—odds and ends that should have been turned into cash when they were seasonable or timely, but that were allowed to gather on back shelves and dusty corners till they grew out of date and entirely unsalable.

Every store, no matter in what line of business, is constantly accumulating such odds and ends. They gather in every household, and in every office—the things you don't want to get rid of because getting rid of them involves some small immediate sacrifice. In the case of timely goods—in the case, let us say, of hot weather hardware lines—the merchant is apt to say:

"It ought to be safe to hold these over till next year. The war won't be over till the fall of 1919, anyway, and as long as the war lasts, prices will go up. I'll make a lot more money by holding them."

Just as my druggist friend whose inquest I have been conducting doubtless said:

"These are standard, advertised goods. There won't be any sale in the fall or winter, but next spring they'll be in demand again and I'll clear them out and make the regular profit. That's better than cutting the price to pieces."

And next spring the cartons were dusty, or the manufacturers had quit advertising, or some new competitive line was being pushed, or the merchant was engrossed himself in pushing other goods and the old stock was left untouched on the shelves—and in another year it was out of date, and remained forgotten till I unearthed it.

Yet there was enough stock on the shelves, salable when it was new, which, if converted into cash right at the time, even by the process of "cutting the price all to pieces" would have put that business on its feet and kept it going.

The time to clear out odds and ends of stock is now—now, while they are relatively new. The goods will in nine cases out of ten never be more salable than they are at the present moment. You will sell them at far less sacrifice right now than if you carry them over a year, and have to allow for interest on your money tied up, storage and depreciation—with the always possible decline in values.

The other day the same point arose in relation to a couple of Carisford clothing stores—and clothing is more affected by timeliness than perhaps any other line, except perishable foodstuffs.

"Jones is holding a big clearing-out sale," commented one of the speakers. "That's a good way to keep your stock clean."

"It's good enough," was the reply, "but Smith has a better way of dealing with that problem than Jones. Jones allows a pile of stuff to accumulate, and then holds a big sale, and reduces the overstock about half, and spoils his next season's business. Smith buys carefully, and watches his stock like a cat watches a mouse. The minute any line starts to lag it goes into the window and is advertised at a special price, and turned into cash right away. Smith has the clearest stock in his line, and the cleanest profits, and the quickest turnover, in Carisford."

Most hardware lines have a great advantage over drugs and clothing in that there is less risk of breakage or depreciation through dirty cartons or changing styles. Yet there is always some risk involved in carrying over stock from year to year. There is particularly the danger that some specialty featured this year and held over till next season may, when next season comes, be overlooked till it is no longer salable, or may be crowded out entirely by some new advertised line. So it pays to watch the stock closely, to push hard while goods are in season, and to clear them out at a slight sacrifice before they become absolutely unseasonable.

Isolated cases will of course occur where goods held over from one year to another are sold next year at an advanced profit. But such cases are exceptional; the exceptions which lure the merchant into dan-

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

AGRICULTURAL LIME
BUILDING LIME
 Write for Prices
A. B. Knowlson Co.
 203-207 Powers Theatre Bldg., Grand Rapids, Mich.

TAKE THE BOAT TO CHICAGO

Goodrich Steamship Lines

and

Muskegon Interurban Ry.

DAILY 8:15 P. M.

Saturday Daylight Trip 7:45 A. M.

\$3.50

\$7.00

One Way

Round Trip

Half the Rail Fare

BERTHS } Upper \$1.25
 Lower \$1.50

Tickets Sold to All Points

Interurban Station

124 N. Ottawa Ave.

Goodrich City Office

127 Pearl St., N. W.

Sand Lime Brick

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

Brick is Everlasting

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

TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

gerous disregard of the safe, sound rule of turning goods back into money at the earliest possible moment.

Just to show how the thing works out: in my druggist's stock, nominally worth \$1,200, there was approximately \$100 worth of live stuff that had cost less than \$50 to put in. The increase in values from \$50 to \$100 was due to the war.

And the remainder of the stock, nominally worth \$1,100, was really worth, so far as immediate selling was concerned, only about \$300. So that in this case, in spite of all the war could do to enhance values, a net loss of \$750 was incurred through the mistaken policy of putting off till "next year" the bargain sale that should have been held the very minute the goods commenced to lag.

I am not fond of bargain sales by any means, but I believe in quick sales and quick turnover of goods. When a line is seasonable, push it for all you are worth. Buy to meet a carefully estimated demand, and while the season is on, sell for all you are worth. Pushful methods will clear out the bulk of your seasonable goods at a fair margin.

Then—and then only—call the bargain sale to your aid. And make your bargains real bargains, that will move the goods without fail. Play them up in your advertising. Feature them. Get back in advertising for your store what little you have to sacrifice in the way of profit. Use these bargain lines as a feature to attract new customers who will buy, not merely the line featured, but regular lines at regular prices.

It is safe, sound policy in merchandising, to keep the goods moving, to work for quick turnovers, and to keep the stock clean as you go along. A vacuum cleaner that works every day involves less effort and is more effective than the old fashioned housecleaning at long intervals. Put the same principle to work in your business.

Victor Lauriston.

Agreement More Than One Hundred Years Old.

John Millar (National Candy Co.) has a choice souvenir which he esteems highly. It is the original copy of the agreement made with his father, the late Orville J. Millar, when he entered upon the work of learning the gilding trade in Detroit May 1, 1816. The following is a fac simile copy of the document.

*I William Bond promise and agree to learn braille from Orville J. Millar the gilding business and pay him salary as follows: the three first years the sum of thirty dollars per year and the last and fourth year the sum of one hundred dollars—also furnish him board and do his washing and mending—and also three quarters learning school if practicable
Subscribed May 1st 1816 William Bond*

Washing the Car.

Washing the car is not the casual job some owners seem to imagine. To begin with, the car should be washed immediately after it has been dirtied. If mud is allowed to remain on the varnished surface for more than a day, it is difficult to eradicate it. For the washing plain water should be used, neither too hot nor too cold, about 50 degrees Fahrenheit, being the proper temperature. A large sponge soaked in clear water and then sopped against the surface, so that the water trickles down is best. Never turn a stream of water at high pressure on the body. This will grind particles of sand and other grit into the varnish to the detriment of the finish. The idea is to float the mud or dirt off the surface.

Soap should never be used on the body except for removing grease or oil spots. A small piece of soft cloth, well covered with castile soapsuds serves very well to remove grease from the panels. The hood should never be washed while it is hot, as this will result in discoloration. In cleaning the radiator, send a stream of water from the rear instead of from the front, to keep moisture out of the mechanism.

In drying the body a clean chamois skin should be used, the rubbing being done in straight lines. If spots of tar or road oil are found on the body, it is best to treat them with salt butter or kerosene. The butter softens the deposit so that it may be wiped off easily. Kerosene should be applied locally and wiped off within a minute.

Novelty Kitchen Devices.

The feature of the business in cooking utensils and kitchen appliances this season is said to be an unusually large demand for various novelties and labor-saving devices. Mixers of various sorts, appliances for merging butter and milk, thereby increasing the amount of butter; meat grinders, and many other such novelties have been bought, it is reported, in greater quantities than ever before. This is thought to be due in great part to the scarcity of domestic servants, which has forced many women to do their own housework and enabled them to see more readily the value of these articles.

The first qualification for success in business is the desire to succeed. A man without ambition never gets anywhere.

H. Leonard & Sons

Cor. Commerce Ave.
and Fulton St.

Grand Rapids
Michigan



Have You Any Dead Space in Your Store?

If so, convert it into

Profit Making Space

by the addition of our

Staple Merchandise

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

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

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



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

Meeting of National Sample Men's Association.

The Tradesman is in receipt of the following report of the annual meeting of the National Sample Men's Association, recently held in Detroit:

The meeting was called to order by President Cooper, of St. Louis, with thirty-three members present.

The Treasurer's report showed receipts of \$124.78 and disbursements of \$76.90, leaving a balance on hand of \$47.88.

Mr. Bredemeier gave us a very interesting talk on how to reduce excess baggage.

Mr. Murray demonstrated buttons on cards around the room making a display. Did not use any books.

Mr. Pash demonstrated laces in small books for the salesman's pockets. His notions shown same as Mr. Murray's line.

Mr. Moehring demonstrated neckwear on cards. After the various numbers are out, we send them back to the mill and have bow ties made. There isn't very much improvement made on neckwear, but it is the only way we find suitable.

All present were asked to swatch underwear and to avoid pins in mail, such as was used six or seven years ago on silk samples.

Mr. Donovan demonstrated floor coverings, oil cloths, lace curtains, blankets, etc. It is the universal opinion of all members present that we must show rugs from color plates which are furnished by the mill and manufacturers. Mr. Donovan demonstrated one small Rug for every grade made, which was considered an improvement. Bath rugs showed by a continuous swatch, which was furnished by the mill. Mr. Donovan has reduced his floor coverings from three trunks to one.

Mr. Kerr: "If you carry your samples in trunks, the heavy covered books are the proper thing to use. If you carry your samples in telescopes, the sample cards are the only thing. If you carry telescopes you can have a swatch and three or four smaller swatches on one card and in this way do away with the covers and books used. Almost any house

represented here today can carry all their line of piece goods in five telescopes in this way."

Rice-Stix Co. uses all staple dry goods, linens and linings in book form. Individual, sizes 9x15, some books come 5x9, making all uniform, which fills two trays.

Mr. Donovan demonstrated his staple muslins, etc., in book form. Mr. Hunt enquired if we made up the samples ourself or if made at the Mills, or if we had a house organization to furnish them. Mostly mill made by our order.

Mr. Krummer showed a detachable book similar to a postal card album, showing a reflexible hinge. Best loose leaf book demonstrated at this convention for photos, etc.

