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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 14, 1918

Number 1821



## THE FLAG AT SEA



Ships, ships, ships, they are beating back to sea,  
Sloop, barque and brigantine (Calling "Come with me")  
Ships from the slips where the rusty anchors ride,  
Long forgotten bottoms where the silt piles creep,  
Now nosing down the channel to the blue sea tide,  
Breasting through the billows to the storm-tossed deep.

The bold flag of Farragut  
Flaunting down the bays,  
Gleaming o'er the harbor bars,  
Through the waterways.  
"Damn—the—torpedoes"  
As in the olden days  
When Freedom's starry banner put to sea!

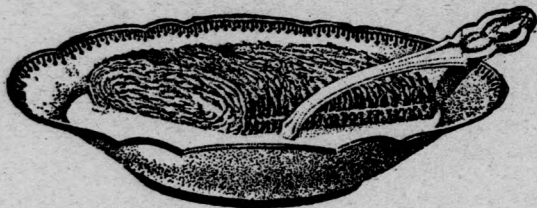
Wheat ships, meat ships, commerce with its bales,  
Steel ships, wooden ships, schooners with their sails,  
Gay girls gliding through the white wreathed foam,  
War ships beckoning down the ocean lane,  
Dreadnaughts bowing low—"See you safely home."  
Freight ships and battle ships tramping o'er the main.

The old flag of Farragut,  
They've nailed it to the mast,  
Over all the salty seas,  
As in the golden past;  
"Damn—the—torpedoes"  
We ride 'em down at last.  
For Freedom's starry flag is on the sea!

Charles LeRoy Edson.



## No More Fat Garbage-Cans



The war has taught us many things. It has taught us to save and serve. A fat garbage can represents criminal waste. We must save food.

The Government has taken a good portion of our wheat. We cannot supply the normal demand for Shredded Wheat Biscuit. When your customers eat whole wheat they are saving wheat. Tell them not to waste any of the wheat grain.

## Shredded Wheat Biscuit

is 100 per cent. whole wheat. It contains all the "substitutes" you need to sell—bran and "middlings"—they are all in Shredded Wheat. You don't need to sell substitutes with Shredded Wheat Biscuit.

Made only by

The Shredded Wheat Company  
Niagara Falls, N. Y.

# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

Judson Grocer Company  
The Pure Foods House

Distributors  
GRAND RAPIDS, MICHIGAN

BUY  
W. S. S.

SAVE  
WHEAT

# SAVE SUGAR

*By Urging Your Customers to Buy*

## Kellogg's

## TOASTED CORN FLAKES

THE ONE CEREAL THAT DOES NOT REQUIRE  
ADDITIONAL SWEETENING

KELLOGG TOASTED CORN FLAKE CO., BATTLE CREEK, MICH.

SELL  
WAR-TIME  
KRUMBLES

HELP  
HARVEST  
THE CROPS



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## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**

Grand Rapids  
E. A. STOWE, Editor

### Subscription Price.

Two dollars per year, if paid strictly in advance.  
Three dollars per year, if not paid in advance.

Canadian subscriptions, \$3.04 per year, payable invariably in advance.  
Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents; issues five years or more old, \$1.

Entered at the Postoffice of Grand Rapids under Act of March 3, 1879.

## NEVER MAKE GOOD CITIZENS.

The dispatches from the front have lately mentioned many desertions of German-Americans from the German ranks. Heretofore nothing of this nature has been revealed, so it is within the range of possibility to conclude that since the Americans have reached the battle line, Germans who had once lived in the United States have had a desire to get back under the flag which they left to fight for the Fatherland. We can readily imagine the feelings of a German soldier, who after living in this country, has had to fight and be commanded by the autocratic Prussian officers, to say nothing of the lack of food and the physical hardships that have been his lot. Good old America must look a great deal better to him, than the bright view of the Fatherland he took back with him. It is true that the boy who had to sweat and toil on the farm, forgets its hardships and sees only the bright spots of his farm existence in after life. The absent German saw only the beauty of the Rhine landscape and the joys of youth; he failed to visualize the war madness of the German ruling class, which for the past few years has gathered momentum that carried German public opinion with it and pictured the empire as a country shut in and subjected to the machinations of its European neighbors. Those of the West have for a few years held bright visions of their birthplace, until they have been disillusioned by a trip or two "back home." The German propagandist now in this country sees only the delights he experienced at the home of his childhood. The dregs he tasted in after years became a sweet morsel.

This is no apology for the German-American, who came to this country to better his condition and, when he did so, turned upon the country of his adoption and did all that was in his power to pull the pillars from the

foundation of the republic and bring the structure to ruin over his own head. A person capable of such reasoning is not a good citizen of any country, and one of the results of this war will be to bring such logicians to a full realization of the benefits a free country can bestow to its inhabitants. But we are trying to simply point out some of the peculiarities of the German psychology.

For the German has a psychology peculiarly his own. When he had a preponderance of men, armament and ammunition, he went to battle with a song. When he was sinking vessels and devastating the country through which he marched, he delighted, in the very exuberance of his ruthlessness, in acts of atrocity that made the whole world cringe. But he did not figure that with that cringe came the determination to punish this ferocious display of barbarity. The German sought to frighten. But he brought out instead the fighting spirit of the world. And to-day he is beginning to see that something besides physical strength and a terrible mein are necessary. The force of morality and the spirit of truth always will win ultimately. Attractive side roads lead from the great pathway of evolution which man is traveling, but they end abruptly. To many of us war is utterly wanton without one redeeming feature. But there are many things that our child-like minds fail to grasp. Reason is dumb in the presence of this tremendous sacrifice of human lives.

Now that the tide has turned, when those arrayed in open warfare against the Germans are obtaining the mastery, when disease and death, crime and starvation are at hand, how will Germany's psychology be affected? Our guess is that it will express itself in numerous suicides. Already word comes from that country that the number of suicides has become alarmingly great. It is an inheritance coming down from generations. And it is as inevitable as to-morrow's sun.

The Grand Rapids Gas Light Co. has found it necessary to increase the price of gas from 95 cents to \$1 per 1,000 feet on account of the recent increase in the cost of coal, due to the advance in freight rates. This places the cost of gas at exactly the figure stated in the franchise granted the company eighteen years ago. For years the gas users of the city have enjoyed a lower rate than \$1, due to the magnanimity of the company in voluntarily lowering the rate. Now that it is necessary to resume the franchise rate, there will be no objection on the part of reasonable people.

## TO RESTRICT GERMAN TRADE.

Lloyd George, in his recent address dealing with the economic pressure which should be put on Germany after the war, took occasion to remark that this country had not declared itself as to its policy. He may have intended to invite such a declaration, but it is more than doubtful that the invitation will be met. The fact of the matter is that no one of the belligerent countries is in a position to make a positive declaration as to what it will do, because no one of them knows what the peace terms will be and what the post-bellum conditions will call for in the economic field. Two years ago the famous Paris conference of the powers then fighting Germany laid down certain positive rules of conduct. These involved preferential treatment to the Allies of natural resources, restriction or prohibition of imports from the Central Powers, and preventing subjects of the latter from engaging in certain industries in the Entente countries. This was for the period of reconstruction. Thereafter, the Allies were to render themselves independent of the enemy countries "as regards raw materials and manufactured articles which are essential to the normal development of their economic activity." All kinds of measures were to be adopted to accomplish this result, including temporary or permanent prohibition of imports, customs tariffs, subsidies, etc. Subsequently, a series of preferences were suggested to operate between Great Britain and its colonies and possessions.

All these notions became academic long before this country entered the ranks of the belligerents. They have been trotted out from time to time as a threat against the continuance of the war by the Germans, who were informed that the longer they held out the worse their fate would be. Similar threats by the British Seamen's Union and by the Chamber of Commerce of the United States have been made. They all promise boycotts of one kind or another against trading with the Germans and their partners or of using their goods.

They have produced absolutely no effect on the conduct of the Germans any more than has the universal execration of the course of the latter in their treatment of the Belgians, their bombing of cities and hospitals, and their sinking of hospital and passenger vessels. So long as the Germans believe they have a chance of being consulted as to the terms of peace, just so long will they remain convinced that they will be able to exact fair economic treatment. Then, too, they are relying somewhat on

the conflict of interests which is apt to arise among their enemies after the war is over. While the fighting is going on, the latter will remain united because the aim is the same. When peace comes the individual interests of the several countries will obtrude themselves, and the Germans hope to take advantage of such a happening. That, in order to avoid such a contingency, some unity of action by all the nations opposed to Germany will be necessary is positive. But the scope of it and the manner of its operation will have to be determined by circumstances which can not be foreseen.

Yet a few things have been made clear which will have an important bearing on the future of German trade. Several of the allied countries, notably Great Britain, France, Japan, and the United States, have established industries for the production of articles which formerly came to them from Germany. Hundreds of millions of dollars have been invested in them. Under no circumstances will Germany again be permitted to regain control or ascendancy in these directions. As many of them are "key" industries, it will be to the interest of the respective countries to maintain them at all hazards, and this will be done. Neither will the German cartels or syndicates be permitted in the future, as they have done in the past, to control the output or price of non-ferrous metals produced in the countries or dependencies of the allied powers. The great Australian and New Zealand markets for wool and zinc concentrates will be closed to Germans because Great Britain has contracted for purchase of the articles, not only for the duration of the war but for a long time after. The large and lucrative trade in oil-bearing seeds has been permanently taken away from Germany, as has, also, a monopoly of the fur trade. When it comes to certain other articles needed for German manufactures, it is more than shrewdly suspected that quantities of raw material, such as wool, cotton, rubber, copper, etc., are held for German account in enemy countries, only awaiting the return of peace. It will, however, be within the power of such countries to prevent the export of these things and, doubtless, this will be one of the matters on which the Allies will have to come to an understanding.

Salesmanship may seem to be about ninety per cent. talk, but as a matter of fact the ninety per cent. is the brains behind the talk.

Free speech is a sword by which many a man commits political hari kari.



