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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 7, 1918

Number 1820

The Unspeakable Hun

Strike down! Strike down the hideous thing
That trails o'er the quivering earth—
That poisons the world with its venomous sting
And stifles the soul in its birth!

Strike down the monster that darkens the land
And scourges with pitiless blow;
That kindles destruction with treacherous hand
And gloats over sorrow and woe!

Strike down the specter that riddles the air
With death-dealing missiles unseen;
That murders the feeble, the young and the fair
And mangles the pure and the clean!

Strike down the horrible thing of the deep
That steals 'neath the shuddering wave;
That strangles sweet lives in their innocent sleep
And roars o'er their watery grave!

The season of waiting is more than gone by,
And reckoning swift must be done;
Arise! Sons of Freedom! with "Vengeance" your cry,
And down with the merciless Hun!

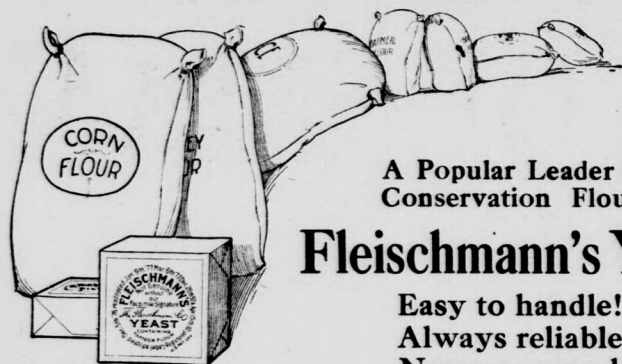
Arise for the sake of the living and dead;
Unite all your powers in one;
With banners of Righteousness borne overhead
Strike down the unspeakable Hun!

And strike, full determined mankind to make free,
With fire and with sword and with gun—
That Heaven may hurl an eternal decree
O'erwhelming the damnable Hun!

Corwin P. Rees, Rear Admiral U. S. N.

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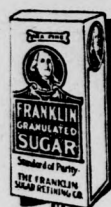
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ing point fractions to insure smooth acceleration—and the
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knowledge.

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Chicago

U. S. A.

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MICHIGAN TRADESMAN(Unlike any other paper.)
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five years or more old, \$1.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**METHOD IN HUN MADNESS.**

The choir of Beauvais, the nave of Amiens, the portal of Rheims and the towers of Chartres would together make the finest cathedral in the world, wrote Herr Baedeker in one of his much-read guide books.

Germany has only one cathedral worthy the name—that at Cologne. That is why she is destroying French cathedrals. Germany looks ahead. She destroys French cathedrals now and says it is part of the fortune of war. But she has a more mercenary reason. She thinks that after the war, with all the other grand cathedrals in Europe destroyed, the thousands who have come from far parts of the world to see the cathedrals of France will go to see her cathedral at Cologne. It is business. Compared to other cathedrals, the Cologne cathedral is mediocre, but with the others gone it will rank among the great cathedrals of the world.

Centuries of painstaking labor, millions of dollars and the prayers and thoughts of millions of human beings have gone into the building of the grand edifices which Germans' cannon crumble in a few hours. The four famous cathedrals of France are rich in world associations, in the history of nation and church. Hundreds of little churches in as many towns and villages, some hallowed by as many centuries of worship as the cathedrals, also have their memories. They are being leveled by the same ruthless destroyer. Verdun, Nancy, Soissons, Compiègne, Arras, down to the modest houses of worship in the wayside villages are in the list for which there some day must be an accounting.

Of the four famous cathedrals Rheims was the first to come within range of the German artillery. The story of its destruction has been told again and again. The first drive this spring brought the Germans within shelling distance of Amiens. Already the big shells and airplane bombs

have torn gaping holes in its walls and one has only to pass through the streets of that deserted city, which four years ago had a population of 93,207, and to view the empty houses crushed and fallen into the streets, to realize that it is doomed. Beauvais is still beyond range of the cannon, but airplanes can fly over it in the dark of night. Its cathedral windows are shattered, and workmen are removing the famous carved oaken doors and rich tapestries to places of safety. Chartres is beyond Paris. It seems safe.

In the light of this knowledge, two things must be done—Cologne must be destroyed and decent people everywhere must register a solemn vow never to set foot on German soil, never to speak to a German, never to buy anything from a German, never to buy anything made in Germany, never to read a German book or sing a German song, never to listen to German music; in short, to utterly obliterate everything German as long as life lasts. And every child and grandchild should be taught that this ostracism is to be maintained for time and eternity. After that we need not worry, for there will be no Germans in heaven.

THE MODERN BORGIA.

Bertha Krupp, Bloody Bill Kaiser and his family own the Krupp works at Essen.

Bloody Bill has conferred on Bertha Krupp the power of life and death over her "subjects"—by which is meant her 150,000 employees. She has wider opportunity for carrying on secret cruelty and private vengeance than any other woman who ever lived. Evidence is not lacking that she exercises her prerogative to the fullest extent. She holds court in a secret dungeon beneath her palatial home and acts in the capacity of both judge and jury, from whose sentence there is no appeal. She tries all kinds of offences and the penalty is invariably death.

This re-establishment of serfdom was proclaimed by the Kaiser. At the same time he stated that this ideal condition—ideal from the autocratic standpoint—would become universal all over the empire as soon as the war ended.

The American people should find a new name for the German word "kindergarten," which is too suggestive of blood and lust to permit its retention in a country peopled with freemen and lovers of liberty. Some may use the word thoughtlessly, but no true friend of America will ever again utter any word which smacks of Germany and her infamous people.

WOOL AND WOOLENS.

When it comes to wool the situation is not quite so clear, but it seems to be beyond question that there is not likely to be any dearth of raw material. The latest month for which data on wool imports are available is May. In that month nearly 60,000,000 pounds were imported. The total imports for the first five months of the calendar year were 212,910,944 pounds, and these imports are on the increase. The earlier figures showing there would be available for use in this country during the present year at least 1,200,000,000 pounds, are quite conservative. Nor does it seem likely, from present indications, that over 750,000,000 pounds of virgin wool will be consumed in the mills. A greater control by the Government of the raw material is shown in the announcement that it will do its buying direct in Argentina, instead of merely exercising an option to take the wool on its arrival in this country. As regards fabrics, a kind of census has been taken showing the quantity made up. The figures, for some reason or none, are not to be made public, but from official quarters it is declared that there are plenty of fabrics. It is certain that there has been much hoarding of cloths and an artificial scarcity has been created. This condition has been at its worst and it is apparent that it cannot continue. The speculators will, in all likelihood, be forced to disgorge before the needs for the next lightweight season have to be filled. It is also reasonably certain that no excuse for further price advances in fabrics will be worthy of attention.

PHANTOM ARMIES.

Inconsistency being the hobgoblin of small souls only, it is easy for the German military critics to speak of the non-existent American army as now being driven forward to slaughter by the wily and unscrupulous French. The phrase "like Brusiloff" occurs with suspicious regularity; evidently the word has gone out to Berlin editors, "play up Brusiloff and his terrific casualties." "American cannon fodder" and casualties of a "hundred thousand" are the prescribed tune for the German news acrobats. If you believe the Salzmanns and others, the proud German army has been badly beaten by an aggregation of untrained Americans and "black men" from Senegal and Indo-China; another inconsistency which we will not be cruel enough to press on a nation that has other things to worry over. The trick is a clumsy one, and yet likely to be effective in its brutal fashion, if the impression should really go forth that

France is now playing for victory by sending Americans and "black men" —cheap cannon-fodder—into the battle. Nearly four years ago the German press artists began to speak of France's colored troops as if all of France's own sons were already accounted for or else refused to pay the toll of battle. But it is only the brutal German mind, so blind to the elementary moral perceptions, so devoid of humor, that would think of bringing this charge against a people that has poured out its blood for civilization, on its native fields and wherever the Germanic danger threatened—in Belgium, in Italy, in Serbia, in Gallipoli, in Albania. If it is not French arms that are now driving the invader back, then all the more glory to the might of French genius which can win victory with phantom armies.

CANNED GOODS SITUATION.

Buyers of canned goods see no reason why they should anticipate their requirements under prevailing conditions. Price considerations are not controlling this year and it is, therefore, only a question of quantity. Where there has been any anxiety on this score, as in the case of Maine corn or early June peas or of tuna fish or canned fruit, bookings have been sufficient to absorb the output at once. But as to other items such as Eastern tomatoes, there has been no anxiety shown and local jobbers, for instance, have booked less than they have ever done before at this time. The effect of this is shown in the reduction in the price from \$2.10 which has prevailed for a good part of the time, down to \$2 and at this writing it seems as if it would be difficult for canners to maintain even that figure. Apparently there are levels beyond which the public will not go even though prices have been approved by the Food Administration. This has been strikingly illustrated in the case of sardines which are now generally quoted 50c below the maximum price approved by the Government, with persistent rumors of cutting below even these figures. The pack is a larger one this year than last and it is intimated that it is possible to save as much as 25c a case by simply skimping on the quantity of oil, so that at the present price of cottonseed oil 25c a case can be quickly saved.

The demand for sweaters is unchanged from the past week. Retailers are doing better than they did some time ago, but there is no particular snap to the buying, and this is being reflected in wholesale and mill quarters.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault St. Marie, Aug. 5—C. B. Trowbridge, for the past two years manager of the Grinnell Bros. music store here, has been made manager of the whole copper country district. Mr. Trowbridge has made many friends while in the Soo who will regret his departure, but wish him every success in his new field. He was an active member of the Soo's Boosters Club, which helped much to put grin into Grinnell Bros.

"The best preparation for a hard day's work is a good night's sleep."

According to reports from St. Ignace, the good road building is responsible for much agricultural activity. With the extension of the road much clearing is being done and the land is being put in condition for crops. The only anxiety felt at St. Ignace now is the small allotment of coal to be shipped for that port at the present time, but with the added supply of wood caused by the clearing of the land, there is no immediate danger.

The Mackinaw Islanders received their first visit from a hydroplane last Sunday afternoon. The entire population gathered on the beach or docks, to feast their eyes in wonderment at the monster plane which flew through the air with the grace and fleetness of a bird and plowed the waters as well. The machine was a Curtis hydroplane, owned and driven by Mr. Judson, of Muskegon, who was accompanied by two passengers. Mr. Judson stated that he had left Grand Haven Sunday afternoon, stopping at Harbor Springs and taking in the town on his way to the Island, the running time from Grand Haven to Mackinac being two hours and forty-five minutes. The trip from Harbor Springs to the Island was made in thirty minutes, the distance being about sixty miles. The party spent several hours on the Island, leaving at 6 o'clock for Charlevoix, where they put up for the night.

Fishing at the Snows without a fishing license is not what it is cracked up to be. One of the guests at the Islington neglected to get his fishing license before starting out and the game warden took him in. He was, however, let off after parting with some of his long green, so as to make the capture as painless as possible.

The hotel business at the Snows and Mackinac Island has not been as good as it might be, but they are looking for a good trade during August.

"Hard luck seems to follow some people because it knows they won't make much of an effort to get away."

The Soo Times, for the past seventeen years under the management and ownership of W. H. Ragan, changed hands last week and was taken over by the Soo Times Publishing Co., an organization of well-known local business and professional men. The Soo Times Publishing Co. at that time purchased the job printing office and business formerly conducted by Norman L. Martin. The new company will continue the publication of the Times and also do a general book and job printing business as well. Norman L. Martin will be the managing editor and W. H. Crowe will be the superintendent of the printing department. The Times will be conducted as a Republican newspaper and it will always be a booster for everything that it believes will be for the best interests of the Soo and Chippewa county.

Barish Bros., for the past few years in the ladies and men's furnishing goods business, have outgrown their present quarters and are making extensive improvements in their business block on Ashmun street. The

block formerly contained two stores, which will be put into one, the partitions being torn out and improvements made so that the entire ground floor will be used by Barish Bros.

Mrs. Clarke Martin, who for many years conducted a millinery establishment at 319 Ashmun street, has moved into larger quarters at 327 Ashmun street. The new store is completely remodeled and redecorated and will be one of the finest establishments of its kind in Cloverland.

"When opportunity knocks at your door, do you say 'come in' or 'call again?'"

L. Burcham, who has conducted a barber shop in the basement of the Adams building for some months, has become associated with Elliott Young in the same line of business at 507 Ashmun street.

W. B. Robertson, the well-known shoe repair establishment, has been moved to 213 Ashmun street, into

Belle, daughter of Mr. and Mrs. J. LaBelle, of Johnswood, Drummond Island, became the bride of T. Otto O'Gorman. After a sumptuous wedding feast, the party enjoyed a trip around Drummond Island in Mr. LaBelle's commodious yacht, Diana. Many out of town guests were present and the young couple received the congratulations of their numerous friends, wishing them a bright and happy future.

The Soo will observe the civic holiday here on Wednesday. The Soo Driving Club will provide interesting sport in the form of horse races at the Chippewa county fair grounds. Some of the speediest animals in the country will be entered.

"A defective stomach keeps more people awake than a guilty conscience." William G. Tapert.

Gabby Gleanings from Grand Rapids.

Grand Rapids, Aug. 6—The Worden Grocer Company's office and

A SACRED TRUST.

Where is the sky so blue, the world so fair
As in America?
Throughout the length and breadth of this fair land
From golden orange groves to snow clad peaks.
Where eagles wheel their flight, all hearts are one.
United now we stand—the sons of those
Who gave their lives to make our Freedom live.
Can we do less?

Will not this sacrifice
But prove our right to bear the honored name
American; but prove our right to stand
Beneath those starry folds so freely flung
O'er rich and poor alike?

And every alien
Who seeks protection from Autocracy
Finds on these beckoning shores a safer refuge;
Finds what our Fathers came here to establish.
Freedom to worship God in his own way,
While Freedom's flag waves over all alike—
All brothers, all Americans, all one
In spirit, and in courage and in love.

Shall this dear flag, dyed with the crimson blood
Of Heroes, and whose every stripe and star
Means Honor, Justice and Equality,
Be lowered by the filthy blood-stained hands
Of German conquerors?

No! That flag
Which never has gone forth unto defeat
Since it was given us, a Sacred Trust,
Victorious shall go forth across the sea
Victorious shall remain, forever more.

Eleanor Blair Greene.

larger quarters necessitated by the increasing business.

Word was received through F. J. Allison that the well-known Chas. Hasse, traveler for the National Biscuit Company, has been too busy for the past three months to send in any news items, but sent in his card, "Uneeda Biscuit," instead.

Among the many business changes which are recently taking place in the Soo is that of the Gerry Press, which expects to move from its present location, 201 Ashmun street, to its new quarters, 213 Ashmun street, which is being remodeled to accommodate the new tenant.

John E. Andary, proprietor of the Soo corner store, expects to move next week into the new location on the corner of Portage and Bingham avenue, which has been remodeled and put in shape for the opening in the near future.

We read that Andrew Carnegie recently gave away his seven thousandth organ. I would seem as if he had only his heart left.

The Dixie garage, formerly known as the Chippewa Automobile Co., has been purchased by Booth Bros., who will continue to conduct it as a repair shop and automobile livery.

Last Wednesday Miss Doris La-

sales force will have a picnic at Gun Lake. Arrangements for the entertainment will be in charge of the men, while the young ladies will have charge of the eats. We sincerely hope that the eats will not get any of the young ladies in wrong with Mr. Hoover. The trip to Gun Lake will be made by automobile.

E. E. Kraai, who covers Holland, Muskegon and Grand Haven territory for the Worden Grocer Company, is covering his territory with a new Dodge car. Mr. Kraai figures that in this way he will be able to sell an extra \$100,000 worth of merchandise by not having to wait for trains and interurbans. It has been said that "a word to the wise is sufficient," and the author of Gabby Gleanings wants to impress upon the mind of every new driver, including Mr. Kraai, the fact that telegraph poles and fences are in the habit of growing very close to the center of the road.

Tom Remmink, of Graafschap, wants to correct Gabby Gleanings of last week. He says the brand new girl is a boy. It is the opinion of the author of Gabby Gleanings that Mr. Remmink ought to have been in possession of this information in the first place.

E. J. Hart, who has charge of the tea department of the Worden Grocer Company, and has been spending the last three weeks taking the baths at Mount Clemens, is back on the job again. If Mr. Hart feels as good as he looks, the writer can see no reason why he should not live to enjoy the privileges of life and good health for a good many years to come.

The date set for the big U. C. T. doings is Sept. 7. All members of No. 131 please watch the calendar and the Tradesman.

Arthur Cox, who was formerly in business on the West side, has made arrangements to open a first-class grocery store at 45 Ionia avenue. Mr. Cox expects to begin doing business about Sept. 1.

John D. Martin is justly proud of the work done by his band of "willing workers for the Red Cross" (his daughters Carolyn and Esther, and their two chums, Catherine Sullivan and Esther Akeley). John bought for his two girls a couple of the naper swaggar knitting bags that have been on sale for some time at different places in the city, and talked it over with the girls about making some, and canvass the different furniture buildings during the July market, and turn the proceeds in to the Red Cross. The girls agreed, and the next thing was to get all the materials furnished, so the entire proceeds could be handed over to Mrs. F. J. Perkins, of the Red Cross. A call on Mr. S. J. Hufford, of the C. W. Mills Paper Co., resulted in "Sol" delivering a large bundle of bags, the size required. Mr. McBurney, of the Michigan Seating Co., was appealed to, and a supply of heavy paper cord for the handles was the result. Then Will Hine, of the Bixby Office Supply Co., loaded the "willing workers" with library paste to stick the pictures on the bags. The veranda of the Martin home for the next few days was the scene of much activity, cutting out and sticking the pictures on the bags. "But how are we going to put the handles on?" was the girls' quandary. So away went John and the girls to see Roy Randall, of the Tradesman. "Sure," said Roy, "we'll put 'em on." Through the courtesy of the managers of the Furniture Temple, Keeler furniture exhibition building, the Furniture Exposition Building, the Manufacturers Building, and the Furniture Exchange, the girls were allowed to go through each building, with the result that \$60 was turned over to Mrs. Perkins. The girls are still making bags, for their objective point is \$40 more to get from the sales they expect to make, which will make their doing their bit for the Red Cross an even \$100.

Mrs. Homer Bradfield has so far recovered from her recent illness as to be able to accompany Homer on some of his territory in the auto this week.

Dr. C. M. Taylor, Supreme Surgeon, and Charles A. Hebbard, Supreme Auditor of the United Commercial Travelers, were in Grand Rapids on official business last week.

Some of the signs we see in our travels read like this,

Go to Heaven for Flowers.
Charles Heaven,
Florist,
Benton Harbor, Michigan.
We Feed the Babies.
Barlow Bros.,
Dairy,
St. Joseph, Michigan.
Clothes cleaned and repaired in
the rear.
(A Grand Rapids Sign.)
U. Ketchum & I. Cheatum,
Clothiers,
Halstead St., Chicago, Ill.
"The Irishman and the Jew"
(Joy & Netzorg)
Kalkaska, Michigan.
Take this car to the House of David.

(Sign on a street car in Benton Harbor, Mich.)

O. B. Joy,
Undertaker,
Lansing, Mich.

Walter S. Lawton left Sunday night for the Upper Peninsula where he will spend a month calling on the trade of the Dr. Miles Medical Co. in that territory. This is the first time Walter has crossed the Straits for twenty years. The territory is ordinarily covered by the Wisconsin representative of the house, but he has been transferred to Iowa temporarily and Walter has had the upper Peninsula added to his bailiwick.

Claude R. Lawton has returned from Chicago, where he consulted a distinguished specialist regarding his condition. The decision is that his trouble is due to an infection back of the eyes, which can be reached only by an operation through the mouth and nose. Dr. Welch is in charge of the case and will see that Claude has the best attention that surgical skill can command.

William Cooper, who purchased the Phenix Hotel, at Edmore, May 1, has thoroughly renovated the premises. He has redecorated and refurnished the hotel complete, making a house which the most fastidious commercial traveler will appreciate.

George V. McConnell (W. H. Hill Co.) had more fun than a box of monkeys one day last week when he undertook to buy \$100 worth of Thrift stamps from each one of ten different booths on the street. The consternation of the young ladies in charge of the booths over their inability to avail themselves of Mr. McConnell's prodigality was a sight to behold.

Mr. and Mrs. J. J. Dooley have returned from a three weeks' auto trip through Ohio, Indiana and Michigan. They report a nice trip through a splendid agricultural country, growing mostly corn, oats and wheat. The crop yield is the best in a half dozen years in Ohio and Indiana. They covered about 1,000 miles and made short stops at Detroit, Cedar Point, Sandusky, Dayton and Ft. Wayne. John reports remarkable good roads in Ohio and Indiana, but has not much to say about the Michigan roads.

Allen F. Rockwell, with the Brown & Sehler Co., and wife and son, Bertron, have been spending two weeks at Beachwood Resort, Wall Lake. While there they entertained Dr. and Mrs. R. Hanson De Caux, of Grand Rapids, for a few days. Rocky also got into close communication with the finny tribe. According to Mr. Rockwell's observations, it is a tribe of dwarfs which inhabits most of the lakes and rivers of Michigan. Mrs. Rockwell broke all records for catching bullheads, while Rocky specialized on dog fish. D. F. Helmer.

Housewife Solves Sugar Supply.

The problem of Hooverizing on sugar has been solved by at least one Yakima (Wash.) housewife. She measures out the family's sugar supply for the week, dividing each member's share in jelly glasses. The glasses are labeled with the name of the allottee and are used on the table in place of the regular sugar bowl. The scheme has worked successfully.

Pennsylvania Grocers to Be Denied Sugar.

Forty grocers in Reading and Berks, Penn., for failure to apply for their sugar certificates before July 15, the day on which expired the time given by the Government for that purpose, will receive no more sugar after Aug. 1, probably for the duration of the war.

Pay Nothing More and Stand Pat.

Kalamazoo, Aug. 5—We read with interest an article in last week's issue of the Tradesman relative to the case of Donald Richards Co. vs. Mr. Venema.

We also are one of their victims, and after realizing that we had been misled, we endeavored to get out of it by refusing to make payment of the notes; but as we did not desire to get into trouble by going to the expense of a lawsuit, we have paid some of the notes as they have matured.

Our case is exactly as put up to Mr. Venema, word for word, and after reading this article, we would like to ask you for advice.

We still owe \$37.20, but as it is like pulling teeth to pay this, in view of the court's decision, is it advisable to pay the balance or is there a way out of paying and getting a refund?

We have the goods still on hand, but they are no good. They do not sell.

We would very much appreciate any advice you could give us in this matter, as we feel we are simply paying out money for something which is a fake. M. Ruster & Sons.

The advice of the Tradesman would be to pay nothing more and stand pat. In face of the remarkable decision of the Michigan Supreme Court, published verbatim in last week's paper, no lawyer of character or standing will undertake to prosecute a case for the Iowa City fakers.

So far as a refund is concerned, that would be a difficult matter unless some member of the house could be caught in Michigan long enough to obtain service. Until the effect of the sweeping decision obtained by Mr. Venema wears off and is forgotten, it is safe to say that no member of the concern will darken the threshold of this State.

Sugar Card Only Check on Greedy Germans.

A general dealer in a town less than a dozen miles from Grand Rapids writes the Tradesman as follows:

Aug. 3—I read with interest the letter published in the last Tradesman from a merchant who is located in the center of a strong German settlement. I am situated in identically the same position as he is and can heartily corroborate all he says regarding the unpatriotic attitude of German farmers in general. I honestly believe there are twenty German farmers within five miles of my store who have at least 100 pounds of sugar apiece hoarded in their homes. They buy 5 pounds of my peddling wagon, 5 pounds of my neighbor's peddling wagon and 5 pounds from the peddler who goes by from the next town. They slip over to neighboring villages every Saturday night and purchase 5 pounds from every dealer who will let them have sugar. Then they boast about the way in which they have beaten Hoover at his own game!

I am half German myself, but I thank God I am not ALL HOG and that the half of me which is not German is enough in the ascendancy to prevent my being a liar and a traitor to my country, as most of my German customers have proven to be.

My experience in living up to the Hoover rulings leads me to the same conclusion the Tradesman is committed to—that the only practical method of shutting off the piggish tendencies of the German farmer is the county sugar card. Of course, crooked Germans who ape the dishonest methods of the Kaiser will find some way to beat the card system, but the restriction will act as a

check to some extent, at least, and prevent such a large accumulation of surplus sugar in the hands of consumers.

Bloody Bill Hanged By Detroit Grocers.

Detroit, Aug. 5—At Tashmoo Park last Wednesday afternoon, after a fair and impartial trial, at which W. J. Cusick was judge and M. J. Maloney foreman of the jury, Kaiser William of Germany was sentenced to be hanged and his execution in effigy and in full military uniform was carried out amidst impressive and solemn ceremonies. Following the obsequies, some fifteen hundred men, women and children who were present joined in singing "Over There" and "The Star Spangled Banner."

An essay contributed by Roy R. Fuller, of 111 Bethune avenue, containing five reasons why the kaiser should be hanged, was read during the ceremony. This essay, which won the first prize of \$25, was as follows:

1. The Kaiser should be hanged because he started this world war and has been the cause of the death of hundreds of thousands of men. In some states a man is hanged when he commits one murder. The kaiser therefore certainly deserves the same fate.

2. Because he hasn't got sense enough to see that his cause is hopeless, nor to see the advisability of giving up the struggle. Our Sammies, however, are going to make him do it anyway.

3. Because he is inhuman and no such inhuman monster should be allowed to remain on earth. He should be sent straight to his rightful throne alongside of satan.

4. Because he tries to justify himself with God for all his terrible acts.

5. Because he isn't worth wasting powder on and a rope being cheaper is, therefore, the best way.

Clarence A. Day.

Uncle Sam Will Use a Blacklist.

Washington, Aug. 6—My attention having been called to instances of discrimination against soldiers in the prices charged in retail stores, I directed a Nation-wide enquiry into this subject, with the following results:

At most places no discrimination was found. At many points there is a more or less marked tendency to give discounts to soldiers. Instances of discrimination were found, although, as a rule, not among the best class of dealers. Apparently the most frequent discriminations occur in articles of necessity for officers.

The results of the examination which are before me show identical articles sold to civilians at one price and to soldiers at a higher price, the difference sometimes being as great as 50 per cent. against the soldier.

Conduct of this kind can not continue, I think, in any community in this country, if brought to the attention of the people there. I have accordingly directed by general order each camp and post commander in the United States to cause from time to time fresh examinations into this matter, and to post on the bulletin board for the information of all

soldiers the names of such shops and dealers as are found discriminating against soldiers and officers; and to hand to the president of the chamber of commerce in each city, and to the editors of the local newspapers, copies of such lists.

Newton D. Baker,
Secretary of War.

Food Lessons in Department Stores.

Department stores in many of the large cities have called on home demonstration agents to assist them in giving instruction in food conservation to their customers and employees. In some stores special rooms have been equipped where demonstrations are given and literature distributed. Attractive booths have been set in the aisles of others where exhibits of war cooking are shown and recipes are given out. The agents have worked with the window decorators in planning window exhibits. In many places wheat substitutes have been featured in demonstrations, and each purchaser has been supplied with recipes and instructions for using them. Classes for employees after hours have been arranged. In some cities the agent meets these groups regularly every week.

Agents Help Bakers and Hotel Men.

Bakers, hotel men, grocers, and managers of institutions are coming to home-demonstration agents for help with their conservation problems. The community kitchens and liberty bread shops are well patronized by these business men, who need expert advice to conform to the Government's food regulations. At one of the bread shops in Springfield, Mass., assistance has been given to matrons from both Smith College and Mount Holyoke. In Owego, N. Y., the county home demonstration agent has gone into the kitchen of one of the hotels where she has given her personal help to the cooks in teaching them how best to follow the latest conservation recipes.

Commend Sunday Farm Work.

Judges in Tennessee have refused to punish persons accused of work on farms on Sundays, but have commended them for so doing. This was reported to the Department of Agriculture's recent farm labor conference in Birmingham, Ala. Not long ago the rural churches of Indiana, in a conference at Purdue University, took the position that it is quite right and proper to do farm work on Sunday if that Sunday work is necessary to produce food crops to help whip Germany.

E. P. MILLER, President

F. H. HALLOCK, Vice Pres.

FRANK T. MILLER, Sec. and Treas.

Miller Michigan Potato Co.