Mr. Verret demonstrated a case which opens like a book. Then turn it over and it shows the back, sampling everything in small notions in this case. This case was patented by Mr. Verret. It is used by salesmen for the bargain goods. This case sells merchandise when photographs have failed to do so, principally old dead stock.

Mr. Macfarland demonstrated notions in book form. Button and small notions description shown in sample book. Complete notion line being showed by photographs. In addition to this the line is covered with a loose leaf price book. Handkerchiefs showed in individual folders.

Henry Moehring showed domestic samples on loose leaf card. He has done away with books. This saves four and one-quarter pounds to the line.

Bookkeeping was displayed by Mr. Donovan, of Finch, Van Slyck & McConville, St. Paul. This created quite an argument. The question of charging in and out merchandise was discussed by nearly everyone present. It was suggested by Mr. Davenport to adopt a uniform system on shortages, as nearly each house handles these items differently. It seems a hard problem for us to adopt a system that would fit all houses.

Mr. Edwards: Our delivered sheets are so arranged that when the salesman makes out a bill for a customer and sends it to the house he sends three copies of this bill so that our billing department has nothing to do with that part. The one operation on the road does the work.

Mr. Filson suggested to have different color cards for photos, such as blue for \$4.50 goods, grey for \$9, etc.

Mr. Kummer: "My opinion is that a great deal of waste is with the card system. We adopted the loose system. Old samples are taken out, replaced or eliminated entirely." This system Mr. Kummer demonstrated.

Question: How many of us cut towels in four pieces for samples?

Answer: Four houses are now doing this and Mr. Edwards stated he was going to adopt it.

Question: As to loss on cut towels?

Mr. Pash: A house with forty-eight salesmen can supply their force with twelve towels. This saves thirty-six towels for stock and the saving on the three dozen will offset the loss on the one dozen. Sales will be as good as before if not better. One house insisted they still must show a pair of towels to sell them.

James M. Goldstein: "Some years ago we gave up carrying full size pants. We sampled then by swatches 12x44 inches. The business dropped off. We found that carrying swatches one yard by three-eighths served our purpose best. These swatches are used later to make men's pants."

Mr. Cooper made a suggestion to hold only one meeting a year.

Mr. Pash made the same suggestion. Mr. Goldstein put a motion that we continue two meetings a year. This was carried.

Mr. Verrett: "I am in favor of meeting twice a year. If we extend it any further we will forget our good intentions. If we don't meet twice a year we will destroy all we have accomplished, as the Association is growing now and doing an excellent work. If we take eleven months to cool off we will never get warmed up again. Suggest to meet once a year in Chicago or St. Louis, then the other meeting in the year in some other town that we may select as the Association has made a great deal of progress and we don't want to cool it."

Mr. Pash: "Gentlemen, I do not approve of meeting in any one set place. In changing about we can get more department men and salesmen to attend our meetings, whom we could not reach otherwise." It was decided then to hold two meetings a year during the duration of the war and to meet where we think best.

Mr. Hunt made a strong plea for the next convention to be held in St. Joseph, but after the votes were cast it was decided to be in St. Louis, Mo., in October, dates to be fixed later.

The following officers were elected: President: H. L. Todd, Detroit. Vice-President: J. W. Hamilton, St. Paul. Vice-President: W. H. Hunt, St. Joseph. Secretary and Treasurer: Edw. G. Pash, Duluth.

E. W. Bredemeier & Co. of Chicago, demonstrated all kinds of sample cards and books.

Mr. Kerplinger, of Stadler's Photograph Co., Chicago and New York, demonstrated all styles of photographs. He also gave us a very in-

Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

Good Food
Prompt Service
Reasonable Prices
What More Can You Ask?
LADIES SPECIALLY INVITED

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

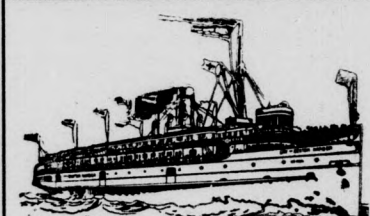
FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan



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.

HOTEL GRANT

Mrs. W. Boosembark, Prop.

Newly Furnished New Management
Everything First-class

GRANT, MICHIGAN

teresting talk on Do's and Don'ts.

We had the pleasure of visiting all of Detroit's wholesale dry goods houses and inspecting A. Krolik's new building, which is one of the most modern in the United States.

A rising vote of thanks was given our retiring officers.

Mr. Hunt: "I see wonderful possibilities for an organization of this character, providing the heads of the house at whose expense it is made get down to business and accomplish some good. I did not meet many of the members of this Association which I believe was reorganized seven or eight years ago, providing very materially all experiences of this line of work. However, since becoming a member, I have not had the opportunity to impress upon the organization and our Secretary to record, that the next meetings be distributed around the different cities, instead of being held in one particular place, especially a few who get in touch with some of the sales managers or those who are in power to give peace and ordinance to put in force the things this Association might adopt. Having so recently joined I feel a hesitancy in saying to hold the next convention in our city, St. Joseph. We have a very good market there and we have at least four or five houses which would be interested in this work. We have never been able to get more than one of these meetings there. I offer you an invitation to hold the next meeting at St. Joseph. It is a little old town where everybody has an opportunity to shake hands. I am very anxious to get back home in order to see someone besides strangers. Get back to town where you know Jim and Bill. I believe the distributors who have these meetings are a great deal better after hearing these reports."

After a rising vote of thanks to the Detroit wholesale dry goods men, and especially to Mr. Davenport, their chairman, for the magnificent arrangement and entertainment, the meeting came to a close.

Reformed samples were on display in nearly all lines carried by a wholesale dry goods house. A mention of a few might interest some.

Wash Goods.	Draperies.
Dress Goods.	Lace Curtains.
Silks, Velvets.	Suspenders.
Crash.	Buttons.
Towels.	Trimmings.
Bed Spreads.	
Lace and Embroidery.	
Handkerchiefs.	
Shirts.	
Pants.	
Overalls.	
Jackets.	
Beaver Shawls.	
Combs, etc.	
Women's Ready-to-Wear.	
Children's Ready-to-Wear.	
Neckwear.	
Hats, Children's.	
Small Notions.	
Hose Supporters.	
etc., etc.	Edw. G. Pash, Sec'y.

Some men are born great and then proceed to slump.

Late News From Michigan's Big Town.

Detroit, July 30—There has been some talk that the Heyn's Bazaar would not be moved to Campus Martinus, as building had to be postponed owing to difficulty in getting materials, etc. However, this is apparently incorrect, because last week the owner asked for bids on the building, which is to be nine stories high, with basement and subbasement. Bids close on August 1, and it is expected that the contracts will be let soon thereafter, as the present building is scheduled to be razed Sept. 1.

Shoe retailers are now observing lightless nights on Mondays and Tuesdays, and will gladly continue to do so until notified differently by the state fuel administrator.

The winter coal situation looms up rather seriously for Detroit, inasmuch as shipments of anthracite will be less than half of last year's.

Henry Runge, a local retail shoe merchant, died July 15 after a prolonged illness from heart disease, aged 56. His father, John E. Runge, was one of the pioneer shoe dealers of the city.

A. K. Jensen has sold his drug stock at 1183 Jefferson avenue East to Jay C. Strausbaugh, formerly with Joseph E. Campbell, 199 Forest avenue, East. Mr. Jensen, under the name of the Jensen Drug Co., conducted three stores for a time, the one above, the one at 933 Lafayette avenue, now owned by Julius Smith, and the one at 1022 Lafayette avenue, now owned by E. B. Swift. We understand Mr. Jensen sold out to return to his former home in Wyoming.

E. R. Parshall, who but recently bought out Grant W. Stevens' Pharmacy, at 339 Woodward avenue, has entirely remodeled and refurnished the entire store, making a very much more roomy and commodious store of it.

A. Pal Young will move his drug stock at 153 Grand River avenue to 143 Grand River avenue, a few doors nearer town but in a building very much better suited to his business. He is having a complete new set of fixtures made for the new location and will have a most modern and up-to-date store when completed. He will move to the new store as soon as improvements are completed.

The McLaren Drug Co. is now in its new location at the corner of Trumbull and Grand River avenue. It was a mighty big undertaking to move across the street from the old location and then back again to the new place, but it will be well repaid for all the trouble involved as the new location is certainly a very attractive one. Mr. McLaren says he hopes never to have to move again.

M. Krefman, grocer at 1444 Michigan avenue, has felt the righteous wrath of David E. Heineman, food administrator for Detroit and Wayne county. Heineman assessed a fine of \$50 against Krefman for repeated violations of the food administration rule requiring grocers to sell an equal amount of substitute with each pound of white flour. Krefman apparently thought Heineman was having a little fun with him, maybe, with his repeated warnings, but when the food administrator summoned him to his offices and fined him \$50 his attitude changed, and he begged off. But Heineman was adamant.

Bottom Facts from Booming Boyne City.

Boyne City, July 30—There is no news from Boyne City. The short warm spell takes the pep all out of everybody and, besides, the news from France has been keeping everybody busy. Mr. Barden and a party of business men went to Traverse City last week to find some work for our non-war industries that would help out. Of course, lumber has to

be used for war purposes, but has no direct use as it is manufactured. I guess it is pretty hard to find anything that Uncle Sam is not making use of in some way to knock out the Kaiser. Our new silo plant is being pushed to completion. Another war industry that is supposed to help feed the Allied armies. Is there anything that has not been turned to military use? Even the girls are getting more and more saving in the way of clothes. They soon will have no more skirts than a Highland soldier. The repair to the Iron furnace is progressing finely the last time we saw it. They had it up in the air, putting a bottom on it. Meantime the Chemical Co. is giving its plant a thorough overhauling, getting it ready for a good long run. The Tanning Co. is putting in a big new motor driven circulating pump to relieve the Garfield coal bin and contemplates a big fire pump for more complete fire protection. The paving of Main and Park streets is progressing very favorably and the half mile of concrete road on Division street is done and in use. The citizens made things pleasant for the last selects from this place by a procession of flag decorated automobiles, fifty strong, which took them and their friends to Charlevoix to bid them Godspeed. Say, do you know it makes some of us old ginks who are of no particular use in the world any more feel pretty rotten to think that we can't direct a hand in this big show, but then some one has to stay here and try to furnish the money to keep things moving. We can't all fight but we can work.