## GONE TO HIS REWARD.

### Death of President of Brown & Sehler Co.

John Sehler, Sr., President and director of the Brown & Sehler Co., and a well-known early resident of Grand Rapids, died last Saturday morning at the Battle Creek sanitarium after a week's illness. Mr. Sehler had been ill for about a year and a week ago left for the sanitarium. He was operated on and at first it was thought he would recover, but pneumonia and complications set in and in his weakened condition he was unable to fight them. The wife and two daughters were present at the bedside when the end came.

The remains were brought to Grand Rapids and taken to the late home of the deceased, 547 Livingston avenue. Funeral services were held at the home and subsequently at the Emanuel Lutheran church Tuesday afternoon; Rev. E. P. Poch officiating. The interment was in Oakhills cemetery. The pallbearers were J. H. Colby, David Drummond, Geo. W. Alden, R. B. Clark, A. F. Rockwell and H. H. Godfrey.

John Sehler was born on a farm in Niagara county, New York, Dec. 18, 1847, being the second child in a family of five children. His father and mother were both natives of Hanover, Germany. In 1865 the family moved to Chester township, Ottawa county, locating on a farm. March 1, 1871, his father bought him a half interest in a saw and planing mill at Big Springs, which was continued for a time under the style of Creager & Sehler. The buildings burned to the ground Oct. 16 of the same year, with no insurance, when Mr. Sehler purchased the interest of his partner and admitted to partnership Geo. M. Miller—known throughout Michigan in those days as Mike Miller—and continued the business under the style of John Sehler & Co. Two years later he sold his interest to his partner and leased the flour mill at Lisbon, taking Mr. Miller in partnership with him. This partnership continued four years, when Mr. Sehler went back to his father's farm in 1878. In 1882 he formed a copartnership with E. T. Brown and Frank Brown under the style of E. T. Brown & Co. and engaged in the retail implement business at 19 West Bridge street. The following year the firm built the brick block on Front street. E. T. Brown subsequently sold his interest in the business to his partners, who merged it into a stock company under the style of the Brown & Sehler Co. and in the meantime enlarged its scope and influence by engaging actively in the jobbing trade. The company now has an authorized capital stock of \$300,000, of which nearly \$200,000 is issued. Until Mr. Sehler's death the officers of the corporation were as follows:

President—John Sehler.

Vice-President—J. H. Colby.

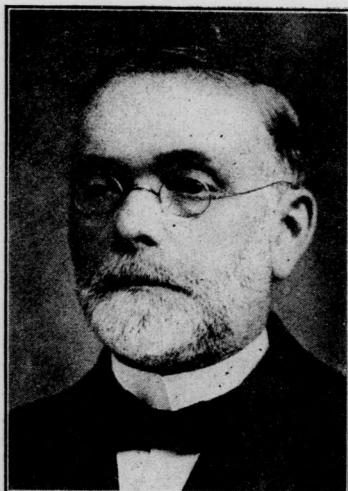
Secretary—J. W. Sehler.

Treasurer—Henry W. Sehler.

These officers, with David Drummond and W. D. Brown, constitute

the present Board of Directors. Soon after the stock company was organized the corporation erected a new building on West Bridge street, 70x76 feet in size, four stories and basement. This building was destroyed by fire in Feb., 1916, after which the corporation occupied the DeGraff-Vrieling building on South Ionia avenue until Dec., 1916, when it removed to the fine building it erected in the meantime at the corner of South Ionia avenue and Cherry street. The new building affords ample room for the manufacturing department of the corporation.

Mr. Sehler was married April 23, 1873, to Miss Barbara Miller. They had six children—three sons and



John Sehler.

three daughters. The sons are all grown up and are active in the business. The family reside in their own home at 547 Livingston street, where they have lived continuously since 1883.

Mr. Sehler had been a member of the Lutheran denomination ever since he was a child. He had been affiliated with the Emanuel Lutheran church, on Michigan avenue, ever since he came to the city and was Treasurer of the organization for twenty-five years. He was one of the Trustees and Superintendent of the Sunday school. He had long been prominent in the Grand Rapids Credit Men's Association, having been a member of the Executive Committee for many years and chairman of the Adjustment Bureau for several years. He also served as President of the organization, which is the highest office within the gift of the Association. Mr. Sehler had been a member of the Association of Commerce ever since it was organized and was a director for six years. He has served on several important committees with credit to himself and with satisfaction to his associates and the interests he represented. He was a director in the Field Motor Co., the Schantz Implement Co., the National Rubber Co., of Pottstown, Penn., and the Lehr Agricultural Co., of Fremont, Ohio.

Mr. Sehler attributed his success to hard work and close attention to business. He believed that all good things came from the Lord and that the Lord had blessed his effort to

be of some use in this world. Aggressive in action, reticent in speech, he had an executive mind, highly developed and finely trained—a mentality that could grasp the largest proposition, recognizing its own proportions and its proportion in comparison with other matters. This sense of proportion of things, combined with a prophetic understanding of probable results, made him a man of quick decision and correct judgment.

### Woolson Spice Company Now American Clear Through.

The ownership of the Woolson Spice Co. has been restored to Toledo interests by the purchase, during the past few days in New York, of a large part of the total stock of the company. The deal has been pending for some time between strong New York interests and a syndicate of Toledo citizens, among whom are W. A. Brigham and J. W. Koehrmann, of the Woolson Spice Co.; M. M. Miller, vice-president of the Home Savings Bank, and the Messrs. Frank and Robert Stranahan, of the Champion Spark Plug Co. The purchase of the stock is an important one, as it carries with it the absolute control of a company whose invested capital is approximately \$2,000,000. It includes all interest held by the estate of Herman Sielcken, the citizenship of whom has been questioned by the United States Government. He was born in Germany and died a year ago in Baden, where he had gone to take the baths. He came to this country when a young man and his business interests in America were important. He had, during his life, asserted his American citizenship. Doubt about it, however, resulted in the interests he held in the Woolson and other companies in this country being placed under the control of the Public Custodian during the period of the war. The concern, by the above purchase, now becomes American clear through.

### Cod Catch Small in Norway.

Compared with preceding years, the cod-fishing season in Norway, which recently ended, shows rather poor results. The exact statistics are not yet at hand, but, roughly speaking, the total catches of cod on the western coast amount to about 6,000,000 pounds, compared with 8,000,000 pounds in 1917, 17,000,000 pounds in 1916, 19,500,000 pounds in 1915, and 25,800,000 pounds in 1914. Of the quantity caught during the season just ended, about 3,750,000 pounds were caught in the Romsdals district, and the remainder south of Stadt, of which 1,900,000 pounds were caught in the northern Bergenhus district. The cod fisheries of the western coast have had a more favorable season than those of the other coasts, as the quantity caught on the former amounts to about two-fifths of the whole catch in Norway.

If your store has a policy that you want to see carried out, see that every individual clerk understands that policy and believes in it.

### Wheat Hoarding Impossible Next Year.

Hoarding of wheat by disloyal owners will be made more difficult by a system of reports which the Food Administration is requiring thrasher men to make, it was recently announced at the headquarters of the food administration for Kansas.

The Kansas administration is supplying record books to each of the 20,000 thrasher men in its State. At the close of the season the thrasher men must return these records to the thrashing division of the United States Food Administration. Each farmer must show how much grain of each kind he thrashed.

Should an emergency arise like that of last May, when it became necessary to call for all wheat in the farmer's bins, it will be a simple matter for every township administrator to check over the farmers in his district. Elevators and mills will keep a record of the wheat sold, and by subtracting this from the wheat thrashed it will be easy to find how much grain should be in the bin.

This system will work to advantage where a farmer is charged with feeding wheat to hogs and chickens. If the amount of wheat sold and the amount in the bin does not equal the amount thrashed, it is certain the remainder was fed to live stock, after allowance has been made for shrinkage.

The thrasher men's reports also will give an accurate account of all the wheat in the country at the end of thrashing. This information will be valuable in making wheat rules for the coming year.

### Hints on Handling Bananas.

When bananas are received by the retailer, the work of unpacking and hanging the bunches up for display should receive careful attention. Many dealers state that a banana hoist is desirable for removing the bunches from the crates, as the method of turning the crate on its side and letting the bunch slide out is certain to injure the fruit. The bunch should never be dragged along the floor but should always be carried. In carrying it, the best plan is to grasp the stalk with one hand just below the lower ends of fruit, with the other hand at the upper end. If the bunch is lifted by the two ends there is danger of breaking the stalk.

It is advisable to hang the bunch up as soon as unpacked, but if this can not be done it should be laid gently on a pile of hay or other soft material. When the banana is taken from the stalk the peel is often ripped from the pulp out to the end of the finger, and the pulp is exposed to dirt and the action of the air. The fingers removed do not look attractive and the remainder of the bunch presents a scraggly appearance. Both for trimming off mashed or otherwise unsalable fingers and for removing the bananas as sold a banana knife should be used. The knife severs the bananas from the bunch cleanly and the fruit can be detached in lots of a half dozen or more.



### Gabby Gleanings from Grand Rapids.

Grand Rapids, Aug. 13—E. H. Snow, 1249 Hope street, is a devout follower of the Isaac Walton cult. Last week he spent the week-end at Wolf Lake; this week at Green Lake, and expects to pursue the finny tribe at Croton Dam the next week end. Elbert is an enthusiast. Six-sevenths of his time he devotes to the hardware trade and enjoys the confidence and respect to which his ability and enthusiasm entitle him. The remainder of the time he devotes to diverse and sundry pursuits, and is driving his Dodge car, exemplifying the advantages of the numerous fish baits he sells, and occasionally may be seen trying to raise night blooming cereus in the beautiful sun-parlor of his home on Hope avenue.

Floyd Furber, formerly in the retail drug business at Lakeview, is now taking an advanced course in dentistry at the U. of M. at Ann Arbor. He has been taking a week's vacation at Bonnie Castle at Green Lake.

The date of the Worden Grocer Company's picnic has been changed to August 24, instead of the 25th. It will be held at Manhattan Beach.