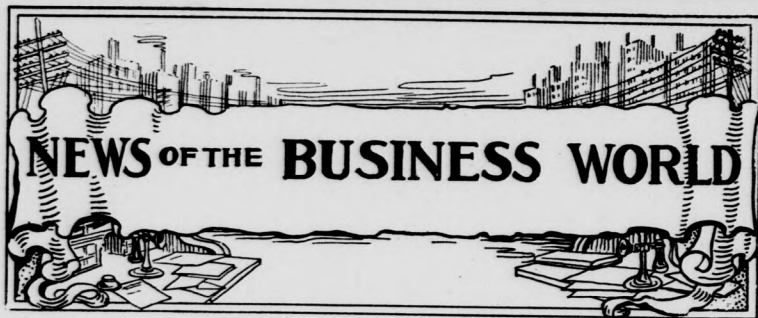
WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.



Movements of Merchants.

Hudson—J. H. Gooder, recently of Stanton, has engaged in the grocery business.

Jackson—The Wolverine Laundry Co. has changed its name to the Moon Laundry Co.

Holland—The First State Bank of Holland has increased its capitalization from \$50,000 to \$100,000.

Fowlerville—J. B. Hagerman has sold his stock of groceries and bazaar goods to Albert Coffin, who has taken possession.

Detroit—The Macauley-Temple Co., dealer in men's furnishing goods has increased its capital stock from \$3,000 to \$5,000.

Ishpeming—Thieves entered the shoe store of Ed. Trondson, on Second street, July 30, carrying away but little stock or money.

Scottville—The Scottville Produce Co. is building an addition to its plant which will enable it to add at least sixty employees to its pay roll.

Hamtramck—The Liberty State Bank has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed.

Corunna—M. W. Grant, dealer in general merchandise, has removed his stock to the Patterson building, at Owosso, and will continue the business.

Ishpeming—K. Rosberg & Co. have purchased the Henrickson business block and will occupy it early in the fall with their stock of meats and groceries.

Big Rapids—The Hardy Bros. Produce Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Kalamazoo—Thieves entered the book and stationery store of Beecher, Kymer & Patterson August 1 and carried away considerable stock and the contents of the cash register.

Detroit—Fried Bros. Steam Laundry has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$5,000 being in cash and \$15,000 in property.

Cedar Springs—J. A. Skinner now occupies three store fronts with his drug, paint and crockery stock. He has one of the most commodious and completely equipped stores of the kind in Northern Michigan.

Detroit—The Struthers-Ziegler Cooperage Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and paid in, \$7,377.19 in cash and \$42,623.81 in property.

Detroit—The Specialty Sales Co. has been organized to manufacture,

repair and sell general mechanical and other specialties, with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed, \$100 paid in in cash and \$150 in property.

Manistee—Violation of the food rule which provides for the sale of a pound of substitute for every pound of flour has resulted in the closing of the grocery store of Michael Krus. This is the second Manistee grocer who has been penalized for the violation of this rule.

Lansing—Alex Kaperonis, proprietor of the Lansing cafe, on South Washington avenue, in a signed statement filed with the State Food Administration, acknowledges that his restaurant has been serving beef on different occasions more than one meal during the day, which is a violation of a bulletin issued to all public eating places from the state office July 15, limiting the use of beef to one meal a day. Kaperonis agreed to the payment of a fine of \$25 which will be turned over to the Red Cross. In explanation of the violation of the ruling Kaperonis said the ruling simply slipped his mind and that only July 30 he informed his chef that beef could not be served only at one meal each day.

Manufacturing Matters.

Hillsdale—The Augusta Basket Co. will remove its plant here and continue the business.

Harbor Springs—Mr. Anderson, former manager of the Delton creamery, has opened a creamery here under his own name.

Owosso—Paul Siess, cigar manufacturer, has taken over the Joseph Hecht cigar factory and will consolidate it with his own.

Detroit—The Reinhold Manufacturing Co., manufacturer of machinery, has changed its name to the Turner-Messenger Manufacturing Co.

Sparta—The Indiana Condensed Milk Co. has purchased the Sparta plant of the Grand Ledge Milk Co. and will use it to produce the Wilson brand.

Manistee—The Filer Fiber Co. is planning the erection of a large addition to its plant. It has increased its capitalization to care for the increase in business.

Ironwood—The Universal Auto Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—The Mau Co. has been incorporated to manufacture, buy and sell furs and fur garments, with an

authorized capital stock of \$25,000, all of which has been subscribed and \$316.22 paid in in cash.

Kalamazoo—The D'Arcy Spring Co. has purchased the stock and equipment of the Braveman Spring Co., of Peoria, Ill., and will remove it to its plant here.

Detroit—The E-Z Cut Tapp & Die Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Helen Elizabeth Beauty Shop has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Whalemeat Cannery.

Captain F. G. Dedrick has recently purchased from the canning machinery manufacturing plants at San Jose, Cal., a full equipment for the whale meat cannery at Moss Landing, near Watsonville. The captain placed a contract for \$20,000 worth of machinery. He states that the select part of the meat of the whales captured will be canned and the rest of the giant mammals will be used for oil, fertilizing, etc. Captain Dedrick is attached to the United States Army and his address is Presidio, San Francisco.

Going After the Kaiser.

The following is posted on the door of a deserted cabin in Coos County, Oregon:

There's potatoes in the wood-shed,
There's flour in the bin.
There's beans a-plenty in the cupboard,
To waste them is a sin.
Go to it neighbor if you're hungry!
Fill up while you've a chance,
For I'm going after the Kaiser,
Somewhere over in France.

Manufacturers of woollens and worsteds who have given thought to the extensive use of substitutes in their civilian goods to save wool and maintain their machinery in operation for a longer time on a given supply of virgin stock, hesitate to take action which might flood the market with low-grade goods. It seems likely that such goods in stock will lose value after the war more quickly than all-wool fabrics. They understand that distributors have enough cloth now on hand to clothe the civilian trade well into next year, and they believe that the market would benefit if these stocks were reduced and not replenished at once.

One of the Federal Railroad Regional directors for the Middle West has issued instructions that the miles of sweet clover along the right-of-way of the various lines under his jurisdiction shall not be cut this summer. He wants to help the bees. They are the best sugar conservers we have, and work all day without salary. Sweet clover is not only a storehouse of honey, but a valuable producer of humus, acting as a restorative to worn-out land, and growing in the most arid spots, where it drives out even sunflowers and ragweed.

President Wilson's expression of interest in a new effort to obtain Federal control of child labor is a good omen for Congressional legislation

to that end. Some measure drawn to meet the objection of the Supreme Court is sure to be introduced. With Administration support it is sure to pass. It has been suggested that Congress impose a heavy excise tax on goods made with the labor of children; the Supreme Court has already decided in favor of the constitutionality of such an excise. An act drawn upon the lines of the Webb-Kenyon Act to limit the transportation of intoxicants might attain the desired end. Certainly, the spirit of the times will not wait upon laggard States to stop the industrial abuse of children.

The size of our army in France is a subject of never ending wonder and pride to the ordinary citizen. He is amazed at the great accomplishment and he is prone to boast grandiloquently about it, but he doesn't know a thing about how it is done. The unassuming branch of the national service which is responsible is the Army Transport Service, backed up by the navy. A million and a half men sent three thousand miles overseas in fifteen months with the loss of less than 300 is a surpassing record.

by Gen. Foch. The German High Command boasted that it had made trench-warfare a thing of the past, and had restored the warfare of maneuvers. Well, it is the French army that is doing the maneuvering at present. If it is now a campaign of strategy, the French have got the great strategist. He is delivering blows that are telling and that must be in accord with a far-reaching plan. Already he has garnered great results, and the promise mounts higher with each day's news.

Underwear mills are still waiting for yarn prices to be announced by the Government and their absence is continuing to hold up action on spring 1919 underwear. Some men's union suits have been opened but this is all that has been done and all that is liable to be done until some definite announcement has been made as to future yarn prices by the Government.

Additional lots of linens were landed in this country last week and importers are regarding each receipt of goods as the last they can count upon. The market here is quiet. Retailers have fair stocks and distributors as a class are awaiting the results of price fixing in other lines of textiles.

Ribbon sweaters have been out long enough to have had a fair test and the stretched out condition of some that have been worn but a short time is proving to be about the best argument against them that it is possible to obtain. Even as a fad they did not materialize to any extent.

One thing certain in merchandise is that the store that keeps something doing all the time does not have to worry about what the other stores are doing.



Review of the Grand Rapids Produce Market.

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

Bananas—\$6.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market has been active with a good consumptive demand. The quality arriving is good for the season. The market is in a healthy condition at the present basis of quotations and not likely to change in the immediate future. Local dealers held extra fancy creamery at 43c for fresh. They pay 38c for No. 1 dairy in jars; they also pay 30c for packing stock.

Cabbage—\$4 per large crate and \$2.50 for medium.

Cantaloupes—California and Arizona standards, \$4.50 per crate; ponies, \$4 per crate; flats, containing 10 to 12, \$2; Hearts of Gold from Benton Harbor are now in market, commanding \$4.50 for standards and \$2 for flats.

Carrots—\$1.25 per bu.

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 a good consumptive demand. The quality arriving is good, considering the warm weather and the receipts are being cleaned up on arrival. The market is in a healthy condition and no change is looked for during the coming week. Local dealers pay 38c for No. 1 candled, cases included, delivered in Grand Rapids.

Grape Fruit—\$3.40@3.75 per box for all sizes Floridas.

Green Corn—30c 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, \$9 per box.

Peaches—Early Carmans from

Benton Harbor fetch \$4 per bu.; Texas Elbertas command \$5 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—\$1.25 per bu. for home grown.

Summer Squash—\$2 per bu.

Sweet Potatoes—\$4 per 50 lb. hamper.

Tomatoes—Home grown hot house, 65c per 7 lb. basket.

Water Melons—\$5 per bbl. containing 10.

Wax Beans—Home grown, \$2 per bu.

Whortleberries—\$4 per 16 qt. crate.

Four Omissions Last Week.

The following county food administrators were unintentionally omitted from the list published last week by the Tradesman:

Charlevoix—Frank Thompson Boyne City.

Kent—Guy W. Rouse, Grand Rapids.

Montcalm—Wm. H. Bradley, Greenville.

St. Joseph—Wm. C. Van Ness, Sturgis.

Mr. Prescott has not yet made an appointment for Livingston county.

Charles H. Sherbrook has been appointed administrator for Benzie county.

"Pacifying disgruntled customers by mail is not always easy to accomplish," says one manager in charge of sales by mail, "but a great stride can be made in this direction by a sympathetic admission early in the letter. For instance, if a letter to a ruffled customer begins with: 'It certainly must be exasperating to you,' or some such admission, the customer may be won over to a more pleasant mood. The secret of it is that by showing sympathy with the customer a basis of mutual understanding and good will is established, even if no actual adjustment can be made."

John L. Lynch has contracted to conduct a fifteen day reduction sale for the Boston Store, at St. Louis. The stock, which comprises staple and fancy dry goods, inventories about \$65,000.

Lots of salesmen talk too much, but the salesman who says too little never sells any goods that aren't asked for. If you know what the happy medium is, try to educate your clerks to it.

The Grocery Market.

Sugar—There is a decidedly quiet market for refined sugar. There now seems to be no doubt that consumption in household canning and preserving will require a very much smaller quantity of sugar than had been estimated, as, except in localities where fruit is plentiful and relatively cheap, it cost, combined with that of glass jars, come close to prohibitive figures and tends to discourage extensive home preserving operations. Later in the season when local crops mature and prices recede somewhat, this condition will, no doubt, be modified to some extent, but there now seems to be little reason to believe that necessity for economy in other directions will be appreciably influenced by the diversion of any very considerable part of the available supply to this purpose. The Government seems disinclined to give the refiners any more profit at present.

Tea—Summer dullness is in full control of the market and developments are entirely along routine lines. The only business in progress is of the filling-in order, distributors manifesting no inclination to anticipate requirements to the smallest extent. No pressure is used by holders to increase the movement, as it is realized that nothing is to be gained thereby, and as spot holdings in most varieties outside of Javas, Indias and Ceylons are at a low ebb, the general tone of the market is decidedly firm. In new crop teas for forward delivery trade is equally slow, but there is nothing in the outlook to warrant the expectation, is such is entertained by buyers, that anything will be gained in the way of price concessions by the withholding of orders until later.

Coffee—The market is unchanged and still dull. All grades of Rio and Santos rule on the same basis as a week or two ago, and the demand is confined to actual wants, all speculation having been eliminated. There seems to be no reason for any advance in coffee, although there may be a decline a little later.

Canned Fruit—With prices withdrawn for new pack and with spot offerings pretty well cleaned up there is little left of the market, which remains in a nominal position.

Canned Vegetables—Standard No. 3 Maryland tomatoes are quoted nominally at \$2 f. o. b. factory, but the chances are that this price could be shaded if buyers felt like booking up. Maine corn is quoted nominally at \$2 for new pack, but the price of \$1.75 for Maryland-Maine style is regarded as too high and buyers are holding back.

Canned Fish—Intimations from the Coast are that red Alaska and pink salmon prices will be on the same basis as last year. Reports as to catch of sockeye are unusually favorable for an off year.

Dried Fruit—Activity in dried fruit is impossible under prevailing circumstances. Future business was all over within a few days after it started and spot business has been held

in check by the fact that prices have been raised very generally to the basis of the new crop fruit. In the case of prunes, for instance, it is rather difficult to figure out just how this could be successfully accomplished without transgressing the rules of the Food Administration. New crop prunes this year are 2c to 2½c higher than they were last year, and yet dealers say that they are justified in asking higher prices because the market has been selling below a parity with their cost basis. This might be true of certain sizes, but in the case of 40s, for instance, there seems to be considerable suspicion on the part of buyers that sellers are trying to crowd on all the traffic will bear. There will be a shortage of prunes this year because of short production and the heavy requisitions by the Government. Everything from 50s to 70s has been set aside for the Government, and where the crop last year was a record one, being estimated at 230,000,000 pounds, estimates for the new crop are now down generally to 130,000,000 pounds. Peaches, of course, did not have very much of a chance. With a crop only three-quarters the size of last year to begin with and with the Government taking half of that, there was very little to go around. Apricots are ordinarily considered an unimportant crop in comparison with the others, and have consequently not been licensed. With the extra demand to be thrown upon them through the scarcity of peaches, an unlooked for speculative opportunity presented itself and independents began buying up offerings until the association decided to withdraw. Raisins are a good crop and bookings are liberal.

Sugar Syrups—The market is quiet, with offerings light. All sales are made on basis of the fixed official quotations.

Molasses—Arrivals are moderate and are chiefly deliverable on old orders. Prices are firmly held.

Rice—The scarcity of stocks becomes daily more acute. Not only are the floors of wholesale dealers virtually bare, but retailers are now reported to be running out. No relief can be looked for until several weeks have passed and the new crop has begun to move in quantity adequate to meet pressing needs of consumption.

Cheese—The market is very firm, with a good consumptive demand, at prices ranging from ¼c to ½c higher than a week ago. The quality arriving is good and the market is firm on the present basis of quotations. No further advance is looked for in the immediate future.

Provisions—Everything in the smoked meat line remains steady at unchanged prices, with a fair consumptive demand. Pure lard and compound are both unchanged. Dried beef, barreled pork and canned meats are unchanged, with a light demand.

Salt Fish—Mackerel is still comparatively scarce and high in price.

Learning is frequently a drug on the market, while doing always finds ready buyers.

LATE FOOD RULINGS.

Grocers Must Keep Record of Sugar Sales.

Lansing, Aug. 1.—On account of the restricted allotment of sugar from 3 pounds to 2 pounds per capita per month, the following regulations must be carefully observed:

Sell sugar only to your regular customers.

If you are not using the card system, require a verbal statement from every buyer, that he has not purchased or has on hand, sugar in excess of the above ratio; also keep on file a sales slip or a book record of each sale, giving name and address, quantity and date. This information must be kept so that the Federal inspectors may have it for checking when they call at your place of business.

After this date sell no sugar for canning and preserving unless the application or pledge card has been endorsed by the local Administrator. This includes the first purchase, as well as any subsequent purchases that may be made, and then sell only when the purchaser needs it for immediate use, and in such amounts as may be necessary to preserve the fruit on hand, not exceeding twenty-five pounds to a family.

Remember that less than half of the normal canning is being done in most parts of the State on account of scarcity of fruit and high prices.

Keep these instructions for future reference, as any violation will subject you to the penalties provided.

Geo. A. Prescott,

Federal Food Administrator.

Public Eating Places.

Lansing, Aug. 1.—The allotment of sugar for Michigan for the month of August has been reduced 33 1/3 per cent. It is therefore necessary for us to reduce in the same proportion the allotment to the retailers and the public eating places.

Under the new allotment certificates for August will be based on an allowance of two pounds per person per month.

Restaurants and public eating places will be allotted upon the basis of two pounds for each ninety meals served.

Please advise all retail grocers and all users of sugar that it will be necessary to hold them to a strict accounting of all sugar sold or used by them.

We are enclosing with this Bulletin a letter addressed to all retailers and same will be sent to them with their August certificates. This, you will note, includes the change in the canning regulations about which we sent you a telegram, also notice to the merchants that they must keep on file sales slip or a book record of all sugar sales, except when under the card system.

Geo. A. Prescott,
Federal Food Administrator.

Special Instructions.

Lansing, Aug. 1.—The United States Food Administration advise that the sugar allotment must be further restricted and that the maximum allowance for each 90 meals is two pounds instead of three. This covers all kinds of sugar made from cane or beets and includes sugar for table use as well as cooking.

The enclosed certificates cover your August sugar allotment, in accordance with the statement which you filed. Therefore do not ask for additional certificates, as you have been given your portion of the sugar which we have for distribution.

Sugar for canning must be purchased by you under the regulations, which requires that the application or pledge card has to be endorsed by the local food administrator. This includes the first purchase not exceeding twenty-five pounds, as well as any subsequent purchases that may

be made for canning or preserving.
Geo. A. Prescott,
Federal Food Administrator.

Cold Storage Eggs.

Washington, Aug. 5.—Special Rule 10 is hereby amended to read as follows:

Rule 10. All trading in cold storage eggs shall serve to move the cold storage eggs in the direct line of distribution to the consumer, and nothing contained in this or the preceding rule shall authorize any licensee to use any more indirect method of distribution than he has been accustomed to use in the past in the distribution of eggs. One sale of any lot of cold storage eggs between dealers in the same class may be made where necessary to supply the reasonable requirements of the buyer's business, provided a report is made promptly to the local Federal Food Administrator. Such sales shall be made at an advance of not more than 4 per cent. over cost except when sold by the original storer who shall sell at not more than 6 per cent. over cost. If sold by a commission merchant to a wholesaler the commission shall not exceed 4 per cent.

Except for such sales no licensee shall sell to another in the same or any preceding class of distribution without the written consent of the local Federal Food Administrator, which will be given only in extraordinary circumstances. Where such consent is given the dealer shall not sell at an advance of more than 10 cents per case over cost, nor in the case of a commission merchant selling to a wholesaler shall the commission amount to more than 10 cents per case. Provided, however, that nothing in this rule shall prevent sales at cost. Provided, further, that nothing in his rule shall prevent sale for immediate delivery from one city to another for actual distribution to relieve exceptional local shortage, but a report of any such sale must be promptly made to the local Federal Food Administrator, with the reasons therefor. Such sales shall be made at a price not to exceed 4 per cent. over cost, or if sold by a commission merchant to a wholesaler the commission shall not exceed 4 per cent; and provided, further, that nothing in the rule shall prevent a commission merchant from acting as an agent for dealers other than original shippers and packers, as provided in Rule 3.

Special Rule 2 is hereby amended to read as follows:

Rule 2. The original packer or shipper, storing in a cold storage warehouse shall not sell cold storage eggs to wholesalers at an advance of more than 6 per cent. over cost. In case cold storage eggs are stored in the name of a commission merchant the original storer shall be deemed to be the consignor for whom the commission merchant acts as agent. An additional advance not exceeding 4 per cent. of cost may be charged by the original packer or shipper in selling to jobbers or suppliers of hotels and institutions. An additional advance may be charged in selling to retailers, not exceeding 5 per cent. of cost if sold at mark (i. e., in original packages), and not exceeding 10 per cent. of cost in selling candled eggs (cost in figuring this 10 per cent. to be calculated as prescribed in Rule 5). An additional advance not exceeding 12 per cent. of cost may be charged if the original packer performs the functions of a supplier of hotels and institutions, as heretofore defined.

Herbert Hoover,

United States Food Administrator.

To Wheat Flour Millers.

Lansing, Aug. 1.—The new regulations governing the prices of wheat flour and wheat mill feeds were effective July 22. You have received a copy. Under these regulations you are entitled to certain margins over

the basic prices.

In selling flour to wholesalers and retailers you may add a margin of fifty cents per barrel over the basic price. In selling to consumers you may add a margin at the rate of \$1.20 per barrel over the basic price.

In selling wheat mill feeds to wholesalers in less than carload lots you may add a margin of \$1.00 per ton to the basic price. In selling to retailers in ton lots or more you may add a margin of \$2 per ton to the basic price. In selling to retailers in less than ton lots you may add \$3 per ton to the basic price.

The margins on sales of wheat mill feeds to consumers are not fixed by the United States Food Administration, but are to be determined by the Federal Food Administrator for the State. In Michigan the following regulation has been made:

In sales to consumers in ton lots or more a margin of \$3 per ton over the basic price may be taken. In sales of less than ton lots to consumers a margin at the rate of \$4 per ton may be taken.

A miller is not entitled to a jobber's profit, nor any other kind of a profit, in addition to the margins prescribed, even though he may have a separate jobbing department.

These prices are for cash sales at your mill. In making delivery you are entitled to make a reasonable charge, and are entitled to charge interest on credit accounts. If you have made any sales of wheat flour or of wheat mill feeds on any other basis than the foregoing specified margins since July 22 (inclusive) you will please promptly correct such invoices.

Geo. A. Prescott,

Federal Food Administrator.

Retail Grocers Want More Profit To Cover Costs.

Retail grocers are complaining that the profit margins provided by the Food Administration, while seemingly adequate when made, are plainly insufficient to cover the rapidly increasing costs of doing business, which are estimated to have advanced from a normal average of 17 1/2 per cent. (on sales) before the war to probably 23 per cent. or more now. In various parts of the country demands are growing for a readjustment of the margin.

For instance, a typical grocer in St. Louis made an analysis of his expenses and found surprising increases. He employs two meat cutters, who formerly were paid \$20 and \$18 a week, respectively, or a total of \$38 a week. He is now paying the same employees \$50 a week, or an increase of 36 per cent. He employs four clerks, three of whom received \$13 a week and the one \$14 a week, or a total of \$53, whereas he is now paying that same help \$72 a week, an increase of 26.3 per cent.

His ice, which formerly cost 22 1/2 cents, has been advanced to 30 cents. Paper has advanced from 3 3/4 cents a pound to 8 cents, meaning an increase of 114 per cent. Butcher paper has risen from 3 cents a pound to 6 1/4 cents, or 108 per cent. He formerly paid 8 cents for twine, and is now paying 70 cents, or an advance of 288 per cent. Heat was obtained at a cost of \$3.25 a ton, whereas now the same coal costs \$6.50. Where horses are used in delivery, oats formerly cost 32 cents; it is now 70 cents, although a while ago it was 90 cents. Hay, which formerly cost \$18 a ton, the grocer is now forced to pay \$26

and repairs are costing upward of 50 per cent. more while insurance on stock and equipment has been advanced.

Another retail grocer has had an expert accountant go over his books to determine accurately his overhead expense. This retailer does an annual business of \$60,000 with an expense of \$13,553.96, or 22.59 per cent. The different items were found to show the following percentages:

Rent	02.7
Labor	12.22
Delivery wagons	03.
Light, heat and power	00.1826
Telephone	00.33833
Bad debts	01.
Insurance	00.2
Shrinkage	00.5
Theft	00.5
Interest on note	00.2
Ice	00.126
Donations	00.06
License and taxes	00.268
Stw., bags, stamps, printing	00.2
Depreciation on fixtures	00.125
Interest on investment	00.57

Total per cent. 44.30

In most of the fair price lists established by the Food Administration for such staples as sugar, butter, eggs, lard, flour, etc., items are priced on a basis of from cost to less than 10 per cent. gross. However, the Food Administration on canned goods, dried fruits, cereals, ranged the margins from 16 to 30 per cent. On sugar, heretofore largely sold in a competitive way at from no profit to 10 per cent. the allowance is now 9 1/2 cents retail price or 12.6 per cent.

Did Not Borrow to Buy Bonds.

The Federal Reserve Bulletin says that one of the most encouraging and gratifying features of the Third Liberty Loan is that apparently there has been little use of the bank accommodations for the purchase of the bonds. It estimates that probably more than 80 per cent. of the bonds are already fully paid for.

The financial statements of the various Federal reserve banks indicate that not much borrowing from the banks was done by the subscribers to the third loan. They either paid cash or bought on the installment plan.

This eases a great deal the burden of the banks, upon whose shoulders rests the financing of the business and industry of the country.

The Grand Rapids Hardware Association held its third annual picnic last Thursday at Whitefish Lake. Forty-five gentlemen attended, including representatives of the local hardware jobbers and resident representatives of outside jobbers. Dinner was served at Hartt's tavern, after which base ball, tug of war, fishing, swimming, quoits and other sports occupied the afternoon hours. The party went to and from the lake via automobiles.

Every idle hour helps the Kaiser in his damnable attempt to enslave the world. Wherever we are, or whatever we are doing, let us do our work a little better.

DOGS AND CATS.

Cogent Reasons Why They Should Be Exterminated.

Written for the Tradesman.

I hope by writing this article to start something and maybe I will if it catches the eye of any of the food commissioners, which I truly hope it will, and that some action be promptly taken to abate a food leakage and a public nuisance.

Records in county clerks' offices will show several thousand dogs registered and the amount of revenue to each county derived from the dog tax; but the number of dogs taxed falls far short of the actual number to be found in each county. In this article I will confine myself chiefly to city dogs. Nearly every family that has a dog keeps it as a pet, that being its sole usefulness. The time, affection, money and gush spilled on some dogs and cats is thoroughly disgusting. Better far be devoting it to the care of orphan children or occupations beneficial to mankind. The dog fancier is about the only person who makes a profit from the breeding of dogs, and the nearer he can come to a fixed standard of excellence set for his favorite breed the better price he can get. That is good for him, but how about the purchaser? How much better off is he with a dog which will score 98 per cent. than if it lacked in points to the degree of disqualification, unless he, like the man from whom he purchased the dog, wanted it for breeding for profit? Breeders of thoroughbred horses, hogs, cattle, sheep and poultry benefit mankind by producing stock that greatly exceeds common stock, in a utilitarian sense.

But how much better off are we because of thoroughbred dogs? My left hand has three scars showing where the fangs of a pet thoroughbred Newfoundland lacerated it when I was a lad of twelve summers. Had he been a mongrel I think it would have been quite as comfortable. I'd as soon be dog meat for a common cur as for a collie, fox terrier, aire-dale or bull dog.

The calendar will soon announce dog days, but before that period arrives, the dog catcher—another profiteer—will, in most towns, be notified of someone having been badly bitten by a rabid dog and then he will get busy. Dog owners will get notices to muzzle their pets and procure licenses where they have not already done so—generally a case of locking the barn door after the horse is stolen.

Then, too, there are unmentionable ways in which dogs make disgusting nuisances of themselves.

Now I come, to my mind, to the most important point. It is the food question. We are asked to economize and conserve in every possible way in the handling and consumption of food and in some cases compelled to do so. The average dog, be he thoroughbred or mongrel, will consume about as much food per diem as a child. The cost of feeding a dog is equivalent to that of feed-

ing a French or Belgian orphan. How is that, Mr. Hoover? And it is not all waste from the table the dogs get. Much of it is food fit for humans. The part not fit for mankind's consumption could be turned into hog or poultry food or fertilizer. Speaking of fertilizer: dogs properly prepared make excellent plant food. Dog hides make good leather. It is to be regretted that their bark cannot be utilized in tanning their pelts. I had thought of suggesting their conversion into weeniewursts, but I have too much respect, even for dogs, to place on them such an odious stigma. It smacks too strongly of pro-Germanism.

A word or two on the country dog: When father and I went to our sheep pasture one morning we found most of our fine flock had been killed during the night. We found the dogs that did the slaughtering. They were a couple of worthless curs belonging to a worthless towpath squatter—the kind of man designated in the South as poor white trash. Father always said a poor man kept a dog and a d—m poor one kept two. Hundreds of thousands of dollars worth of sheep are killed annually in the United States by dogs. Does the fact that some dogs are useful in driving up the cows from the pasture at night compensate for the great damage that is done to sheep? Many sheep breeders have given up the business, having become discouraged through having their flocks killed off by dogs.