By the way, Joseph W. Saigon closed his general merchandise store last week. Maxey.

Late News From the Celery City.

Kalamazoo, July 30—Harry H. Freeman has been appointed city manager for Kalamazoo and assumes his new position August 1. Mr. Freeman is an active, energetic young man, having taken an active part in the drafting of the city charter, which fits him for this responsible position.

At a meeting of retail grocers called by County Food Administrator Desenberg, held Monday evening in the Chamber of Commerce rooms, a committee was named for framing a new sugar card system to be used in Kalamazoo county.

The city has recently acquired the Paddy Miller woods, in the Southeast part of the city, which will be converted into a city park in the near future.

Patrick Shanahan, pioneer shoe maker at 226 Burr Oak street, was fatally burned while attempting to kindle a fire at his home shortly before noon on Tuesday.

Word has been received here that Marvin Baker, recently a member of the Co-operative Grocery Co., on North Rose street, has located at Salt Lake City and is employed by the United Grocer Co., of that place.

J. A. Boekeloo, who for the past year has conducted a cash grocery on Portage street, has closed out his business and taken up farm life.

Ray Johnson has recently opened a grocerteria—serve-self grocery—at the corner of Rose and Main streets and reports great success in his new enterprise thus far.

Mrs. Frank A. Seville has been seriously ill for the past fifteen weeks, during which time she was compelled to undergo two critical operations. She is improving slowly.

If your landlord will not keep your building looking well, keep it up yourself until you can find a better landlord.

A small boys says the proper time to gather fruit is when the dog is chained.

Hoover's Latest Appeal To Retail Merchants.

In many ways the responsibility to save food is heavier now than ever before. With the enormous crops of this year in sight the natural tendency of the people will be to relax their vigilance for conservation. You can be of tremendous help in preventing this relaxation. Tell your customers that, far from being at the end of our crisis, we are now for the first time in a position really to begin to fight.

Tell your customers that this crop does not belong to us. It belongs to the civilized world. The Allied nations of Europe have been struggling for months on rations little more than sufficient to maintain life. They must be our first consideration. Their ration must be put back to normal. We must build up a reserve of food over there which will give them the moral backing they deserve. We must also build up a reserve in this country as insurance against a possible shortage next year. We must not be spenders when so much depends upon food thrift. Remember America is the last food resource. There is no one to come to our rescue if we fail.

We have sent our boys to war. We all want them to come back soon. They must be well fed to fight well, and the better they fight the greater the percentage that will return, and the sooner they will come.

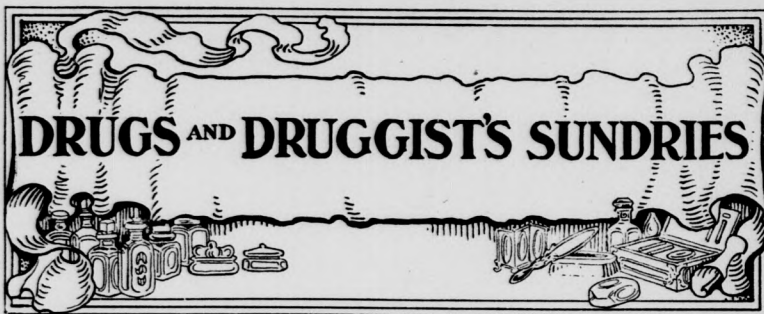
To conserve all we can is our first obligation, but we must not stop there. We must also contribute. Our women must can the fruit and vegetables and not allow anything to waste. Food is more precious than money, and our Government must not be deprived of the use of any of its possible resources. Of course, sugar must be used with great care, but all vegetables and most fruits can be canned without sugar, if necessary.

Doubtless some of your employees have gone to fight. Their companions who are still in your employ will want to do everything possible to back up their service men. Get them interested in talking conservation and canning everywhere they go. Point out to them that every pound of food saved here is a direct contribution to the welfare of our men and their brothers in arms.

Farmer Puts Horseshoes in Wheat.

Albert Allen, a farmer, is being held at Columbia, Ill., charged with putting horseshoes and harrow teeth in bundles of wheat for the purpose of wrecking machinery. Allen admitted that on July 14 he put three horseshoes in bundles on one farm and two horseshoes in bundles on another farm. He is 38 years of age. Allen claims he placed the iron in the machinery to defeat competition, but he is charged with sabotage. E. J. Lockyer of Alton, district food administrator, was called in on the case, the residents of Columbia supposing the case would come under the Food Administration law.

If you would avoid the fire keep out of the frying pan.



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.

The Shortage in Drug Clerks.

All druggists throughout the country are feeling the effects of the war in the scarcity of clerks and help usually depended upon to conduct their business. Those druggists catering to the prescription business seem to be hit the hardest, as a majority of the clerks have been and will be drafted before the summer is half over; they are at present in a quandary such as they have never experienced before. Unable to get clerks or relief clerks, they are compelled to work from early morn till late at night. The nature of their business is such that they cannot use unregistered clerks, as their prescription department is too extensive. Yet we hear statements, made by persons reliably informed, that eighty per cent. of the local druggists do not average ten prescriptions a day. This being the case, and we are rather inclined to believe the estimate to be nearly correct, there are eighty per cent. of the druggists not doing enough strictly prescription business to warrant them employing registered clerks at the wages that many of them are demanding. Yet these druggists do not want to curtail their business by cutting out all or a part of their prescriptions and confining sales to the sundry business. Therefore, not having registered help, they are compelled to slave week in and week out in their four by four walls.

We learn that some of the druggists located in localities where the prescription business is a very small volume of their total business will, in case their clerks are drafted and cannot be replaced, limit their prescription business to only those hours that they themselves are about the store, and confine their sales to those articles that good sundry salesmen, such as are found in department stores, can sell. We have in mind more than an even dozen drug stores that could continue to do a profitable business after confining the sales of prescriptions to only those hours that they themselves would be about the store. Let them lock up the poisonous drugs

and chemicals not allowed to be sold by unregistered men, while away from their store, and confine sales to articles any intelligent clerk can sell. This sounds like a bold step and quite contrary to our usual way of conducting drug stores, but from present appearances it will be some time before we hear of our boys over there hanging the Kaiser.

In this connection it is of interest to note that Philadelphia druggists have adopted the system of closing their stores Wednesday afternoons and are now advocating every afternoon between the hours of 1 and 5 p. m. This will enable the proprietors to eat their meals in peace and obtain the needed rest so that they may be able to run their stores without the extra help which is now practically unobtainable.

Government Starts Chemical Census.

Up to 1914, when the war started, the United States was paying Germany many millions of dollars annually for a great variety of chemicals, drugs, dyes, intermediates and allied products, few of which were produced on this side of the Atlantic. Practically all of these goods of German origin have ceased to exist in the American market owing, of course, to the war. Such supplies of German stocks as were picked up by speculators in different sections of the world in the early stages of the war and sold in this country at high prices have long since disappeared.

Believing the present an opportune time, the United States Department of Commerce has started the compilation of a detailed census of chemical imports, which will follow closely the lines laid down in the census of dyestuffs compiled by Dr. Thomas H. Norton and published by the Government in 1916. This dyestuffs census was probably the first authoritative publication of the kind ever attempted by any Government, and was designed to further the up-building of the new American color industry by showing the manufacturers just what kinds and quantities of dyes and intermediates had been coming into the United States from Germany in the normal fiscal year ending June 30, 1914.

Similarly, the chemical census just started is intended when completed—probably six months or a year hence—to reveal a wealth of information not only regarding the amounts and kinds of chemicals entered here by Germany and other countries in the Government's fiscal period immediately preceding hostilities in Europe, but the in-

voiced values as well. Primarily, the object of the new census, the first to be made of the chemical import trade, is to furnish American manufacturers with exact data relative to sales in the United States of German and other foreign-made chemicals to the end that domestic concerns permanently engaged in the production of such goods, or those whose plants are temporarily devoted to the manufacture of chemicals used in explosives may have at their disposal reliable data upon which to base consumption requirements after the war.

After the Rain.

Written for the Tradesman.

After the rain
 Every leaf, every blade of grass
 Beckons me as near I pass;
 Every flower is still more sweet
 And the clover at my feet
 Sends its perfume in a flood
 As among it there I stood
 After the rain.

After the rain
 Forth and back the robins flew
 With their food; how well they knew
 That their birdies nesting there
 Had an over-flowing share;
 And the squirrels fed at will
 Finding pine-cones sweeter still
 After the rain.

After the rain—
 Cherries reddening for a pie,
 Butter an' eggs among the rye,
 Daisies in the pasture lot,
 By the road the bergamot,
 Every where and every kind—
 Oh! the beauty that I find!
 After the rain.

After the rain
 Then it is I count anew
 All my blessings; how they grew
 With the widening wealth of showers
 Which have gladdened all my hours.
 Follow in glad nature's train
 Richer may my life obtain
 After the rain.

Charles A. Heath.

Fifty Years a Druggist.