The Midnight Club spent Saturday and Sunday at Whitefish Lake, the Club having decided on a short outing instead of giving prizes to the winner in their last season's Five Hundred game. The party consisted of Mr. and Mrs. A. P. Anderson, Mr. and Mrs. J. A. Burr, Mr. and Mrs. A. M. Borden, Mr. and Mrs. E. G. Mills and Mr. and Mrs. Harry Hydon. The other members of the Club were detained at home on account of sickness. All report a good time.

The people who loiter around Whitefish Lake and try to sleep nights say there is nothing the folks do down on Coney Island that these midnight prowlers did not do.

A whole lot of the traveling salesmen and others are wondering whether the truck drivers connected with the Park Hotel, at Monroe, have been reading "Get-Rich-Quick Wallingford" or is just trying to give the world an exhibition in high finance. In our judgment the least that can be said of any taxi or bus driver who will charge 50 cents for a one way four-block drive from the Pere Marquette depot to the hotel is that he is nothing short of a profiteer. If he gets us once, it is his fault, but if he catches us the second time, that's our fault.

Grand Rapids Council now has thirteen stars on its service flag. Are you members doing your duty in writing these brothers at least once a month? We believe each one of these men away from home and friends will be pleased to hear from us, even if we don't do any more than say, "Hello, Bill." The following is a list of our members in service with their addresses. The least we can do, boys, is to drop them a word of cheer now and then. They will appreciate it. If there are any members in the service whose names are not given below, it is because they have not reported it to the Secretary. All such are requested to report to the Secretary at once, so he can keep an accurate record of those in the service. Moreover, at the last meeting of the Council it was voted to pay all such members dues for them, thus keeping them associate members until they return, and also their assessments as long as they remain in this country. As soon as they leave overseas, their insurance will be cancelled, but they can still retain their associate membership. The following is a list as the secretary has it to date:

Capt. Walter N. Burgess, Supply Dept., 126 Michigan Infantry, A. P. O. 701, A. E. F. via N. Y.

H. P. Brady, 46 Grant street, Grand Rapids.

Maurice Maun, 805 Madison avenue, Grand Rapids.

F. Lubetsky, U. S. S. Iowa, Division A-3, care P. M. New York City.

C. W. Brown, 1401 Terrace avenue, Grand Rapids.

Peter DeKraker, 115 Jennette avenue, Grand Rapids.

E. W. Wallace, Ambulance Company No. 34, Camp Greenleaf, Section B, Oglethorpe, Georgia.

Albert Kasir, Detention Battalion No. 15, Company 10, Camp Greenleaf, Oglethorpe, Georgia.

A. F. Januassuph, 724 Stocking avenue, Grand Rapids.

P. F. Crowley, 712 Lake drive, Grand Rapids.

Jay A. Burz, Company B, M. A. C. Training Department, East Lansing.

John Phorough, 413 Washburn place, Madison, Wis.

Thomas DeMut, Ransom street, Grand Rapids.

Letters, magazines or merchandise sent any of the above at their home addresses will be forwarded to them at their respective camps.

Mrs. John Olney was recently called out of the city because of the serious illness of her mother.

W. H. Spencer, pioneer merchant of Hastings, who has been confined to his home with sickness since May 29, is able to be out again.

Yes, Mr. Goldstein, Grand Rapids is on the map, and is very closely connected with the large and glorious State of Michigan. In fact, it is impossible to mention any part of Michigan without including Grand Rapids, because when you mention Grand Rapids to a stranger in our land, they know at once exactly what part of the U. S. A. Michigan is in. "Grand Rapids knows how!"

Let us help the Government and ourselves at the same time by buying War Savings Stamps.

Few men work as hard as they lead their wives to believe. In England there is published a weekly newspaper, the Bazaar Exchange and Mart, which has no reporters or editors, and which contains no local or telegraph news. The total contents of the paper are devoted to classified advertisements. If a man in Bradford has a phonograph which he wishes to sell or exchange for a dog, he advertises the fact in this newspaper, and he may find a man in England, Australia or Canada who is eager to make the trade. The paper contains column after column of these notices, printed in the smallest type, and it is said to have a circulation wherever English is read.

Most of our failures are due to neglect of very simple principles. We persist in the desire to get something for nothing—to make progress without paying in effort. The victims of every stock swindling deal are persons who are dishonest to the extent that they are seeking more than a natural return upon their money. At least half the failures of young men are caused by their desire to advance without paying the prices in effort, knowledge, experience and industry. These young men see others ahead of them who seem to know more than they do. They become sour; quit and start again in another office, store or shop, instead of acquiring knowledge and experience through diligence. They slight their job; work by the clock; and do all they can to emulate the recreational habits of the boss. Their ambition is to join clubs; to play golf; and to take week-end trips. They think advancement comes through smartness and pull. Sometimes it does, just as a greenhorn may have a run of luck at the race-track. In the end, he loses, and so does the man who relies on pull. The best way to get ahead is to be honest, fair, courteous and industrious. Combine these qualities with good health, and success is as certain as failure is impossible. I have read hundreds of

interviews with intelligent men who have attained success in a worldly way, and I have yet to hear of one who did not mention these simple every-day principles. All our great industrial and mercantile institutions have been guided by the simple fundamental rules of good business. Back of every business that makes a substantial return to its stockholders is the policy of honesty, fairness and good value for money received. All other factors are subsidiary.

I have no quarrel with the man who is making big wages. I am simply pointing to a phase of human nature which finds its expression in an intense desire for something that is to bring about perfect happiness and when it is reached is found to be dead sea fruit. The man who lives to acquire great wealth, finds when it is so acquired that there is no joy in it. The man who saves to travel finds that travel will not take him away from his inmost thoughts and he would have been better off at home. The man who thinks that if he only possessed an automobile life would be full, finds when he acquires the machine that his troubles have begun. And so it goes through life. Everyone has a desire, a discontent, an unrest. And it is well, for without it man would return to and rely wholly on animal instinct, and be content to eat and sleep.

Theodore N. Eiler, a traveling salesman, died at St. Mary's hospital, Saginaw, as the result of an accident which he suffered in Flushing. Eiler was cranking his auto when it started, jamming him against another machine and tearing about six inches of bone from his right leg. Mr. Eiler served as justice of the peace in Saginaw for six years.

"Why is it Sam, that one never hears of a darky committing suicide?" enquired the Northerner. "Well, you see, it's disaway, boss. When a white pusson has any trouble he sets down an' gits to studin' 'bout 't an' worryin'. Then 'ers' thing you know he's done killel hisself. But when a nigger sets down 'to think 'bout his troubles, why, he jes' nacherly goes to sleep."

A Kalamazoo grocery store was robbed of five sacks of wheat flour one Sunday night. The next night it was robbed of five sacks of corn meal. The grocer's explanation is that the burglar upon finding that he had disregarded the 50-50 rule was so conscience stricken that he could not rest until he had conformed to the Food Administration's ruling that one pound of other cereals must be obtained with every pound of wheat flour.

In times of panic or depression we have all seen the condition of stores laden with goods, and men walking the streets hungry without money to buy anything. In Germany this condition is now reversed—every one has a pocket-full of money, but they can buy nothing for there are no goods for sale.

Success always means downright hard work. Thrift stamps maximum protection at minimum cost. Better a spray of flowers from a kitchen garden during life, than a wreath of orchids at the funeral.

W. C. Clark, the Hastings grocer, and family have been spending their evenings at their cottage at Thornapple Lake, returning in the morning in time for business. Their son, Clarence, is some wielder of the rod and line, and certainly succeeds in making the wily bass think that his artificial bait are the real thing.

Hardie & Perry, merchants of Rockford, were in the Grand Rapids market last week making purchases.

Homer Bradfield's gasoline wagon was seen in front of the home Saturday, and from the number of suit cases and other baggage loaded in, also Mrs. Bradfield and their daugh-

ters, it looked like Homer was going to elope with his own family.

H. N. Potter, of Mulliken, was in the city last week, and from the orders he was placing for merchandise, business must be good in that neck of the woods.

E. G. Story, Bailey merchant, was a buyer from out of town who visited the wholesale store of Foster, Stevens & Co. last week.

Hunting & Co., Rockford merchants, made a purchasing visit to the metropolis of Western Michigan last week.

A belated furniture buyer came to Grand Rapids last week to buy goods for a new store at Barberton, Ohio. At the different exhibition buildings visited he found he could be taken care of very well by the resident manager, and left some good orders, but he will be on hand early for the January market. Here's hoping 1800 more will have that same idea for the January market.

A service flag floated at Supreme Headquarters of the United Commercial Travelers would contain over 1800 stars, and by the close of 1918, would exceed that number largely.

D. F. Helmer.

### Recent News of the Cloverland of Michigan.

Sault St. Marie, Aug. 12—There may be no hot time in the Soo this winter, as our local coal dealers, so far, have been unable to obtain a supply of hard coal. We have the advantage, however, over some of our less fortunate cities, as we can take to the woods, if necessary, for relief.

The Model Clothing Store, 306 Ashmun street, formerly conducted by Max Schoenman, which has been closed for several days for the purpose of taking inventory, was reopened Monday, August 12, under the management of the new owner, Alex W. Clarke, who will continue the business. Max Krell, who has been with the Model as chief clerk since it opened, will continue under Mr. Clarke to manage the cleaning and pressing department.

The Modern Woodmen of the World unveiled a monument at Cedarville last week. They were assisted by the Ladies' Circle of Cedarville. A large representation from other camps throughout the country were present at the ceremony. Bishop Harris delivered the address.

"All men are born equal but some of them get married."

The Soo Corner Store, which was moved last week to its new location at 209 East Spruce street, re-opened for business last Monday. John E. Andary proprietor, purchased the building from D. K. Meses and had the building remodeled and it now presents a very attractive appearance. It will continue to bear the name of the Soo Corner Store. They will make a specialty of clothing, hats and shoes.

J. P. Merrifield, our popular cigar manufacturer, has been on the sick list for the past few days. He attributes his misfortune to overwork and his inability to get over to the Snows health resort.

Walter M. Rich was appointed city manager last week by the city commissioners, with a salary of \$225 per month to succeed the former city manager, Jas. H. Moore, who departed last Tuesday to accept another position in the South. This will have a tendency to make Mr. Rich still richer.