Lest we forget the canine species entirely a few specimens should be preserved to remind us of the times we were rudely awakened in the night from our peaceful slumbers by some mangy whiffet sitting on his haunches howling at the moon, or yelping on the trail of a cat. A few dogs should be kept as harbingers for fleas.

Speaking of cats, they, too, should be consigned to the same phosphate sack as the dogs. Traps will catch mice. Cats will catch birds. Be they Manx cats, Angora cats, Persian cats, or just common scrawny cats, they will catch birds. For facts on this point I respectfully refer the reader to the Audubon Society. Cats are useful as pets only. They destroy thousands of birds annually. Could we know the value of food consumed by cats annually we would probably be greatly surprised.

So much against the keeping of dogs and cats. Now, you dog and cat lovers, come on with your arguments in favor of keeping these animals in our midst, especially in war times. I say, away with them and thereby abate a nuisance and conserve tons of useful food. As plaintiff, I here rest my case, leaving it to the cool judgment of the courts and food commissioners to enter a verdict after the defendants have filed their evidence in favor of keeping cats and dogs. B. B. Yankee.

Don't be afraid of over-advertising, of spending on advertising more money than you ought to spend—as long as your advertising is properly handled.

The War Must Be Won

We must become so wrapped up in the Conduct of the War that no final settlement can be made in which fundamental justice to all liberty-loving peoples will not be one of the chief considerations.

Already the efforts of American soldiers have helped to save France from destruction. Our greater and continued efforts must make the Safety secure, and we must do our part in saving America.

Therefore we must, as a race and as individuals, do everything necessary to the Winning of the War.

We must buy Liberty Bonds to the full extent of our means.

We must save and purchase steadily Thrift Stamps and War Savings Certificates.

We must observe the Food Regulations and help to supply the food needed for our troops and those of our Allies.

We must give to the Red Cross, the Red Star for horses, the Y. M. C. A., the Y. W. C. A., the K. of C. and to all auxiliary efforts of this kind.

There is no Business, no Work more important than War Work, and no duty greater than our duty to help in every way possible to Win the War.

The War Must Be Won

Contributed to the cause of human liberty by the

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

ONE YEAR OF FOOD CONTROL.

One year ago next Saturday—on August 10, 1917—Congress enacted, and the President signed, the Food Control law enacted by Congress and Herbert Hoover, as the President's agent, became the Food Dictator of America. For three months before that he had been virtually acting as an official, although he had no legal status, and his work was carried on patriotically at his own expense, effective in large measure because of an astonishing spirit of co-operation on the part of the food trades and the public.

Every one who has had anything to do with the production and handling of food concedes that food control has been a great success. The strange part of it is that it has been accomplished without any radical putting out of business of the "wicked wholesaler," or introducing any sensational plans of direct trading or paternalistic store keeping. Mr. Hoover's success has been chiefly due to the fact that he early amalgamated his efforts with the co-operation of practical business men, who believed in the fairness of his motives and were ready to accept him as their own captain quite as much as the champion of the long-suffering housewife.

It is quite as remarkable, after all this cost cutting, to find the trade just as solidly behind Mr. Hoover as they were at the outset, and there is little or no complaint because he has shaved off the "margin" between producer and consumer by 13 per cent. The reason is that he has done it by emphasizing, so that all could see it, the distinction between commodities, service and speculative advances, and made each element stay in its proper place, without interfering with legitimate operation of the essentials of production and distribution.

He has not done the impossible. He has not reduced the high cost of living, except by eliminating the artificial values inherent in a rabid operation of the law of supply and demand, in response to excitable and unbridled public excitement. As a rule, the strictly functional middleman is still in business and paid on the whole a living and normal profit. Traders have not, however, been forced to jump into wild speculative pits to supply their essential needs, nor has unintelligent demand or gambling avarice been allowed to inflate prices beyond real value.

The one authoritative voice of Mr. Hoover and his associates, running back to the "bench-mark" of actual cost, plus reasonable service compensation, has stabilized the whole field. Probably any more radical sweep of the official axe would have been fruitless, and would only have resulted in friction that would have defeated the ends now accomplished by "a long pull and a strong pull and a pull altogether."

Food trade men who have lately been in Washington in consultation with the Food Administration report that the once common talk about trimming out profits and eliminating

middlemen has given place almost wholly to a frenzied campaign to promote larger crops. In other words, it has dawned on the close observers that one of the chief causes for the high cost of living was relative scarcity of supply far more than a superabundance of middlemen. With plenty of supply the incentive for speculative middlemen is reduced to a minimum and the distributive middleman left a fair field to justify the profit he exacts by actual service performed.

The process of wiping out speculative trading has forced the grocer into more or less of a slot machine existence—performing a definite service for a definite and limited profit—but it has made his place on the whole comfortable and tolerably prosperous without forcing him to adopt speculation as a means for making a livelihood. The sharp trader may still crave for the good old days when he could make a clean up by taking a flyer in sugar or canned goods, but on the whole he will probably find his balance of profit almost as satisfactory, over a period of years, as when he robbed Peter one year and paid Paul the next.

Speculation was as much the hoo-doo of the grocer as it was of the consumer. The grocer has been wandering helplessly for years, knowing full well that some day something must happen. And when Mr. Hoover came along with a "please help me win the war" rather than an imperious "you must," they accepted him as a leader in a crisis. He may not have permanently led them out of a competitive maelstrom into a functional system of well paid service, but he has steered them into a calmer and safer existence.

Nothing proves the soundness of the Hoover idea, that the most effective business stimulus in the world is profit, more strikingly than the way the farmers are changing front on crops; seeking those which pay the most rather than those which the public needs most but is unwilling to pay for.

Take the matter of sugar. In the West whole sections formerly engaged in beet culture have this year flopped to wheat and corn. In Cuba and Louisiana sugar plantations are being plowed up to plant garden crops, vegetables and seasonable produce which pays the highest profit. Farmers in various parts of our country who were "stung" with an overproduction of potatoes last season are changing to other things and even the canning crops are in places suffering from sharp limitation of price, uncertainties of labor, high cost of fertilizer, etc.

The canners, too, are reported in some places as discouraged by the limited returns likely to come to them under the sharp regulations of profit. The Food Administration has left them a fair margin in the maximum price, but the fear of violating the margin rule set up under "Rule 1a" has scared some of them so that they have preferred to stay out rather than take the risks. The canner only turns his product and cap-

ital over once a year and playing safe on profits on one side and running into Uncle Sam as a profiteer on the other makes life by no means a bed of roses for him just now.

LOOKING TO THE FUTURE.

In most instances, producing establishments of the larger and important kind are owned by companies whose stock is more or less widely distributed. The corporations are intended to go on indefinitely, and some of them have been operating for very many years. Products turned out by them have received favorable recognition and have acquired a reputation for worth in other countries as well as this, and the good will implied thereby is as much of a real asset as is the machinery or other portion of the plant. To meet increased wartime needs, the plants have been enlarged and their capacity increased by more efficient methods and better equipment. When hostilities cease there will be need of finding outlets abroad for the increased productive capacity of the mills and factories. Without these outlets, a great deal of the machinery will have to remain idle during the part or whole of each year. Such a condition would add to the cost per unit of production in textiles, metals, etc., and tend to keep up prices to determine consumers, besides provoking a lot of labor disturbances which would further unsettle conditions. Now, in order to be in a position to go on with foreign trade, it will be necessary to keep prices down to the lowest notch possible, and it is especially desirable that what shrinkage there be shall not come suddenly because that would simply be to invite disaster. Some unsettlement is bound to result in the process of readjustment to normal conditions, and most concerns are providing reserves to meet the contingency. But the nearer prices get to hardpan in the meantime, the less jar there will be at the finish.

ADVANTAGE OF SUGAR CARD.

The reduction in the sugar ration from 3 to 2 pounds per capita per month went into effect August 1 without friction or opposition. All accepted the situation gracefully.

One of the good features of the sugar card is that it gives every grocer an opportunity to ascertain who his regular customers really are and also enables him to compile an accurate mailing list of those who buy goods of him regularly. Locating customers by such designations as the "Man with a full beard on Jones street" or the "woman who works for Mrs. Brown two days a week" is no longer necessary, because the grocer can compile a list from the sugar cards he issues which will be of great value to him in sending out printed matter and locating those who have to be looked up because they do not pay promptly. By going over the list frequently the dealer can determine whether he is selling his customers their full quota of tea, coffee, canned goods and other articles on which the profit is much more satisfactory than on sugar.

PRICE FIXING IS FAVORED.

Efforts at price fixing of many essential commodities, with which the Government authorities are now concerning themselves, have, as a rule, been met with ready acquiescence, if not with actual favor, by producers. One reason for this is that the reductions made have not been very radical or drastic and that they allow for profit margins much above those obtainable in normal times. Another is the recognition by the producers themselves of the need of checking the price advances, which had created a runaway market that was bound to end in disaster when the inevitable contraction came. Fictitious values are a source of peril when a show-down is called for. Then, too, another matter had to be taken into consideration and this was the retention, if not the extension, of the export trade obtained by the opportunity which the war afforded. It would not do to have inflated prices when peace comes, and, with it, the trade competition that is sure to follow. To some, of course, this is not a matter of concern. One of this latter class, a manufacturer of textiles, said not long ago: "When the war is over, I will shut up shop and quit. I will have made my pile from the large profits I am now getting, and I shall not care what comes afterward." This man, however, represents only a very small percentage of those engaged in production.

COTTON AND COTTON GOODS.

So far as cotton is concerned, the principal feature of the last week was the very pessimistic Government report bringing the condition of the crop down to 73.6 per cent., as against 85.8 last month. This would indicate a yield of 13,619,000 bales instead of 15,325,000. The change ascribed to the drought in the growing districts, with Texas and Louisiana especially affected. The general impression seems to be that the official report is certainly not an overestimate. Still, it must be borne in mind that, without exception, the condition of the crop has always shown a lowering of percentage after the August estimate. With the carry over, there will be available—if nothing unforeseen occurs—close to 17,000,000 bales of native cotton. This will be more than ample for all needs, even though the shipping situation should change so as to permit greater exports than recently. The goods market, while showing some hesitation, because prices have been fixed on only certain constructions and for a short period, was fairly active with many orders made subject to revision in accord with Government prices. It is noteworthy that the reductions in prices during the last month did not measure up to the reduction in the price of raw cotton, and there is evidently a large margin of profit allowed to the mills. Less has been heard recently of restricting the supplies for civilian uses because of pressing Government requirements. The capacity of the mills is regarded as ample for all needs.

BENZONIA COLLEGE.

Faith of Founders Justified By
Subsequent Events.

Written for the Tradesman.

When Benzonía College was located, its founders, being bible students, very likely had in mind the scriptural reference to a city set upon a hill that can not be hid. They could not have selected a more sightly spot, nor one better suited to attract students desiring to pursue their education under favorable conditions amid the beauties of nature which everywhere abound. The hill commands a charming view of the surrounding country diversified by hills and valleys, wooded stretches and cultivated farms. The location affords facilities for various kinds of recreation, so essential to vigorous mental and physical development.

Crystal Lake, appropriately named, about ten miles in length by two to three in width—said to be the clearest body of water on the globe—lies at the foot of the hill or high rolling table land on which the school is situated. Here is every opportunity for yachting, rowing and swimming in summer and skating and ice boating in winter. In many places the shores of the lake are bold and densely wooded. A fine drive on the beach extends along one side, connecting Benzonía with Frankfort, at the mouth of the Betsy river, which skirts the Benzonía hills on the side opposite the lake.

It used to be a favorite expression of the early settlers, at their meetings in the log school house, at the time when they were beginning to make their little clearings in the woods that the wilderness would some day bud and blossom as the rose. They seem now to be enjoying the fruition of their hopes.

It must have been about the year 1860 when the first settlers began to come in. The whole country from Newaygo to the straits of Mackinaw was then practically an unbroken forest, abounding in wild game such as bear, deer, wolves, wild cats, foxes and many fur bearing animals. The Indians roamed at will, hunting, trapping and fishing. In fact, it was one of their happy hunting grounds. There were no roads or highways, only Indian trails or blazed trails made by white men, and no bridges over the many streams which traversed the region.

Elk Rapids, Traverse City, Manistee, Pere Marquette (Ludington) Pentwater, Whitehall and Muskegon were lumber points on a small scale as compared with what they afterward became. The manufacture of lumber was the only business. There were no stores except in connection with the mills and these only to supply the mill hands. There were no other inhabitants. There were abandoned sawmills at Frankfort and one or two other places on Lake Michigan. Northport, Goodharbor, Glen Haven and one or two other points were wooding stations on Lake Michigan, where propellers, which then all burned wood, stopped on the way up and down the lakes

to "wood up." The wood at these stations was generally chopped by Indians or Canadians imported for that purpose.

There was little or no travel between the places mentioned except by water. The country north of Manistee was known as the Grand Traverse region. The only means of communication between the places in that region and the outside world was by steamers or sail vessels and the weekly mail carried on the backs of Indian ponies from Grand Rapids over trails through the woods often times so indistinct and undefined as to be difficult to follow.

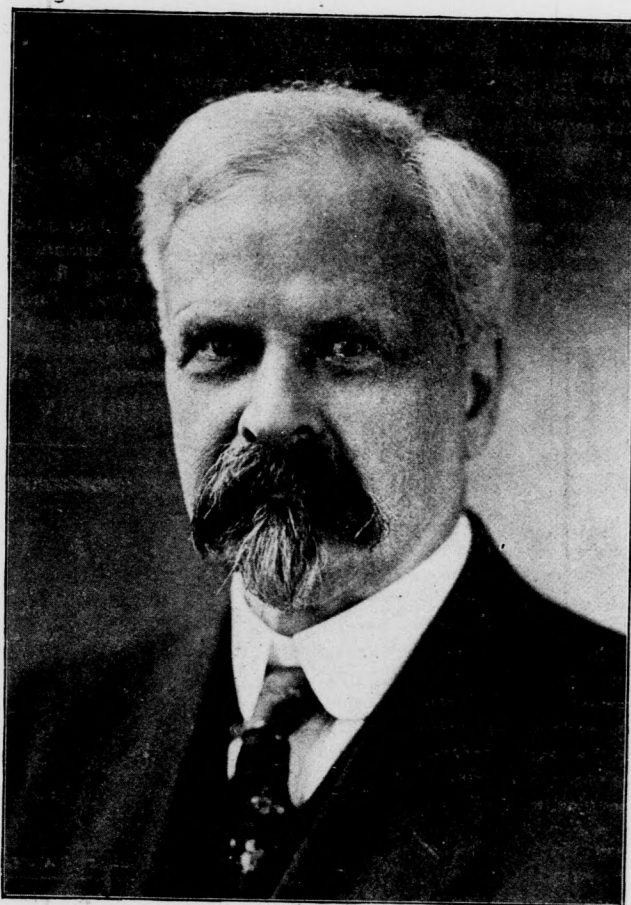
Such was the condition of the country when Grand Traverse College was founded at Benzonía. The founders must have been men of vision and faith in the future of the

and pastor of the church, several retired preachers and others, all with their families and household goods and some livestock—horses and cattle. On the arrival of these colonists the college was to open. There was not sufficient depth of water at the entrance to the harbor at Frankfort at that time to admit the Rocket, so she anchored off the entrance and the passengers and goods were landed on lighters. The horses and cattle were backed off the boat into the lake and swam ashore, led with long halters by men in rowboats. There was nothing at Frankfort but an abandoned sawmill and a deserted boarding house. The inhabitants had all left except one man in charge of the property and a small black bear chained to a post in front of the boarding house. The colonists took

whole region around about, which was everywhere covered with the original forest, principally beech, maple, elm, basswood, hemlock, and, in certain localities, pine. In order to get any land for cultivation the forest had to be cleared away. The trees had to be felled and cut up into logs. Ox teams were required to haul the logs together into heaps for burning. All farm work was done with ox teams. Oxen were the principal means of transportation. Whoever wanted to travel fast, walked. The faithful ox performed well his part in helping to clear the land. Without him the settlers would have been well nigh helpless. In his day and generation an automobile, even a ford, would have been as useless as the ox is to-day. There was a small grist mill, but no grain of any consequence to be ground. This mill was as hard up for grist as the college was for students and the prospects were about as inviting in the one case as in the other. It was thirty miles to Traverse City, the nearest trading point, but no road. It was farther to Manistee and no road. There was no store at Benzonía. The only way to get provisions in summer was by boat to Frankfort, if by any means a boat could be induced to land there. In winter ox teams could make their way through the woods to Manistee. The necessity of having a store soon became apparent and the following year Charles E. Bailey, the treasurer of the college, and one of its founders, went "outside," as it was called, brought in a small stock of goods and opened a store in one of the rooms of his house, which was open to the public one or two days in a week.

There was no pasture for cattle and the cows roamed at large through the woods, both summer and winter, browsing on trees and under growth and in the season eating leeks, which were everywhere abundant. The salvation of the settlers was the potato which flourished on the new land and was of the finest quality. Eaten with leeky butter the potato left a flavor not soon to be forgotten. The settlers supplied themselves with sugar very largely from the maple trees, which always gave down generously. The winters were long and the snows were deep, but the people were not dependent upon the coal supply and did not suffer. All the settlers had all the wood they wanted at their very doors by simply cutting it, and they were all experts at wood chopping. The fuel thus obtained did double duty—it warmed in the cutting as well as in the using. They lived in log houses or unplastered frame ones heated with stoves, often with the stove pipes running through the roofs. They endured all kinds of hardships and exposures but enjoyed good health. So marked was this that it was a common saying that they would have to shoot some one to start a graveyard.

The college was well endowed and owned large tracts of choice lands which it sold to settlers. It could afford to pay fair salaries to the



Hon. Reuben Hatch

country for there were no inhabitants in the whole region to furnish students. There would seem to be nothing but the beauty of the location and the healthfulness of the climate to attract students. These recommendations, however, counted for little where there were no students to attract. But the faith of the founders seems to have been justified as shown by subsequent events, for the region is now filled with prosperous and thriving communities.

In the early spring of 1863 a company of colonists from Northern Ohio chartered a steamer called the Rocket at Cleveland to land them at Frankfort. In the company were Rev. James B. Walker, of Mansfield, Ohio, who was to be President of the college, Rev. Reuben Hatch, who was to be professor of Greek and Latin

possession of the boarding house and spent an uncomfortable night lying about on the soft pine floor. The next morning they departed for Benzonía, a distance of nine or ten miles up the Betsy river. Some of them went in boats propelled by long poles pushed against the bottom of the river. Others managed to find their way by land through the woods over a sort of a road that was hardly passable for wagons. That and some four or five miles of road through and around Benzonía were the only roads in the region. Rev. C. E. Bailey and his brother, John, the original founders of the college, and about a dozen other families had already settled there.

At this time there were only a few acres of land cleared at Benzonía and none to amount to anything in the

teachers from the start. The President, Rev. James B. Walker, was an eloquent preacher and an author of some note. He was in feeble health and did not take a very active part in the college work. The principal burden of conducting the college classes fell upon Rev. Reuben Hatch during the three years of his residence at Benzonia. He was a profound scholar and taught Greek and Latin as thoroughly and conscientiously as though a knowledge of those dead languages was essential to the development of American civilization.

The college opened with the advent of the colonists by the Rocket. The opening was more auspicious than there was reason to expect, considering the circumstances and the fact that the Civil War was at its height. There was occasion afterwards to notice the effect of the war, as several of the students which it could ill afford to lose were called to the army.

The first college edifice was a small one-story building, unplastered. There was not a plasterer in the settlement, neither was there any material out of which to mix plaster. This building stood about where the tennis court is now located and has long since given place to much more pretentious and commodious buildings. Some of the classes were held in Mr. Hatch's home.

There was one other public building in the place and that was a log school house which stood on the west side of the street, about opposite the home of Charles E. Bailey. The church services were held in this building and the church bell, for lack of a belfry, was located on a large hemlock stump near by. This bell was religiously rung for every service, although it is doubtful whether, owing to the fact that the residences of the settlers were so scattered anybody heard it but the person who pulled the bell rope. But in those days it was thought that a church bell was indispensable as one means of saving grace.

This sketch would be incomplete without mention of John Bailey, a brother of Charles, who did his full share and more in work which was none the less needful because it was less conspicuous than the part which his brother, who was a preacher of no mean ability, took in the activities of the settlement. He was always ready with a helping hand when help was most needed. As one of the founders of the college, he is entitled to a share of the credit for its success.

If the early struggles of the founders of this institution are any measure of the success which it ought to achieve, it is surely destined to be an important factor in the educational activities of the State. Among the early settlers were many families of education and culture and they were all devoted to the common enterprise, namely, the building up of a school that would take rank with the leading institutions of learning in the country.

Reuben Hatch.

Fall Hats and Caps.

A new condition has made its appearance in the fur felt hat market to the extent that very little fur will now be imported, owing to the restricted shipping on nonessentials into this country. This will create a shortage of fur felt hats, and there appears to be no relief in sight. While the factories making these goods have a limited supply, it will soon be used up, the length of time being estimated at about six months, depending of course on the quantity of the reserve stock on hand at the present time.

This condition will prevent many new styles being shown, and more staple shapes than heretofore will be bought, and the radical styles will gradually disappear from the lines.

Fancy colored silk caps are in big demand, and the warmer the weather, the more sale there will be for them. The better qualities from \$13.50 per dozen up sell the best.

Straw hats are moving freely, and prices are bound to be considerably higher next season, as the same rule applied to hatters' fur applies to straw braid which is almost exclusively made in China and Japan. Buyers are now placing orders for hats to be used next Spring, and are anticipating as much as possible the demands of retail merchants at that time.

Satin-Striped Silk Waists Sell.

Among the new fall lines of waists for women, none is attracting greater attention, it is said, than those of satin-striped silks with rolled collars and tucked fronts. Although it is true that this design is something of a carry-over from past seasons, buyers from many sections are very partial to waists of this kind. Georgette blouses are also figuring quite prominently in the early business. Organ-die collars and cuffs are used on these garments. Tailored waists with high collars are getting their share of the early orders, and in some sections show signs of an increased popularity.

Glossy Black Satin Leads.

Judging from the early business placed the coming fall season is to be one of the best in many years for dresses of glossy black satin. Dress manufacturers of this city report that black satin with a high gloss has been very popular all summer, and that buyers are taking the same thing for fall, although in a somewhat heavier weight. "It is a fact," said one manufacturer, "that in order to get business all you have to do is show a buyer a well worked out line of black satin frocks and hand him an order pad and a pencil. He will do the rest. Black satin is one of the best selling materials to-day that I know of."

Voiles and Gingham for Misses.

Voiles have attained a high degree of popularity this season in party dresses for girls and young misses. Retailers everywhere are said to have bought all the dresses of this material they could get and still to have wanted more. Pale pink and very

light blue were the leading colors. Silk hand embroidery is liked for trimming, and on some is lavishly used. For less formal wear, play dresses of gingham in conventional patterns have been the most actively sought. For this purpose the darker color combinations, which are the least likely to soil, are wanted.

Organdie Frocks Are Liked.

There has been a particularly active demand for organdie dance frocks for women to date, according to reports from local manufacturers. More or less simple styles and designs are preferred as a rule. Plain white dresses of this material are liked very much, but flesh, blue, orange, and other popular light summer shades, as well as combinations of these colors, have also sold in good quantity. Silk sashes are worn a great deal with these frocks and on many form the only touch of color in the whole garment. Laces and frills are among the trimmings used.



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

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.

CROCHET COTTONS

With the approaching Fall Season your business on all numbers of crochet cotton will show a steady increase.

Let us supply your needs on such well known brands as:

C. M. C.
O. N. T. and
Peri Lusta

One of these well advertised brands is sure to sell well amongst your trade.

Quality Merchandise—Right Prices—Prompt Service

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

SEEDS WANTED

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



The Albert Dickinson Company
SEED MERCHANTS

CHICAGO,

:::

ILLINOIS

Glut of Cotton Here—Famine Elsewhere in World.

The situation in cotton is probably the most complex in its history. It is problem upon problem, and its many phases are dependent and interdependent upon each other.

Half the world is facing a famine in cotton, while the other half is threatened with a glut. It is as though two barrels were placed side by side, one overflowing with water, and the other dry, with no connecting pipe between. This pipe is transportation.

Due to the activities of the German submarine, the world's tonnage in ships has been so reduced that only a small portion of it to-day can be placed at the disposal of the merchant. The demands of war, that cannot be denied, are being satisfied at the cost of peaceful pursuits. This situation is somewhat relieved to-day as compared with the recent past, but it is still acute, due to the fact that we have over a million men in France, and that we are adding to that million at the rate of some 300,000 monthly. These men must be supplied with the essentials of war, and this takes tonnage, more tonnage, and still more tonnage, and although our shipbuilding activities are being immeasurably increased I can see no let-up in the demands of war for all possible shipping until peace comes.

Exports this year compared with last show a shrinkage of over 1,500,000 bales. I believe the coming year will show a greater shrinkage, for cotton will only be taken by the Allied nations, who will take only what necessity forces upon them. Practically America's only other outlet for cotton is to Japan, and Japan is taking largely of the Indian crop as it permits of a shorter haul, and Japan has no excess bottoms, having turned over a very large tonnage for the use of the Allies.

Due to many and varied causes, chief among which is labor, home consumption is falling off, and as a result the visible supply of American cotton to be carried over will be in excess of last year by nearly 500,000 bales. This is unfortunate and will become most burdensome when the new crop begins to move in volume.

The last Government condition report gave as planted 37,000,000 acres, and indicated a yield in excess of 15,000,000 bales, linters excluded. This, with the present carryover, gives us a supply of American cotton of more than 18,000,000 bales, and as consumption most probably the coming year will be under 12,000,000 bales, we must find financial protection for at least 6,000,000 bales, which at present prices is over three-quarters of a billion dollars and will prove burdensome in the extreme.

The South reports much cotton held by small country banks, and these banks will not be in a position to afford the proper measure of relief to the planter who may determine to hold his cotton. It is all very good to hold cotton when prices are low, but it is fallacious to attempt its holding when prices are high. The

planter who failed to dispose of his crop when cotton was selling above 30 cents a pound in the South has only himself to blame to-day, and can expect little sympathy from others.

The movement this season meets a most unfortunate situation. The merchant has not been in a position to make forward sales, and not having made them, is in no position to buy the cotton until it is offered at a price which permits of hedging. In past years this custom has been largely followed and has acted as a cushion upon which the moving crop could rest. This year there is no such cushion, and cotton must be sold practically in the open market, with buying limited.

Speculation is dormant, and speculation in past seasons has discounted the early movement by forward sales, but futures have been selling at such a discount under spots that the proposition has not been an appealing one, and so another prop is taken from under the market. This puts the matter up to the farmer, and if he is at all wise he will not attempt to hold cotton at these prices, but will sell freely without forcing until the price is such that he deems it best to make a stand. This price should be largely determined by the cost of production, and as to the cost of production it varies so widely in different States, in different sections of States, in fact, on each and every farm or plantation that its determination is largely one of the individual.

The cost of production, however, will not enter into the price of cotton to any very great extent. The fact that it might cost 10 or 15 cents to produce a pound of cotton in Texas does not prevent a pound of cotton in Great Britain from being worth 40 cents, or in Germany from being worth two dollars. If the cotton cannot reach the high markets of the world, it will necessarily be disposed of in the low markets of the world, if disposed of at all. This brings practically the whole question back to ships, and ships are the crux of the entire affair and should be kept constantly in mind with relation to the general situation in cotton.

Cotton is not going begging. It is too much of an essential of both war and peace, and the lessened purchasing power of the dollar will have a constant tendency toward the maintenance of higher prices. It is unfortunate that the shortage of labor, both skilled and common, makes it impractical at this time to increase our number of mills. There is a crying need for the manufactured article at home and abroad. The markets of South and Central America that have been supplied in the past largely by Germany have become buyers of our goods, and the demand of these sections is only limited by what we have to sell. I reiterate, it is most unfortunate that we cannot increase our output and so satisfy these markets and make them permanently markets of America. It is an alluring opportunity that our spinners and merchants have at hand and should make every endeavor to embrace.