Thomas A. Baxter, who has conducted the drug store at the corner of Jefferson avenue and Wealthy street for the past thirty-four years, is celebrating the fiftieth anniversary of his connection with the drug trade. He was born in Dublin, Ireland, in 1853. His parents were born in Belfast, but happened to be visiting in Dublin at the time he was born. Two years later the family came to America, settling in New York State. They later took up their abode in Canada. In 1868 Thomas was apprenticed by his father to a druggist in London, Ontario, receiving \$1.25 the first year; \$25 the second year; \$50 the third year and \$150 the fourth year. He subsequently found employment in a drug store at Montreal, removing to Jackson, Michigan, in 1878, where he took charge of a drug store for a physician and built up the business from nothing to a successful condition. He then came to Grand Rapids in 1884 and purchased the stock above mentioned. During the thirty-four years he has been in business on Jefferson avenue he has never changed locations; never had a fire or a failure; never had a partner; never been sued or sued anybody. He has pursued his business quietly and unostentatiously and enjoys, to an unusual degree, the confidence and respect of a large circle of neighbors, associates and customers.

Might doesn't always make right,
 but it puts up a hard fight.

1918 Holiday Goods Druggists' Sundries, Books, Etc.

According to our usual custom during the last fifteen years, our line of samples is on exhibition at Saginaw, Mich., at No. 119-121 South Franklin St., second floor, and the headquarters of our traveling salesmen are at the Bancroft House.

Our line for this year is more complete than ever before and has been bought and arranged with the keen sense of the requirements under present conditions and the fact that many of our good friends must have merchandise that purchasers can mail to the boys in the camps and wherever they may be located.

We have kept this definitely in mind and our line is bought and the greater portion of it delivered, and we ask that you reserve your orders until you can inspect these samples. Mr. L. W. Hoskins and Mr. Lee Wilson Hutchins are in charge, and we advise that you make arrangements for a date at the earliest possible moment.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Message to the M. S. P. A. From New President.

Detroit, July 30—If ever it was desirable for druggists of Michigan to have a healthy, active State Association then surely, during these abnormal times should the Michigan State Pharmaceutical Association be a helpful influence to its membership.

With our Nation going on with the war, so many vexing problems arise to disturb the usual ways of conducting our business that it seems almost necessary we should be firmly united, in order, not only to protect our interests as far as is just and proper but also that we may render the most service to our country as druggists.

Our State Legislature convenes in December. State laws for and against us will be proposed and our efforts in relation thereto will be affected to a great extent by the numerical strength of our organization. That's why we want every druggist of the State enrolled as a member.

Your officers keenly realize the responsibility of their duty and will act accordingly but we must have the support and co-operation of the druggists of the State. To indicate that support we first want your membership. If you are enrolled you have done your first duty; if not, send in your application to the Secretary at once. The dues, \$2.00 should be charged up to store expense.

The big thing we all must keep uppermost in our minds just now is the "winning of the war" and we trust Michigan druggists will do their part and more.

We should give our Government the closest co-operation in complying with the various war regulations issued. The retail druggists of the country have already been criticised in Government circles for failure to do this in matters like filing sugar statements, applying for explosives licenses, etc., but we hope now that it has been brought to our attention

we will redeem ourselves in the future.

Every drug store in the State should be selling Thrift stamps.

Give all the assistance you can by personal effort and in the display of advertising in your store, to the Liberty loan, Red Cross and other patriotic funds. In this way the druggist can help a lot.

While the drain of our registered clerks is proving a hardship to many, as good citizens we can accept the situation cheerfully and consider whatever sacrifices we must make as being part of "our bit."

J. H. Webster, Pres.

It's the Quick Turnover



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

Steady, persistent advertising is developing the national demand.

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

Crescent Mapleine

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.

PLACE YOUR 1919 ORDER NOW FOR

Soda Fountain Fruits and Syrups

We Are Distributors of

J. Hungerford Smith Co.'s Fruits and Syrups

Royal Purple Grape Juice

Welsh Grape Juice

Hire's Syrup

We Also Carry a Full Line of Soda Fountain Accessories

Manufacturers of

Putnam's "Double A" Chocolates

Putnam Factory Grand Rapids, Michigan

Moore's

Mentholated Horehound & Tar Cough Syrup

Dealers should now be placing their orders.

Be on the safe side.

If our representative does not call on you, write us direct.

THE MOORE COMPANY

TEMPERANCE, MICH.

**EXTRACTS, COFFEE, TEA, SPICES, GROCERS' DRUGS,
NON-FREEZE BLUING AND AMMONIA.**

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs 9 25@9 50		Capsicum 2 15	
Boric (Powd.)	18@ 25	Eigerson	3 25@3 50	Cardamon	2 10
Boric (Xtal)	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	1 60
Carbolic	66@ 70	Hemlock, pure	2 00@2 25	Catechu	1 60
Citric	1 10@1 15	Juniper Berries	17 50@17 75	Cinchona	2 35
Muriatic	3 1/2@ 5	Juniper Wood	2 75@3 00	Colchicum	2 40
Nitric	10 1/2@15	Lard, extra	2 10@2 30	Cubebs	2 35
Oxalic	60@ 70	Lard, No. 1	1 80@2 05	Digitalis	1 90
Sulphuric	3 1/2@ 5	Lavender Flow.	7 00@7 25	Gentian	1 50
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Ginger	2 00
Ammonia		Lemon	2 00@2 25	Gualac	1 90
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	2 01	Gualac, Ammon.	1 80
Water, 18 deg.	10 1/2@ 18	Linseed, bld less	2 11@2 16	Iodine	1 50
Water, 14 deg.	9 1/2@ 17	Linseed, raw, bbl.	2 00	Iodine, Colorless	1 75
Carbonate	19@ 25	Linseed raw less	2 10@2 15	Iron, clo.	1 60
Chloride	1 25@1 30	Mustard, true, oz.	2 25	Kino	1 65
Balsams		Mustard, artifl. oz.	2 00	Myrrh	2 50
Copaiba	1 40@1 65	Nutsfoot	1 80@1 95	Nux Vomica	1 75
Fir (Canada)	1 25@1 50	Olive, pure	10 00@10 50	Opium	2 00
Fir (Oregon)	40@ 50	Olive, Malaga,		Opium, Camph.	1 35
Peru	5 25@5 50	yellow	5 35@5 50	Opium, Deodora'd	2 50
Tolu	1 75@2 00	green	5 35@5 50	Rhubarb	2 15
Barks		Orange, Sweet	3 25@3 50	Paints	
Cassia (ordinary)	35@ 40	Origanum, pure	2 50	Lead, red dry	14@14 1/2
Cassia (Salign)	90@1 00	Origanum, com'l	2 75	Lead, white dry	14@14 1/2
Elm (powd. 35c)	30@ 35	Pennyroyal	2 50@2 75	Lead, white oil	14@14 1/2
Sassafras (pow. 40c)	30@ 35	Peppermint	4 75@5 00	Ochre, yellow bbl.	2 1/2
Soap Cut (powd.)	23@ 25	Rose, pure	30 00@32 00	Ochre, yellow less	2 1/2
30c		Rosemary Flows	1 50@1 75	Putty	3 1/2@ 5
Berries		Sandalwood, E.		Red Venet'n bbl.	14@ 5
Cubeb	1 60@1 70	Sassafras, true	3 00@3 25	Red Venet'n less	2 1/2
Fish	50	Sassafras, artifl	75@1 00	Vermillion, Amer.	25@ 30
Juniper	12@ 18	Spearment	4 75@5 00	Whiting, bbl.	3 1/2@ 4
Prickly Ash	30	Sperm	2 85@3 00	Whiting	3 1/2@ 4
Extracts		Tansy	4 25@4 50	L. H. P. Prep'd	2 90@3 10
Licorice	60@ 65	Tar, USP	45@ 60	Miscellaneous	
Licorice powd.	1 05@1 10	Turpentine, bbls.	74@ 80	Acetanald	1 10@1 20
Flowers		Turpentine, less	74@ 80	Alum	15@ 18
Arnica	1 50@1 75	Wintergreen, tr.	5 50@5 75	Alum, powdered and	
Chamomile (Ger.)	70@ 80	Wintergreen, sweet	4 00@4 25	ground	16@ 20
Chamomile Rom.	1 75@2 00	Wintergreen art	1 25@1 50	Bismuth, Subli-	
Gums		Wormseed	13 50@13 75	trate	4 00@4 10
Acacia, 1st	75@ 80	Wormwood	6 00@6 25	Borax xtal or	
Acacia, 2nd	65@ 70	Potassium		powdered	10@ 15
Acacia, Sorts	40@ 50	Bicarbonate	1 90@2 00	Cantharides po	2 00@2 50
Acacia, powdered	60@ 70	Bichromate	60@ 70	Calomel	2 69@2 75
Aloes (Barb. Pow.)	30@ 40	Bromide	1 80@2 10	Capsicum	38@ 45
Aloes (Cape Pow.)	30@ 35	Carbonate	1 85@2 00	Carmine	6 50@7 00
Aloes (Soc. Pow. 90)	30@ 35	Chlorate, gran'r	65@ 70	Cassia Buds	40
Asafoetida	2 75@3 00	Chlorate, xtal or		Cloves	77@ 85
Pow.	3@ 30	powd.	60@ 65	Chalk Prepared	12@ 15
Camphor	1 40@1 45	Cyanide	70@ 90	Chalk Precipitated	12@ 15
Guaiaac	41@ 40	Iodide	4 69@4 66	Chloroform	90@ 97
Guaiaac, powdered	41@ 50	Permanganate	5 50@5 60	Chloral Hydrate	2 32@2 42
Kino	35	Prussiate, yellow	4 75	Cocaine	14 30@14 85
Kino, powdered	41@ 00	Prussiate, red	3 75@4 00	Cocoa Butter	50@ 60
Myrrh	70	Sulphate	90	Corks, list, less 40%	
Myrrh, powdered	75	Roots		Copperas, bbls.	3
Opium	28 50@29 00	Alkanet	3 25@3 50	Copperas, less	3 1/2@ 8
Opium, powd.	30 00@30 50	Blood, powdered	30@ 35	Copperas, powd.	4@ 10
Opium, gran.	30 00@30 50	Calamus	60@4 90	Corrosive Sublim.	2 35@2 40
Shellac	85@ 90	Calceolapane, powd.	15@ 20	Cream Tartar	86@ 92
Shellac, Bleached	90@ 95	Gentian, powd.	27@ 35	Cuttlebone	75@ 80
Tragacanth	3 25@3 50	Jinger, African,	25@ 30	Dextrine	10@ 15
Tragacanth powder	3 00	powdered	25@ 30	Dover's Powder	5 75@6 00
Turpentine	15@ 20	Jinger, Jamaica	30@ 35	Emery, All Nos.	10@ 15
Insecticides		powdered	22@ 30	Emery, Powdered	8@ 10
Arsenic	15@ 20	Goldenseal, pow.	8 50@9 00	Epsom Salts, bbls.	4
Blue Vitriol, bbl.	11 1/2@ 11 3/4	Ipecac, powd.	4 00@4 25	Epsom Salts, less 50%	8
Blue Vitriol, less	12@ 20	Licorice	48@ 50	Ergot	1 25@1 50
Bordeaux Mix Dry	20@ 25	Licorice, powd.	45@ 50	Ergot, powdered	3 75@3 80
Hellebore, White	25	Orris, powdered	40@ 45	Flake White	15@ 20
powdered	38@ 45	Poke, powdered	20@ 25	Formeldehyde, lb.	19@ 25
Insect Powder	40@ 60	Rhubarb	75@1 25	Gelatin	1 75@1 90
Lead, Arsenate Po	34@ 44	Rhubarb, powd.	1 00@1 50	Glassware, full cz.	55%
Lime and Sulphur		Rosinweed, powd.	25@ 30	Glassware, less 50%	
Solution, gal.	20@ 35	Sarsaparilla, Hond.	75@ 80	Glauber Salts, bbl.	2 1/2
Paris Green	48 1/4@54 1/4	ground	75@ 80	Glauber Salts, less 3 1/2	7
Ice Cream		Sarsaparilla Mexican,	1 00@1 10	Glue, Brown	25@ 35
Piper Ice Cream Co.,		ground	1 00@1 10	Glue, Brown Grd.	25@ 35
Kalamazoo		Squilla	35@ 40	Glue, White	30@ 35
Bulk Vanilla	95	Squilla, powdered	45@ 65	Glue, White Grd.	30@ 35
Bulk Special Flavored	1 00	Tumeric, powd.	25@ 30	Glycerine	75@ 92
Brick, Plain	1 20	Valerian, powd.	21@ 30	Hops	60@ 75
Brick, Fancy	1 60	Seeds		Iodine	5 60@5 90
Leaves		Anise	42@ 45	Iodoform	6 59@6 74
Buchu	1 85@2 00	Anise, powdered	47@ 50	Lead, Acetate	25@ 30
Buchu, powdr'd	2 00@2 10	Bird, 1s	13@ 19	Lycopodium	2 25@2 50
Sage, bulk	67@ 70	Canary	20@ 25	Mace	85@ 90
Sage, 1/4 loose	72@ 78	Caraway	75@ 80	Mace, powdered	85@1 00
Sage, powdered	55@ 60	Cardamon	1 80@2 00	Menthol	4 50@4 75
Senna, Alex.	1 40@1 50	Celery (Powd. 65)	55@ 60	Morphine	15 45@16 00
Senna, Tinn.	40@ 45	Coriander	35@ 45	Nux Vomica	30
Senna, Tinn. pow.	50@ 55	Dill	30@ 35	Nux Vomica, pow.	28@ 35
Uva Ursi	45@ 50	Fennell	1 00@1 20	Pepper black pow.	42@ 45
Oils		Flax	11@ 15	Pepper, white	50
Almonds, Bitter,		Foenugreek pow.	22@ 30	Pitch, Burgundy	15
true	18 50@18 75	Hemp	9@ 15	Quassia	12@ 15
Almonds, Bitter,		Lobelia	40@ 50	Quinine	1 23@1 72
artificial	7 00@7 20	Mustard, yellow	38@ 45	Rochelle Salts	57@ 62
Almonds, Sweet,		Mustard, black	25@ 30	Saccharine, oz.	2 60
true	2 75@3 00	Mustard, powd.	35@ 40	Salt Peter	36@ 45
Almonds, Sweet,		Poppy	1 00	Selditz Mixture	48@ 55
imitation	75@1 00	Quince	1 40@1 50	Soap, green	20@ 30
Amber, crude	3 00@3 25	Rape	15@ 20	Soap mott castile	22 1/2@ 25
Amber, rectified	4 00@4 25	Sabadilla	35@ 45	Soap, white castile	
Anise	2 00@2 25	Sabadilla, powd.	35@ 45	case	29 00
Bergamont	8 00@8 25	Sunflower	9@ 12	Soap, white castile	
Cajeput	2 00@2 25	Worm American	25	less, per bar	3 00
Cassia	3 50@3 75	Worm Levant	1 20@1 25	Soda Ash	4 1/2@ 7
Castor	3 40@3 65	Tinctures		Soda Bicarbonate	3 1/2@ 10
Cedar Leaf	1 75@2 00	Aconite	21 65	Soda, Sal	2@ 5
Citronella	1 00@1 25	Aloes	21 35	Spirits Camphor	1 25
Cloves	4 50@4 75	Arnica	21 50	Sulphur, roll	4 1/2@ 10
Cococanut	40@ 50	Asafoetida	24 40	Sulphur, Subl.	5 1-10@ 10
Cod Liver	5 60@5 75	Belladonna	22 85	Tamarinds	15@ 20
Cotton Seed	2 05@2 20	Benzoin	22 50	Tartar Emetic	90
Croton	2 00@2 25	Benzoin Compo'd	26 30	Turpentine, Ven.	50@4 75
		Buchu	22 40	Vanilla Ex. pure	1 50@2 00
		Cantharides	23 90	Witch Hazel	1 35@1 75
				Zinc Sulphate	10@ 15