We are informed that the only improvement to the Hotel Detour, at Detour, this season is that the hotel now has running water in some of the rooms. The roof leaks.

"Many a man thinks he is doing his bit when he holds the yarn for his wife." Wm. G. Tapert.

How easy it is to think of the right excuse at the wrong time.





### Movements of Merchants.

Mason—J. B. Miles has added a line of dry goods to his bazaar stock.

Onsted—The Onsted State Bank has increased its capitalization from \$20,000 to \$25,000.

Hastings—C. W. Clark succeeds G. E. Crook as Food Administrator for Barry county.

Escanaba—The Delta Hardware Co. has increased its capital stock from \$100,000 to \$300,000.

Muskegon—The Square Clothing Co. has increased its capital stock from \$35,000 to \$40,000.

Onsted—The Onsted Co-Operative Association has increased its capital stock from \$15,000 to \$30,000.

Evart—Frank Richards, of Orion, has purchased the Trumble Hotel and will take possession about Sept. 1.

Leslie—George Belcher has taken over the management of the grocery department in the Community store.

Jackson—The L. H. Field Co. has opened a self-serve grocery store in the basement of its department store.

Suttons Bay—The Leelanau County Savings Bank has increased its capital stock from \$20,000 to \$25,000.

Saginaw—Fire and water damaged the stock of Symons Bros. & Co., August 9, to the extent of about \$75,000.

Middleville—David Perrault has purchased a store building which he will occupy with his wool, bean and produce stock.

Saginaw—The Simons Sales Co., dealer in automobiles and automobile supplies, has increased its capital stock from \$100,000 to \$300,000.

Hastings—Mrs. A. I. Brown & Co. have sold their grocery stock to Mrs. Alexander S. Yared, of Grand Rapids, who will continue the business at the same location.

Owosso—E. O. Worth has sold the stock of the Owosso Outfitting Co. to W. H. Hickey, who will continue the business at the same location on South Washington street.

Petoskey—W. E. Davids has taken over the interest of his partner, Lieut. J. P. Murphy, in the stock of the Northern Hardware Co. and will continue the business under the same style.

Owosso—W. E. Lindsey has purchased the interest of his partner, W. H. Hickey, in the repair shop and second-hand stock of Lindsey & Hickey and will continue the business under his own name.

Jackson—The Liberal Credit Clothing Co. will open a clothing store for men, women and children August 16 under the management of G. J. Martin, former manager of the People's Credit Clothing Co. store.

Greenville—N. P. Madson has sold his grocery stock to A. F. Johnson, who will remove his stock of groceries to the store building occupied by Mr. Madson and consolidate the two.

Maple Rapids—William Schneider, who has been engaged in business here since 1875, has sold his restaurant and grocery stock to Gamble & Tyler who will continue the business at the same location.

Pottsville—Judson C. Holiday, dealer in groceries, dry goods and shoes, has purchased the grocery and meat stock of Earl Gilbert and will consolidate it with his own, closing out at special sale, the meat stock.

Battle Creek—The Liberty Supply Co. has been organized to conduct a general merchandise business, including soldiers outfits and supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Miller-Schremser Co. has been organized to sell at retail men's headgear and umbrellas, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$219.88 being paid in in cash and \$954.32 in property.

Detroit—John Poma, grocer at 405 Riopelle street, and Vincenzo Citriano, baker at 248 Rivard street, paid \$100 in fines Saturday for violation of the Food Administration's regulations regarding the sale of flour. Citriano's shop was ordered closed for 30 days.

### Manufacturing Matters.

Caro—The Sugar Beets Products Co. has changed its location to Saginaw.

Benton Harbor—The Educational Tablet Co. has removed its postoffice to Kalamazoo.

Flint—The Dort Motor Car Co. has increased its capitalization from \$1,500,000 to \$2,000,000.

Barrytown—The Barrytown Electric Light & Power Co. has increased its capital stock from \$2,000 to \$10,000.

Bravo—Fire destroyed the potato crate factory of Whiting & Co., causing a loss of about \$5,000. Insurance on the machinery, \$1,500.

Zeeland—The Phenix Cheese Co. is installing machinery for the manufacture of milk sugar from the whey, of which they have large quantities.

Detroit—The Mansur Tool Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$965 in cash and \$4,035 in property.

Detroit—The Lincoln Tool Co. has been incorporated with an authorized capital stock of \$11,000, all of which has been subscribed and \$1,100 paid in in cash.

Waucesha—The Waucesha Co-Operative Cheese Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$25 has been subscribed.

Ford City—The Manning-Blake Tool & Die Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$4,600 paid in in property.

Detroit—The Essex Brass Corporation has been organized with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in, \$30,000 in cash and \$45,000 in property.

Jackson—The Chemical Closet Supply Co. is being organized with a capital stock of \$100,000. The company will be under the management of O. M. Arthur and will erect a modern plant at once.

Utica—The George H. Harris Co. has been organized to manufacture stock food and veterinary medicine, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in, \$2,000 being in cash and \$500 in property.

Fenton—Simon Hagadorn, Michigan's veteran buttermaker and father of the Michigan Buttermakers' Association, has accepted a position as State Dairy and Creamery Inspector. His work will be with the creameries and the boys in the business extend their hearty welcome to Simon.

Bay City—The Liberty Box & Lumber Co. has been organized to manufacture and sell boxes and similar wood products, buy and sell at wholesale coal, coke and wood with an authorized capital stock of \$125,000, of which amount \$60,000 has been subscribed and \$27,500 paid in in property.

Greenville—The R. L. Pitcher Co., of Caribou, Me., has decided to locate a branch plant here for the manufacture of potato products. P. E. McIntire is here to superintendent its construction. It will manufacture only starch at first, but later will produce flour and other products made from potatoes. Capacity, 10,000 bushels per week.

### Giving of Christmas Presents.

Merchants are inclined to resent the suggestion, which comes from Washington, that people generally shall be urged as a patriotic duty to refrain from making Christmas presents in the coming holiday season. In a number of instances, it is stated, orders have been put in for the usual number and variety of articles which are the subject of gifts. These include things ranging all the way from children's toys to expensive jewelry. The tendency has been in recent years to substitute useful things in the place of the merely ornamental and useless ones that used to be the vogue. Perhaps, also, due to the influence of the Spugs, there has been somewhat of a check on the promiscuous giving of expensive presents. But all the reasoning in the world

has not been able to divert the reciprocal giving of keepsakes among members of a family, between husbands and wives or between sweethearts. These, after all, form the great bulk of the presents that pass at Christmastide. It seems hardly likely that any official pronouncement will have any effect on such gifts. Then, too, this year nearly every family is represented by one or more members who are in the military service of the Government, and what is more natural than that those at home should wish to send them tokens of one kind or another as reminders? It will probably be found that sentiment—very human in its way—is more powerful than official edicts.

### Two Grocers Forced To Pay Penalties.

Lansing, Aug. 13—Two grocers were to-day found guilty of violating food regulation requiring sale of substitutes with wheat flour by the Federal Food Administration of this State. Peter Boven, who conducts one of the places in question at Reeman, Newaygo county, will have his store closed for one week, and Julius Mandel, of Mt. Clemens, was fined \$10 for the benefit of the Red Cross. Both men had sold flour without the substitutes.

Boven was summoned before the Food Administrator last April on reports that he was engaged in that practice, but his case was allowed to be continued for want of satisfactory proof. When one of the food inspectors visited his store again last week evidence was secured which showed he was not selling substitutes with due regard to the law and on hearing to-day he was ordered to close for the week.

Lowering of the draft age will mean a rapid development of the work of the Bureau for Vocational Education. It has already laid a durable foundation. The latest appropriation for the Bureau provided for the instruction of soldiers in more than 300 subjects. The largest classes are in radio-telegraphy and mechanical lines—shipbuilding, motor driving and repair, machine-shop occupations, electrical work, woodworking, and so on. By the middle of June, 11,000 had been graduated in these courses, and 3,000 more trained by private agencies. Another 7,500 were in training, and the courses for clerical workers are being steadily expanded. In all, according to the plans, 100,000 men were to be trained during 1918. President Wilson is said to be desirous of having the younger classes of drafted men given a broad opportunity to continue parts of their education along with their military drill, and especially to have civics, American history, and "Americanization" taught. These younger men are most receptive; vocational education will greatly improve their usefulness during and after the war.

Joseph P. Lynch has contracted to conduct a sale August 15 to 24 for A. K. Sadolowski, 2207-2209 Joseph Campau avenue, Detroit. The stock is composed of shoes and men's furnishings and aggregates \$40,000.

Consistency is often but another name for contrariness.





### 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 is active, about 1c advance over a week ago on creamery grades. The consumptive demand has been very good and the receipts are falling off to some extent. The present weather is unsuitable for making good butter and we are likely to have a shorter supply on account of the drying up of the pastures. Local dealers held extra fancy creamery at 44c for fresh. They pay 38c for No. 1 dairy in jars; they also pay 30c for packing stock.

Cabbage—\$3.50 per large crate and \$2.25 for medium.

Cantaloupes—Hearts of Gold from Benton Harbor are now in market, commanding \$4.50 for standards, \$4.25 for ponies and \$1.75 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 strong for choice and fancy stock. The hot weather has, of course, given eggs a hard rub and caused much loss off. Local dealers pay 38c for No. 1 candled cases included, delivered in Grand Rapids.

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

Green Corn—25c per dozen.

Green Onions—18@20c per dozen

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 for choice and \$9.50 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—Ohio and California are both sold on the basis of \$4.25 per 100 lb. sack.

Oranges—California Valencias, \$9.50 per box.

Peaches—Early Carmans (white and semi-cling) from Benton Harbor fetch \$3 per bu.; California Elbertas command \$1.85 for flats.

Pieplant—\$1 per bu.

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

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

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

Summer Squash—\$1.50 per bu.

Sweet Potatoes—\$4 per 50 lb. hamper.

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

Water Melons—\$7 per bbl. containing 10. The high price is due to the tremendous shrinkage incident to recent hot spell. Arrivals of late have been more than spoiled by the heat.