It might not be amiss to say a word or two regarding profiteering in the manufactured article, which has undoubtedly taken place, and which in all probability will be controlled shortly from Washington. This profiteering was not voluntary, but was forced upon the manufacturer. The competition between our numerous Allies for war materials, and our Government's competition as against the public, automatically made for very high prices. The farmer, knowing that his cotton could be bought by the spinner at from forty to fifty cents a pound in many instances, would not sell around thirty cents and continued to hold for higher prices and is now suffering the consequences.

There is much talk of price fixing of raw cotton as a solution of the problem. I think this talk ill-advised. It is uncommercial, uneconomic and unfair to fix the price of a staple article where there is a surplus. The exigencies of war may make it needful to fix a maximum price where there is a shortage of an essential to avoid profiteering on the part of the few at the cost of the many, but to fix a price on a staple with an overburdensome excess is to take the taxes of the many for the benefit of the few. This is not in line with the teachings of our form of Government, and should the authorities place a minimum value upon cotton, the farmer who has an excess of potatoes can demand a minimum price on potatoes; if there is an excess of peanuts he can de-

mand a minimum price on peanuts, and that the Government take his excess at the price. This vicious custom could be carried on ad infinitum, and none could foretell to what it would lead.

We are told that the South is pleading the baby act, that the South is whining and whimpering. I am a Southern man, and I do not believe it. If the South to-day is showing a craven spirit in its commercialism it is a spirit that has grown within the very recent past, and I do not believe it is there. The movement in New Orleans petitioning the Government to establish a fixed price for cotton was ill conceived, and in my judgment was not representative of the true sentiment of the Southern producer. I believe it to have emanated more likely from the political parasite and laborless laborite and hangers-on of farmers' organizations than to have come from the South's man of the soil.

Robert Hayes Holmes.

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

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.

QUALITY

SERVICE

Home of Lincoln Mills Underwear and Hosiery

Complete lines of Men's, Women's
and Children's Athletic Underwear, for
immediate shipment.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SERVICE

QUALITY



Radical Methods to Eliminate Questionable Securities.

Written for the Tradesman.

A step in the right direction was taken when Congress passed the bill creating the Capital Issues Committee, but it did not go far enough. It empowers the committee to investigate all security issues of \$100,000 and upward, and either approve or disapprove them, but the committee can impose no penalty if securities are issued without their approval.

Co-operation with the Committee by patriotic investment bankers and banks renders the Committee somewhat effective, as these institutions refuse to offer for sale, or accept as collateral, any issue of \$100,000 or over which does not bear the stamp of approval of the Capital Issues Committee, but there are hundreds of thousands of citizens of medium means who have heard nothing of the Committee and its activities, nor of the attitude of the banking interests and of the investment bankers. Because of this situation get-rich-quick promoters still have a large field in which to operate. They are flooding the mails with highly colored prospectuses and filling the newspapers with advertisements giving glowing accounts of the profits to be made through investment in their stocks and bonds.

There is no question that the oil investment field is an attractive one, but there is an avalanche of fake companies whose assets consist of leases and possibly a well in the course of sinking without any tangible evidence of success in striking oil, or even prospects of so doing. In this way millions of dollars are being taken from the people which will serve no good purpose in this hour of the Nation's need. This being the case, Congress should go a step further and provide protection for investors by passing a bill investing the Capital Issues Committee with full authority to compel all offerings of securities, whatever their character or amount, to first secure a certificate of approval from the Committee before offering the same for sale, and providing a stiff penalty for any violation of this provision of the law. With this authority in the hands of the Capital Issues Committee, the National Government, exercising full control over the mails, it would be possible to completely censor all security offerings and put a stop to the get-rich-quick schemes which have so preyed upon the public. The blue sky laws of the various states have done good work but have not been able to fully weed out this

insidious evil. The situation needs radical and quick treatment. Congress can provide it.

At a meeting of women in Chicago attended by persons from various parts of the country one of them fervidly patriotic proposed a resolution that none of the members buy a new dress during the remainder of the year 1918, and one even more enthusiastic proposed to make the dress purchase voluntarily prohibitive for the remainder of the war. While the motive was of the best, the action, if carried out, would be a serious economic mistake and, instead of being beneficial to the country, would result in serious harm through slowing down, if not destroying, an industry which gives employment to many thousands in the constructive end, and many more thousands in the manufacture of fabrics from which dresses are made. Sensible economy and the curbing of the extravagance for which this Nation is noted would be most commendable, and it is fair to say it is being largely practiced, but such radical action as that proposed would be a real injury to the Nation. There should be no more disturbance to general business than is absolutely necessary to carry the war to a successful conclusion.

Absence of monetary inflation is, perhaps, the most marked feature of our present economic position. In spite of the war and some egregious mistakes not essential to its prosecution, we have maintained liquidity to a remarkable extent. It may be stated, as a positive fact, that National trade has never undergone so great expansion with so few elements of real inflation. In a year general stocks of money increased from \$5,414,000,000 to \$6,540,000,000, and actual circulation from \$4,736,000,000 to \$5,318,000,000. Armed with authority and supplied with bullion reserves enabling it to sanction reserve note issues of many billions, the Federal Reserve Board has found it necessary to approve an increase of only \$1,178,000,000 reserve notes in the year to June 23, 1918. Increases in general stocks of money and in reserve note issues thus closely correspond. Both may be taken as reflected in the condition of National banks May 10, 1918, which discloses an increase of over \$1,309,000,000 (or 8%) in deposits from May 1, 1917.

H. F. Rawlings, of New York, has submitted to Secretary of the Treasury McAdoo a plan for the installment payment plan of Federal and income taxes which bids fair to be adopted. It is for the issuance of Treasury certificates of indebtedness



The Bank You Choose

should be able in case of need to draw upon the massed reserves of the nation.

We are enabled to do so by rediscounting with the Federal Reserve Bank and thus are in a position thoroughly to safeguard the interests of our customers.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids, Mich.



THE naming of the Grand Rapids Trust Company as Executor and Trustee means that you will bring to the settlement and management of your estate the combined judgment and business ability of its officers and directors

The most competent individual has only his own experience and knowledge to qualify him. This Company offers your estate the collective knowledge and experience of its officials.

ASK FOR BOOKLET ON "DESCENT AND DISTRIBUTION OF PROPERTY" AND BLANK FORM OF WILL.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

in small denominations, \$50, \$100, \$250 and \$1,000 to be received in payment of taxes due in June, 1919, the same to bear interest at a fair rate. It is evident that if such a plan were put in operation, many persons would thus discount their obligations to the Government, which would place funds in the Treasury at a time the funds are needed, before the date set for the payment of the taxes. The plan of the War Savings stamps could be advantageously followed in the issuance, date and maturity of these certificates. All banks should be provided with these certificates for sale to their customers.

In the formation of a National Association of State Banks a step has been taken of great importance to the Nation. No one influence in business life has had more to do with our National growth and prosperity than the small country banks. Their importance should not be measured by their capital. They organize the credit of their communities and render valuable and indispensable services. In the Middle West, West and Northwest, many of these small banks, with capital under \$25,000, have sprung into existence, taking excellent care of the needs of the communities in which they operate. Their services take on a wider scope than those of larger institutions and their relations with their customers are far more intimate. Generally organized under state supervision, they represent an ideal of free and independent banking which is rapidly disappearing. And their existence should by no means be predicated upon the wishes of the large banks, whether these remain under state laws or become members of the Federal Reserve system, nor are they to be measured by the requirements of the National banking system. They fill a niche of their own and the warrant for continuance is in their present existence and successful operation. They cannot be replaced except through the enactment of a branch banking law which is open to too many well founded objections. It is well worth while to consider the small country banks, both for their indispensable services and their independent nature, especially at this time of change of form, character and purpose of our banks as business integers and the tendency toward consolidation. The people who use the small country banks are satisfied with them and, what is more important, if principles count, they stand upon their own integrity and, except for their relations with nearby correspondents, are unassailable by the convulsions which affect larger institutions in centers of population. If no bank is stronger than the financial solvency of the community in which it exists, the small country banks are, in principle, among the strongest banks we have and are entitled to the fullest protection it is possible to give them. The formation of the National Association of State Banks at the St. Louis meeting promises to give them this and it should be recognized and encouraged by both

the American Bankers' Association and the state associations.

A recent ruling by M. C. Elliott, counsel for the Federal Reserve Board, is of interest. It is to the effect that War Savings stamps cannot be classified as a bond or note of the United States, and notes, drafts or bills of exchange secured by such War Savings stamps should not be treated as eligible for rediscount by the Federal Reserve Banks. This is based on the stipulation printed on the War Savings certificates which reads, "This certificate is of no value except to the owner named hereon and is not transferable."

Paul Leake.

The Nature Lovers.

Written for the Tradesman.

I can never see a pretty tree
In its native bower or wood,
I can never walk by the Manistee
Where the mighty forests stood,
I can never smell the spruce and pine
Or the fragrant balsam fir,
I can never hunt the arbutus vine
But what—I think of her.

I can never pick wood-violets,
Meadow lilies, shinleaf too,
Or the little flower that ne'er forgets
And the dainty hare-bell blue,
I can never look for the maiden-hair
And the ferns where th' aspens stir,
I can never find the grass-pinks there
But what—I think of her.

I can never gather berries blue
Nor the later ones so black,
I can never go where strawberries grew,
Past the swamp of tamarack
Where the honey-suckle an' columbine
And wild goose-berries always were,
Never build a fire with cones of pine
But what—I think of her.

I can never sit by the silent sea
When the waves have gone to sleep
Or hear thunder-bolts rage over me
When the tempest stirs the deep;
I can never gaze on the stars at night
When there's not a cloud to blur,
On a silvery moon with its kindly light
But what—I think of her.

We in Mother Nature had a friend
And a true companion too,
So our loves and tastes did interblend
Till they just together grew;
And whenever now I walk a-field
Where the beauty is a-sir,
How the memories my heart enshroud
As e'er I think of her.

Charles A. Heath.

Both employers and laborers will doubtless welcome Federal control of the distribution of unskilled employes, which became effective Aug. 1. No manufacturer employing more than 100 men is now permitted to recruit labor except through the Government Employment Service. Manufacturers have worried in recent months as never before over the huge labor turnover. A State labor official of Pennsylvania has spoken of the "steady movement of labor from Pittsburgh to Philadelphia, and back from Philadelphia to Pittsburgh—two streams crossing each other from one end of the State to the other, an absolute economic waste"; there have been many similar streams. The limited measure of Federal control had to wait upon the development of the Federal Employment Service, until lately a by-product of the Bureau of Immigration. With the Federal chain of employment offices developed and linked with State chains, it is becoming possible to satisfy a shortage of labor in one city from an overplus in another.

What is doubtless a typical bit of testimony about the vogue of war books at public libraries comes from Cleveland. The calls for such volumes at the main library average

one-tenth the whole demand. In the first week of July nearly 350 war-books were taken out, not including works on the historical background of the war, war-poetry, war-fiction, or popular books on the technical or religious aspects of the conflict. As Cleveland has twenty-six branch libraries, large and small, the total circulation was far greater. The very popular war-books are held and loaned in amazing numbers. Thus the library has purchased 130 copies

of Empey's "Over the Top," and persons asking for it are often sent away empty-handed. Gerard's "My Four Years in Germany" is said to go out nearly as fast, especially since the movies have advertised it. Ian Hay's "First Hundred Thousand" still shows no slackening in popularity. Probably even towns and villages would tell the same story.

There are people who won't pay any more than they have to, but they have to pay for the efficient man.



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

PREVENTING FIRES.

Patriotic Duty Developing On Insurance Officials.

Written for the Tradesman.

From time to time the United States authorities have issued warnings for the conservation of food products. There have been wheatless days and meatless days. The people have eaten corn bread, rye bread and have used other substitutes and have tried studiously, faithfully and conscientiously to help Uncle Sam save wheat for his army and our neighbors in Europe.

As a patriotic people they have contributed to the Red Cross, the Y. M. C. A. and the K. C. They have bought Liberty bonds. They have supported every war activity and every patriotic movement generously. It is easy for one to do what everybody is doing. Doing as much brings satisfaction. Whether enough has been done is another question.

All of this has been done because the war is for us and for our posterity. Our ideals have been hundreds of years in forming. Freedom and Liberty, respect for the rights of others and other of our ideals are being trampled under foot. These principles have been bred and born into us. They have been taught us from our mother's knee. It is as natural for us to love and respect and fight for these principles as it is to breathe or as it is for our hearts to beat.

Many of us are required to give up our sons and brothers. Naturally we are reluctant to see them go, but we kiss them good-bye and bid them Godspeed. We hope for their safe return, but only God himself knows the sacrifice they must make. They go. We may never see them again. The next word may be a telegram reporting a serious wound, followed by another announcing the death, and a little later letter to the father and mother—tender as an officer can write—telling of the brave deed—of the numbered grave—with a "God bless you for your loyal son."

Not only have individuals made sacrifices and devoted their time and energy to war work, but various classes of business men and business organizations have done special work along many lines. Many of the captains of industry and business men have given freely of their time and talent. Many of them have been called to Washington from time to time for conference on many subjects.

Many insurance companies have performed a great and patriotic service in the way of inspection and conservation of food products, building materials, manufacturing and storage plants. Many of the larger mutual insurance companies have had their inspectors and special agents working for months along their lines. It has cost them money and oftentimes deprived them of the services of their own employees. Through this work they have saved millions of products used in war industries, necessary food for the soldiers and materials which will greatly help in winning the war. These companies were equipped to do

this work efficiently and well and have rendered a patriotic service in so doing.

Every dollar spent to save property is a dollar that helps you, your company and your boy in France. Every building saved is material released for the use in war industries. Every ounce of food and food products saved is that much contributed to the American cause.

I cannot believe that the mutuals are not patriotic. I cannot believe that our mutual insurance people will give to the Red Cross, Y. M. C. A., K. C., buy Liberty bonds and sacrifice their sons on the battle fields of Europe without demanding that our mutuals do their full duty in conserving the property under their care. Nor will they, as members of such companies, stand for anything less than a policy and a plan that will be of the greatest benefit to themselves, to their neighbors, to Uncle Sam and his army. Could there be any reason from a conservation standpoint, from a patriotic standpoint, or from any other, why every mutual in the United States should not at this time make an inspection of every piece of property which it has insured for the sole purpose of conserving that property from the fire waste.

Our boys and our brothers are now on the battle fields of Europe or in the training camps of America. Even now their lifeless and maimed bodies are being brought home to us or buried on the bloody battle fields of France. This day may bring you a message announcing the death of your son. These boys are making the greatest sacrifice possible. Every building we permit to be burned, every particle of food which we permit to go up in smoke means labor, material, food and energy taken from the support of our boys and our brothers.

President Wilson has said: "Preventable fire is more than a private misfortune; it is a public dereliction. At a time like this, of emergency and manifest necessity for the conservation of national resources, it is more than ever a matter of deep and pressing consequence that every means should be taken to prevent this evil."

Shall We Inspect or Adjust?

Whether we shall inspect the property before it burns and have the defects remedied, or whether we shall permit the property to burn and then adjust the loss is the question confronting many mutual insurance companies to-day. The company may choose either alternative. Lack of inspectors will necessitate more adjusters. Competent inspectors used constantly will decrease the need for adjusters. As inspections increase, adjustment will decrease. So far as we are able to learn, this is the unanimous verdict of the companies which have tried it.

We often hear the cry that luck is against this man or that man, or against this company or that company. Generally, however, good luck or bad luck is nothing more or less than good management for poor management or the result of the use of good judgment or poor judgment. It sometimes takes a burn to teach a

child the danger of fire. Experience is a dear school. Fools will learn it no other way. It is to be hoped that none of our mutual insurance companies will have to be burned into the inspection work. It is to be hoped that they will realize the necessity for careful inspections by competent inspectors before too many losses have occurred.

The inspector or the adjuster—which shall it be? The inspector will point out the flaws for repairs. The adjuster will figure up the losses.

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

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

Consider the Care

you must give the question of investment to avoid losses. Then think how your dependent ones some day will need reliable help to perpetuate your estate.

In your Will name this Company as trustee and executor. Thus, at trifling cost, you insure the carrying out of your plans skillfully and conscientiously.

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.

All Weeks are "Appreciation Weeks"
at

Ramona

Because the public appreciates the classy acts which are presented regularly, the management proposes to show its appreciation of the public's appreciation by putting on something still better at regular prices every week for the remainder of the season.

TO KNOW ABOUT IT ONE MUST SEE IT.

Both are necessary. Both have a work to perform. But do you not think that at this critical time we should have more inspection and less adjustment?

How to Prevent Fires.

It is an old maxim that fire is a good servant but a hard master.

Shakespeare wrote: "A little fire is quickly trodden out; which, being suffered, rivers cannot quench."

Fires are the result of accident, of spontaneous combustion, and of design. If they have been accidental the cause can generally be discovered, and it will be found they might have been prevented.

If the following precautions are taken, fires from accident or spontaneous combustion will seldom occur:

Keep your house, store, or factory clean.

Never allow rubbish, such as paper, rags, cobwebs, old clothing, boxes, etc., to accumulate in closets and unused rooms.

Never fill your coal oil lamps after dark or near an open fire.

Never run your stove pipes through a wooden partition or through the roof without proper protection.

Never allow your furnace, steam or hot water pipes to come in contact with food.

Never put up gas brackets so they can be swung against the wooden window casings or against, or immediately under curtains.

Never put ashes in a wooden receptacle in or about your premises.

Never keep matches in any but metal or earthen safes, and when you light one never throw it on the floor.

Never allow smoking in proximity to inflammable merchandise or materials.

Never take an open light to examine a gas meter or into a closet.

Never read in bed by candle or lamp light.

Never close up your place of business before going over the entire premises to see that all fires and lights are safe or extinguished.

Never forget that carelessness and negligence are the cause of over two-thirds of all fires.

Never forget to have pails or buckets and water near at hand for immediate use in case of emergency.

George Bode,

Sec'y Michigan Shoe Dealers Mutual Fire Ins. Co.

In no way can a man of German descent prove his loyalty to this country more effectually than by having his name changed by law to some name which does not suggest the land of blood and bestiality. A rose would smell as sweet by any other name, but the possession of a German name should be an object of detestation to its owner, if he has any regard for the land of his adoption, just as its retention makes him an object of contempt in the minds of every true American citizen. This is a good time to call a halt on everything German. It is foolish to draw the line on German knives and German dyes and not treat all German surnames with equal abhorrence and contempt.

MANISTEE WATER.

Safe to Drink, But Bad as to Taste.

The four letters published herewith are self explanatory. The first one is addressed to August Field landlord of the Hotel Chippewa, at Manistee:

Grand Rapids, July 10—I am pleased to commend this week the patriotic stand you are taking on flour, meat and sugar. It is certainly very commendable.

I was astounded over the awful taste of the water served at the Chippewa. It certainly destroyed the aroma of your coffee and I could imagine I tasted it in everything you served. Isn't it possible for you to drive a well and obtain an ample supply of palatable water for culinary purposes? I ordered three rooms with bath, but the odor of the water kept all of my party from bathing. The city certainly places a heavy handicap on you in forcing you to impose such water upon your guests.

I make this criticism in all kindness, because I honestly believe you want things right. I have always maintained that you are too deuced GOOD NATURED to be a severe landlord and the way in which you tolerate bad tasting water convinces me that my previous diagnosis is correct.

Aside from the water, your hotel is a long ways ahead of anything I have ever experienced in Manistee. The furnishings are not always in good taste, but I give you credit for making an honest effort to give the public satisfactory service.

E. A. Stowe.

Manistee, Aug. 1—Your letter of July 10 to August Fields, manager of the Chippewa Hotel at Manistee, was handed to me, as City Manager and Superintendent of the Water Department in this community, with the request that I look into the complaint, with a view of ascertaining whether or not there were any just grounds for your harsh criticism of the water being used in our city.

I have submitted samples of our water to the State Bacteriologist, for examination and am pleased to say that I received a most favorable report from the same. I have instructed our city clerk to send you a sworn copy of said report and hope that in the future, should you have occasion to visit Manistee, you will not be alarmed at being compelled to drink the water that we now pump. Our bacteriological analysis of this water proves it to be the equal of any water in the State of Michigan. I take the liberty of giving you this information, as I feel that in justice to our city and those responsible for the water furnished I could do no less.

P. H. Beauvais, City Manager.

Lansing, July 29—The samples of water received from you July 25 have been examined with the following results:

	No. 1	No. 2
Colonies per cc. at 37 C	3	2
B. Coli in 1 cc.....	absent	absent
B. Coli in 10 cc.....	absent	absent
Red Colonies on L.L.A.	absent	absent
Fermentation	absent	absent
Potability	safe	safe

From a bacteriological standpoint the findings in these samples of water are good, indicating them to be safe for drinking purposes.

A. A. Spoor, Bacteriologist.

Grand Rapids, August 3—I am pleased to receive your letter of Aug. 1, enclosing statement from a bacteriologist to the effect that the city water of Manistee is safe to drink, so far as potability is concerned.

If you will kindly refer to my letter of July 10, written Mr. Field, you will note that I referred only to the taste and palatability of the water. I could not drink it and I could not drink coffee made from the water. I

spent several dollars extra for rooms with baths, but none of my party could utilize the bathing facilities because the water smelled so strangely. It would seem as though something could be done to eliminate the fearfully bad taste or to secure a water supply that would be an improvement over the present source in that respect. Dozens of traveling men have told me that they cut out Manistee for night stops on account of this defect in the water.

It is possible, of course, that the people of Manistee have become so accustomed to the water that they do not notice the bad taste; but to a stranger it is a matter of great discomfort and annoyance. Mr. Field is trying so hard to attract visitors to Manistee that it is very unfortunate that he should be so seriously handicapped.

What are you going to do about it?
E. A. Stowe.



JOIN THE
**GRAND RAPIDS
SAVINGS BANK
FAMILY!**

33,000 ☐
Satisfied
Customers

know that we
specialize in
accommodation
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings



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

Fire Insurance that Really Insures

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

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

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

**MICHIGAN BANKERS AND MERCHANTS'
MUTUAL FIRE INSURANCE CO.**

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

Assets \$2,700,000.00

Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

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Sec'y
CLAY H. HOLLISTER
Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61



Women Should Can Now for Next Winter.

A billion jars of fruit and vegetables this summer and fall—that's the "stunt" that Uncle Sam has set for the housewives of America. That doesn't include anything canned by the factories; the idea is that the factory-canned stuff shall all go abroad for the army and the hungry people over there. Fix it firmly in your mind that every time you screw the top on a jar of food you are in very fact helping to win and to end the war. This is no figure of speech, no exaggeration to induce you to save food on general principles—it is literally true that every ounce of food laid aside this summer and fall for use next winter means just that much direct food-help for the army and the Allies. Think of that as you hold a commonplace tomato in your hand, and then put it in a jar.

The women and girls of the United States last year put up about half a billion cans of fruit and vegetables, and practically all of it kept and was used last winter. In my house we are still using the corn and squash, beans and peas that we canned a year ago. Some of it overran the new crop, and so far as I can see, it will be just as good a year from now. The Government asks us to can twice as much this year as we did last. That means not only that we who canned all we had to spare will have to duplicate last year's effort and find still more to can, but that lots of those who didn't do anything about it then will do it this year.

It is different from ordinary times. This is not primarily a question of saving money, important as that aspect of it is. Even if you have no garden and have to buy at disheartening prices every ounce of the vegetables and fruit that you put up in your city kitchen, it is a patriotic duty to do it to the utmost of your ability. It is a question of conserving every bit of foodstuff now available and not needed for immediate use, so that it shall not spoil and be wasted, but shall be usable next winter. Every rotting vegetable in this broad land this summer is helping the Kaiser.

So, you see, it isn't a question of whether you like to do canning, or can afford to buy canned things from those who do like to do it. If you have it within your power to can things in your house, it is your duty to do it—just as much of it as possible.

The sugar rationing tends to discourage somewhat the canning of the

fruits that take a lot of sugar; but twenty-five pounds will go a long way, for all that. The important thing is to can vegetables—especially the staple kinds that are high in food value—and that do not require sugar. It's so easy as to be almost absurd.

First of all, don't be afraid of it, or feel that it means a ceremony upsetting your whole household for days on end. That isn't the way to do it. You can dovetail it in, a bit at a time, and hardly notice the extra work. The principal thing is to understand the method. In most places there are lectures and demonstrations by experts, going on all summer under the auspices of the Food Administration, and the newspapers and magazines are full of material on the subject. Send to the National War Garden Commission, Maryland Building Washington, D. C., for their excellent bulletin on "Home Canning of Vegetables and Fruits." They will be glad to send it to you, and you will find it very explicit and helpful.

Then start right in and don't be nervous about the results. As I heard an expert say recently at a lecture: "Do not be afraid that your preserved vegetables and fruits will spoil in the jars. If you perform each step correctly your work will keep as long as you want it to."

Easy as it is, each step of the technique is important. The fruits and vegetables must be fresh, the rubber bands for the cans must be new and freshly dipped in boiling water before using, and the cans must first be sterilized by covering them in cold water, bringing the cold water to a boil and boiling for not less than twenty minutes. If the jar contains live germs, they certainly will grow in your preserves and spoil them. That's just common-sense. And it is the one key to success.

The cold-pack method is now used extensively, is advocated by the experts, and seems much easier and better than the old methods. This article is not intended as explicit instructions, but only to outline and interest you in the method. You'd better get some of the carefully written material of the Food Administration.

You will need a washboiler or large covered pail, with a rack in it for your jars. You can have a piece of galvanized wire netting fitted to the bottom. The idea is to have the boiling water circulate freely around the jars. This is very important. When they are placed in the boiler or pail or other container the water should be at least two inches above the tops

of the jars, and more water must be added to keep it at that level as it boils away. If the contents of the jars appear to have shrunk or the water in them below the top, that does not matter; the sterilizing will have killed all the bacteria.

Prepare your vegetables and fruits; blanch the vegetables by dipping them in boiling water from five to ten minutes, according to size. Remove from the boiling water, pour cold water over them for a minute until they are chilled; then pack them into your sterilized jars, sprinkle over the top of each one teaspoonful of salt to a quart jar, then fill with boiling water and partially seal—that is, do not put on the top as tightly as you can. Then place the jars in the boiling water in your large boiler or pail as described above, for the required length of time. Then seal each jar as tightly as possible.

Fruits if blanched should be only dipped in and out of the boiling water and then cold-dipped, so as to lose none of the juices; then packed in jars and a hot syrup poured over.

There are three grades of syrup to be used according to taste and amount of sugar available:

Thin syrup, one cup of sugar to four cups of water.

Medium syrup, one cup of sugar to two cups of water.

Thick syrup, one cup of sugar to one cup of water.

Boil until dissolved and pour over the fruit, partially seal, put the jar into your container, and boil for fifteen minutes. This is the rule for all kinds of fruits. Vegetables take longer—beans, peas, and spinach, two hours; corn, three hours; the rest of the vegetables, about an hour and a half.

In filling your jars with starchy vegetables, such as peas, beans, and corn, do not fill them quite to the top—leave about two inches of space, as they absorb the water and must have room to expand.

This cold-pack method is much easier than the old; not so much standing over hot stoves. Picking and preparing the vegetables constitute the most tiresome part of the process; but the result is worth while. All last winter I had canned asparagus, green peas, little beets, and other things, as sweet and fresh almost as if they had just come from the garden. And I wasn't competing in the market with Uncle Sam.

Prudence Bradish.

The fellow that damns his own town has usually never been away from home.

The Roosevelt Ideal

"The men elected this fall should not or absolutely loyal but possessed of broad vision, common sense, high character and unyielding resolution."

—From the Address of Col. Roosevelt at Saratoga, July 17, 1918



Truman H. Newberry

Commander Truman H. Newberry combines all these qualities in the largest possible measure.

NEWBERRY

for

United States Senator

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

Sugar Program Will Not Relax.

Lansing, Aug. 6—Beginning last Thursday, the patriotic Wolverine adjusted himself to a two pound per month consumption of sugar. This new food regulation will continue at least until the first of October, and possibly later. The first of the new crop from which relief may come, will reach the United States market in October, in the form of beet sugar. Louisiana cane sugar will be available about the middle of November, and Cuban cane a month later. However, the quantity of these supplies will hardly be sufficient to afford appreciable relief until in January.

The restricted individual ration implies no modification or departure from the food administration's policy of encouraging canning, without the use of sugar whenever possible—"but canning by all means!" The food administration explains that the largely increased foreign demands for sugar at this time, are taking much of the amount that had been anticipated for canning purposes. Accordingly, the administration is calling upon housewives to preserve their fruit without sugar, and adding a sweetener later on, when it is expected the supply will be more plentiful. A limited supply in addition to the two pound allowance is available for canning.