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Cocoanut Condensed Milk Rice			
AMMONIA		CHEWING GUM	
Arctic Brand		Adams Black Jack	
12 oz. 16c, 2 doz. box 2 70		Adams Sappota	
16 oz. 25c, 1 doz. box 1 75		Beeman's Pepsin	
32 oz., 40c, 1 doz. box 2 85		Beechnut	
AXLE GREASE		Doublemint	
Diamond, 1 lb., 4 dz., dz. 55		Flag Spruce	
Mica, 1 lb., 4 dz., dz. 1 10		Hershey Gum	
Mica, 3 lb., 2 dz., dz. 2 75		Juicy Fruit	
Mica, 25 lb. pail 1 40		Sterling Gum Pep.	
BAKED BEANS		Spearment, Wrigleys	
No. 1, per doz. 1 35		Spearment, 6 box jars 4 00	
No. 2, per doz. 2 25		Yucatan	
No. 3, per doz. 3 60		Zeno	
BATH BRICK		CHOCOLATE	
English 95		Walter Baker & Co.	
BLUING		German's Sweet	
Jennings'		Premium	
Condensed Pearl Bluening		Caracas	
Small, 3 doz. box 2 55		Walter M. Lowney Co.	
Large, 2 doz. box 2 90		Premium, 1/2s	
BREAKFAST FOODS		CIGARS	
Bear Food, Pettijohns		Peter Dornbos Brands	
Cracked Wheat, 24-2		5c Dornbos Sin. Bdr. 40 00	
Cream of Wheat		5c Dornbos Perfecto 40 00	
Quaker Puffed Rice		6c Van Dam	
Quaker Puffed Wheat		Johnson Cigar Co. Brands	
Quaker Brkfst Biscuit		Dutch Masters Club 75 00	
Quaker Corn Flakes		Dutch Masters Banq 75 00	
Washington Crisps		Dutch Masters Inv. 75 00	
Wheatena		Dutch Masters Pan. 72 00	
Grape Nuts		Dutch Master Grande 72 00	
Sugar Corn Flakes		Dutch Masters Lond. 72 00	
Holland Rusk		El Portana	
Krinkle Corn Flakes		Gee Jay	
Maple-Flake, Whole		Dutch Masters Six	
Wheat		Dutch Masters Hand	
Minn. Wheat Food		Made	
Ralston Wheat Food		Grand	
Large, 18s		Little Dutch Masters	
Ralston Whl Food 18s		S. C. W.	
Ross's Whole Wheat		Dutch Masters	
Biscuit		Seconds	
Saxon Wheat Food		Worden Grocer Co. Brands	
Shred Wheat Biscuit		Boston Straight	
Triscuit, 18s		Trans Michigan	
Pillsbury's Best Cer'l		C. P. L.	
Post Toasties, T-2		Court Royal	
Post Toasties, T-3		Hemmett's Cham-	
Post Tavern Porridge		pion	
BROOMS		Iroquois	
Fancy Parlor, 25 lb.		La Azora Agreement	
Parlor, 5 String, 25 lb.		La Azora Bismarck	
Standard Parlor, 23 lb.		Whaleback	
Common, 23 lb.		Worden's Hand Made	
Special, 23 lb.		B. L.	
Warehouse, 23 lb.		Woodhouse & Co. Brands	
BRUSHES		Tox	
Solid Back, 8 in.		Miss Detroit	
Solid Back, 11 in.		Special deal in quantities.	
Pointed Ends		CLOTHES LINE	
Stove		No. 40 Twisted Cotton	
No. 3		No. 50 Twisted Cotton	
No. 2		No. 60 Twisted Cotton	
No. 1		No. 80 Twisted Cotton	
Shoe		No. 50 Braided Cotton	
No. 1		No. 60 Braided Cotton	
No. 2		No. 50 Sash Cord	
No. 3		No. 60 Sash Cord	
No. 4		No. 60 Jute	
BUTTER COLOR		No. 72 Jute	
Dandelion, 25c size		No. 60 Sisal	
CANDLES		Galvanized Wire	
Paraffine, 6s		No. 20, each 100ft. long	
Paraffine, 12s		No. 19, each 100ft. long	
Wicking		No. 20, each 100ft. long	
CANNED GOODS		No. 19, each 100ft. long	
Apples		COCOA	
3 lb. Standards		Baker's	
No. 10		Bunte, 10c size	
Blackberries		Bunte, 1/2 lb.	
2 lb.		Bunte, 1 lb.	
Standard No. 10		Cleveland	
Beans		Colonial, 1/2s	
Baked		Colonial, 1/2s	
Red Kidney		Epps	
String		Hershey's 1/2s	
Wax		Hershey's 1/2s	
Blueberries		Lowney, 1/2s	
Standard		Lowney, 1/2s	
No. 10		Lowney, 1/2s	
Clams		COFFEES ROASTED	
Little Neck, 1 lb.		Rio	
Clam Bouillon		Common	
Burnham's 1/2 pt.		Fair	
Burnham's pts.		Choice	
Burnham's qts.		Fancy	
Corn		Peaberry	
Fair		Santos	
Good		Common	
Fancy		Fair	
French Peas		Choice	
Monbañon (Natural)		Fancy	
per doz.		Peaberry	
Gooseberries		Maracalbo	
No. 2, Fair		Fair	
No. 2, Fancy		Choice	
Hominy		Mexican	
Standard		Choice	
Lobster		Fancy	
1/4 lb.		Guatemala	
1/2 lb.		Fair	
Picnic Flat		Fancy	
Mackerel		Java	
Mustard, 1 lb.		Private Growth	
Mustard, 2 lb.		Mandling	
Soused, 1 1/2 lb.		Aukola	
Soused, 2 lb.		Mocha	
Tomato, 1 lb.		Short Bean	
Tomato, 2 lb.		Long Bean	
Mushrooms		H. L. O. G.	
Buttons, 1/2s		Bogota	
Buttons, 1s		Fair	
Hotels, 1s		Fancy	
Oysters		Exchange Market, Steady	
Cove, 1 lb.		Spot Market, Strong	
Cove, 2 lb.		Package Coffee	
Plums		New York Basis	
Plums		Arbuckle	
Pears in Syrup		McLaughlin's XXXX	
No. 3 can per dz.		McLaughlin's XXXX	
Peas		package coffee is sold to	
Marrowfat		retailers only. Mail all or-	
Early June		ders direct to W. F. Mc-	
Early June siftd		Laughlin & Co., Chicago.	
Peaches		Extracts	
Pie		Holland, 1/2 gross bxs.	
No. 10 size can pie		Felix, 1/2 gross	
Pineapple		Hummel's foil, 1/2 gro.	
Grated		Hummel's tin, 1/2 gro.	
Sliced		CONDENSED MILK	
Pumpkin		Carnation, Tall	
Fair		Carnation, Baby	
Good		Hebe, Tall	
Fancy		Hebe, Baby	
Raspberries		Pet, Tall	
No. 2, Black Syrup		Pet, Baby	
No. 10, Black		Van Camp, Tall	
No. 2, Red Preserved		Van Camp, Baby	
No. 10, Red, Water		CONFECTIONERY	
Salmon		Stick Candy	
Warrens, 1 lb. Tall		Horehound	
Warrens, 1 lb. Flat		Standard	
Red Alaska		Jumbo	
Med. Red Alaska		Big Stick	
Pink Alaska		Mixed Candy	
Sardines		Broken	
Domestic, 1/2s		Cut Loaf	
Domestic, 1/2 Mustard		French Cream	
Domestic, 1/2 Mustard		Grocers	
Norwegian, 1/2s		Kindergarten	
Portuguese, 1/2s		Leader	
Sauer Kraut		Novelty	
No. 3, cans		Premio Creams	
No. 10, cans		Royal	
Shrimps		Special	
Dunbar, 1s doz.		X L O	
Dunbar, 1 1/2s doz.		Specialties	
Succotash		Auto Kisses (baskets)	
Fair		Bonnie Butter Bites	
Good		Butter Cream Corn	
Fancy		Caramel Bon Bons	
Strawberries		Caramel Croquettes	
Standard		Cocoanut Waffles	
Fancy		Coffy Toffy	
Tomatoes		National Mints 7 lb tin	
No. 1 1/2		Fudge, Walnut	
No. 3		Fudge, Choc. Peanut	
No. 10		Fudge, White Center	
Tuna		Honeysuckle Candy	
1/2s, 4 doz. in case		Iced Maroons	
1/2s, 4 doz. in case		Iced Orange Jellies	
1s, 4 doz. in case		Italian Bon Bons	
CATSUP		AA Licorice Drops	
Van Camp's, 1/2 pints		5 lb. box	
Van Camp's pints		Lozenges, Pep.	
CHEESE		Lozenges, Pink	
Domestic, 1/2 Mustard		Manchus	
Peerless		Molasses Kisses, 10	
Brick		lb.	