Wax Beans—Home grown, \$2 per bu.

Whortleberries—\$4 per 16 qt. crate.

### The Grocery Market.

Sugar—Reports received from all parts of the country by leading trade representatives, notably those published by Willett & Gray and Smith & Schipper, indicate that the consumption of sugar in domestic and canning operations will be much smaller than in many seasons past. The reasons invariably given for the decrease in the scarcity and relatively high cost of fruit, to which is added what the average housewife considers prohibitive prices for glass jars. This, together with the apparent close observance by consumers of the request of Food Administrator Hoover that consumption for all home purposes be reduced as nearly as possible to two pounds a month for each person, is causing a light demand for refined, with the result that the market for it is unusually dull for this time of the year.

Tea—As a general proposition the tea market is about as uninteresting as is apt to be the case at this time of the year, when between seasons conditions make for slackness of trade.

Coffee—No change has occurred in Rio and Santos grade during the week. The demand is very dull and the under tone not strong. There is no reason for buying any coffee that one does not need for immediate wants.

Canned Fruit—Seldom has there been a season, if ever, when canned fruits will play so small a part in the trade as they will in the coming season. Prices are hardly worth quoting because goods can not be had at any price in anything like plentiful demand. The Government has been commandeering one thing after another until there is little to go to the civilian trade, and prices are sure to be too high for speculating on the few items which have not yet been snared within the Food Administra-

tion rules. Berries are a failure in all the producing centers, so far, with deliveries as low as 10 and 15 per cent. Cherries are light in supply and all bought for the soldiers and sailors. Peaches and apricots have been similarly spoken for. Therefore on most lines prices of both spots and new goods are nominal. Packers of strawberries, without reference to even the Government needs, are only offering 15 per cent. of their pack. The whole line, both spots and futures, is therefore largely nominal.

Dried Fruits—The past week has been one of unusual dullness in the dried fruit trade, with virtually all prices withdrawn and, with the exception of a few occasional "outside" packers, nothing offered. Usually, this year a price has had short life on the market, being swamped inside of twenty-four hours, or at the outside forty-eight, and being withdrawn until the packer is more certain of his pack and prospects as to costs, which must follow the rule of "reasonable advance." The result has been that local trade have had their ears to the ground for whispers from California rather than at the phone for orders. Raisins have been selling steadily and the big company has been confirming all normal trade, even for private brands, although the latter are understood to be out of the running after the first of the year. Clusters and layers are not confirmed, nor are large orders for bleached, but the rest are freely moving, even with the uncertainty as to what the Federal Trade Commission may do to upset the "trust." Prunes are awaiting developments and independent packers who ventured back last week with new prices made them materially higher than the opening. Peaches and apricots are in strong demand but decreasing prospective supply because of Governmental commandeering of everything in sight. Spot prices are nominal in most cases.

Canned Vegetables—Tomatoes are only coming forward in small early packed lots, and the rush will not begin for another week, but from the crop outlook it looks as though a record pack may be made, unless the weather should suddenly develop some untoward circumstances such as hail storms and ruin an unprecedentedly fine outlook. Strange to say, the packer and the buyer are alike hopeful of a large pack, because low prices would result, without loss to either party, thanks to the Hoover plan of doing things, and low price goods will mean a lively trading market. The week started out with standard threes quoted firm at \$2, but closed with \$1.90 common if not ruling and predictions of even lower prices; some suggest \$1.75 or \$1.80. It is all a weather proposition. On corn the same situation prevails. Ohio brokers have been complaining of our reports at \$1.60, but brokers here display plenty of orders at \$1.55 and \$1.50, with a few large purchases at as low as \$1.45. And yet some canners doubtless are forced by their packing costs to stick to higher levels of price than others and buyers have orders placed at figures ranging

through as wide a scale as 25c between their various packers. Peas have, in fact, been so plentiful that virtually all invoices for new goods have shown recession from contract levels, and some of the packers are even billing on memorandum, with formal price to be confirmed later when actual costs are fully known. The price is commonly \$1.45, although some think it will ultimately develop as low as \$1.40.

Canned Fish—The whole range of canned fish is firm, with prospects for any adequate supply for civilian needs sadly tempered by the growing needs of the Government which have precedence over all comers. On salmon, for instance, the commandeering of 65 per cent. of the pack on the most popular types has left very small surpluses for the trade, and these, as well as the occasional small spot supply, are held very firmly and everything is parceled out since price can not be made to help conserve the supply. Tuna are very limited, although the week has seen a few Hawaiian fish offered at \$7 for white and \$3.50 for mixed. Sardines started weak on Maine pack but ended rather firmer; there are no surpluses or dearth of orders to tempt lower offers and packers are finding their original prices were too easy. The Californias are being offered only occasionally and everything in sight is snapped up as soon as offered. Crab is scarce and everyone is waiting for the new goods before showing interest, save to cover imperative needs.

Rice—There are no fresh developments in this market. Pending arrivals of new crop here trade can not proceed and prices will remain nominal.

Cheese—The market is firm, with prices about the same as a week ago, with a fair consumptive demand. The quality arriving is very good and the market is in a healthy condition on the present basis of quotations. There is not likely to be any change in the near future.

Provisions—Everything in the smoked meat line is firm, with a fair consumptive demand, at prices on some cuts from ¼@½c higher. Pure lard is firm at an advance of about ½c, while compound is unchanged, both having a normal consumptive demand. Canned meats, dried beef and barreled pork are all unchanged.

Salt Fish—New mackerel are coming forward in small lots. No change in price has occurred during the week.

Chris. Van Koevinger who has been with the Phenix Cheese Co. of Zealand for several years has accepted a position with the Grand Rapids Dairy Co. of Grand Rapids. The Grand Rapids Dairy Co. will install a cheese making department and manufacture several kinds of soft cheese under the instruction of Mr. Van Koevinger.

Philip Vinkemulder (Vinkemulder Co.) has returned from New York, where he spent ten days with his son, Richard, who is stationed on a sub chaser in New York harbor.



## LATE FOOD RULINGS.

## Prescott Defines What Constitutes Unmarketable Eggs.

Lansing, Aug. 12—Dealers in eggs should bear in mind that inedible eggs cannot be sold or shipped in interstate commerce owing to the provisions of the Federal Food and Drug Act.

The following information will undoubtedly be of aid to those who are engaged in the egg business as showing the various forms of unmarketable eggs:

A good, fresh egg should have a small air space. The yolk should not be very plain. There should be no black spots or rings. Sometimes the egg shell will have fine cracks in it. This is commonly known as "check" egg and should not be shipped with first quality eggs, as it rots very quickly.

Blood rings are partially incubated eggs and show a distinct ring of blood on the yolk. They are unfit and should be rejected.

Moldy eggs generally have cracked shells and show black spots before the candle. They are unfit for food.

Black rots look more or less black before the candle and are unfit for food.

Mixed rots, white rots or addled eggs, when turned before the candle, show the yolk more or less mixed up with the whites. Unfit for food.

Stuck yolks are eggs with the yolks apparently stuck to the shell. When given a rapid twist, if the yolk does not float free, the egg is unfit for food. If the yolk floats free and is not broken, it may be sold for food, but is of inferior quality.

Eggs known as "large hatch spots," "heavy shrunken eggs," "settled yolks" and "leaking eggs" are fit for consumption, but will not stand transportation.

All "checks" and "cracks" shell eggs should be shipped in cases stenciled that they contain "crack" or "check" eggs. Geo. A. Prescott, Federal Food Administrator.

## Sugar Supply is Tightening.

Lansing, Aug. 13—For the month of August Michigan's allotment of sugar totals 10,130,000 pounds. This is a reduction of practically one-third over the allotment for July.

For the month of September Michigan consumers must give up thirty per cent. of the already restricted rations. Notice that the state's allotment is insufficient to meet the original estimate, was received by telegraph by George A. Prescott, Federal Food Administrator, who through C. J. Mears, head of the sugar division, immediately set out to conform to the new federal limitation.

Certificates for July and August will be totaled and if it is ascertained that the total exceeds the state's allotment of two pounds per person population the excess will be deducted from September total.

Distribution of sugar to retailers will be limited to fifty per cent. of the amount asked, and notice will be given that the balance will be available in the event there are supplies. The authorities at Washington announce that the canning privileges have been seriously abused, which explains the new shortage situation.

No new jobbers or wholesalers starting after July 1 will be permitted to handle sugar. Wholesalers and jobbers will be held to assist the administrators in policing the trade by keeping retailers to normal requirements.

No sugar, except for human consumption will be distributed except that such requests have the approval of the distribution division of the Federal Food Administration and are O. K'd at Washington. Manufacturers of explosives or other materials required by the government and compounders of drugs will be excepted from this rule.

No interim certificates will be issued hereafter, these having been intended only to assist in providing an immediate stock. Where such certificates have been issued they will be deducted from the next allowance.

Geo. A. Prescott,  
Federal Food Administrator.

## Can Use Barley For Feed.

Lansing, Aug. 12—Barley can be ground for feed. There are no restrictions whatever on this grain. There have been all kinds of rumors about the state on this matter," added Prescott, "and I wish the official status of this grain could be given wide publicity. We have had so many queries on this subject I am sure the attitude of the administration is not correctly understood. Barley can be ground for feed.

Geo. A. Prescott,  
Federal Food Administrator.

## The Burdens We Must Carry.

Lansing, Aug. 13—Before the war only about 10 per cent. of the food deficit in the allied countries was provided by America. Approximately 50 per cent. of the allied deficit was filled last year by the United States and Canada, and from the 1918 crops we will very probably be called upon to supply a much larger proportion of this ever-increasing European deficit.

About 1,500,000 tons of shipping, he continued, could be saved if we made it possible to withdraw ships now taking to Europe food from Australia, India and South America. Were this done, it would be possible to transport and maintain in France a much larger army of American soldiers. Many of the difficulties of convoy could be overcome if the bulk of shipping plied the single lane between Europe and North America. Interpreted in terms of men on the fighting front, every ship diverted from Australia could perform an equivalent service from American ports and in the time it had taken for one round trip from Europe to Australia could make two additional trips from Europe to the United States. In other words it could furnish Europe with the same amount of food and in the same length of time could make one trip as a troop ship and another to transport additional food.