The Food Administration points to the record of the country in the recent exportation of wheat. For several months the figures show the household consumption of wheat has been less than 50 per cent. of normal. As a result 142,000,000 bushels of wheat have been sent overseas. This wheat, according to reports made to Herbert Hoover, now abroad, was "the salvation of the Allies."

Before the war, the Allies drew virtually no sugar from the sources of American supply. Now, practically one-third of their sugar supply comes from that which ordinarily would have been distributed in the United States.

The Food Administration announces that the supplies of candy being manufactured for American 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, and the administration adds, "It is only fair that the people at home should conserve for the men in the field."

George A. Prescott,
Federal Food Administrator.

Capitalizing the Thrift Idea.

Naturally, merchants are combating with might and main the idea that thrift consists in a refusal to spend money for any purpose whatever. On the other hand they are trying to inculcate the thought that thrift consists in spending wisely and generously as circumstances will permit, while getting good value for the money expended. They are appealing to this newly implanted habit of thrift, not only in the solicitation of business through advertising but in other ways hitherto unpracticed in retail stores.

Here is an instance of capitalizing the thrift idea. After buying some notions in one of the leading stores, the saleswoman asked if she might take the customer's address and call her up when she had a special sale on in notions and small wares.

"Since people have learned to be careful of little expenses, you've no idea how many of them like to be called up and told when to expect a special sale," she explained. "Many women tell me they put the differ-

ence between the regular and sale prices into thrift stamps, and they say it doesn't take very long to fill a card in this way. I have quite a long list that I never neglect to telephone the day before a sale, and they appreciate the attention. Of course they could get the information from the daily paper, but not every woman has the ad reading habit, and this seems more personal anyway. I am pretty sure to see every woman I call up some time during the day, and it makes my work more interesting waiting for them and on them. I should like to add your name to this special list, may I?"

She took down the name and address, and the customer departed looking pleased with the idea of this little private advertising agency. It gave her the idea of "getting in on the ground floor," of having just a bit of an advantage over the mass of women who would have to depend on the newspapers, poor things, instead of having a tip straight from headquarters.

Not Pleased With the Amended Egg Ruling.

Clarksville, Aug. 5—I note the amended ruling on candling eggs, as published in the Tradesman of July 31. It seems to me that it is a bad deal for the retailer. The farmer can bring in his bad eggs and sell them to us. Then we must candle them and lose the bad eggs. We pay with in one cent a dozen as much as we get for them. How are we coming out? I should think it would be the place of the man who first sells the eggs to do the candling. Then nobody would get stung. It is a tough proposition for us as it stands now.

J. S. Pierce.

You have your remedy—you can candle every offering of eggs as they are brought in to you by the farmer. While there is no law or ruling to compel you to do this, you can make such a ruling for your own guidance and protection. Every man is a law unto himself. You would not accept sour molasses, wormy cereals, moth eaten garments or soiled shoes from your jobber. Why should you accept bad eggs from the farmer, knowing that you must eliminate them by careful candling before you ship them to dealers in other towns or sell them at retail to your own customers. The Tradesman thinks Mr. Prescott has made a great mistake in modifying his original ruling, but you would make a greater mistake in not asserting your right as a merchant to refuse to pay for anything which is not merchantable and wholesome.

Any Fool Can Knock.

Don't criticise your neighbor's faults,
No matter what they do,
Don't ridicule the masses or
Malign the chosen few.
Don't think yourself a censor for
The silly, human flock,
And just remember as you go,
That any fool can knock.

Don't laugh at those who make mistakes
And stumble on the way,
For you are apt to follow them,
And almost any day.
Don't think the others shifting sand
While you are solid rock,
And don't forget, for heaven's sake,
That any fool can knock.

Don't be a puller-down of fame
On other men conferred,
Don't give a parting kick to one
Who fell because he erred.
Don't think that you are perfect and
The only size in stock.
And now, once more, just bear in mind
That any fool can knock.

~distribute
this book

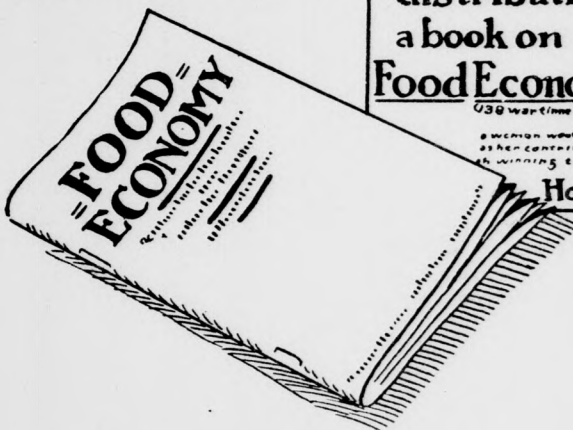
(Win low poster

This
store
is
distributing
a book on
Food Economy

U.S. War-Time Recipe

BECAUSE YOU CAN
DO MORE WITH IT
BY WINNING THE WAR

Hoover



~it will put
your store in line
with popular interest

Your customers are looking for ways to save food. You can help them, and at the same time keep them interested in your store.

Get a supply of Mrs. Knox's new war-time booklet—"Food Economy"—and distribute them to your trade. This book contains 138 timely suggestions—all approved by the Food Administration—on what foods to use to save meat—wheat—sugar and fats.

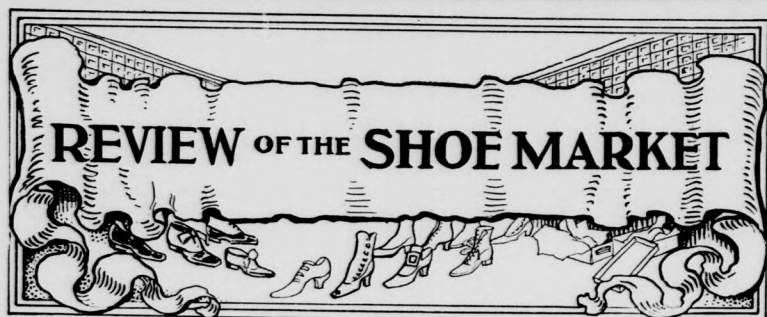
If your customers can get these mighty important recipes from you, they will tell people who are not customers, and a desire for this book will bring them to you.

Send for a supply of the Knox "Food Economy" booklet now—before the edition is exhausted—and take advantage of its timeliness.

CHARLES B. KNOX GELATINE COMPANY, INC.,

JOHNSTOWN, N. Y.

KNOX
SPARKLING
GELATINE



The Shoe Shop De Luxe.

Written for the Tradesman.

The big cities have become accustomed to the trim little boot shop. And they like it.

Wherever you go in your wanderings, when you come to the city of metropolitan ambitions, you are pretty apt to discover somewhere around the corner one of the exceptionally attractive little boot shops.

Sometimes they sell women's shoes along with the men's, but for the most part the little shoe shop de luxe is a man's proposition. Just now the little boot shop is hard hit by the war, for many of its customers being young men of draft age are now wearing Munson army shoes and are off at the training camps, on the way over, or in action on the fighting front.

Stronghold of the Little Shop.

The little shoe store has a grip on its trade out of all proportion to its size.

Its lines being exclusive and its stock limited, the clientele is not large. Therefore the dealer and his clerk or clerks come to know many of their customers by name. They know what office they are in, or the kind of work they do, or the particular type of out-door sport that appeals to them.

Under such conditions it is possible to establish a sort of camaraderie with one's trade which wouldn't be possible in the big store with its many salespeople and its multitudes of shoppers.

Usually the lines in the little exclusive shop run from medium to the higher priced goods, and the store service afforded by such shops is of a high order. Each customer is carefully fitted. The lines are not extended, but they are full as far as they reach. The popular sizes are on hand in the stock room. One is sure of a fit if he happens to like any of the lasts the little shop de luxe happens to carry.

The room is well lighted, and there's a sort of masculine atmosphere about it that timid and unprotected males appreciate. And, as man is largely a creature of habit and dearly loves to do repetitive things, once getting him started to the little shop de luxe, he'll keep coming.

And this hold of the little shop upon its clientele increases as the years go by. It may come to it that the little shop will have to enlarge its quarters and provide more fitting room facilities and increase its stock to take care of its growing trade,

but generally it gets about so big, and then holds its own. And its a nice little proposition. The dealer has a substantial and even-tempered class of trade. His customers are not so largely of the floater class. They are permanent folks in the community. And the little shop de luxe acquires a goodwill that is really an asset.

The Gospel of Neatness.

As may readily be surmised, the little shop de luxe believes strongly in the gospel of neatness.

It is this faith which makes it, indeed, the little shop de luxe.

Everything is in place.

And the findings case is free from dust.

Magazines and newspapers do not clutter things up.

It's just a trim, spic-and-span little shop.

Now man is not exactly a tidy animal—that is the average man isn't—but he likes tidy places. If you want a laboratory test, give him the run of a lower floor with several apartments; let all of these apartments be mussed up save one—the smallest of all, a little denlike place; let that be clean and well aired; and then sit back and observe where Mr. Man will finally light. He'll gravitate into that clean little den, and there light his pipe, cigar, or cigarette, as the case may be.

So the little shop de luxe is making a good bet when it assumes that "mere man" will be not unappreciative of neatness in the little bootery.

The Application of the Moral.

Now if it be asked, Why all this chatter about the exclusive little shoe shop de luxe in a publication which goes to shoe dealers handling lines of varied footwear and other merchants carrying shoes as a part of yet more varied stocks—this is

**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.**

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

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

the answer: There is a moral herein.

The little boot shop de luxe has discovered certain principles of merchandising that are legitimate and valid; also universal, we may say, in their application. That is, they make a hit anywhere and everywhere.

Neatness in a shoe store (or any other kind of a store for that matter) should not be limited to the little exclusive places where people may shop. Why not attractiveness in the big store as well as the little one? The very large stores of our big cities are neat. Much time and effort and money are expended to make and keep them so.

But so many merchants in the smaller communities seem to become careless in such matters. Things get out of place. And things accumulate and pile up. And there is a fine film of dust over everything. And the sense of untidiness permeates the very air.

Windows are not changed with sufficient frequency.

And window fixtures are not polished and brightened up as they should be.

The material with which the window floor is covered or the back of the window is draped, fades out, or becomes soiled.

And when these things are allowed to happen, you can't have an attractive store.

Careful Fitting Everywhere.

I have dwelt at some length upon the service-feature of the small exclusive shoe store.

But high grade service should not be limited to the small shop.

Wherever and by whomsoever shoes are sold, they should be correctly sold; that is the selling of them should involve their fitting.

This takes a bit more time than the careless way; but it pays.

It involves also the passing up of an opportunity now and then.

But the main point is, it makes friends for the store.

It's a merit of the little shop that ought to be emulated by every dealer in shoes no matter whether his place be large or small.

Cid McKay.

Campaign to Increase Leather Supply.

To relieve as much as possible the unprecedented demand for leather, the United States Department of Agriculture is urging that slaughtered and dead animals on the farm be skinned with great care. Usually the skinning of animals on the farm and the care of hides is not given a great amount of consideration and through carelessness many hides are cut and scored when they are removed. By devoting a little extra time and care in skinning animals to make sure that they are not cut or scored the farmer can increase their value on the market several times. In tanning hides scores show very plainly and in many cases one-half of the thickness of the leather is lost by such defects.

That the world grows better is just as sure and just as natural as the fact that the oak grows larger.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 30—Robert A. Best, of this city, has filed a voluntary petition in bankruptcy. The adjudication has been made and the first meeting called for August 9, at which time creditors should appear to prove their claims and elect a trustee. The schedules of the bankrupt show liabilities amounting to \$2,670.85 and assets consisting of household goods valued at \$250, and which are claimed as exempt to the bankrupt. Following is a list of the creditors of said bankrupt:

Secured Creditors.
Frank J. Cook, cashier, Grand Rapids \$1,000.00
Kent State Bank, Grand Rapids 500.00
Unsecured Creditors.
Shapiro & Karr, Philadelphia ... \$ 376.50
Puritan Chocolate Co., Cincinnati 590.64
Truman M. Smith Co., Grand Rapids 1.47
Stanley Foundry Co., Grand Rapids 6.18
Baxter Bros., Grand Rapids 81.06
Vanden Berg Cigar Co., Grand Rapids 60.00
Hall & Gillard, Attorneys, Grand Rapids 50.00
A. J. Daniels, Grand Rapids 5.00

\$2,670.85
Rudolph Kapff, of this city, has filed a petition in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The bankrupt's schedules show the following: Liabilities \$717.38; assets, \$85, consisting of household goods valued at \$75, which are claimed as exempt, and \$10 paid on Liberty bond taken out through the G. R. & I. Railway Co. Following are the creditors:

Secured Creditors.
E. A. Maher, Grand Rapids \$ 25.00
Unsecured Creditors.
Bowditch Bros., Grand Rapids \$ 27.76
C. H. Adams Co., Grand Rapids 13.25
Economy Shoe Store, Grand Rapids 4.00
D. H. Bertram, Grand Rapids .. 15.77
Dr. E. S. Petersen, Grand Rapids 46.50
Barr & Solomon, Grand Rapids .. 51.49
James Williams, Grand Rapids .. 14.14
Harry Verstay, Grand Rapids 44.47
Winegar Bros., Grand Rapids 420.00
John M. Dunham, Grand Rapids 50.00

In the matter of Williams & Parker, bankrupt, Muskegon, the final meeting of creditors has been held. The trustee's report, showing a total balance on hand of \$1,067.60, was approved and allowed. Certain administration expenses, preferred labor claims and a first and final dividend of 5.6 per cent. was declared and ordered paid.

In the matter of H. W. Hakes, bankrupt, Grand Rapids, the assets of this estate have been sold to Harry K. Dean, for \$50. Said assets consist of 2,150 shares of capital stock of Gold Cup Mining Company, which was of the par value of \$1 per share and appraised by competent appraisers at 25 cents per share. Dean, who was the promotor of the company, acquired the stock at a fraction over 2 cents per share. He sold the stock to Hakes at 25 cents per share.

In the matter of John K. Burkett, bankrupt, Kalamo, a special meeting of creditors has been called for August 5. The trustee's first report and account, showing total receipts on hand amounting to \$219.15, will be considered and passed upon and it is possible a first dividend may be declared.



Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

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

No membership fee charged.

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

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

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

Home Office, Grand Rapids

The new ideas in the Hood Tennis Lines

are mighty interesting.

Every "live" dealer should see them.

Salesmen are now on the road with complete lines of samples. Write us and one of them will call.

It will pay you.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Your Big Demand To-day

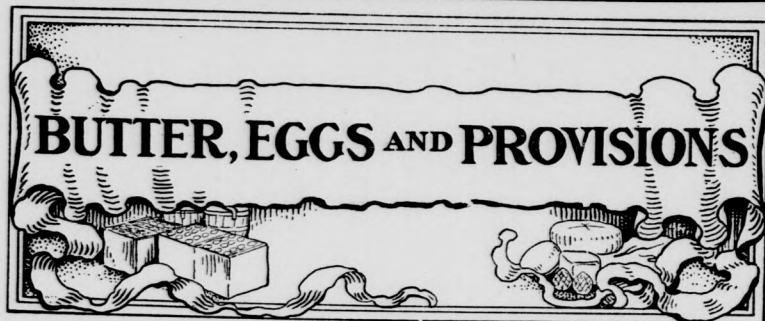
is

Keds

Our Stocks Are Very Complete Now.

Send Your Sizing Orders at Once.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.



Michigan Poultry, Butter and Egg Association.

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

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

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

Poultry Industry From the Distributor's Standpoint.

It is a difficult undertaking to visualize and express what several thousand people in any important branch of a big industry see and think. Too often individuals here and there undertake to do this, and because their vision is obscured or because their judgment is warped owing to incomplete data or assumed facts, there is trouble to follow. Hence I am a bit skittish of my position in being too outspoken in saying what some others might feel safe in setting forth were they addressing you on this subject.

I make the foregoing statement advisedly and in all seriousness for the simple reason that the poultry industry is as big as all out of doors and it has so many angles to it we had just about as well try to make up a graph slowly what the weather conditions will be six months or a year hence as to try to forecast the drift of our affairs. Forsooth, there are variable factors which govern the weather, and it is equally true that there are any number of variables which can and do crop up periodically and which set at naught the very best guesses we poor mortals may make about the game of distributing poultry and eggs.

But I believe that I voice the best thought and sentiment among our trade when I say that the dealers in poultry and eggs are generally optimistic when they look out over the situation that confronts our country to-day. Perhaps the very nature of the business of distributing tends to encourage optimism, for by all the records it is quite clear that only the optimist can stay in the game and keep from going broke. Your typical distributor is somewhat like a soldier—he is prepared for anything that may turn up, always hoping for the best, but always prepared for the worst if he expects to come out on top.

Personally, I can not take issue with those who look forward to better things, because I think even a cursory analysis of the poultry situation throughout the country at this time justifies the prediction that the worst is over, at least for the time being. I think the majority of people in our trade realize fully that under these war conditions we must

continue to face the abnormal for war itself is abnormal, and everything considered it must affect adversely our trade and our industry in common with others similarly situated.

I believe the majority of those engaged in the distribution of poultry and eggs are not only patriotic, but that they are thorough patriots and that they welcome regulations seeking to curb excessive profits and prevent injurious speculation, provided these things have ever applied to our trade in a degree which justified apprehension. And while I have this thought in mind I want to call your attention to the fact that the selling of future contracts on our leading exchanges was abolished voluntarily even before the present Food Control Law was passed. I may say further that this step was not taken because anyone believed either the producer or the consumer was injured when a bona fide future sale was made, but it was done in order to clear up any grounds for the charge of profiteering or injurious speculation. About the strongest possible proof that could be advanced to show that the stopping of future trading could not and can not permanently influence values is that prices since future sales were discontinued have gradually advanced in keeping with the upturn in practically all commodities, which as Mr. Hoover pointed out over a year ago, is sure to be one of the inevitable economic changes growing out of the war. It is far from my purpose to provoke any discussion here or hereafter regarding future trading, but when we are again returned to normal conditions I trust that some of our would-be reformers, who apparently haven't even a speaking acquaintance with the underlying principles that govern the making and breaking of markets, will have learned that the identical principles which I apply to the selling of wheat, cotton, coffee, meats, sugar and whatnot will have to be applied to those other enormous agricultural products, to wit: poultry and eggs.

I am thoroughly convinced that a great many people haven't a clear conception of what the poultry and egg crops really mean. Gentlemen, we have a billion dollar proposition for the simple reason that we have a billion dollar country. Statistics are not as complete as we would like. But we know absolutely that the value of the egg crop to the producer is well above \$600,000,000 a year, and the value of the poultry crop is certainly more than enough to boost the total above the billion

mark. Some time ago I felt the necessity of preparing a particular exhibit to be used in a case before the Interstate Commerce Commission, and relying upon figures compiled by the U. S. Census Bureau, coupled with actual prevailing market prices, we found in distributing centers the wholesale value of eggs in 1917 to be upwards of \$725,000,000. Transportation charges on the movement of this enormous crop will be in the neighborhood of \$15,000,000 this year, for we know by careful calculation that the average transportation is around 50c per case and that fully half of the more than 60,000,000 cases produced move into commercial channels.

The value of the commercial poultry crop is not so easy to figure out. We know that greater New York uses upwards of twenty-five million dollars' worth of live poultry per annum, and it is estimated that fully as much more for poultry is consumed in that market. In other words, New York's bill for poultry

is at least \$50,000,000 a year. Now then, on the basis of one-fourth of the entire Trunk Line territory which justifies us in stating roughly that our population east of the Pittsburgh-Buffalo line to seaboard and north of the Potomac requires approximately two hundred million dollars' worth of poultry every 12 months. The population in the territory just mentioned is only one-third of the entire country. Therefore, we are probably justified in saying that in these good United States we eat six hundred million dollars' worth of poultry annually.

Mind you, I am not jumping at any of these conclusions, and I am morally certain that when we have better statistics we will not only verify everything I have just stated, but we will be amazed to find that all estimates heretofore have erred in that they have been too conservative.

Perhaps I am digressing a bit in calling your attention to these figures, and if so, I crave your pardon. But I insist that we must get clearly

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan



Oh Boy, It's Good!

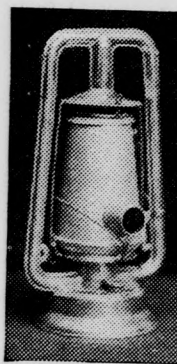


We are the Wholesale Distributors

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.

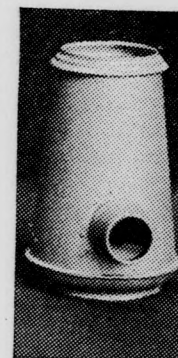
Don't Violate the Law



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.

in mind the fact that we are dealing with a proposition which involves millions and hundreds of millions of dollars before we can lay claim to the breadth of vision to deal even with subsidiary questions which are perforce interwoven with a billion dollar industry that has simply grown up and spread all over creation without anyone knowing much about it. I am not joking when I tell you that only a few years ago practically nobody knew anything worth while of the economic value of poultry and eggs, for our soothsayers, statesmen, college professors and newspaper writers—taking them by and large—were disposed to let the hen shift for herself and to practically disregard her as a source of food supply. But with what statistics are available we now know that the hen and her products represent the equivalent in value of one-twelfth of our entire agricultural crops.

The mere fact that we can define these values and express them even in a general way gives us a tremendous leverage in mapping out our program for the future and we should use this information; moreover, we should add to it and verify related data as they become available hereafter. We should go farther than this and present certain interesting facts to the consuming public as to the value of poultry and eggs from the standpoint of their food equivalent, not so much because we want to detract from the value of other foods, for there is plenty of room for all good foods now and hereafter. My idea is to clear up in the public mind some doubts which have been created by reason of unfair advertising of certain other food products, and also to prove that eggs and poultry represent good food values at whatever they may be selling for alongside competitive products.

Our trade realizes that something of this sort is necessary, and that we have already taken steps, as I have explained to a number of you people before, to begin an Educational Departmental campaign of education. Unfortunately, these plans have been held up because of present war conditions. But we shall hear more of them later.

If there is any one thing which has brought good cheer among our trade lately, it is the government crop report issued a few days ago which indicates a corn yield of 3,160,000,000 bushels, which is a record crop if we have an even break of weather from now until it matures. Coupled with this is the outlook for a bumper yield of wheat, rye, oats, etc., and it would seem there will be an ample supply of feed for poultry and other live stock. This is all refreshing news. To be sure, the yield is one thing, and the preparation of these foods so that they can be converted into the meats and meat substitutes is another. I am sure that our trade stand ready to do everything possible to see that these great crops are properly utilized, and that those people trying to raise poultry may be provided promptly and abundantly with their indicated requirements.

Again, you may think I am digressing when I speak of our interest in production. I believe the distributor is coming to realize as he never has before that he has a very direct interest in production. And why not? It is perfectly obvious that unless production is kept up there would soon be nothing to distribute and again we should see that Othello's occupation was gone. Per contra, I hope that the producer has learned by now that without the distributor, he, the aforesaid producer, would have little incentive to keep on producing beyond what might be required for local use. Going a step farther, I rather think that before long the consumer will see very clearly that he is dependent in a large measure both on the producer and the distributor, and just as dependent on the distributor as on the producer, for all thinking people who have studied the question impartially must realize that the present machinery of marketing is the outgrowth of years of experience and that it is indeed the quickest, safest and most economical method of taking this billion dollar crop, providing the enormous financial accommodations to handle it, to store it and to distribute it at such times, and at such places and in such quantities as the whims of the weather and caprice of the consuming public may dictate.

I believe I am justified in saying that we seek your counsel and co-operation in helping to serve our common country. The poultry industry is big—too big for any one branch of it to try to regulate it all.

It is only by constructive planning, constant effort, genuine co-operation—live and let live policy—that we can accomplish our aims fully.

I confidently believe that we are facing the sunrise of a better day, and feel sure this great movement looking to a real federation of our gigantic industry is sure to bring results which will make all feel a thrill of genuine patriotic service within the very near future.

W. T. Siebels.

Egg Crop Worth \$603,000,000.

Some time ago Leon M. Estabrook, Chief of Bureau of Crop Estimates, U. S. Department of Agriculture, gave the following information bearing on the value of eggs produced in the United States:

"A very rough estimate of egg production on farms in 1917 arrives at the total of 1,884,000,000 dozens. The average price received by farmers for eggs in 1917, weighed by monthly production, was 32 cents per dozen. This is a fairly dependable price, and if the estimated production may be accepted as approximately true, the value of the farm egg production, at farmers' prices, was \$603,000,000."

People will not continue to do business with disagreeable salesfolks.

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.

APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
Grand Rapids, Michigan

The United Agency System of
Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

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

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

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

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant
Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks



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.

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.

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

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters
Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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



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

It Pays to "Holler" and Keep on Hollering.

Written for the Tradesman.

"How do you find business?" enquired the Aggressive Hardware Dealer.

"It's awfully slack," returned the Drug Store Man. "Nothing doing at all. The season's bad."

"Why don't you holler a bit?" retorted the Hammer and Nails Chap. "What d'you mean?"

"Holler right out loud. Advertise. And keep on hollering—keep on advertising. If you don't keep on hollering, people forget that you're in business. They hear somebody else a few doors further down hollering and they head that way."

"I know, because I've tried it. You saw that floor finish display in the big window last week. The minute we put it in, our sales jumped. The minute we put in enamelware, our sales of floor finish took a slump, and our sales of enamelware started to soar. That floor finish display is still pulling business, but enamelware gets the limelight."

"I run a little advertisement—only a few inches—in the local papers. It cost me \$40 a month. I dropped it for a while. I couldn't see the returns, I said—but I saw the difference when I quit advertising. And I saw the difference when I started again."

"But if an advertisement is to pull, you've got to change it right along. If I let the advertisement run over a week, its pulling power depreciates."

"You've got to get out and holler, and keep on hollering, if you want to do business now-a-days."

That is the view of one aggressive merchant, based on practical experience.

Most merchants instinctively look forward to a coming golden day when their hard work will have brought them to a point where they won't need to work any more. Business will thrive without effort, will grow and keep on growing without guidance, and all the merchant will have to do will be to sit and rake in profits. And in the midst of their hard work right now, they console themselves by picturing the better day to come.

Haven't you, at least in the early days of your own business career, some such illusion?

For it is an illusion.

What really happens is that, in course of time, the merchant estab-

lishes a measure of good will, by reason of which people prefer to deal with him. Where he was an unknown stranger in the community, he is known and liked. He has built up a reputation for reliability and for knowledge of his business, that helps him to hold trade. He has learned his business, so that the tasks that once were hard are now relatively easy. He has learned how and where to buy to the best advantage. He has learned to know his community as individuals, so that he can sell more readily by reason of his knowledge of individual preferences and prejudices. And as a result of all this, he is surer of himself, his position is surer, he can buy with more confidence, he can sell more effectively. And he makes more money.

But he cannot, even now, sit back in a chair and leave his business to run itself. He must keep things moving. He probably does more work—accomplishes more—than in the early days when he was a struggling business man.

The only difference is that habit has made the performing of these tasks a great deal easier. Where he was an amateur, he is now an expert.

It is a good thing for the hardware dealer, and the hardware clerk who expects to some day go into business for himself, to acquire a habit of "hollering, and keep on hollering."

Not in the mere sense of advertising, but in the doing of things that will help business.

I have in mind right now the picture of two merchants in the same line of trade. Harris bought an established business. Grant started an entirely new store, in a new stand.

Harris is quiet, easy-going. He does a lot of work, mostly routine; but between times he takes things pretty easy. His business is fairly steady, but has shown no marked growth. In fact, he has complained that the war is spoiling business in his line.

Grant is brimful of practical energy. He is always devising new stunts to attract trade. He advertises in the newspaper, he puts on good window displays, and every now and then he makes some shift in the interior arrangements of his store, designed to improve the sales. He is one of the few merchants in town who gets out circular letters to a mailing list of 500 people at regular intervals.

A good many people he canvasses personally. Particularly, of course, where a big immediate order or a prospect of steady business is involved.

While he is trying out one new scheme, he is busy thinking up an-

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.

HARNESS OUR OWN MAKE

Hand or Machine Made

Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD.

Ionis Ave. and Louis St. Grand Rapids, Michigan

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.