GELATINE

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

HERBS

Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

HIDES AND PELTS

Green, No. 1	16
Green, No. 2	15
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	30
Calfskin, green, No. 2	23 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.	30
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JELLY

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

JELLY GLASSES

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

MAPLEINE

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

MINCE MEAT

Per case	3 95
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MOLASSES

New Orleans	
Fancy Open Kettle	69
Choice	58
Good	58
Stock	

Half barrels 5c extra	
Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 25
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle,	
No. 2 1/2	5 50

MUSTARD

1/2 lb. 6 lb. box	30
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OLIVES

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

PEANUT BUTTER

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

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	12 7
Red Crown Gasoline	23 7
Gas Machine Gasoline	44 2
V. M. & P. Naphtha	23 7
Capitol Cylinder, Iron	
Bbls.	39 4
Atlantic Red Engine,	
Iron Bbls.	26 4
Winter Black, Iron	
Bbls.	14 3
Polarine, Iron Bbls.	44 4

PICKLES

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

Small

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

Gherkins

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

Sweet Small

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

PIPES

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

PLAYING CARDS

No. 90 Steamboat	3 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 1/2
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 Boiled	
Hams	31 @ 32
Boiled Hams	41 @ 42
Minc'd Hams	20 @ 21
Bacon	38 @ 46

Sausages

Bologna	18
Liver	13
Frankfort	19
Pork	14 @ 15
Veal	11
Tongue	11
Headcheese	14

Beef

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

Pig's Feet

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

Tripe

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

Casings

Hogs, per lb.	35
Beef, round set	13 @ 20
Beef, middles, set	45 @ 55
Sheep	1 15 @ 1 35

Uncolored Oleomargarine	
Solid Dairy	25 @ 26
Country Rolls	25 @ 29

Canned Meats

Corned Beef, 3 lb.	6 50
Corned Beef, 1 lb.	8 75
Roast Beef, 3 lb.	6 50
Roast Beef, 1 lb.	8 75
Potted Meat, Ham	
Flavor, 1/4	55
Potted Meat, Ham	
Flavor, 1/4	95
Deviled Meat, Ham	
Flavor, 1/4	52
Deviled Meat, Ham	
Flavor, 1/4	1 00
Potted Tongue, 1/4	55
Potted Tongue, 1/4	1 00

RICE

Fancy	
Blue Rose	10 @ 11
Broken	

ROLLED OATS

Monarch, bbls.	10 25
Rolls 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 %	3 00

SAL SODA

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

SALT

Solar Rock	
56 lb. sacks	50
Common	
Granulated, Fine	2 10
Medium, Fine	2 20

SALT FISH

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

Holland Herring

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

Herring

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

Trout

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

Mackerel

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

Lake Herring

8 lbs.	
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SEEDS

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

SHOE BLACKING

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

SNUFF

Swedish Rappee, 10c 8 for	64
Swedish Rappee, 1 lb. gis	60
Norkoping, 10c, 8 for	64
Norkoping, 1 lb. glass	60
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	60

SOAP

Lautz Bros. & Co.	
Acme, 100 cakes	5 40
Big Master 100 blocks	4 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 60
Wool, 10 oz. bars	9 40

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

Washing Powders

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

Soap Powders

Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Rub-No-More	5 60
Nine O'Clock	4 00
Lautz Naphtha, 60s	
Oak Leaf Soap Powder,	
24 pkgs.	4 25
Oak Leaf Soap Powder,	
100 pkgs.	5 50
Queen Anne Soap 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, Cochiti	@ 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

FOOD TRADE REFORMERS.

Their Schemes Usually Fail in This Country.

Every little while there comes to this desk some inquiry as to what difference there is between the famous English co-operative store systems and the co-operative establishments in this country; why the scheme has been a brilliant success in the one country and an almost uniform failure in the other.

Without accurate detailed information as to the organization of the two systems it is hardly worth while to draw comparisons and point out distinctions and differences. Besides, it would be very commonly impossible to make the theorists who are constantly chasing the will-o-the-wisp of making a dollar perform \$1.01 of economic work, understanding the workings of economic law sufficiently to establish the fallacies which are back of their 57 varieties of co-operative or communistic grocery store experiments; it would likewise be useless.

The average consumer—and for that matter a very considerable number of business men who ought to know better, even if politicians don't, or don't want to—is so obsessed with the idea of "food trusts, exorbitant profits, robbery, collusion" and all that that he cannot be made to realize the truth, unless perhaps he displays a reasonable understanding of competition, the essentials of distribution and the elements that go to make up costs of doing business; also the reasons which underlie co-ordinated mercantile links that seem at first glance to be "unnecessary middlemen." Anyway, these things have little or nothing to do with the relative success of British and American co-operative stores, being common, perhaps in modified form, to all stores alike; of whatever type.

It might as well be recognized that "experience is the best teacher," and that the one has succeeded while the other has failed because of a genuine reason—economic and not fanciful. Both systems have grown up in an open field and found their place, which is the best proof that each fits its popular need; otherwise they would not have remained. Why, therefore, undertake, in the face of demonstrated failure the substitution of a misfit theory for a proved success?