With men leaving our farms in ever-increasing numbers to engage in direct war work, we probably see this year the height of our agricultural production. To protect ourselves and the Allies against the inevitable shortages of the future we must take advantage of this year's production to lay by reserves.

Although public eating places and households which voluntarily went to a no-wheat basis earlier in the year have been released from their promise to forego entirely the use of wheat, they must still practice economy. Release from their pledge only places them on the same basis as the rest of the American people. Probably as long as the war lasts they must use Victory bread. They must face as rigid economy in other directions. Especially is this true at present in the case of sugar. Our own sugar sources are as follows: one-half of our supply comes from Cuba, one-seventh from American beet sugar fields; one-eighth from Hawaii, one-twentieth from Louisiana cane fields, and the remainder from Porto Rico, the Philippines and other foreign sources. Before the war England received more than one-half of her sugar from the Tropic Empire and imported largely from Java and the British West Indies. Before the war France, Italy and the low countries raised their own supply, but their production now is less than one-third of that amount. England cannot spare ships for the long trips to Java and the West Indies. America must make up the total shortage.

The American people as a whole on August first loyally adopted an honor ration of two pounds of sugar per person per month.

Geo. A. Prescott,  
Federal Food Administrator.

## Recent Food Administration Penalties.

Crescent Mills, Fremont, \$50 to Fremont Red Cross.

Julius Mandel, Mt. Clemens, \$10 to Mt. Clemens Red Cross.

A. P. Rogers, Lansing, \$25 to Lansing Red Cross.

Farmers' Feed & Elevator Co., Fremont, \$25 to Fremont Red Cross.

Smith Bros., Bailey. Close place of business for two weeks, beginning Monday, August 5.

Charles Reck, Lansing, \$15 to Lansing Red Cross.

Fremont Co-operative Elevator Co., \$25 to Fremont Red Cross.

G. S. Patterson, White Cloud, \$5 to the White Cloud Red Cross.

E. B. Fitzgerald, White Cloud, \$10 to the White Cloud Red Cross.

Michael J. Krus, Manistee, close place of business for two weeks, beginning, Monday, August 5.

## Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 14—Creamery butter extras, 45@46c; firsts, 42@44c; common, 41c; dairy, common to choice, 35@40c; packing stock, 32@33c.

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

Eggs—Choice, new laid, 48@52c for fancy and 46@47c for choice.

Poultry (live)—Old cox, 23@25c; fowls, 31@34c; chicks, 32@38c; ducks, 32@34c.

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, \$4.50@5.00 per bbl. Rea & Witzig.

One of the country's busiest munition plants, at Bristol, Conn., operating on a twenty-four-hour schedule and turning out contracts of great importance, found that even the highest wages were not a sufficient anchor to hold its thousands of employees steadily to their task. The workers drifted. They came, kept at it a while, and left—to go through the same performance elsewhere. Then the company decided that money was not the remedy. They engaged a welfare worker, who promptly condemned the made-over-night houses and put up neat little dwellings, with modern conveniences. He organized a Mutual Aid Society, and planned banquets, outings, and farewell dinners when one of the workers enlisted. He took charge of the rents of the whole village, and got the men to save by means of Thrift Stamps. He began a programme of "complete renovation," and made war on unsightly buildings, ash-piles and chicken-coops out of place. He did not badger the tenants, but sent out polite little notes saying that if the backyard was not kept neat, the company would clear it up. Gardens flourished. A band of thirty-five musicians was assembled. He made all the workers welcome at his own home, and was always ready to listen to their difficulties. As a result, although of thirty-three nationalities, they are now a stable community, no longer floating with the tide of restlessness.

## Filling the Ranks of Salespeople Depleted By War.

Help continues to be the big problem of the retail merchants.

The recent order of the Provost-General, declaring that men of draft age must "work or fight," and that employment as a clerk in a store does not come within the conception of useful employment, means that many additional men will have to give up positions in retail establishments and seek employment having a more direct application to war activities.

There are obviously two principal sources from which the merchant must draw his help, to fill the places of those who are barred by the new regulations.

One of these consists of men under or over the draft age—boys of from eighteen to twenty-one, and men over thirty-one. Apparently the latter class is the more desirable, from the standpoint of experience and judgment, although in most cases higher remuneration would be necessary.

The other class is composed of girls and women. They are already being used in great number in retail sales work, but principally in department stores, specialty stores in most cases preferring men, except for selling women's garments, toilet accessories, etc. But they must be trained to handle all classes of retail sales.

Male help, as a general proposition, is extremely scarce. The inroads already made by the war have limited the available supply, even making use of those included in the draft, but enjoying deferred classification as a result of dependents or for some other reason. With the latter eliminated as a result of the newest order, which will doubtless be obeyed by most draft registrants without hesitation or argument, the merchant must look around harder than ever for desirable employees.

In England and other countries where retail salesforces have been decimated as a result of the war, it is noteworthy that about the only men left on the floors of the shops are those too old to go to the front. It must be admitted that there is something incongruous in the sight of a young and sturdy man devoting his efforts to selling in a store while thousands of others are fighting and dying in the great war. That is something that cannot be explained away, for the contrast is inevitably felt by the customer. Perhaps the substitution of those who obviously are not fitted for military duties will have an excellent effect from the standpoint of showing the public that the merchants of the country are not using up man power that could be more profitably employed, from the standpoint of winning the war.

Salespeople are necessary; there is no gainsaying that; but the immediate problem is to find those who can be utilized in the store organizations without hampering the work of producing war materials, and without taking those who could do more good for the country if they were in uniform.

Older men, say about forty-five,



make excellent clerks. There are many such who are available, and for whom the demand is less active than for any other class of workers. The merchant may insist that these men are "failures," since one of this type, who has reached middle age without making a definite success and winning permanent and profitable employment, evidently lacks the quality which makes for business advancement. Yet this is not always equivalent to saying that they are not suited for work in stores; in many cases they fit into it splendidly, and not only make efficient clerks, but prove to have the knack of making friends. What they have lacked is initiative or something similar to it, but in a store the work of the clerk is usually "cut out for him," as the saying goes.

One advantage of employing older men is that they are more likely to remain on the job and be satisfied. The younger man, even though somewhat more aggressive and productive, is always looking around for a little better place. The store which employs him is thus unconsciously competing for his services with every other in the community, and he thinks nothing of quitting one job for another. This is part of the general situation and irresponsibility of young men just starting out in the business world.

The older man, on the other hand, has been buffeted in the sea of experience. He has learned that things are not always what they seem, and that a good position is not to be tossed away lightly. Thus he is in earnest and determined to hold on to what he has. He obeys willingly, he meets trade courteously, and is satisfied with the situation. He is the sort of dependable, reliable clerk who can be counted on to be on time and to stay until the store closes.

Comparatively few stores are at present made up largely of men of this age and type, but one feels justified in saying that the most recent war development will bring many of them into positions in the shops, taking the place of younger men who are leaving for war work, either in industry or in the ranks of the fighters.

Many recruits will doubtless be obtained also from the ranks of women workers. In spite of the large number who have been impressed for industrial work, and who already have filled positions vacated by men who have gone to war, there seems to be no trouble about getting others. College girls and other students who realize the importance of productive labor, and of releasing as many men as possible are taking up work of all kinds, and of course many wives and other relatives of soldiers are doing what they can to support themselves by employment in and out of stores.

The main feature of employing girls and women is training. Few of them are inherently capable of taking a position in a store and handling it to advantage without preliminary coaching and instruction, and the store which has a large number of "new beginners" on its floors should make

a point of seeing that they are properly supervised, in order that the sales service may not suffer.

By drawing on these two big sources of supply, the labor situation and the help question will be effectively dealt with.

George D. Crain, Jr.

#### Mail Order Houses Violate Food Restrictions.

Washington, Aug. 12.—The Government has put a check on mail order houses which ship sugar into other States. These concerns could and in some cases have defeated the Government's conservation plans by furnishing more sugar to consumers than they had a right to have or could have gotten from their local grocer. Mail order houses which do an interstate business were requested during the week by the Food Administration to send into other States only such amounts of sugar as residents of those States are permitted by local Food Administrators to purchase.

Heretofore mail order houses have been taking orders for twenty-five pound quantities of sugar for home canning, regardless of the State from which they come or whether there is a real need for sugar for canning in that State. In some States, out of regard for fruit crop conditions or for other reasons, sales of canning sugar are restricted to ten or fifteen pounds at a single purchase. When a resident of one of these States can obtain twenty-five pounds by merely mailing his order to a city in another State he is defeating the purpose of the present regulations, which have been established because of the sugar shortage.

Federal Food Administrators have been instructed to furnish mail order houses with copies of sugar regulations in their States, and the houses will conform to them in all orders sent to those States. All regulations will be applied equally to mail order houses and retailers in order to be fair to everybody concerned. Federal Food Administrators who have a certificate system for sugar for canning may require the mail order houses to send sugar into their States only on such certificates.

Mail order houses are expected also to conform to the rule permitting city dwellers to buy only two pounds of sugar at one time for ordinary household use, and country people five pounds, save in districts remote from the stores, when local Administrators may permit larger quantities to be sold.

The Great Sunken Lake, in a valley of the Cascade Mountains, about seventy miles north of Jacksonville, Ore., is now thought to be the deepest in this country. It is about fifteen miles long and four wide, and native explorers, who call it Lake of Mystery, have never reached bottom with their longest sounding lines. It is so far below the crests of the surrounding mountains that winds do not reach it, and the surface is always quiet.

A number of women are taking the places of men as "trouble shooters" for the Kansas City telephone companies. They are employed in the equipment and testing departments after having been graduated from switchboard operating, and are said to be quite capable of taming cranky connections and of repairing cords and insulation.

We are all smarter on an empty stomach.

# War!

War is Uncle Sam's new business.

We are all members of the firm.

And Germany is our competitor.

We give our sons.

We buy bonds.

What About our Labor?

What About our Brains?

Let us fight Germany with  
EVERY weapon that we have.