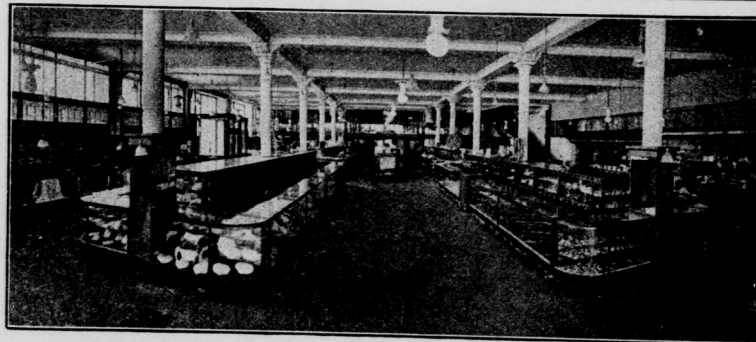
Bell M 797

Citizens 4261

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
 Catalog—to merchants

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

other. If to-day's business sets a new record, for a week day, his effort to-morrow will be to eclipse that record. From start to finish Grant's policy is one of steady business building. The success of one new idea is not made an excuse for a holiday, but becomes a stimulus to the trying out of some other new idea.

And his business is growing rapidly, in spite of the war; or perhaps helped by the fact that the war has set people thinking along new lines, and Grant is sufficiently wide awake to adapt himself.

There is room in every business for improvement. The ideal merchant is, not the one who possesses the hugest resources, but the one who makes the most of what resources he has. The capacity for building up a business, for evolving new and better methods, for discerning and taking advantage of new possibilities, is what marks the leader in business.

Can you improve your business anywhere—in advertising methods, selling methods, store organization, buying methods, collection methods? Think the subject over. Try out new schemes for greater efficiency, for the production of better results. Keep alive to what the other fellows are doing, and try to go them one better. When you score one advance, plan for another, and then another. Holler—and keep on hollering.

Victor Lauriston.

Southern Michigan Fair Sets the Pace.

Hillsdale, August 6.—The Hillsdale fair announces that "All baked goods must conform with the rules and regulations, as issued by the National Food Administrator, or the same will not be received for entry. This rule is imperative."

Other agricultural fairs are adopting the same suggestion and the policy is expected to be of great value to the food administration program not only that it will stimulate the use of the substitutes in the rural home but the premium winning recipes will be generally adopted, in every locality. The food conservation division of the state administration has issued a valuable bulletin for the information of exhibitors in these departments which in part says:

Yeast Breads.

Prizes may be awarded:

1. To the best bread baked in accordance with the regulations governing licensed bakers. One pound of substitutes to three pounds of wheat flour.

2. Best bread baked under 50-50 rule. One pound of substitutes to one pound of wheat flour.

3. Best bread baked with as little wheat as possible. Recipes of proportionate wheat flour and substitutes should be attached to the entry.

Wheatless Quick Breads.

1. Should be made entirely of allowable flour substitutes. Sugar substitutes should be used instead of sugar.

Cakes and Cookies.

Prizes should be given for cakes and cookies only under the following conditions.

1. They should be made entirely of allowable flour substitutes.

2. They should have at least 50 per cent. of sugar substitutes such as molasses, syrup or honey. No frostings of any kind made of sugar should be used.

Pies.

Pie crusts should be made entirely of substitute flour.

Jellies.

(Maximum canning with minimum sugar.)

1. No prizes should be given jellies, jams or preserves unless made with at least 50 per cent. syrup instead of sugar.

Milk and Dairy Products.

The use of dairy products should be encouraged as much as possible.

A prize may be offered for the most palatable and attractive dish of cottage cheese.

General Statements.

1. No food under any condition should be wasted. Plans should either be made to sell the food which has been exhibited, or to see that it is disposed of to the best possible advantage.

2. Recipes for food to which prizes have been awarded should be sent to the Food Conservation Division, Federal Food Administration, Lansing, Mich.

3. Have recipes attached to all baked goods on display at the fairs.

4. Recipes will be supplied upon request from this office, or original recipes may be used.

"Me und Gott."

Detroit, Aug. 6.—To the Editor: On five distinct occasions since the beginning of the war the Emperor of Germany has declared to the world that such successes of his army as the ravishing of Belgium, the crushing of Roumania, the Italian retreat and the deception and breaking down of Russia were due to the direct co-operation of God with the arms of Germany.

Would it not please God and stimulate the allied world to a united spirit of patriotism if the Christian organizations of America, England, France, Italy and the world should arise in holy wrath and brand the kaiser's claims as blasphemous lies and hurl them back into the teeth of this archblasphemer of God? "And so let it be known there is a God in Israel."

Has not the kaiser done a hundred-fold greater violence to the Kingdom of God than Ahab, and did not Elijah challenge King Ahab and all the followers of Baal single-handed? Did he not repudiate their blasphemous claims, bring fire from heaven to brand their lies, and then slay them all at the brook Kishon? Are the Elijahs of the modern church asleep under juniper trees, that they heed not the claims of this despoiler of nations, this archenemy of Christian civilization, this crucifier of human liberty, who, while drenching the world with innocent blood, lays claim to being an ambassador of God, and that God is a co-worker with him?

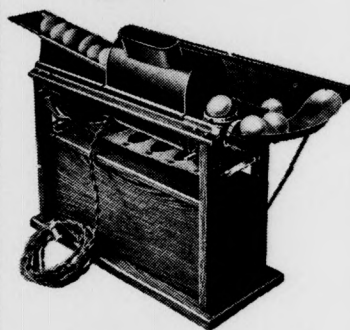
Delmer E. Croft.

Develop a New Metal.

A metal suitable for the very finest forms of cutlery has been developed from combining iron, chromium, and cobalt, according to an announcement made by Professor W. L. Goodwin of Queens University, Kingston, Ontario. Consul F. S. S. Johnson, who is at Kingston, reports that the new metal is easy to work and is shortly to be put on the market in commercial quantities.

Professor Goodwin is Chairman of the Canadian Section of the Society of Chemical Industry, which organization, in conjunction with Canadian chemists and chemical engineers, is working toward getting a higher degree of extraction of useful substances from ores and finding new uses for waste products. Canadian chemists were responsible for the discovery of the new metal, which is peculiarly a Canadian product.

The "Little Gem" Battery Egg Tester



Electric or Battery

Write for catalogue and prices.

We have the best.

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

The Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

DIAMOND CRYSTAL

The Salt
that's all salt.

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



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.

Tribute To The Traveling Salesman.

Recently one of the directors of McKesson & Robbins, Inc., New York, received an invitation to take lunch, with several Y. M. C. A. men, just returned from the front, who are to-day doing such valiant work behind the battle lines in France and in other theaters of war. At the table the discussion centered on the Y. M. C. A. huts and the work of the boys in providing for the comfort of tired, sick and wounded soldiers. One of the Y. M. C. A. men was asked by the director of McKesson & Robbins to state what, in his opinion, was the greatest problem, if any, confronting the hut work near the front line trenches. The Y. M. C. A. official replied:

"The most difficult problem we have is to find the right type of man for the work. The man best adapted to this work and the man whose work is productive of the best results, and under whose care sick and wounded soldiers most quickly convalesce, is he who has been trained to be cheerful under any and all conditions, even during times of the greatest stress and trial, and at the same time possesses initiative. The man with the cheerful disposition and the ability to act is the one who is valued most by us—but, unfortunately, he is the type of man whom we find it difficult to secure."

The director of the big drug house, in reply to this statement, said that he believed he could pick out the men—not individually, but collectively—of all men who possessed the maximum amount of cheerfulness, and the necessary initiative. Said he:

"The type of man you need is represented by the traveling salesman better than by any other class of men I know of. Cheerfulness is one of the attributes of a successful traveling salesman—and cheerfulness at all times and under all conditions. The very nature of the traveling man's business—selling goods to business men—renders it important that he maintain at all times an even temper, and that he radiate cheerfulness, not alone by the smile, but also by his general modus operandi. If you are

looking for a cheerful man—a man in whom sick soldiers can actually see and feel manifestations of cheerfulness, then I commend to you the American traveling salesman. His cheerfulness is proverbial. He has been glorified for this attribute in prose and verse. Few men are subjected to as many annoying and troublous conditions as the traveling man—and still fewer have the faculty of meeting and overcoming them cheerfully.

"The traveling salesman," continued the McKesson & Robbins director, "is frequently away from home for weeks or months at a time—spending many of his nights in a Pullman sleeper—often compelled to put up with irregular train service and poor hotel accommodations—constantly up against keen competition. In a word, the life of a successful traveling salesman is a constant fight, and through it all he must maintain a cheerful spirit—and he does.

"The traveling man, furthermore, must possess initiative if he is to be successful. Matters of responsibility are placed upon him by his house. His job calls for the exercise of good judgment, discretion, keen discernment, and quick action. In order to be successful, it is as necessary for him to possess initiative as it is to be cheerful. I do not believe you will find any class of men who are so well fitted for the great work the Y. M. C. A. is conducting behind the battle lines, as the traveling man."

This idea, submitted on the spur of the moment, met with the instant approbation of every Y. M. C. A. man present, and they decided then and there to send out letters to business houses throughout the country, enlisting their aid in this direction. Every wholesale house in the United States will receive a circular from the Y. M. C. A., asking them if they can spare some of their traveling sales force, over draft age, for the work above mentioned. Applications for these positions should be made to the secretary of the local Y. M. C. A.

As a result of this idea, the Y. M. C. A. huts in France and elsewhere will in all probability be in charge of traveling salesmen, whose duty it will be to aid in the rapid restoration to health of sick and wounded soldiers.

Score another for the Knights of the Grip!

Your ability as a business man will, in spite of you, be judged to some extent by the way you dress and by your whole personal appearance.

Twilight On Little Traverse Bay.

Written for the Tradesman.
 Tenderly the twilight falls
 Like a calm upon the sea,
 As the wood-thrush sweetly calls—
 Mentor of my reverie.
 Sunshine seeks another strand
 Leaving mine to welcome sleep
 Guarded by a starry band
 Which does nightly vigil keep.
 Twilight is our stepping stone
 From the toilsome, tiring day
 To a world where each alone
 Travels his peculiar way;
 There no sun does ever shine,
 Far away he leads his lay
 While the stars the night enshrine—
 It's the Land O'Nod, they say.
 Like an intercessor—friend
 Are the twilights of my years
 Till the earthly dark shall end
 And eternal day appears.
 Charles A. Heath.

HOTEL HERKIMER

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

HOTEL GRANT

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

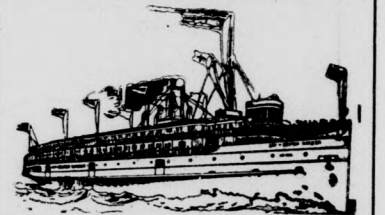
Beach's Restaurant

41 North Ionia Ave.
 Near Monroe
 GRAND RAPIDS, MICHIGAN

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

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—\$3.50 one way
 via

MICHIGAN RAILWAY CO.
 (Steel Cars—Double Track)

Graham & Morton Line
 (Steel Steamers)

Boat Train

CONNECTING FOR THE BOAT
 Leaves Grand Rapids Station
 Rear Pantlind Hotel

EVERY NIGHT AT 9 P.M.

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

RATES { \$1.00 without bath
 { \$1.50 up with bath

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

Union
 Station

ROOMS
 WITHOUT BATH \$1.00
 WITH BATH (shower or
 tub) \$1.50
 MEALS 50 CENTS



75 Steps East

Fire Proof

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 6.—The Detroit newspaper's street car problem is further from a solution than ever before. Usually there were one or two avowed candidates for mayor who would dispose of this momentous question. This year we have five in our midst.

A. B. Wilkinson, formerly city representative for an Eastern tea and coffee firm, after convalescing from an illness which confined him to his home for several months, has accepted a position as teller in the Highland Park State bank.

George Kidd, president of the Woodward Hardware Co., 2090 Woodward avenue, has returned from a two weeks outing at Topinabee.

A card has been received from William E. (Billy) Wallace, formerly Northern Michigan representative for Burnham, Stoepel & Co., which was postmarked New York. Billy has been in a Southern camp and the inference drawn is that he is on his way over seas.

The Avenue barber shop has been opened in the newly remodeled store in the Avenue theater building, Woodward and Jefferson avenues.

H. D. Murray, captain of company A, 550th Reg., Michigan State Troops, left last week with his company for a week's outing at one of the lakes adjacent to Detroit. Mr. Murray is city representative for Guy Brewster Cady and Staff, dealers in advertising novelties, 125 Farmer street, and is Past Counselor of Detroit Council.

Cadillac Council, beginning with the October session, will begin a series of salesman's meetings. These gatherings will be open to the entire traveling fraternity and will be featured by leading sales experts and speakers from different business pursuits from all parts of the country.

A ruling passed by the Supreme Council of the U. C. T., which should prove of intense interest to members of the organization provides for the payment of insurance to those who meet with accident when in the Government service on American or Canadian territory.

E. E. Holipeter, proprietor of a cigar and confectionery store at 580 Michigan avenue, has opened another store at 1195 Hamilton boulevard and will devote his time to the new store. Negotiations are under way for the disposal of the Michigan avenue business.

The United Cigar Stores Co. has leased the store at 20 Grand River avenue and will open for business in a few days.

The report in a recent issue of a Detroit paper regarding the advancement of H. N. Williams, son of Leonard Williams, to the rank of Adjutant General in the army was somewhat misleading, inasmuch as the appointment was for one day only. A letter explaining the one day honor conferred on Lieutenant Williams was received by his father, who mentioned it to a friend, who mentioned it to another friend, and lo! we have the story in print. "Len" Williams is a charter member of Detroit Council.

Everything is fare, paradoxically speaking, with the D. U. R., according to the Detroit News.

Lower Woodward avenue was treated to a surprise that bordered on a shock when Harry Marks, of E. A. Marks & Co., cigar store and factory, 50 Woodward avenue, went on a rampage a few days ago and had a hair cut, never stopping until every whisker on his face was removed for cause.

The Overland cafe has been opened at 739 Cass avenue.

James W. Tyre, of the Tyre Hardware Co., 463 Grand River avenue, and President of the Detroit Hard-

ware Dealers' Association, returned from a Northern vacation trip last week.

"What's in a name?" can be answered by making enquiries into the record of Michigan's Governor.

Theodore R. Karsten, son of the proprietor of the Karsten chain of restaurants, has left for the Great Lakes Naval training station, having enlisted in the navy.

A baby boy—boy No. 3, by the way—arrived at the home of Abe Davis, house salesman for A. Krolik & Co., on August 1. If the war lasts long enough, etc.

Harry Pratt and P. C. Palmer, department managers for Burnham, Stoepel & Co., motored to Toledo last week.

Over 500 employees and their friends attended an outing at Bois Blanc Island given by the Towar Wayne County Creamery last Wednesday. The steamer Sappho was chartered for the occasion and, as the sleepy milkman said next morning, "what they didn't do and have—well, there ain't no such animal."

George A. Drake & Co., stationers and outfitters, have moved into the building at 121-123 Woodward avenue, recently remodeled for them. The new store, modern in every detail, has five floors and basement. The move was necessitated by the increasing business of the firm.

O. E. Jennings, Senior Counselor of Cadillac Council, dropped into a restaurant recently (so the story goes) and Lord knows it was hot enough to drop in even worse places than a Detroit mastication parlor. Orla, known all over Michigan and Grand Rapids for his smiling personality and amiability, was extremely peeved over the frailty of the turtle soup he had ordered. Calling over the waiter, Orla, with a special effort at transforming his usually agreeable nature to a most serious expression, scowlingly remarked: "I ordered turtle soup. There isn't a vestige of turtle flavor in this." "What do you expect?" said the waiter, "If you ordered cottage pudding, you wouldn't expect a cottage in it, would you?"

Frederick Stearns & Co. gave an excursion to 2,000 employees and friends at Bois Blanc Island Saturday. The steamer Britannia was chartered for the occasion. "A day of high grade enjoyment" was the verdict of the happy excursionists.

The Detroit Retail Hardware Dealers' association closed up shop last Thursday to enjoy a day's outing down the river. Notable among the day's stunts was a ball game, umpired by Tom Burton, well-known local representative for the Lisk Manufacturing Co., which ended in a score of 2 to 2. The closeness of the score, as explained by some of the spectators, was caused by the timidity of the players, who refused to get too close to the ball in its flight over the plate. As is usually the case with this outfit, a pleasant day was enjoyed. A. J. Scott, of Marine City, Secretary of the Michigan State Hardware Dealers' Association, attended the excursion.

Max Girardin, Northern Michigan representative for the United States Rubber Co., who had his leg amputated last month, is convalescing rapidly at his home, 67 Mt. Vernon avenue. Mr. Girardin, who is a member of Detroit Council, has lost none of his old-time optimism and is planning on "hitting the pike" again in the near future, an event looked forward to by his host of friends as well as himself.

A letter has been sent out by the food administration to the various traveling men's organizations, thanking them for the able assistance rendered the Government. Eighty thousand of 'em have been enrolled.

Warm weather, instead of keeping members away, seemed to act as a stimulus, judging by the attendance

at the last meeting of Detroit Council. One of the largest crowds in several months attended, all intent on furthering the interests of S. J. Hitchings, Past Senior Counselor of the Council, who is candidate for Sentinel of the Grand Lodge. Expressions of support from individuals in all parts of the State were relayed to the members.

Word has been received that Martin Hansen, man of family, has been given 60 days to dispose of his business affairs before being called into the service. Mr. Hansen is proprietor of a thriving dry goods business in Eaton Rapids. If the report of his call is true, he will gladly take up arms for his Uncle Samuel. Edsel Ford, son of Henry Ford, is still residing in Detroit.

H. Scharago, dry goods dealer, 181 Davison road, has moved to the building three doors west.

B. Leader has purchased the general dry goods stock of A. Rebrandt, Junction and Buchanan.

Inasmuch as a near-serious accident was averted, one cannot help but facetiously feel that as a chauffeur, Herb Salisbury, salesman for Burnham, Stoepel Co., would make a high class business man. Herb was the recipient of a new automobile last week to be used in calling on his trade. Not being familiar with the machine, a driver was sent with him. When about three miles from Detroit the driver turned the wheel over to Herb with minute instructions to manage the car. We have heard of large profits derived from turning stocks often, but when Mr. Salisbury was picked up from under the debris, uninjured, it was learned he had a double turnover in less time than it takes the editor of the Tradesman to reply to a recalcitrant labor unionist who tries to uphold the organization. This was one time, however, when two turnovers were made in so short a time at a loss.

F. Tuchowski, formerly in the cafe business, opened a dry goods and furnishing store at 118 Federal avenue Saturday.

Andrew Leska, dry goods dealer at 975 Milwaukee avenue, has had his store remodeled throughout.

The salesforce of the Simons Sales Co., 88 Willis street, West, held an old fashioned picnic on August 1 at Deer Lake Inn in commemoration of the first anniversary of the organization of the firm. A banquet followed in the evening, at which time the year's record business was discussed.

Pledging themselves not to handle German-made goods until ten years after the war, retail merchants of Windsor and vicinity have started an anti-German trade campaign among business men of Ontario. The move, fathered by Major G. H. Wilkinson, who served two years in Fance with Canadian units, has met with unanimous favor among retailers of the Canadian border cities, who signed pledges not to trade with any German firm, or sell "Made-in-Germany" merchandise for at least ten years following a declaration of peace. The Border Cities Retail Merchants' Association, which has a membership of more than 500, will appoint deputations to visit other cities in the province to carry on propaganda work. Major Wilkinson declares the people of Canada will never forget the German atrocities, but they might be sold German-made goods unless merchants took action to boycott Germany and her commodities, he said.

"Calf Island" the summer home of August Marxhausen, in the Detroit river, near Trenton, was raided by five inspectors working under the state food and drug commissioner, last Thursday. Six thousand bottles of beer, half of it concealed in the root cellar and half buried in the ground, were siezed, together with a

large quantity of Rhine wine and other alcoholic beverages. The party reached the island by motor boat and searched the premises thoroughly. It was necessary to get a tug to take the stuff to the mainland. Three motor trucks brought it to the county building. A large portrait of Bismarck was found hanging on a wall in the house. Calf Island is the property of Mr. Marxhausen and his is the only residence located upon it.

Fred A. Lavery, city salesman for Morris Fraser & Co., has joined the marine corps and gone to Paris Island, North Carolina. His associates in the house presented him with ten pounds of candy and 800 cigarettes on the day he left. H. J. McDonald, who covers Western Michigan for the same house, will follow Mr. Lavery to Paris Island in the course of a week or two.

James M. Goldstein.

Bottom Facts From Booming Boyne City.

Boyne City, Aug. 6.—We are having some real summer weather and the crops are responding to it in wonderful manner. We were told to-day that if we have six weeks of good weather, crops will be the finest in years. Of course, that "if" is a very large one and is fraught with a great deal of anxiety.

The Chamber of Commerce, in conjunction with the War Board, is working up a big labor day celebration, in which all the workers in town are expected to join. It will include everybody—workers with pen or pick, brain or brawn or both. Fortunately we have few of the leisure class in Boyne City.

W. S. Shaw and A. F. Henze were absent on a visit to the Tractor exhibition at Salina, Kansas, last week in the interest of the Traction Engine Co.

The steamer Griffin is delivering ore at the local furnace for the coming season's supply. We don't want our boys to run out of the necessary incentive to persuade the huns to go home and stay there. Between the iron furnace, the chemical works and the Tanning Co., Boyne City is doing its bit to make the life of the boche as bitter as possible. We are inclined to think that the recent—and continuing—strategic withdrawal of Ludendorff's skirmish line was started in this burg.

I. R. Dean, who has conducted an auto livery for the past eight years, enlisted and has gone to Columbus Barracks. If "Jim" drives for his Uncle Sam as he is won't to do, where speed laws interfere with the full exercise of his capabilities, there won't be any time wasted or any avoidable accidents.

Maxy.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 7.—Creamery butter extras, 45¢@46¢; firsts, 42¢@44¢; common, 41¢; dairy, common to choice, 35¢@40¢; packing stock, 32¢@33¢.

Cheese—No. 1, 'new, fancy, 26¢; choice, 24¢@25¢.

Eggs—Choice, new laid, 47¢@51¢ for fancy and 44¢@45¢ for choice.

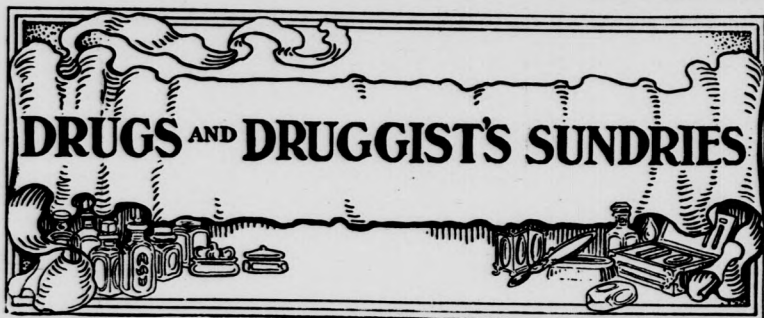
Poultry (live)—Old cox, 23¢@25¢; fowls, 31¢@35¢; chicks, 32¢@40¢; ducks, 32¢@35¢.

Beans—Medium, \$11@11.50 per hundred lbs.; Peas, \$11@11.50 per hundred lbs.; Marrow, \$12.50@13.50 per hundred lbs.

Potatoes—New, \$5@5.50 per bbl. Rea & Witzig.

J. Harvey Mann, 805 Madison avenue, has received a letter announcing that his son Morris has arrived safely over seas.

Next time you are sick, don't quit work and keep on eating; quit eating and keep on working.



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.

Drug Store Nearly Fifty-four Years Old.

Traverse City, Aug. 5—Fifty-three years of successful business sprang into existence December 20, 1865, when Dr. B. D. Ashton and Albert W. Bacon opened up a small stock of groceries and drugs under the firm name of Ashton & Bacon in a building which they had erected for that purpose on Front street about ninety feet west of Park street. May 1, 1866, the stock, amounting to \$722, including furniture and fixtures, was bought by L. W. Hubbell & Co. of which L. W. Hubbell was the active partner and manager and Hannah, Lay & Co. special partners. May 1, 1875, this firm closed up their business by selling its stock of groceries and provisions to Hannah, Lay & Co. the drugs, medicines, paints, oils, fancy goods and confectionery to S. E. Wait.

April 1, 1879, L. M. Mills, who had been owner of a drug store at Kalkaska, accepted a partnership with Mr. Wait, the firm to be known as Wait & Mills. This partnership continued until 1885, when the firm was dissolved by mutual consent, Mr. Mills accepting a position of traveling salesman with the firm of Shepard & Hazeltine of Grand Rapids. In the fall of 1889, feeling the need of more commodious and pleasant quarters, the corner room of the new Masonic block was leased from the Masonic Association and the stock was moved there January 1, 1890. On April 1, 1901, Mr. Wait took into partnership his two sons, E. W. Wait and C. R. Wait under the name of S. E. Wait & Sons.

This partnership continued until 1911 when C. R. Wait decided to go into business in Detroit, and is located there on the corner of Grand River avenue and High street. S. E. Wait and E. W. Wait continued the business as S. E. Wait & Son and the store is a landmark with every resident of the Grand Traverse region. The senior Wait probably has as wide an acquaintance among the old residents of Traverse Bay as any man now living. What Mr. Wait has attained—and here is the lesson to be learned from his history—he has attained through hard work, the maintenance of a clear, definite objective and an unswerving fidelity to the highest ideals. He early acquired a steadfast determination to make a success of his life, not merely a narrow personal success, but a success whereby he could be of service to others. And to a most marked degree he has reached his objective. He is always at the forefront in constructive work for the advancement of his city and State, in educational and

charitable work and in helping to establish and maintain lofty standards in his chosen profession. His family, his friends, his church and his city always find in him a helpful companion, a devout and untiring worker and a most estimable citizen.

Simply a Question of Business Policy.

A leading Western jobber has issued a notice to his customers in which he points out that, generally speaking, trade conditions are prosperous, and business is good, but the very high prices and extremely close credit dealings in primary sources of supply are requiring of wholesale dealers very large investments of capital to enable them to carry adequate supplies for the retailer, and as a result, the jobber finds it necessary to confine credits to the shortest time possible commensurate with the actual needs of his retail customers. Then again manufacturers and first hand dealers who formerly granted the jobber cash discounts of one and two per cent. have withdrawn these discounts and in many instances merchandise has to be paid for spot cash on arrival, thus eliminating the concessions for cash, and which of necessity must be in a measure likewise withdrawn from the retailer, or if not withdrawn altogether, is a vital reason for the jobber insisting on prompt payment if the retailer desires to earn the discount which is granted for quick payment.

The object in bringing these matters to the druggist's notice is to suggest that the retailer with a realization of changed conditions will watch his own sales carefully to avoid possibility of selling articles for less than they are worth, and which with frequent market changes is possible, and also with a view of bringing in his own slow pay collections and to advise conservation in the method of extending credit.

Wilhelm Bodemann in a recent letter commenting on the subject of market changes, points out that some druggists are charging for quinine, as an example, according to market prices, no matter what they had paid, but utterly fail to see that they must follow the market price when quinine (or any other item) declines. They insist that it would be unbusiness like to sell at a lower figure than what it costs in case of decline.

Druggists conducting their business on a legitimate profit basis are handicapped by the ignorance and carelessness of other druggists who do not keep posted on prices. Read your price lists. Compare them

with the prices upon the goods upon your shelf and if any goods are wrongly marked correct the error.

American Mineral Waters.

Before the war Americans traveled far abroad to see Alpine peaks, although here in our own country there are mountains and canyons and falls that surpass in grandeur even those of Switzerland; so also they imported great quantities of mineral waters regardless of the fact that the United States is surpassed by few countries in the number and variety of its mineral springs. Chemical experts of the United States Geological Survey, Department of the Interior, say that after American springs have been more carefully investigated and exploited and provided with better accommodations for hydrotherapeutic treatment they can furnish counterpart of nearly all the famous spring resorts in Europe. There is also a satisfactory assurance that if mineral waters are a war-time necessity in convalescent hospitals they can be supplied from American springs, so that the imports may be completely shut off without deprivation in this country.

If you want the public to have confidence in you, be careful about the use of the superlative in describing your goods. Everything cannot be the best, the greatest value, the most satisfactory, the grandest and finest. People don't care so much about your description so long as the quality and you are right.