But a fair question deserves a fair answer, and without going into any involved comparison of the system let us suggest that students of co-operative schemes look for their answer in the environments of the stores, rather than in the stores themselves. Right there will be found the chief reasons why the Rochdale system has succeeded in England and failed here. The differences between the people and their ideals of food, of service and of living standards are eloquent. In fundamentals there is nothing essentially different in the stores or their methods of doing business.

For instance, the Rochdale stores are peculiarly neighborhood utili-

ties, and neighborhoods in England are much more homogeneous as to character of the people, their home life, their social idealism, their financial resources, their industrial status and their employment than any average community in this country. As a rule the community served by the co-operative stores is one where "service," as it is known to the average American grocer, is not demanded and where the demands of the community are not to be compared with the royal fare of the average American. The people are more of one type and one interest. They have no objection to "cash and carry," and the grocer's bill comes first in their obligations, rather than the movies or similar little conceits of even the humblest American.

The co-operative stores in England were started because private initiative had not commonly furnished the utility. In America the grocer, who has long since proved his efficiency—in spite of all our complaining—must be displaced by something better, and thus far has not been. The writer knows of three stores in an English cotton mill community here, patterned directly after Rochdale stores by men who had worked in Rochdale, and financed in exactly the same way as in England, by the customers. None of them survived long, although one of them preserved the name "co-operative" for many years and was not co-operative beyond the fact that it was owned by a large number of small stockholders, who may (or might not) have been customers. And that is largely true of the English stores to-day.

Popular ideas about co-operative stores are chiefly fallacious because they are based on so many "facts" that are not so, and the Rochdale stores have been badly overdone as economic exhibits. Given the relative purchasing value of a dollar, it is very doubtful if they more nearly cover the community needs than the average grocery store in this country or are really as cheap in their prices as seems on the surface.

There lies on this desk now a recent article from the pen of Charles Thrope, secretary of the New York Retail Grocers' Association—an Englishman born and raised and familiar with his subject who says that the co-operative stores do not undersell the regular stores. He says:

"I noticed last week a well-known trade journal advocating as an antidote for the high cost of living the starting in this city of co-operative stores similar to those in England. It is pretty evident that the writer has never lived in England. If he had he would have known that the co-operative stores as they are run in England raise the cost of food-stuffs instead of lowering them.

"I well remember that when the co-operative store was started in the little village where I was born the price of almost every commodity was one or two cents more than that charged by the village grocer; flour especially do I remember being always 'a penny a stone more' than

the regular grocer charged. Far be it from me to in any way detract from the founding of the co-operative store by the seven workingmen of Rochdale, which has assumed such huge proportions, but the co-operative store, while run economically, as well as taking into consideration the fact that the customers were the owners, had to charge more than the village grocer in order that it could pay the dividend every six months of two shillings to the pound sterling (50 cents on every \$5).

"Another thing that helped the co-operative movement was that the consumer did not go back to the village store when the butter was off color or rancid, or the flour did not raise properly, and such things, you know, were bound to occur when the purchasing committee were mill hands and knew nothing about quality or grade of groceries. No; the consumers took the faulty goods with the remark, 'the next lot will be all right.' The co-operative store

did not lower the cost of living, but it did create a vast army of savings bank depositors through the payment of half yearly dividends."

One fundamental fact which many overlook is the fact that, when the outward forms are stripped aside, we do have co-operative stores in America, just as much as they do in England. Every grocery store is highly co-operative in everything it does, and unless there is manifest evidence that the proprietor is piling up wealth, living in leisure and rolling in ill-gotten gains—the profits (?) go to the customers. Else where do they go?

If You Have Windows.

Local interest window displays are used successfully by a department store in a good sized city. These come about three months apart so that they will not tax the public attention too much. By tying in local happenings to the store's stock the manager increases his sales considerably.

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.

DWINELL-WRIGHT CO.'S

White House

Coffee

and

Teas



The good housekeeper realizes that **WHITE HOUSE COFFEE** means satisfaction to each member of her family.

And White House **TEA** she just dotes on.

Now **YOU'VE** got a **LOT** of these "good housekeepers" in **YOUR** bunch of customers. It is good ethics for you to meet them **MORE** than half way. Take these good things **RIGHT TO THE HOUSE.**

Distributed at Wholesale by
JUDSON GROCER CO.
 GRAND RAPIDS, MICH.

Death of Pioneer Merchant of Mackinac Island.

Mackinac, July 30—Mackinac Island is mourning the death of John W. Davis, the Island's "Grand Old Man," who passed away July 19, at the age of 92 years, five months and twenty-four days, and who had been a resident of this place for fifty-two years.

For the past twenty years January 25 has been a Red Letter day, an institution as it were on the Island. It was the day commonly known as Grandpa Davis's birthday. Friends and neighbors called and absent ones sent congratulations. To the immediate members of the family his invariable reply to their wish for many happy returns was, "No, there cannot be many more, but glad I am for this one."

Not many persons of this strenuous day attain the advanced age of 92 years, and retain their faculties as he did. His life was full of details of more than ordinary interest and all who knew him or his family will enjoy a complete sketch, much of which has been taken from the History of the Northern Peninsula of Michigan. He is listed therein as one of the venerable pioneers of our state.

Capt. John W. Davis was born in Sackett's Harbor, New York, on January 25, 1826. His father, Capt. John Davis, was born in Bordeaux, France, about 1790 or 1791. When a mere boy he was pressed into service by a French man-of-war, but he managed to escape from the ship while it was anchored somewhere on the Atlantic coast. Making his way to the great lakes region, he became a sailor and, in time, the commander of various vessels. In 1819 he married Miss Ann Sager, an American girl of Dutch extraction, at Sackett's Harbor, N. Y. Eleven children were born to them—six sons and five daughters—and of this family "Grandpa Davis" was the last representative. His father and mother both attained a great age, the former died in 1877 at 87 years of age, and his mother in 1893 at 93.

The call of the sea was in the Davis blood, for at the early age of 16, Mr. Davis became a sailor on the Great Lakes on the Potomac, a vessel plying between Chicago and Oswego. The now great metropolis was then a mere village and when reminiscing he often recalled the various hunting trips he made while his vessel was in port, for quail, partridge and other game in what is now the heart of the South side. His industry and perseverance won several rapid promotions and he finally commanded the brig Hampton.

In 1848 he married at Oswego, N. Y., Miss Belle Priscilla King, a young woman whose early years were spent in Vermont. Three children blessed the union, the eldest, a daughter, dying when 12 years old. John D. and Ray C. are residents of the Island. Like his father he gave up sailing for farming and in 1856 located on a farm in Wisconsin, remaining there for nine years, when he went back to New York, where he lived for about a year. For two years after coming to the Island he sailed a vessel, the C. S. Abel, in partnership with his brother, Lafayette Davis. As fishing was the chief industry in those days, it was but natural that a man of his keenness and foresight should engage in it, and gradually widen his efforts until a general retail merchandise enterprise was the culmination, the well known Davis store now conducted by his sons, John and Ray. This is the most convincing evidence that their father was a real business man, for the policy he instituted has been pursued even after he retired from it, which he did in 1900. Having purchased the beautiful home known as the St. Cloud place in 1885, his last years

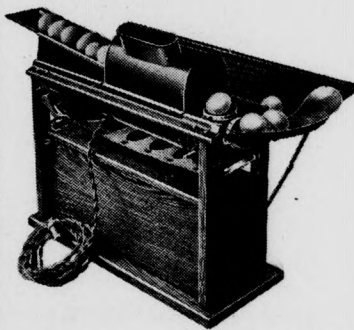
were spent in making it more beautiful. When a business problem was to be solved, under the shade of its beautiful trees, or in his great armchair, there father pondered over it and his wise counsel was sought and acted upon by his sons, almost until the illness which ended fatally.

Mr. Davis never sought a political office, but he supported staunchly the Republican party. For many years failing sight prevented him from enjoying the great pleasures to be found in literature, but the questions of the day were read to him, and he was fully alive to their import.

Find Sugar Substitutes for Bottlers.

Methods of reducing the consumption of sugar in soft drinks have been worked out by the Bureau of Chemistry, United States Department of Agriculture, which is now co-operating with producers throughout the United States. The bureau has prepared directions for making soft drinks which include formulas that utilize substitute sweet materials such as corn sirup (ordinary glucose), corn sugar, maltose sirup, honey and high-grade refiner's sirup. By following these directions, which are being distributed among bottlers the actual sugar content in soft drinks can be cut to 50 per cent. or less. A saving of approximately 50,000 tons of sugar annually, is thus possible, it is estimated, and at the same time the customary taste and quality of the beverage can be preserved. It is estimated that there are 110,000 producers of soft drinks in the United States, employing 2,000,000 workers, and having a total capitalization of \$250,000,000.

The "Little Gem" Egg Tester



Write for catalogue and prices

S. J. Fish Egg Tester Co.

Agents Wanted Jackson, Mich.

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.