Let us Stamp Out

SEDITION  
PROPAGANDA  
GREED  
SELFISHNESS  
HOARDING

Let us so shape our lives and actions that when our relatives return from the battlefields of Europe we can truthfully say: "We, too, have done our best."

Our only business is to win the war.

Contributed to the winning of the war by the

**WORDEN GROCER COMPANY**  
GRAND RAPIDS—KALAMAZOO



### THIRTY-SIXTH YEAR.

The issue of last week completed the thirty-fifth publication year of the Tradesman. This week's issue, therefore, marks the beginning of the thirty-sixth year. So far as the Tradesman can learn, there is no other record in the world to compare with this—thirty-five years of successful publication without change of ownership, editorship or business management.

Thirty-five years ago long credits were the rule and the proportion of dealers who discounted their bills was small. Now the situation is reversed. Credits have been curtailed to an extent that was not deemed possible when the Tradesman made its first bow to the merchants of Michigan and the dealer who does not discount his bills is almost a curiosity, because it is conceded that he will not continue to be a member of the mercantile fraternity very long.

Thirty-five years ago there was a considerable percentage of tricksters in the jobbing trade—men who changed the weights on the sugar barrels and resorted to other contemptible little practices which stamped them as shysters and crooks. To-day such a man would not be tolerated in the jobbing trade. He would be as short-lived as a fly.

Thirty-five years ago the retail trade was infested with men who made unfair claims and dishonest deductions for alleged shortages which did not exist in reality. To-day this type of man has practically disappeared, because the man who undertakes to resort to such subterfuges soon learns that the days of dishonesty are a thing of the past.

Thirty-five years ago the position of the store clerk was far from enviable. Long hours and inadequate wages made the life one approaching drudgery. Now the clerk is well paid and his hours have been reduced to a point where he has ample time for recuperation and social enjoyment.

Thirty-five years ago the typical traveling man was a big hearted, bibulous, happy-go-lucky spendthrift, equally careless with his own money and the money of his employer. To-day the typical traveling salesman is a sober, thrifty, home-loving and thoroughly-dependable individual, faithfully serving the interest of his customers and his house, loyal to his home, faithful to his wife, devoted to his children—a good citizen in all the term implies.

In no department of the world's activities has greater improvement been made than in the field of mercantilism, which has kept pace with the onward march of progress and remained at the forefront of human endeavor. The position of the merchant—both wholesale and retail—was never more secure than now, albeit both are menaced by buying syndicates and organizations on the part of the retailers and mail order houses and socialistic propaganda regarding co-operative distribution among farmers and workmen. None of these has developed to such an extent as to menace the well being

of the regular trade to any considerable degree. On the activity of the trade as a whole, exerted in a unified capacity, depends the future growth or extinction of all ephemeral efforts to usurp the rights and absorb the profits of the regular dealer.

In the growth and development of the past thirty-five years the Tradesman believes it has been no mean factor. It has aimed to inculcate right business ideas and practices, right methods of thinking, right lines of action and right relations between jobber and retailer and between retailer and customer. It has aimed to avoid radicalism on one hand and too great conservatism on the other hand. It has been eminently successful in circumventing the activities of the frauds and cheats which prey on the credulity of unsuspecting dealers and has expended thousands of dollars in detecting and exposing mercenary schemes foisted on the merchant by means of catch contracts and crafty agents. It has devoted much time and money to securing decisions in courts of last resort defining the duties of common carriers and other instrumentalities with which merchants have to deal in the regular pursuit of their occupation. It has denounced charlatans who pose as friends of the retailer when they are in reality his worst enemies. It has aimed to be a safe adviser and faithful leader in matters of civic duty and responsibility, as well as correct mercantile methods and practices. It has sought at all times to instill in the minds of its readers the highest ideals of patriotism and loyalty to country, state, town, home, family and friend. When the Kaiser declared war on civilization and humanity, more than four years ago, the Tradesman immediately denounced the Germanic monster and condemned the German people in this country who stood by the Kaiser and insisted that the war was started by England or France, instead of the blood thirsty brute who has long ruled over a nation of beasts and brutes. This position, promptly taken and sturdily maintained, naturally caused the Tradesman the loss of many subscribers among merchants of German birth or descent, but most of them have since returned to the fold, penitent and anxious to make amends for their mistaken stand in behalf of autocracy. Those who have not returned will have the satisfaction of seeing the finger of scorn pointed at them as long as life lasts in this world and for a million years in the world to come. The Tradesman can tolerate mistakes and failures, but treason is one of the things which no true American can ever condone.

Did you read the last number of this paper through? If not, hunt it up and read it. You never know what issue will have in it just the idea of most value to you.

The customer with a complaint will be better satisfied if the complaint is adjusted by some one higher up than a clerk. People like to go to headquarters with their kicks.

### DETERMINING FOOD COSTS.

Nothing is more indicative of the queer workings of Governmental control of food products, and especially the elimination of speculative price-making, under the margin limitation and the much discussed Rule 1-a, than the present movement of the canned food trade. Looked at from the viewpoint of tradition, it certainly is a topsy-turvy state of affairs, but from the consumer's viewpoint it sets Mr. Hoover at the top of the list of reformer-benefactors.

The "cost-plus" basis of pricing canned goods is working out in a way that makes the jobber largely a slot machine. He has placed his orders at a certain figure, but knows that if that figure turns out in the end to give the packer more than the permitted fair margin—which neither buyer nor seller can determine until the goods are packed—the billed price must conform to the conditions, irrespective of contract price.

When the rule was made no one imagined it would work, but the fact remains that the new peas—about the only thing far enough advanced in pack to show what the cost is—are being billed at from five to ten cents below the contract prices and most buyers look for a similar recession in the price of tomatoes and corn if the crop continues as favorable as now promised.

In other words, the cost of foods is no longer a matter of supply and demand and of excitable opinion among buyers and sellers, but only dependent on crops. With a low price of the raw crop and a correspondingly low overhead cost of canning, the canner must bill to the jobber at his limited margin and in turn the jobber must do the same with the retailer. Anyone asking more than the permitted margin is liable to prosecution and, truth to tell, the permitted margin in itself is going to pay packers as a whole far more profit than they have been accustomed to make.

The funny part of it all is that everyone in the trade feels well pleased with the thing, save the speculator. Jobbers feel safe because they are freed from all danger of having paid too much for their goods, canners feel sure of a living profit and the consumer is not to be sponged because the supply has been cornered.

Happily, it looks now as though on staples nature has been very kind this season although a few rough knocks like hail storms or a long withering blast with too long drouth would give things a set-back. We all know that wheat is offering a bumper crop; that corn will be heavy; that meat supply is so plentiful that the limits are off for the present; that tomatoes and peas and canning corn promise big packs, which in turn will be interpreted into plenty and low prices.

On canning fish, the situation is less favorable, with the catch as yet uncertain and an unusually large proportion taken by the Government for army and navy. In canning

fruits, however, the crop is light, the pack very slim and virtually all of it will be needed to give the boys "over there" the luxuries they deserve. So, the public will have all the staple food it can prudently need and the luxuries—well, this is no time to fuss about luxuries.

The sugar scarcity is reacting on the food supply and on trade in ways quite as unfortunate as in its direct influence. While no one in the trade is disposed to complain, there is a feeling that it would have been perhaps more prudent to strain a point to get hold of some of the East Indian sugars, even at tremendous sacrifice, than to lose the secondary foods which will be curtailed by reason of scarce sugar. The shortness of labor to pick berries is also a serious loss, but sugar is the worst obstacle.

Lemons have gone begging on the market because there is no sugar to be wasted on lemonade or jams or jellies. The same effect has come about with the housewife's preserves. She can not afford to preserve, with sugar scarce and fruit high and, unhappily, it comes at the same time when the commercial pack of delicacies is scanty.

A certain halting or hesitation, due to the delay in the official fixing of some prices and to the lack of knowledge as to what kind of an allotment of raw materials for civilian uses will be made, has not prevented a fair share of business passing in the primary and other markets in the past week or two. The very impressive lists of out-of-town buyers in the city, as shown in The Time's publications from day to day, give testimony as to the need of more goods by the big retail establishments as well as to the disposition to purchase them. The great bulk of the merchandise sought is for women, and includes garments of divers kinds, millinery, hosiery, and similar articles. Buying has been a bit cautious, purchasers being somewhat apprehensive that price reductions in the future may put them at a disadvantage if goods are contracted for too soon. But the reductions determined on or likely to be made in the near future will only affect the prices of the fabrics, and it will take some time before they will extend to the retailer or the consumer. Then, too, the delays in freight transportation are such as to make it advisable to arrange for early shipments if delivery is to be assured. Local retail stores have had a series of seasonable clearing sales and, despite the high temperatures prevailing, have done a very good trade. Reports from other merchandising centers also tell of quite satisfactory business which is reflected in the collections.

Harpoon the man who approaches you with a plea for your patronage because he belongs to your lodge or your church. He is a dirty sneak who seeks to secure an unfair advantage of you by unfair means. Show him the door, give him no orders and lend him no money.



## PLAIN AND PRACTICAL.

## Plea For Fairness For The Retail Grocer.\*

While I keenly appreciate the honor conferred upon me in giving me this opportunity to appear before your organization, I have been somewhat at a loss to know just what I could say that would be of constructive value in the deliberations of your convention.

In the first place, I take it that it is unnecessary for me, a President of the Michigan and of the Detroit Associations of retail grocers, to assure you that our organizations are anxious at all times to co-operate with you in every way that lies within our power and to place at your disposal every facility which would have a tendency to bring about the closest understanding between the retailer and the weights and measures officials in every part of the State.

The class of retailer represented in the association movement—and he is in the majority—believes in a strict enforcement of the laws affecting weights and measures, but like the business or professional man in any line, he is jealous of the good name of the industry in which he is engaged and he expects a fair and intelligent administration of these laws.

He asks those whose duty it is to see that the law is obeyed to carefully consider each violation that comes to their attention, so that distinction will always be made between the innocent or technical violator and the one who willfully breaks the law and profits thereby.