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

For War Puddings and Desserts

no other flavoring is as delightful, satisfying and economical as "maple"

Crescent Mapleine

The Delicious "Golden Flavour"

All jobbers or Louis Hiller Co.,
 1205 Peoples Life Bldg., Chicago. (M-213)

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and!
 Artistic Design

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

Some Don'ts for War Times.

Don't put money into unproductive assets. The labor needed to produce those assets should be used in making munitions or in using munitions.

Don't speculate. Prices of all kinds of materials are likely to go up and security prices will show much appreciation. Money will be plentiful. All kinds of bubbles were blown with inflated currency during the Civil War. But there are so many elements that may cause artificial changes in the market that he is a wise man who resists the silent voice of chance and sticks close to his own business.

Don't hoard. We need every cent we can get to keep business going.

Don't waste money in unavailing pleasures and luxuries. While thousands of girls are putting hand decorations on ladies' clothing, our boys at the front may freeze because we can't get enough labor to make their suits and shirts.

Don't use any more than you absolutely need of the things that are needed by our military forces. Eat simple food, cut down on the consumption of gasoline.

Don't reduce your standard of living. You can be economical without banishing all your friends and giving up all your pleasures.

Don't borrow just because it's easy to borrow. Be careful not to over-extend.

Don't drop your credit for one minute. Remember that there are bound to be radical readjustments of industry. Some of your customers may be

in lines of business that will be brought down by the readjustment. Stop to think the situation over and make up your mind to curtail credit wherever it appears necessary.

Don't forget that the withdrawal of thousands of men from productive pursuits means that those who remain must work harder.

The Tree Garden.

Written for the Tradesman.

I have a pretty garden fair
Of pine and evergreen,
The hemlock tree I've planted there
And juniper between,
The taller spruce and tamarack,
The fragrant balsam fir,
Red cedar from the swamp aback
Where the lady-slippers were;
And Jack-pine from the sand-plains far
Are in my garden too,
Noble norways which great giants are
If centuries they knew.
The trees and I are intimate,
I know that they know me
For each does so reciprocate
My generosity.
And each is growing in its way
And has so much to do
To gather fragrance day by day
Supply each spikelet new,
And yet withal they've such a charm,
Such loveliness and grace
My selfish self I there disarm—
Enchanted in the place
Where perfume of the evergreens
Does permeate the air,
I hear their message—and it means
Your blessings you should share.
Charles A. Heath.

Automobile tourists insist that the approach to Empire, either from the North or South, presents one of the most beautiful aspects of any town in Northern Michigan. Nestled in a valley, with wide streets, well kept stores, well painted homes and well cared for lawns, the topography and landscape effect are beyond description.

Even a crook can hand out a straight tip if he wants to.

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.**

**WE ARE ACCEPTING CONTRACTS NOW FOR
1919 DELIVERIES OF**

J. Hungerford Smith Co.'s

Soda Fountain Fruits and Syrups

If you have not signed up, drop us a card.

Protect yourself for next season's business before it is too late.
Prices guaranteed against advance or decline.

We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs	9 25@9 50	Capsicum	02 15	
Boric (Powd.) ..	18@ 25	Eigerson	3 25@3 50	Cardamon	02 10	
Boric (Xtal) ..	18@ 25	Eucalyptus	1 25@1 25	Cardamon, Comp.	01 60	
Carbolic	66@ 70	Hemlock, pure ..	2 00@2 25	Catechu	01 60	
Citric	1 10@1 15	Juniper Berries ..	17 50@17 75	Cinchona	02 35	
Muriatic	3 1/2@ 5	Juniper Wood ..	2 75@3 00	Colchicum	02 40	
Nitric	10 1/2@ 15	Lard, extra	2 10@2 30	Cubeb	02 35	
Oxalic	60@ 70	Lard, No. 1	1 80@2 05	Digitalis	01 30	
Sulphuric	3 1/2@ 5	Lavender Flow. ..	7 00@7 25	Gentian	01 60	
Tartaric	1 12@1 20	Lavender, Gar'n ..	1 25@1 40	Ginger	02 10	
Ammonia		Lemon	2 00@2 25	Guaiac	01 60	
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	2 05	Guaiac, Ammon.	01 80	
Water, 18 deg.	10 1/2@ 18	Linseed, bld less ..	2 15@2 20	Iodine	01 50	
Water, 14 deg.	9 1/2@ 17	Linseed, raw, bbl. ..	2 03	Iodine, Colorless	01 75	
Carbonate	19@ 25	Linseed raw less ..	2 13@2 18	Iron, clo.	01 60	
Chloride	1 25@1 30	Mustard, true, oz. ..	02 25	Kino	01 65	
Balsams		Mustard, artifl. oz.	02 00	Myrrh	02 50	
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Nux Vomica	01 75	
Fir (Canada) ..	1 25@1 50	Olive, pure	10 00@10 50	Opium	09 00	
Fir (Oregon) ..	40@ 50	Olive, Malaga, ..	5 35@5 50	Opium, Camph.	01 35	
Peru	5 25@5 50	yellow	5 35@5 50	Opium, Deodora'd	09 00	
Tolu	1 75@2 00	green	5 35@5 50	Rhubarb	01 65	
Barks		Orange, Sweet	3 25@3 50	Paints		
Cassia (ordinary) ..	35@ 40	Origanum, pure ..	03 50	Lead, red dry	14@14 1/2	
Cassia (Saigon) ..	90@1 00	Origanum, com'l ..	07 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)	35	Peppermint	4 75@5 00	Ochre, yellow bbl. ..	0 1 1/2	
Soap Cut (powd.) ..	23@ 25	Rose, pure	30 00@30 00	Ochre, yellow less ..	0 5	
30c	23@ 25	Rosemary Flows ..	1 50@1 75	Patty	3 1/2@ 6	
Berries		Sandalwood, E.	17 50@17 75	Red Venet'n bbl. ..	1 1/2@ 5	
Cubeb	1 60@1 70	L	17 50@17 75	Red Venet'n less ..	30 5	
Fish	0 50	Sassafras, true	3 00@3 25	Vermillion, Amer. ..	25@ 30	
Juniper	12@ 18	Sassafras, artifl' ..	75@1 00	Whiting, bbl.	0 3	
Prickly Ash	0 30	Spearmint	4 75@5 00	Whiting	3 1/2@ 6	
Extracts		Sperm	2 85@3 00	L. H. P. Prep'd. ..	2 90@3 10	
Licorice	60@ 65	Tansy	4 25@4 50	Miscellaneous		
Licorice powd.	1 05@1 10	Tar, USP	45@ 60	Acetanalid	1 10@1 20	
Flowers		Turpentine, bbls. ..	0 89	Alum	15@ 18	
Arnica	1 50@1 75	Turpentine, less ..	74@ 80	Alum, powdered and		
Chamomile (Ger.) ..	70@ 80	Wintergreen, tr. ..	5 50@5 75	ground	16@ 20	
Chamomile Rom. ..	1 75@2 00	Wintergreen, sweet ..	4 00@4 25	Bismuth, Subni-		
Gums		Wintergreen art ..	1 25@1 50	trate	4 00@4 10	
Acacia, 1st	75@ 80	Wormseed	13 50@13 75	Borax xtal or		
Acacia, 2nd	65@ 75	Wormwood	6 00@6 25	powdered	10@ 15	
Acacia, Sorts	40@ 50	Potassium		Cantharades po ..	2 00@2 50	
Acacia, powdered ..	60@ 70	Bicarbonate	1 90@2 00	Calomel	2 69@2 75	
Aloes (Barb. Pow) ..	30@ 40	Bichromate	60@ 70	Capsicum	38@ 45	
Aloes (Cape Pow.) ..	30@ 35	Bromide	1 80@2 10	Carmine	6 50@7 00	
Aloes (Soc. Pow. 90)	30@ 35	Carbonate	1 85@2 00	Cassia Buds	0 40	
Asafoetida	2 75@3 00	Chlorate, gran'r ..	65@ 70	Cloves	77@ 85	
Pow.	03 00	Chlorate, xtal or ..	60@ 65	Chalk Prepared ..	12@ 15	
Camphor	1 40@1 45	powd.	60@ 65	Chalk Precipitated	12@ 15	
Guaiac	0 40	Cyanide	70@ 90	Chloroform	90@ 97	
Guaiac, powdered ..	0 15	Iodide	4 59@4 66	Chloral Hydrate ..	2 32@2 42	
Kino	0 85	Permanaganate ..	5 50@5 60	Cocaine	14 30@14 85	
Kino, powdered ..	0 10	Prussiate, yellow ..	0 75	Cocoa Butter	50@ 60	
Myrrh	0 70	Prussiate, red	3 75@4 00	Corks, list, less 40%	0 3	
Myrrh, powdered ..	0 75	Sulphate	0 90	Copperas, bbls.	@ 3	
Opium	28 50@29 00	Roots		Copperas, less	3 1/2@ 8	
Opium, powd.	30 00@30 50	Alkanet	3 25@3 50	Copperas, powd.	4 40	
Opium, gran.	30 00@30 50	Blood, powdered ..	30@ 35	Corrosive Sublim. ..	2 35@2 40	
Snellac	85@ 90	Calamus	60@4 00	Cream Tartar	86@ 92	
Shellac, Bleached ..	90@ 95	Calampagne, pw.	15@ 20	Cuttlebone	75@ 80	
Tragacanth	3 25@3 50	Gentian, powd.	27@ 35	Dextrine	10@ 15	
Tragacanth powder ..	3 00	Jinger, African, ..	25@ 30	Dover's Powder	5 75@6 00	
Turpentine	15@ 20	powdered	22@ 30	Emery, All Nos.	10@ 15	
Insecticides		Ginger, Jamaica ..	35@ 40	Emery, Powdered ..	10@ 15	
Arsenic	15@ 20	powdered	22@ 30	Epsom Salts, bbls. ..	0 4	
Blue Vitriol, bbl. ..	11 1/2@ 12	Goldenseal, pow. ..	8 50@9 00	Epsom Salts, less ..	5 00	
Blue Vitriol, less ..	12@ 20	Ipecac, powd.	4 00@4 25	Ergot	1 25@1 50	
Bordeaux Mix Dry ..	20@ 25	Licorice	48@ 50	Ergot, powdered ..	3 75@3 80	
Hellebore, White ..	28@ 45	Licorice, powd.	45@ 50	Flake White	15@ 20	
powdered	28@ 45	Orris, powdered ..	40@ 45	Formeldehyde, lb. ..	19@ 25	
Insect Powder	40@ 60	Poke, powdered ..	20@ 25	Gelatine	1 75@1 90	
Lead, Arsenate Po ..	34@ 44	Rhubarb	75@1 25	Glassware, full ca. ..	50%	
Lime and Sulphur ..	20@ 25	Rhubarb, powd. ..	1 00@1 50	Glassware, less 50%		
Solution, gal.	20@ 25	Rosinweed, powd. ..	25@ 30	Glauber Salts, bbl. ..	0 2 1/2	
Paris Green	48 1/2@54 1/2	Sarsaparilla, Hond. ..	75@ 80	Glauber Salts, less 3 1/2	0 7	
Ice Cream		ground	1 00@1 10	Glue, Brown	25@ 35	
Piper Ice Cream Co.,		Sarsaparilla Mexican,	35@ 40	Glue, Brown Grd. ..	25@ 35	
Kalamazoo		Squills, powdered ..	45@ 65	Glue, White	30@ 35	
Bulk Vanilla	95	Turmeric, powd.	25@ 30	Glue, White Grd. ..	30@ 35	
Bulk Special Flavored	1 00	Valerian, powd.	0 10	Glycerine	75@ 92	
Brick, Plain	1 20	Seeds		Hops	60@ 75	
Brick, Fancy	1 60	Anise	42@ 45	Iodine	5 60@5 90	
Leaves		Anise, powdered ..	47@ 50	Iodoform	6 50@6 74	
Buchu	1 85@2 00	Bird, ls	13@ 19	Lead, Acetate	25@ 30	
Buchu, powd'r'd ..	2 00@2 10	Canary	20@ 25	Lycopodium	2 25@2 50	
Sage, bulk	67@ 70	Caraway	75@ 80	Mace	85@ 90	
Sage, 1/2 loose	72@ 78	Cardamon	1 80@2 00	Mace, powdered ..	95@1 00	
Sage, powdered	55@ 60	Celery (Powd. 65) ..	55@ 60	Menthol	4 50@4 75	
Senna, Alex	1 40@1 50	Coriander	36@ 45	Morphine	15 45@16 00	
Senna, Tinn.	40@ 45	Dill	30@ 35	Nux Vomica	0 30	
Senna, Tinn. pow. ..	50@ 55	Fennell	1 00@1 20	Nux Vomica, pow. ..	28@ 35	
Uva Ursi	45@ 50	Flax	11@ 15	Pepper black pow. ..	42@ 45	
Oils		Flax, ground	11@ 15	Pepper, white	0 50	
Almonds, Bitter, ..	18 50@18 75	Foenugreek pow.	22@ 30	Pitch, Burgundy ..	0 15	
true	18 50@18 75	Hemp	9@ 15	Quassia	12@ 15	
Almonds, Bitter, ..	7 00@7 20	Lobelia	40@ 50	Quinine	1 28@1 72	
artificial	7 00@7 20	Mustard, yellow ..	38@ 45	Rochelle Salts ..	57@ 62	
Almonds, Sweet, ..	2 75@3 00	Mustard, black	25@ 30	Saccharine, oz.	0 20	
true	2 75@3 00	Mustard, powd.	35@ 40	Salt Peter	36@ 45	
Almonds, Sweet, ..	75@1 00	Poppy	0 10	Seidlitz Mixture ..	4 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	25@ 35	Soap, white castile ..	case @32 50	
Anise	2 00@2 25	Sabadilla, powd. ..	35@ 45	Soap, white castile ..	less, per bar	@3 50
Bergamont	8 00@8 25	Sunflower	9@ 12	Soda Ash	4 1/2@ 10	
Cajeput	2 00@2 25	Worm American ..	0 25	Soda Bicarbonate ..	3 1/2@ 7	
Cassia	3 50@3 75	Worm Levant ..	1 20@1 25	Soda, Sal	30 5	
Castor	3 40@3 65	Tinctures		Spirits Camphor ..	0 25	
Cedar Leaf	1 75@2 00	Aconite	0 1 65	Sulphur, roll	4 1/2@ 10	
Citronella	1 00@1 25	Aloes	0 1 35	Sulphur, Subl. 5-1-10	@ 20	
Cloves	4 50@4 75	Arnica	0 1 50	Tamarinds	15@ 20	
Cocoonut	40@ 50	Asafoetida	0 4 40	Tartar Emetic	0 90	
Cod Liver	5 60@5 75	Belladonna	0 3 85	Turpentine, Ven.	50@4 75	
Cotton Seed	2 05@2 20	Benzoin	0 3 50	Vanilla Ex. pure ..	1 50@2 00	
Croton	2 00@2 25	Benzoin Compo'd ..	0 6 30	Witch Hazel	1 35@1 75	
		Buchu	0 3 40	Zinc Sulphate	10@ 15	
		Cantharades	0 8 90			

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Blueberries Olives Some Soaps		Wash Boards.	
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85		CHEWING GUM Adams Black Jack 70 Adams Sappota 75 Beeman's Pepsin 70 Beechnut 70 Doublemint 70 Flag Spruce 65 Hershey Gum 55 Juicy Fruit 70 Sterling Gum Pep. 70 Spearmint, Wrigleys .. 70 Spearmint, 6 box jars 4 00 Yucatan 70 Zeno 70	
AXLE GREASE Diamond, 1 lb., 4 dz., dz. 55 Mica, 1 lb., 4 dz., dz. 1 10 Mica, 3 lb., 2 dz. dz. 2 75 Mica, 25 lb. pail 1 40		COFFEE ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 28 Java Private Growth 26@30 Mandling 31@35 Aukola 30@32 Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28 Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong Package Coffee New York Basis Arbuckle 21 00 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago. Extracts Holland, 1/2 gross bxs. 1 30 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 3 60		CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	
BATH BRICK English 95		CIGARS Peter Dornbos Brands 5c Dornbos Sin. Bdr. 40 00 5c Dornbos Perfecto 40 00 6c Van Dam 42 50 Johnson Cigar Co. Brands Dutch Masters Club 75 00 Dutch Masters Banq 75 00 Dutch Masters Inv. 75 00 Dutch Masters Fan. 72 00 Dutch Masters Grande 72 00 Dutch Masters Lond. 72 00 El Portana 42 50 Gee Jay 42 50 Dutch Masters Six 42 50 Made 42 50 Dutch Masters Baby 42 50 Grand 42 50 Little Dutch Masters 42 50 S. C. W. 42 50 Dutch Masters Seconds 37 50 Worden Grocer Co. Brands Boston Straight 40 00 Trans Michigan 40 00 C. P. L. 43 00 Court Royal 43 00 Hemmett's Cham- pion 42 50 Iroquois 42 50 La Azora Agreement 42 00 La Azora Bismarck 70 00 Whaleback 42 50 Worden's Hand Made 36 00 B. L. 40 00 Woodhouse & Co. Brands Tox 37 50 Miss Detroit 43 00 Special deal in quantities.	
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 90		CLOTHES LINE Per doz No. 40 Twisted Cotton 1 80 No. 50 Twisted Cotton 2 25 No. 60 Twisted Cotton 2 90 No. 80 Twisted Cotton 3 00 No. 80 Braided Cotton 2 25 No. 80 Braided Cotton 2 60 No. 80 Braided Cotton 3 10 No. 60 Sash Cord 3 75 No. 60 Jute 1 50 No. 72 Jute 1 75 No. 60 Sisal 1 75 Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 90 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Kellogg's Brands Toasted Corn Flakes 4 20 Toasted Corn Flakes 4 20 Toasted Corn Flakes Individual 2 00 Krumbs 4 20 Krumbs, Indv. 2 00 Biscuit 2 00 Drinket 2 60 Peanut Butter 4 40 Bran 3 60		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 4 90 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 60	
BROOMS Fancy Parlor, 25 lb. 9 50 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 75 Warehouse, 23 lb. 10 50		CONFECTIONERY Stick Candy Horehound 22 Standard 22 Jumbo 23 Big Stick 23 Mixed Candy Broken 22 Cut Loaf 23 French Cream 25 Grocers 18 Kindergarten 25 Leader 22 Novelty 23 Premio Creams 31 Royal 21 Special 21 X L O 21	
BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00		COOKING COMPOUNDS Crisco 36 1 lb. cans 10 25 24 1 1/2 lb. cans 10 25 6 6 lb. cans 10 25 4 9 lb. cans 10 25 Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 7 50 Quarts, tin, 1 doz. 7 00 1/2 gal. tins, 1 doz. 13 25 Gal. tins, 1/2 doz. 12 80 5 Gal. tins, 1-6 doz. 18 50	
STOVE No. 3 1 00 No. 2 1 50 No. 1 2 00		COOKING COMPOUNDS Crisco 36 1 lb. cans 10 25 24 1 1/2 lb. cans 10 25 6 6 lb. cans 10 25 4 9 lb. cans 10 25 Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 7 50 Quarts, tin, 1 doz. 7 00 1/2 gal. tins, 1 doz. 13 25 Gal. tins, 1/2 doz. 12 80 5 Gal. tins, 1-6 doz. 18 50	
SHOE No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90		NUTS—Whole Almonds, Tarragona 21 Almonds, California soft shell Drake .. 18 Brazil 20 Filberts 20 Cal. No. 1, S. S. 24 Walnuts, Naples 22 Walnuts, Grenoble .. 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large .. 20	
BUTTER COLOR Dandelion, 25c size .. 2 00		Shelled No. 1 Spanish Shelled Peanuts 18 @16 1/2 Ex. 1/2 Va. Shelled Peanuts 16 1/2 @17 Pecan Halves @90 Walnut Halves @70 Filbert Meats @42 Almonds @60 Jordan Almonds Peanuts Fancy H P Suns Raw 18 @18 1/2 Roasted 20 @20 1/2 H P Jumbo Raw 19 1/2 @20 Roasted 21 1/2 @20 Spanish Shelled, No. 1 18 @18 1/2	
CANDLES Paraffine, 6s 14 1/2 Paraffine, 12s 15 1/2 Wicking 65		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 4 90 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 60	
CANNED GOODS Apples 3 lb. Standards @1 60 No. 10 @4 75 Blackberries 2 lb. @2 25 Standard No. 10 .. @9 50 Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00 Blueberries Standard @2 00 No. 10 @9 00 Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/4 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 60		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 4 90 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 60	
PEARL BARLEY Chester 7 25 Portage 8 00 Pear Green, Wisconsin, lb. 11 Split, lb. 10 1/2 Sago East India 15 German, sacks 10 German, broken pkg. Tapoca Flake, 100 lb. sacks ... 15 Pearl, 100 lb. sacks ... 16 Minute, 10c, 3 doz. ... 3 00		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 4 90 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 60	
POPCORN GOODS Cracker-Jack Prize .. 5 60 Checkers Prize 5 60 Cough Drops Putnam Menthol 1 40 Smith Bros 1 35		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 5 00 Hebe, Tall 4 90 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 3 60 Van Camp, Tall 5 50 Van Camp, Baby 3 60	
FISHING TACKLE Cotton Lines No. 2, 15 feet 10 No. 3, 15 feet 11 No. 4, 15 feet 12 No. 5, 15 feet 14 No. 6, 15 feet 15 Linen Lines Small, per 100 feet ... 50 Medium, per 100 feet ... 50 Large, per 100 feet ... 65 Floate No. 1 1/2, per dozen 13 No. 2, per dozen 15 No. 3, per dozen 20 Hooks—Kirby Size 1-12, per 100 8 Size 1-0, per 100 9 Size 2-0, per 100 10 Size 3-0, per 100 11 Size 4-0, per 100 14 Size 5-0, per 100 15 Sinkers No. 1, per gross 60 No. 2, per gross 60 No. 3, per gross 60 No. 4, per gross 75 No. 5, per gross 80 No. 6, per gross 70 No. 7, per gross 1 25 No. 8, per gross 1 60 No. 9, per gross 2 40 FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeness Pure Lemon 7 Dram 15 Cent 1 25 1 1/2 Ounce 20 Cent 1 80 2 Ounce, 35 Cent 2 70 2 1/2 Ounce 35 Cent 2 85 3 Ounce 45 Cent 3 10 4 Ounce 55 Cent 5 20 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/2 Ounce Assorted 2 00 Moore's D U Brand 1 oz. Vanilla 15 Cent 1 25 1 oz. Vanilla 25 Cent 2 00 3 oz. Vanilla 35 Cent 2 75 1 oz. Lemon 15 Cent 1 25 1 1/2 oz. Lemon 25 Cent 2 00 3 oz. Lemon 35 Cent 2 75 FLOUR AND FEED Valley City Milling Co. Lily White 11 20 Rowena Rye 1/8s 11 30 Graham 25 lb. per cwt 5 30 Rowena Bolted Meal, 25 lb., per cwt 5 10 Golden Granulated Meal, 25 lb., per cwt 5 40 Rowena Pancake 5 lb. per cwt 6 38 Rowena Buckwheat Comp. 5 lb., per cwt 6 86 Watson Higgins Milling Co. New Perfection 11 30 Worden Grocer Co. Quaker, 1/4s cloth None Quaker, 1/4s cloth None Quaker, 1/4s cloth None Quaker, 1/4s paper None Quaker, 1/4s paper None Kansas Hard Wheat Worden Grocer Co. Paper American Eagle, 1/4 11 65 American Eagle, 1/2 11 75 Spring Wheat Worden Grocer Co. Wingold, 1/4s cloth Wingold, 1/4s cloth Meal Bolted Golden Granulated .. Wheat Red White Oats Michigan carlots Less than carlots Corn Carlots Less than carlots Hay Carlots Less than carlots .. Feed Street Car Feed No. 1 Corn & Oat Fd Cracked Corn Coarse Corn Meal .. FRUIT JARS Mason, pts., per gro. 7 60 Mason, qts., per gro. 8 00 Mason, 1/2 gal. per gr. 10 35 Mason, can tops, gro. 2 80			