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, Battle Creek, Michigan. 852

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

For Sale—Clean, up-to-date stock; hardware, stoves and paints; also fixtures; corner location; best in city; established 1847; population about 12,000; inventory about \$10,000. If you want something good, get busy. No trade. Location, Holland, Michigan. Address J. A. Vanderveen. 854

Drug Store—Good corner location; business on a paying basis; no dead stock; no cutting; sixty-nine years old; too much responsibility for my strength and wish to retire. Chris Garver, Bloomington, Ill. 855

Refrigerating Machine For Sale—We have small, used refrigerating machines, traded in on larger ones, we can guarantee and erect completely at about one-half price. H. A. Born Co., Chicago. 856

For Sale—Stock of shoes and men's furnishings in town of 1,000. Only stock of the kind in town. Wish to retire from business. Address No. 857, care Michigan Tradesman for location. 857

For Sale or Exchange—A cheese factory outfit consisting of Steeltong 800 gallon vat, Steeltong press agitator and weigh tank, 400 Twin and Young American cheese boxes. All for \$200.00 f. o. b. Address, L. Rosauer, New Hampton, Iowa. 858

For Sale—Old established clean grocery business located on main street of Battle Creek. Annual sales \$50,000. Rent reasonable. Purchaser must have \$4,000 cash. Reason for selling, owner has other business. L. D. Hobbs, Battle Creek, Mich. 859

For Sale—My restaurant, complete stock and fixtures; \$300 cash; reason for selling, joining army. Harry Bronwell, Portland, Mich. 860

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. Olan, Blackwell, Oklahoma. 861

Wanted—To hear from owner of good business for sale. C. C. Shepard, Minneapolis, Minnesota. 862

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. 863

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. 864

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. 865

Wanted—Several millwrights, setters and carriage riders. Wire or come at once. Can also use millmen, woodsmen, piecemakers, cordwood choppers, etc. Good wages, steady work. I. Stephenson Co. Trustees, Wells, Michigan. 866

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. 867

On account of draft I offer my fine bakery outfit for half price. Write or call. John Nolet, 11 Western Ave., Muskegon, Michigan. 868

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. 869

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. Anning, 387 New York street, Aurora, Illinois. 847

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

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

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. 854

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

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

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

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 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**

One Delivery Cuts Costs and Conserves.

According to a statement of the Conservation Division of the War Industries Board the restriction of deliveries to one a day over the same route has many advantages in the saving which is effected for the merchants adopting that plan. This statement is made after carefully compiled reports from stores that have made the change in different parts of the country and covering diversified interests and conditions.

The Conservation Division points out that where merchants adhere to their own delivery system they are advised to restrict such deliveries and they are recommended to confine their efforts, so far as possible, to the central sections and to adopt the co-operative plan for suburban service, thus saving long trips of many partially loaded vehicles. This advice is given to dealers in the larger cities and can be applied with equal force to country merchants who could combine their deliveries and lessen the cost.

As to what the one delivery a day does not mean, the Conservation Division says:

1. That all delivery vehicles will leave the store at one time.
2. That each wagon or truck will make only one trip each day and be idle after that trip until the next day.
3. That delivery men will have to work longer hours than when there are several deliveries a day. The hours of labor may be regulated quite as easily under the new system as under the old. The one-delivery-a-day plan may cut out late deliveries, thus in some cases shortening the delivery men's day.
4. That delivery work in the store will be more complicated. Rather the reverse will be true.
5. In pointing out what it means and the advantages accruing therefrom, this branch of the Government having to do with conserving labor and equipment, says:
 1. That no wagon or truck will go to the same house nor over the same route more than once a day.
 2. That each vehicle may leave the store as many times a day as need be, but each trip will be over a different route.
 3. That there will be a shorter average distance between stops, because all the goods that were delivered to a route on two or more trips will now be delivered on one.
 4. That the territory may therefore have to be re-divided into shorter routes.
 5. That even if the number of routes is increased and even if the vehicles make more trips, fewer vehicles and men will generally be required to handle the same volume of deliveries, because all duplication of work will be eliminated and density of stops will be greater.
 6. That the total mileage will be less.
 7. That gasoline, now in such great demand for war use, will thus be conserved.
 8. That total depreciation on equip-

ment will be less than with more deliveries a day.

9. That, for example, where Wagon A went three times a day over Route A, Wagon B three times a day over Route B, and Wagon C three times a day over Route C, making nine trips in all, each route may be shortened, say a third, so that one of the wagons can make all the deliveries on it in one trip a day, the trip taking up only half a day. Routes A, B, and C may thus be re-divided into approximately four new routes. Wagon A may make one trip over Route A and another trip over Route B. Wagon B may make one trip over Route C and one trip over Route D. Wagon C would be displaced entirely and its driver not needed.

Activities in Michigan Cities.

Written for the Tradesman.

Pontiac's newest factory, the Rex Tool and Machine Co., has Government orders which will keep it working night and day for the next twelve months.

Battle Creek is to have an agent to see that local manufacturing plants doing war work have sufficient employees. The Government aids in the matter, but the Battle Creek Chamber of Commerce makes the appointment and pays the salary.

Pontiac has six playgrounds under supervision this season or double the number in use last summer.

The Reo Motor Co., at Lansing, has started work on its Government contract for 3,000 artillery tractors. The truck plant, covering nearly five acres, will be used exclusively for tractor production.

Gas rates at Ionia were raised 10 cents per thousand feet last September and will be raised 15 cents more Aug. 1.

Machinery is being installed at the Wolverine tractor plant, at Saginaw. Manufacturing will begin Sept. 1.

Grand Ledge will vote on the proposition to bond for \$20,000 to buy the Islands and the camp ground property.

The Gratiot Foundry Co., at St. Louis, has voted \$15,000 to add new equipment, so that the output may be tripled.

Detroit, the largest dry city in America, is prospering during the drouth. Arrests show a drop from 10,000 to 4,000 for May and June, as against the same period this year. Banks show fast increasing deposits, payments on the third Liberty loan are promptly made, mortgages are being paid more rapidly, living conditions are 50 per cent. better and the efficiency of factory workers has been greatly increased.

Grand Ledge has permitted its gas company to raise its rates 50 cents, making the rate \$2 per 1,000 cubic feet.

Allegan is holding its own, the recent school census showing 984 children—exactly the same number found last year.

The Osceola County Board of Commerce will hold its annual meeting Aug. 16 at Hersey.

The Welch Grape Juice Co., of New York, has bought property at

Lawton and will establish a juice factory there.

Motor truck transportation and rural trucking service has been started between Saginaw and Flint, Bay City and Midland, Alma, Caro and intermediate points. A rural express route will probably be opened between Grand Rapids and Belding. Three motor express lines are proposed out of Manistee, one running to Ludington, one to Bear Lake and one to Onkama. Motor truck service will soon be operating out of Detroit across the State. Coldwater recently received its first truck load of freight from Detroit, these trucks running every other day for the present. A large central freight station will be built in Coldwater.

Almond Griffen.

Work With Your Competitor.

Some retailers doubtless think their local store competition is pretty strong. But we fear too often the competition is merely stronger in saying harsh things of one another than in offering actual betterments in merchandising.

Now, read that over, and get it straight.

In plain English, it paints a true word picture of conditions in too many towns. Too many retailers are doing business without knowing their competitors. Co-operation to bring more business to town is lacking for the reason too many merchants are too small in their ideas of doing business to see that more business for one means more business for all—as under the most favorable conditions no one merchant is so well liked that he can expect a monopoly.

If you are to succeed in a big way, know your competitor and work with him. Work with him to better civic conditions in your town, swap ideas with him, let him know that you are ready to do the right thing and know that he is capable of doing nothing less. If you show the right spirit, and impress the public with the idea your town is a market with competition big in scope, backed up by men with big ideas and capable of making the "best market place," the public is likely to take you at your own valuation and all will profit.

Go around today and see that competitor of yours. Ask him to join you in a Fall Fashion Display, a Corn Show, or some other fall event to draw more trade to your town. Give him your ideas of what you think should be done—maybe he has one big idea that has just hatched that will be worth a lot of money to you. Gold mines are sometimes discovered in the most unexpected places.

War and Trade and Economy.

The man in charge of the decorating department of a big store was talking.

"This war certainly has created some funny situations in our business," he said. "Not long ago one of our customers came into the shop and announced that she needed some new rugs. This woman had been an

excellent customer, so I went with her personally to the rug department. She looked at rug after rug, and finally decided that nothing there quite satisfied her. Finally she demanded that we show her some Austrian rugs.

"But we have none, madam," said the clerk.

"Why not?" asked the customer.

"Why, on account of the war, madam," I broke in.

"What utter nonsense!" snapped the woman. "Austrian rugs are what I want and Austrian rugs are what I mean to have, war or no war!" and turning on her heel left the department with the impression that we were deliberately doing her out of her rugs.

"Another day. Another woman. This one wanted window shades. I had the clerk show her the quality of shade known to the trade as Austrian shades. This woman's indignation knew no bounds. She would see the superintendent at once. She would have her husband see that the proprietor knew that his clerks were trying to foist on the patient, long suffering American customer German or Austrian goods. We in the department felt lucky that we were not shot at once for spies.

"In another part of the store through which I happened to be passing there was a woman purchasing some sort of necklace. It looked to be rather pretty, and evidently the woman thought so, for she had taken out her purse and was instructing the girl where to send it, when somewhere in the goods she saw the name Germany. She threw it down as though it were poison.

"I'm sorry," she said, 'but I have changed my mind,' and walked out of the store with the exalted air of one who had done a noble thing. And doubtless that was the way she felt.

"Ain't she the crazy gink?" said the shop girl."

BUSINESS CHANCES.

For Sale—Standard adding and listing machine in good condition. Capacity 99,999,999.99. H. O. Miller, Eaton Rapids, Michigan. 861

For Sale—Cheese factory in Southern Idaho. 3,000 to 5,000 pounds milk. Equipment used only one season. Exceptional opportunity for cheese maker wanting business for himself. \$2,000 down and balance your own terms. Address: Sterling Creamery, Twin Falls, Idaho. 862

Dry goods salesmen wanted for a number of our stores in Illinois and Wisconsin. Men that are not in the draft; splendid opportunities for men that can sell goods and use their heads. Address, The McAllister Stores Co., 208 So. LaSalle St., Chicago, Illinois. 863

Stock of General Merchandise and Fixtures For Sale

Only store in manufacturing village of 600 inhabitants located in good farming and dairy country. Will sell with or without buildings. Annual business sixty thousand dollars. Accounts collected through local industries. Other business interests make it necessary to sell.

Marathon Paper Mills Company, Rothschild, Wis.