GELATINE		PETROLEUM PRODUCTS		RICE		Soap Powders		VINEGAR		YEAST CAKE	
Cox's, 1 doz. large	1 45	Perfection, Iron Barrels	12.7	Fancy	10@11	Johnson's Fine, 48 2	5 75	White Wine, 40 grain	17	Magic, 3 doz.	1 15
Cox's, 1 doz. small	90	Red Crown Gasoline	23.7	Blue Rose	10@11	Johnson's XXX 100	5 75	White Wine, 80 grain	22	Sunlight, 3 doz.	1 00
Knox's Sparkling, doz.	1 90	Gas Machine Gasoline	44.2	Broken		Rub-No-More	5 50	White Wine, 100 grain	25	Sunlight, 1 1/2 doz.	50
Minute, 1 doz.	1 25	V. M. & P. Naphtha	23.7			Nine O'Clock	4 00			Yeast Foam, 3 doz.	1 15
Minute, 3 doz.	3 75	Capitol Cylinder, Iron	39.4	ROLLED OATS		Lautz Naphtha, 60s		Oakland Vinegar & Pickle		Yeast Foam, 1 1/2 doz.	85
Nelson's	1 50	Bbls.		Monarch, bbls.	10 25	Oak Leaf Soap Powder,		Co.'s Brands			
Oxford	75	Atlantic Red Engine,	26.4	Steel Cut, 100 lb. sks.	10 60	24 pkgs.	4 25	Highland apple cider			
Plymouth Rock, Phos.	1 50	Iron Bbls.	14.3	Monarch, 90 lb. sks.	5 10	Oak Leaf Soap Powder,		Oakland apple cider			
Plymouth Rock, Plain	1 30	Winter Black, Iron	14.3	Quaker, 18 Regular	1 95	100 pkgs.	5 50	State Seal sugar			
Waukesha	1 60	Bbls.	44.4	Quaker, 20 Family	5 20	Queen Anne Soap Pow-		Blue Ribbon Corn			
		Polarine, Iron Bbls.				der, 60 pkgs.	3 60	Oakland white picklg			
				SALAD DRESSING		Old Dutch Cleanser,		Packages free.			
				Columbia, 1/2 pint	2 25	100s	3 70				
				Columbia, 1 pint	4 00			WICKING			
				Durkee's large, 1 doz.	5 25			No. 0, per gross	50		
				Durkee's med., 2 doz.	5 80	SODA		No. 1, per gross	65	YEAST-COMPRESSED	
				Durkee's Picnic, 2 doz.	2 75	Bl Carb, Kegs	3 1/4	No. 2, per gross	90	Fleischman, per doz.	24
				Snider's, large, 1 doz.	2 40			No. 3, per gross	1 45		
				Snider's, small, 2 doz.	1 45	SPICES					
						Whole Spices		WOODENWARE			
				SALERATUS		Allspice, Jamaica	9@10	Baskets			
				Packed 60 lbs. in box.		Allspice, lg. Garden	@11	Bushels	1 75		
				Arm and Hammer	3 25	Cloves, Zanzibar	@55	Bushels, wide band	1 85		
				Wyandotte, 100 lbs	3 00	Cassia, Canton	@20	Market, drop handle	70		
						Cassia, 5c pkg. doz.	@20	Market, single handle	75		
				SAL SODA		Ginger, African	@15	Splint, large	5 75		
				Granulated, bbls.	1 80	Ginger, Cochiti	@20	Splint, medium	5 25		
				Granulated, 100 lbs. ca.	1 90	Mace, Penang	@20	Splint, small	4 75		
				Granulated, 36 pkgs.	2 00	Mixed, No. 1	@17	Willow, Clothes, large			
						Mixed, No. 2	@16	Willow, Clothes, small			
				SALT		Nutmegs, 70-80	@45	Willow, Clothes, me'm			
				Solar Rock		Nutmegs, 105-110	@40				
				56 lb. sacks	50	Pepper, Black	@32				
				Common		Pepper, White	@40				
				Granulated, Fine	2 10	Pepper, Cayenne	@22				
				Medium, Fine	2 20	Paprika, Hungarian	@45				
				SALT FISH							
				Cod		Pure Ground in Bulk					
				Large, whole	@14	Allspice, Jamaica	@16				
				Small, whole	@13	Cloves, Zanzibar	@68				
				Strips or bricks	@19	Cassia, Canton	@32				
				Pollock	@12 1/2	Ginger, African	@25				
				Holland Herring		Mace, Penang	@21 00				
				Standards, bbls.		Nutmegs	@36				
				Y. M., bbls.		Pepper, Black	@35				
				Standard, kegs		Pepper, White	@48				
				Y. M. kegs		Pepper, Cayenne	@30				
				Herring		Paprika, Hungarian	@45				
				Full Fat Herring, 350							
				to 400 count		STARCH					
				Spiced, 8 lb. pails	95	Corn					
				Trout		Kingsford, 40 lbs.	9 1/2				
				No. 1, 100 lbs.	7 50	Muzzy, 48 lb. pkgs.	9 1/2				
				No. 1, 40 lbs.	2 25	Kingsford					
				No. 1, 10 lbs.	90	Silver Gloss, 40 lb. b.	9 1/2				
				No. 1, 3 lbs.	75	Gloss					
				Mackerel		Argo, 48 5c pkgs.	2 40				
				Mess, 100 lbs.	22 00	Silver Gloss, 16 lbs.	9 1/2				
				Mess, 50 lbs.	11 65	Silver Gloss, 12 lbs.	9 1/2				
				Mess, 10 lbs.	2 40	Muzzy					
				Mess, 8 lbs.	2 05	48 lb. packages	9 1/2				
				No. 1, 100 lbs.	21 00	16 lb. packages	9 1/2				
				No. 1, 50 lbs.	11 10	12 lb. packages	9 1/2				
				No. 1, 10 lbs.	2 50	50 lb. boxes	6 1/2				
				Lake Herring							
				8 lbs.		SYRUPS					
				SEEDS		Corn					
				Anise	35	Barrels	72				
				Canary, Smyrna	15	Half barrels	75				
				Caraway	75	Blue Karo, No. 1 1/2					
				Cardamom, Malabar	1 20	2 doz.	2 65				
				Celery	45	Blue Karo, No. 2, 2 dz.	3 30				
				Hemp, Russian	8	Blue Karo, No. 2 1/2, 2					
				Mixed Bird	9	doz.	4 10				
				Mustard, white	25	Blue Karo, No. 5, 1 dz.	3 95				
				Poppy	80	Blue Karo, No. 10, 1/2					
				Rape	15	doz.	3 70				
				SHOE BLACKING		Red Karo, No. 1 1/2, 2					
				Handy Box, large 3 ds.	3 50	doz.	2 80				
				Handy Box, small	1 25	Red Karo, No. 2, 2 dz.	3 55				
				Bixby's Royal Polish	1 20	Red Karo, No. 2 1/2 dz.	4 40				
				Miller's Crown Polish	90	Red Karo, No. 5, 1 dz.	4 25				
				SNUFF		Red Karo, No. 10 1/4					
				Swedish Rapee, 10c 8 for	64	doz.	4 00				
				Swedish Rapee, 1 lb. gls	60	Pure Cane					
				Norkoping, 10c, 8 for	64	Fair					
				Norkoping, 1 lb. glass	60	Good					
				Copenhagen, 10c, 8 for	64	Choice					
				Copenhagen, 1 lb. glass	60						
				SOAP		TABLE SAUCES					
				Lautz Bros. & Co.		Halford, large	3 75				
				Acme, 100 cakes	5 50	Halford, small	2 26				
				Big Master 100 blocks	6 00						
				Climax	5 00	TEA					
				Queen White	5 90	Uncolored Japan					
				Oak Leaf	5 50	Medium	20@25				
				Queen Anne	5 50	Choice	23@33				
				Proctor & Gamble Co.		Fancy	36@45				
				Lenox	5 00	Basket-fired Med'm	28@30				
				Ivory, 6 oz.	6 00	Basket-fired Choice	35@37				
				Ivory, 10 oz.	9 80	Basket-fired Fancy	38@45				
				Star	4 90	No. 1 Nibbs	@32				
				Swift & Company		Sittings, bulk	@14				
				Swift's Pride	5 00	Sittings, 1 lb. pkgs.	@17				
				White Laundry	5 65	Gunpowder					
				Wool, 6 oz. bars	5 60	Moyune, Medium	28@33				
				Wool, 10 oz. bars	9 40	Moyune, Choice	35@40				
				Tradesman Company		Ping Suey, Medium	25@30				
				Black Hawk, one box	3 75	Ping Suey, Choice	35@40				
				Black Hawk, five bxs	3 70	Ping Suey, Fancy	45@50				
				Black Hawk, ten bxs	3 65	Young Hyson					
				Box contains 72 cakes. It		Choice	28@30				
				is a most remarkable dirt		Fancy	45@56				
				and grease remover, with-		Oolong					
				out injury to the skin.		Formosa, Medium	25@26				
				Scouring Powders		Formosa, Choice	32@35				
				Sapallo, gross lots	9 50	Formosa, Fancy	50@60				
				Sapallo, half gro. lots	4 85	English Breakfast					
				Sapallo, single boxes	2 40	Congou, Medium	25@30				
				Sapallo, hand	2 40	Congou, Choice	30@35				
				Queen Anne, 30 cans	1 80	Congou, Fancy	40@60				
				Queen Anne, 60 cans	3 60	Congou, Ex. Fancy	60@80				
				Snow Maid, 30 cans	1 80	Ceylon					
				Snow Maid, 60 cans	3 60	Pekoe, Medium	28@30				
				Washing Powders		Dr. Pekoe, Choice	30@35				
				Snow Boy, 100 pkgs.	5 65	Flowery O. P. Fancy	40@50				
				Snow Boy, 60 pkgs.	3 55						
				Snow Boy, 24 pkgs.	5 00	TWINE					
				Snow Boy, 20 pkgs.	5 25	Cotton, 3 ply	67				
						Cotton, 4 ply	67				
						Hemp, 6 ply	35				
						Wool, 10 lb. bales	20				

SPECIAL Price Current

SALT Diamond Crystal



24 2 lbs. shaker	1 70
36 2 lbs. table	1 30
150 2 lbs. table	5 75
86 3 1/2 lbs. table	5 60
28 10 lb. flake	4 80
280 lb. bulk butter	3 38
280 lb. bulk cheese	3 38
280 lb. bulk shaker	3 88
28 lb. cotton sk butter	40
56 lb. cotton sk butter	85
35 lb. D. C. coarse	48
70 lb. D. C. coarse	90
D. C. stock briquettes	1 30
D. C. block stock, 50 lbs.	40

Morton's Salt



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

ARCTIC

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

BAKING POWDER

Ryzon

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

THE ONLY 5c CLEANSER



AXLE GREASE



1 lb. boxes, per gross	11 40
3 lb. boxes, per gross	29 10

NATIONAL WAR LABOR BOARD

Its Effect on Public Affairs and Industry.

No more practical bit of idealism has been tried in the United States than the operation of the National War Labor Board. We have been in the war a year. In the single month of September, 1917, according to the report of the Bureau of Labor Statistics of the Department of Labor of the United States, there had been, upon the imperfect figures obtainable, a greater loss of man power production, measured in the number of persons involved in strikes, the number of strikes and the average days duration of such strikes—there had been more days lost in the month of September, 1917, the sixth month after our entry into the war, than were lost, according to figures presented in the same publication, from the same source, in the whole calendar year of 1916 in the German Empire.

This is a war of production. The defeat of production is the defeat of an army that relies upon it to perform its functions.

To prevent loss of production and to increase the efficiency of the producer is the first function of an industrial nation engaged in the task of national self-defense. England found herself confronted with a series of restrictions upon her production, developed in the course of a systematic philosophy of the wage-earning organizations, supplemented by a lack of the progressive sense of mechanical improvement on the part of a very large number of her manufacturers. England was becoming industrially decadent. She has had a most remarkable industrial renaissance. Ninety per cent., substantially speaking, of the trades upon which the British Empire relies for the production of the supplies and equipment of war and for her ship-building program were highly organized. According to the inventory made by the Naval Consulting Board and published as a part of the famous Kernan report, we entered the war with substantially little more than 10 per cent. of our industries organized. But we had more interruptions of production in the first six months of the war, proportionately speaking, than did England.

The National War Labor Board was an effort to secure a *modus vivendi* for the period of the war, predicated substantially upon the ante-bellum relations of the contending parties, subject, as I understood it, in every phase of the agreement to the underlying principles of our institutions which fix the relations of our employers and employees by a law greater than any they can create between themselves.

But Britain undertook to secure this result by an agreement between the Government and the organized trades of the British Empire, to which the employers were not a party. That was substantially expressed in the famous treasury agreement of 1915, and was reinforced by the munitions acts of 1915 and 1916. So that the

agreement reached between the British Government and the workers of Great Britain was translated into law and had the force of public authority, even if it were not thought politic at all times to assert it and re-enforce its provisions.

The National War Labor Board is a body without legal authority. It can compel no man to remain at work. It can compel no man to submit his cause. It can compel no man to abide by its decision. It possesses nothing but moral authority, and moral authority sanctioned by the circumstances of national necessity. Upon the side of organized labor, the employe members were appointed by an organized national movement which elected its representatives, representing it is true a very small minority of those engaged in gainful occupation in the United States. But that, in these practical times, is merely an illustration of the fact that when it comes to questions of public influence and opinion, a highly organized minority is much more efficient than a highly unorganized majority.

The employers were represented through selections made by the National Industrial Conference Board. How large a percentage of all those engaged in American industry are represented it is somewhat difficult to estimate. The fact is that that Board, created for the period of the war, is running to-day upon no authority other than moral sanction. Its success must represent the working personality involved, and it can succeed in only one way, and that is by the utmost good faith on the part of both employer and employe. It will demand self-restraint upon the part of both. It will demand a recognition of the circumstances under which it has come into existence, and the relationship of interrupted production to the accomplishment of the purposes of the war. But if either labor, in the persons of the organizations represented, or employers, in the persons of the industries represented, by their selfishness, their narrowness of vision, their unwillingness to subordinate their own interest to that of the nation, become responsible for the failure of this effort to secure an uninterrupted production, I believe the heavy hand of public opinion will fall upon the guilty party, and that he will stand pilloried before the American people, to assume a responsibility more terrible when it arises from a moral sanction than frequently arises from unenforced criminal statutes. And it has been brought forth in great personal sacrifice.

I know the men who are representing the employers on that board, and I can speak for them, because I know that they personally are fulfilling their difficult functions at great personal sacrifice, and that many of them are not only undertaking to solve the very difficult personal and economic problems there presented, but are undertaking at the same time to do their part to contribute to the conduct of the war the most difficult and original pieces of production that have been undertaken in its course. The distinguished ex-president of the

United States who is presiding over that board has sacrificed many engagements of long standing, his professorship at Yale, and is serving, at very great expense to himself, in the Capital of our country, which has been transformed from one of the most restful, peaceful cities of America into a military camp where he who serves best pays the most rent.

It is a very interesting and remarkable social experiment that we have undertaken, and it illustrates what but few of us realize, that we are not standing here waiting for reconstruction. We are in the midst of it. We cannot be static forces in a dynamic world, and the earth is in motion. I cannot agree with those gentlemen who think that the past is dead and that we live only for to-morrow, for our roots are in the past. Our flowering is in the future. I cannot believe with those who think you can banish the tablets of Sinai or wipe away the Sermon on the Mount, or that either the contributions of religion and morality or of history and experience can be wiped off the tablets of the human memory, and the earth peopled by a race who think they have nothing to do but spring into an unknown and uncertain future from a footing that has lost its value.

Great changes have taken place since this board was created. We had entered upon this war with two and a half years of European experience before us, with a good deal of the spirit of children who are never convinced that a stove is hot until they have had their fingers on it. The war was still, in terms of our personal experience, something like a railway catastrophe that impedes and delays traffic, but only temporarily interrupts the usual flow of motion in a specific direction. We did not realize that war had become the state of life for the human family. Thank God we have made up our mind to a few things, and however late we were in realizing that the lesson of Belgium was that no treaty was respected by those who had broken it, and that the lesson of the Lusitania was that international law meant nothing to a people who were their own law, we have at length made up our minds that the center of human intelligence is not in the State of Nebraska, and that the murderous policy of the German submersible is not to be overcome by the rhetoric of a Chautauqua submissible. We are beginning to think now that those who talk about peace without victory speak with a German accent.

I have never been a military or an industrial pacifist. I have never seen much that men can enthuse about that they did not fight for. I have still to be convinced that in a world of burglars you can banish the police, and that those who manufacture bullets and bars have gone out of business in the millenium.

I believe we are going through a period of great change. I think it requires no power of prophecy to perceive that there will be greater changes in the future, and that there are radical changes in the present. But this is not the first time that the

world has faced radical change. In some four thousand years of recorded historic effort we have had periods when for three centuries the very foundations of civilization were trampled under foot, when the barbarians had wiped out the material civilization of the Roman Empire and left only a fringe of scholarship and moral hopes to rebuild the Renaissance of Italy. But they did it.

We went through the Civil War, when a young nation we lost in casualties due to death, wounds and disease, a million of the best blood of the North and South; yet the period that followed the Civil War was the greatest period of material development in the history of these United States. Then we builded our great railroads. We opened up the West, we dug our mines, we leveled our forests, we established American industries, and we did it with the broken remnants, to speak in terms of to-day, of the youth decimated by the most savage and bitterest struggle ever fought within the confines of a civil state. How did we do it? We did it because immediately after the great period of the Civil War, under the stimulating impulse of necessity we multiplied the power of the human hand. We increased all the instrumentalities of rapid communication and transport. We used the powers of transport. We used the powers of the human mind to supply the deficiencies of the human body, and we are living in a world to-day in which the capacity for mechanical productions under the inspiration of ingenuity and skill, in the partnership of science, is vastly multiplied; and to-day, with the help of women, the race is entering on a new era of multiplied power.

They tell us the losses of this gigantic struggle may foot up to be sixteen million men. Well, that is terrific, but what of it? Within the past decade how many times sixteen millions have we multiplied the producing capacity on the human race? You no longer build your factories by the flowing river. You no longer depend upon the uncertain motions of the wind. You no longer linger in the shadowy uncertainties of the early steam engine. You build your factory where you like, and you carry to it the power that operates it. The mysterious lightning of the heavens is now your slave and servant, and it transmits itself at the touch of the most delicate finger to the place of its task. Within thirty years you have wiped out one-third of the wind power that drove our navigation over the seas. You have reduced the distance across the continent and between the nations. You have established over the whole face of the world new efforts of colonization, made possible by the development of transportation, by new applications of power, and the highly civilized and industrially progressive inhabitants of the most highly paid nation in the world have competed with the cheapest and poorest and most lowly paid labor, China and Japan, and met it successfully and kept it out of the markets of mankind upon equal terms, merely because they could multiply their ca-

capacity to produce. So I do not look forward to the mechanical future of the world with the fear of some of those who think the world must stop because it has lost so many human hands. New human hands arise. It is possible to-day for the delicate hands of a woman to manipulate a great machine tool with the same ease that she touches the keys of a typewriter. Within one week I have seen a woman, with three months of experience in a shop, handling the delicate tooling of a four-inch naval gun, with an allowance of two one-thousandths of an inch, and doing it with a skill and dexterity and keenness of understanding that aroused the admiration of the men who worked beside her.

Another thing is that we are obviously rousing dormant labor powers hitherto untouched. If we have lost from the human family sixteen millions of souls—and, God help us, we can ill spare them—we have quickened five hundred million into contact with modern life. We have stirred Russia, China, Japan and the sleeping millions of India, rousing into the service of the human race untold millions of human hands from whom before we had had substantially little contribution in production for the necessities of the human family. More than that, gentlemen, if we look out upon our public affairs from the standpoint of our own Nation, we have gone through tremendous changes, many of which are likely to be for the better.

A year ago the business man regarded his Government too frequently in the light of a political relationship that was irritating and vexatious. His business relations with it were confined very frequently to the payment of taxes and the purchase of postage stamps. He did not do business with his Government or for it. It was a poor customer, irritating, inconvenient, slow in its payments, and with the many demands upon his time that were not proportionate to the price paid him for his product. He found more profitable the larger market of private employment. To-day this is all changed. The Government of the United States is the greatest customer of American industry and commerce and transportation. In one short year the Government of the United States has passed from an irritating regulator of the railroad system of the United States to an employer capable of locking out all the railroad presidents of the United States over night.

The ordinary markets are deranged. Materials are difficult to obtain, or in many instances unobtainable. The transportation essential to the conduct of your business is uncertain, delayed, sometimes denied. Foreign markets of a normal character have disappeared. A tariff discussion, so dear to the heart of the American manufacturer, is to-day incapable of taking place. You could not bring together a body of American manufacturers to-day who could discuss foreign costs, shipping charges, foreign wages, or make any comparisons in the production cost which could be

translated into terms of commercial competition. We are at war, and we have only one job, to win it.

James A. Emery.

Looking Ahead to Thanksgiving.

In the effort to stop the wasteful practice of slaughtering broiler turkeys—those weighing from two to four pounds—the Food Administration is approaching the problem through three different channels.

Farmers are requested to raise their turkeys to maturity, thereby adding to the nation's meat supply; dealers have been notified of the Food Administration's desire that they refrain from purchasing the immature birds; hotels, clubs and restaurants where most of the broiler turkeys are consumed have been asked to discontinue serving them.

It is pointed out that turkeys, unlike chickens, do not become plump and well-meated until nearly full grown.

Shattering The German Sword.

Famine is Germany's trusted weapon in her plan of conquest and slavery. By this dread power she has enforced the deportation of workers, broken down the family unit and caused indescribable terror and anguish.

Famine has desolated Poland, disorganized Russia and forced Roumania to peace.

Germany counted on this weapon in her warfare against Europe, and boasted that her submarines would cut off food supplies and bring England to her knees in three weeks.

But America has shattered the German sword. She has loaded every steamer that came to her shores and the Allies have been fed.

Great Britain Escapes Bread Rationing.

America's self-denial in saving wheat has enabled Great Britain to escape the necessity of rationing bread. With higher extraction in milling and through the addition of substitutes, the British have been able to extend the bread value of the wheat which America has sent.

As a result they are feeling a security which has added greatly to the morale of the people. Now they are looking forward to building up food reserves against possible lean years to come.

Shift in Shirt Trade.

Many retailers who never before bought men's shirts to retail for more than \$2 each are now going into the most expensive lines, according to reports from local wholesale distributors. In all communities where there is any manufacturing activity, shirts to retail for as much as \$10 and \$12 apiece are taken in quite liberal quantities.

If you are made of the stuff that wins, you will not take up much of your time complaining about hard times, the war, a bad location, and other complaints of the quitter. You'll turn to yourself and say: "I guess it is right up to me to make good."

BUSINESS WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—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

Bargains—Furnish you names and addresses free, businesses, farms, unimproved lands, any kind anywhere. Western Sales Agency, Minneapolis, Minnesota. 792

Wanted—To hear from owner of good business for sale. State cash price, full particulars. D. F. Bush, Minneapolis, Minnesota. 789

Wanted—First-class meat cutter. Not in the draft. Must furnish references. Good salary. Address Sanitary Cash Market, Junction City, Kansas. 864

For Sale—To close an estate, we are desirous of selling first-class stock of general merchandise located in splendid store building in heart of the resort region. Stock and fixtures valued at \$6,000. Estate of F. E. Martin, Indian River, Michigan. 865

Wanted—Grocery fixtures for new store. Must be complete and good. Address No. 866, care Michigan Tradesman. 866

Will Sell—At old prices \$9,000 stock staple dry goods and furnishings. No ready-to-wear. An exceptional opportunity for some merchant. Clean staple merchandise much below market. Stock can be moved. No trades considered. A. E. Stuart, Edmore, Michigan. 867

Merchants—If you want to close out your stock or raise money quickly, try my ten days sales system. Address W. A. Anning, Aurora, Illinois. 868

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

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

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

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

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

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. 835

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

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

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

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

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. 842

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

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

POSITION WANTED.

Wanted—Position in grocery or general store. Have had thirty years' experience in general merchandise. Am fully qualified to manage or help manage mercantile business. Do you want such a man? Address No. 762, care Michigan Tradesman. 762

SEE NEXT PAGE.

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

THE NEW FOOD RULING.

The only new food ruling which has any particular bearing on the grocery trade is that requiring grocers to keep a record of their sugar sales—either on slips or in a book—where it may be inspected by the Federal investigator when he calls on the dealer in pursuit of information as to the status of each sugar customer. This ruling does not apply to dealers doing business in counties where the sugar card is in use. This is the first official intimation the trade has had that the Food Administration proposed to make a personal investigation of the manner in which every grocer conducts his sugar sales. It is intimated that the calls may be "surprise visits," so it behooves every dealer to preserve his records carefully and keep them strictly up to date. This he can do by recording them in an indexed book, giving each customer a separate page, or by means of a card index system. The latter is preferable, in the opinion of the Tradesman, because the entries can be so easily and quickly made and the exact status of each sugar customer can be so readily ascertained.

Reports from all over the country on mercantile business conditions continue to be favorable, and the prospects for a good fall trade are said to be good. The outlook is for bounteous crops, and labor is kept constantly employed at increasing wages. These two factors are the ones of prime importance in gauging the immediate future. So, merchants are preparing to do business with confidence. There is discernible more of a disposition on the part of the public to buy staples and fewer luxuries, but the latter are not being neglected by the very many in the artisan class who are receiving much higher wages than they used to get. Most of the buying for fall has been completed, and the prices that will be asked of the consumer will be larger than hitherto because the goods had to be bought before the recent reductions went into effect. In men's wear lines, the rapidly increasing number of persons taken for military duty is calculated to reduce the volume of purchases to a very perceptible extent, and this promises to be more apparent if the draft age limits are extended as is proposed. But this circumstance has been taken into account. In all lines there is noticeable an absence of any disposition to plunge or overbuy. Immediate needs are being attended to while the future is left to take care of itself. This is because it is understood that the tendency toward higher price levels has been definitely checked.

Public-service corporations, long scored for their soullessness, will allow themselves the ghost of a smile at the appeal of the Railroad Administration to its employees to be courteous to the public. The Government endeavors to penetrate into the psychology of the lack of consideration of which it has heard complaints. The fault is due in part, it

supposes, to the feeling that competition has been discontinued and that "efforts to please the public are therefore not required for the purpose of obtaining business for the railroads." In part, it conjectures, the condition is due to a mistaken feeling that the Government is "paramount to the people, especially in time of war." A possible cause that it does not suggest is that the confusion attending the transfer of the roads and the consequent changes in schedules, etc., has at once immensely increased the demands upon the employees, both for information and service. For lack of willingness to smooth the way of the traveller, however, there is no excuse, and the Director-General is right in placing courtesy first.

Iowa City, Iowa, has long been infested with gangs of fakirs, frauds and cheats, who prey on the credulity of merchants who do not read the Tradesman regularly or—worse yet—who read it so cursorily that they do not note the frequent warnings against fraudulent schemes contained therein. One of them has recently been smoked out by the Michigan Supreme Court, as may be noted by reading the communication and accompanying decision published in the Tradesman last week. The nefarious methods of these fraudulent concerns have been brought to the attention of the legal department of the United States Government, which may find time—despite the great work the department is doing in detecting and punishing pro-Germans and slackers—to place these worthies behind the bars, where they properly belong.

No better investment could be made by retail merchants than to club together and secure the insertion of the Government arraignment of Sears, Roebuck & Co.—published in the Michigan Tradesman of July 24—in a full page space in their local weeklies for one or more weeks. This has already been done in several localities at the suggestion of the Tradesman, and every other locality would do well to adopt the same expedient. In no way can the ulterior purposes and contemptible methods of mail order houses be better brought home to the buying public. The cost of such a publication is small where all the merchants of a town generously join in the undertaking. In fact, the cost is insignificant, considering the object attained and the results which will necessarily follow.

The Government placed some wool underwear orders recently, but they were for light-weight underwear and not the heavier variety which is generally purchased for the troops. General buying has not been resumed as yet, although there is a growing belief in the trade that wool underwear will be called for in the near future.

"Get the goods if you can and pay what you have to pay," is an expression that has become quite common of late.

Retail Grocers Urged To Conserve Sugar.

In order to bring the greatest possible pressure to bear on retail grocers to aid sugar conservation, the Food Administration has sent the following letter to every secretary of a retail grocers' association in the United States:

Washington, Aug. 5.—The Food Administration needs the conscientious and thorough help of every retail grocer in the country in the conservation of sugar.

During the past thirty days the necessity for increased sugar conservation has become greatly emphasized, due primarily to a shortage of supplies, losses from increasing submarine activities and other transportation difficulties.

The Allies, including their civil population and armies, are wholly dependent for their requirements of raw and refined sugar on the supplies available here. Since they have lost the major part of their producing sections through invasion, our national obligation becomes greater. They must not be made to further reduce their consumption below their present minimum. This necessity alone should fill every patriotic man, woman and child with a keen sense of responsibility not to waste a single ounce of sugar.

We are entering the season of greatest sugar consumption when the fruit harvest must be preserved for later use. In order to make available every pound of sugar for this necessary purpose, there must be the most rigid kind of conservation in other forms of consumption. One of these is in the radical reduction in its use for household purposes, other than for home canning and preserving.

That real conservation of sugar may be effected the consumer must be thoroughly impressed with the imperative need for its economical use in the home. The retail grocers, because of their constant and personal contact with their customers, are in a position to render now a very distinct service. They must urge that consumption be reduced to the lowest possible point for ordinary use. If two teaspoonfuls of sugar are now used in coffee and tea, they should suggest that it be cut to one or eliminated for this purpose entirely. Urge that sugar be not used in frostings or fillings for cake and pastry, but encourage the use where possible of wholesome substitutes, such as syrups, honey and other similar products. There are innumerable ways in which sugar consumption can be reduced without the slightest personal annoyance, and it is to this end that every grocer must devote his thought and energy.

Your local Food Administrator will announce new regulations governing the sale of sugar by jobbers and retailers, and we urge the patriotic compliance of every member of your association.

The Food Administration program, because of constantly changing economic conditions, cannot be a permanent one, but must be modified and altered from time to time as national necessity demands. With each important change retailers have been advised how best they could co-operate. Since none have been of greater import than this, we again ask the fullest measure of support.

Will you, as secretary, immediately see that each member fully appreciates the need of his individual co-operation and that this co-operation is forthcoming from all? Please inform us promptly what action is taken.

It is not necessary to believe all the stories about the demoralization of the German armies. Yet it is plain that they are suffering defeat upon defeat. The French continue to push them back with surprising ease. It is no longer the old story of advance by yards. The drives are now miles deep. And the former conventional

ideas about an offensive being necessarily "stabilized" after the first few days are being scattered to the wind.

The promptness of the Government in aiding the drought-stricken farmers of the Southwest is shown by the publication of preliminary plans for distributing several million dollars among them for fall seed purchasing. The loan has been authorized by President Wilson, and by limiting the maximum to any farmer to \$300, it is believed that at least 25,000 producers can be helped. The high estimates of corn may be somewhat reduced by this continued drought. The Government reports late corn a failure in Texas except in a few localities. It is in poor condition generally in Oklahoma and Arkansas, it is "very poor" in extreme southeastern Kansas, and "very poor" also in Missouri. Local showers have helped, but general rains are needed in the region between Nebraska and the Gulf to save what is yet retrievable. Happily, the weather elsewhere has been favorable for both the harvest and growing crops.

A careful study of recent writings by German military experts reveals these illuminating details of Prussian strategy: The Kaiser's soldiers retreated in order to improve their lines; they were forced to retreat because traitorous German prisoners had informed General Foch of the Crown Prince's plans; they are not retreating; they are retreating because their advance proved the Allies could be driven back; they abandoned the Marne because it is nothing but a river, after all, with as much territory on one side as on the other; they withdrew across the Marne because they discovered that there were no Americans on its banks; they retired because the Americans did not know when they were licked; they fell back because an advance is a mere "geographical conception;" Paris is where it can be taken at will, and they don't want Paris.

Labor is becoming more and more of a problem with the hosiery mills. One case was cited recently, where a large quantity of half hose was completed, with the exception that they needed finishing. Loopers were unavailable, so they are being finished with a fine seam. Buyers so far are appearing glad to get them even finished that way, which indicates the desire for goods.

Women's underwear is not showing any great amount of strength on account of the production which is enough to take care of all demands. The shifts that some mills have made from making women's underwear to making men's lines for the Government is not felt to have been enough to cause any noticeable change in the total production of women's underwear.

BUSINESS CHANCES.

For Sale—Butter Kist popcorn machine with peanut warmer. Perfect condition. Cost \$575 two years ago. Boys have joined the "service." Mr. McClellan, Utica, Michigan. 869