In my experience, with, I believe, only one exception. I have always felt that the weights and measures officials of the city and State have been conscientious in their consideration of the rights of those affected by the operation of the law. Our organization has repeatedly had occasion to confer with local officials and we consider them the best protection we have against the occasional malefactor, whose operations constitute the most vicious form of competition we are called upon to meet.

There was a time when it seemed fashionable to try violators in the newspapers before the alleged offender was given an opportunity to present his case, but in recent years it has been a source of gratification to the grocers as a class to feel that the officials are just as considerate of the rights of the retailer as they are of the general public.

We believe that when a man, no matter who he is, is convicted of violating the law, he should suffer the consequences, but in any publicity that is given to the incident or to any special campaign of law enforcement, care should at all times be used to make it plain to the general public that violations of the law represent exceptional cases and that the large majority of retail merchants are striving to give the consumer a fair and square deal in all of their business relations.

I have been impressed with the apparent desire of weights and measures officials now in office to conform to this policy.

The retail grocer is, in a great many cases, deeply indebted to the men to periodically inspect his scales, for I am told that when scales used in grocery stores are found to be out of balance, it is frequently the case that they are giving the customer more than sixteen ounces to the pound and with the margins on goods that are now derived from the sale of food stuffs, it is an easy matter for the retailer to be selling his merchandise at less than cost if he does not get paid for the full weight of what he sells.

With a desire to be absolutely fair and with a thorough understanding of the fact that there are many hucksters who are just as honest and just as conscientious as are the retail grocers, it is a fact that frequent complaints are brought to our attention of cases where consumers suffer through the short weighting practiced by unscrupulous itinerant vendors. In view of the fact that by the very nature of their business they are able with less chance of detection to take advantage of their customers, it would seem as though very rigid inspection should be practiced in the case of all who move from place to place and sell, from wagons only. If convicted they should be severely dealt with as a warning to others of their ilk to give their customers a square deal. The average housewife is unfortunately, not always on her guard and the lure of a lower price than she has been quoted by her grocer on some staple commodity will often lead her into purchasing vegetables that, weight being equal, cost her as much or more than she has been in the habit of paying for the same commodity. The grocer represents these instances, not solely on the account of the loss of business which it entails, but on account of the impression it gives the housewife, that he charges more for his merchandise than would be sufficient to afford him a fair margin of profit.

While the rulings affecting the activities of your departments do not change as frequently as is the case with other laws affecting the sale of food products, I have often thought it would be a good thing for all concerned if the weights and measures officials would make a practice of attending the meetings held by the various local retail grocers associations from time to time. By the cultivation of what you might call a semi-social relationship, the retailers, would, one and all be brought to realize, whenever one of your men enters his store, that he is coming there as a friend and that the grocer has much to gain from these periodical visits. You men, I believe, are not anxious to bring about convictions half as much as you are to see that the laws are not violated. There are men engaged in the retail grocery business possessed of widely different grades of mentality and it is to the mutual interests of the well qualified retailer and the weights and

measures officials to see that the inexperienced dealers are kept fully posted at all times upon the seriousness of the issue involved in the weighing and measuring of goods. Education is in many cases more necessary than punishment.

I can not refrain from commenting upon the improved conditions under which the retailer now buys his commodities from the farmer. There was a time when nobody expected to get full weight or count in buying vegetables or garden truck, but as a result of your activities, we are now able to buy goods on the market, with a reasonable assurance that the weight or quantity is what we pay for.

I think the general tendency of recent years, along the line of letting the public know just what it is getting for its money, is having the effect of raising merchandising to a higher level. Glass jars and other forms of packages with false bottoms, can no longer deceive the purchaser who takes the trouble to read the net weight shown on the label. The manufacturers who formerly took advantage of their competitors by endeavoring, through divers methods, to make their packages look as though they contained a larger quantity than was actually the case, are now obliged to compete upon the basis of quality and the result has been a general improvement in the conditions under which these goods are sold.

Just one more thought in regard to the occasional dealer who knowingly gives short weights to his customers:

Much as we despise that class of dealers under normal conditions we have difficulty in expressing our feelings towards him during these times when every one of us who has not yet been called upon to take an active part in the great war which is raging in behalf of democracy should be conscientiously striving to "Keep the home fires burning" by personal sacrifice. I believe that every man who handles food products ought to continually strive to place goods in the hands of the consumer at so low a price as is possible, so as to enable every family to save the maximum amount from his income, to be placed at the disposal of Uncle Sam through the various means that are at our command. The short weighter under present conditions, is indulging in the most despicable form of profiteering and his punishment should be meted out to him accordingly.

In closing, let me extend to you my appreciation of your courtesy in giving me this opportunity to appear before you. I hope at the next meeting of our State Association, we may have a number of representatives from your organization with us to discuss the matters in which we are mutually interested.

In the meantime let us remember that of more importance than any other subject that may come before us for consideration is the great problem of helping Uncle Sam win the war and in all our acts, as individuals and as an Association, let us seek to do things calculated to

conserve the resources of this country and speed the time when the justice of the principles for which we are fighting and which have been so ably enunciated by our President will be recognized throughout the civilized world and in Germany.

## Alcohol as a Motor Fuel.

While no immediate cause for curtailment of gasoline for automobile use exists, it is interesting to note that many experiments for substitute fuels or combinations are being made by various agencies throughout the country. The National Automobile Chamber of Commerce, recognizing the possibility of employing substitute fuels, is conducting investigations to determine the practical use of alcohol and gasoline mixtures. The production of industrial alcohol on a large scale, it is pointed out, would materially increase the supply of motor fuel.

Nearly all the automobiles in Norway and Sweden are operating on alcohol made from waste sulphite liquor from paper pulp mills. Alcohol is also used in automobiles in Spain, where the sale of gasoline for use in passenger cars has been prohibited.

Alcohol can be produced at the paper pulp mills at a cost of 15 to 20 cents a gallon at the present time, and if all the paper mills suitable for the purpose were equipped with the necessary plants they would have a combined capacity of 15,000,000 gallons a year.

Alcohol can be blended with gasoline to produce a suitable fuel that will avoid the difficulties of starting a cold motor on alcohol alone, and without any change in the carburetor or the compression of the engine.

Sir Joseph Maclay, whom the British made Shipping Controller last year, has a right to take pride in the fact that British vessels are carrying more than half the American troops ferried across the Atlantic, and in the next weeks will probably carry nearly two-thirds. It was his steps in directing private and Government shipping, and distributing tonnage, that have largely made this possible. All British shipping was requisitioned by the Controller; the trade with the East, South Africa, and Australia was cut to the bone; and whenever shipping was left in the management of established companies it was seen that it was used in the Allied interest. Nothing but the most expert official control, and the most unselfish surrender of private mercantile interests, could have enabled Great Britain, burdened with tasks at sea in connection with the war that were already gigantic, to assume so much of the new load. Sir Joseph estimates that every man carried across demands five tons of stores yearly, and reveals the fact that in July the combined navies were able to carry not only about 300,000 troops, but 500,000 tons of supplies. This is the monthly quota for an army of a million and a quarter.

Time works wonders for the good reason it is always on the job.

\*Paper read by William J. Cusick, President Retail Grocers and General Merchants' Association of Michigan before convention of Michigan Weights and Measures Officials at Detroit, August 6.





### Effects of Price Fixing By the Government.

Daily developments in the markets indicate that the Government purpose in establishing price fixing is being accomplished. The evils that may follow are naturally magnified and so long as the trade gives thought to what they may be, the effects of them may not be so serious as merchants apprehend.

One of the purposes of the Government in cotton goods price fixing was to check the wild speculation that was going on. The trade was unable to check it, or at least it was not checking it. To-day, the volume of speculation in the markets is very small compared with what had been going on, and those who have built up their business through fortunate speculation are very apprehensive of what may become of the business as the price fixing plans are worked out.

Another purpose of the Government was to stabilize prices. While the process has gone on only in a very limited field, and principally in first hands' circles, it is recognized that manufacturers are beginning to welcome the steadying markets they are seeing. There is a decided trend among many of them to accept Government orders more freely, as they now foresee conditions where private profiteering will not be permitted.

Perhaps one reason why the trade did not rally stronger to the Government need for merchandise in the early days of the war was because so much more money could be made in civilian lines. With prices for civilians and Government established on a general parity, the inducement to profiteer at the expense of the civilian is lacking, and manufacturers are as well satisfied as they can be in war times.

One of the purposes the Government had in mind in adopting price fixing plans was to benefit the consumer. Announcements made this week by leading distributors to the effect that much lower retail prices than those existing may not be looked for, owing to the great costs of merchandise to be distributed, have been taken erroneously to mean that the Government's purpose of benefiting the consumer has failed.

The consumer has been forced to pay ever increasing prices from the inception of the European war and this will continue. Nevertheless, had the Government not stepped in and fixed prices on cotton goods, consumers next spring would have been called upon to pay much higher prices than are now recorded in re-

tail channels. Early in February of this year a standard print cloth was selling around 13c a yard. The prices went on upward until about June 1 a level of 19c was reached. The Government, in making its new price, set the value at 15½c.

The retailer and the wholesaler, seeing prices advance at such a fearful rate, went into the markets and bought in anticipation of a further rise and further great scarcity. If the rise was maintained on the level existing in June, many cotton goods prices in retail channels would be 20 per cent. higher than they now are, when the time for spring retailing began. This is entirely a moderate estimate, as many merchants contend that retail and wholesale prices have not even reached a parity of many primary market levels of values this summer.

The consumer may not appreciate that there has been any reduction in cotton goods prices, because he has not been asked to pay the top levels, but if price fixing had not been established he would have been forced to pay or go without goods. To this extent then the Government has benefited the consumer.

It is frequently asked whether the Government price fixing plans in cotton goods will make for still greater benefits to the consumer as the plans are worked out. It hardly seems likely that the Government or the trade can do much more than to stabilize prices to some extent and prevent a further great advance through speculative endeavor. No great progressive benefit can be looked for. The Government cannot eliminate, nor can it fully control the influence of supply and demand. The notion that the Government intended to do just these things was what led to silent opposition on the part of many merchants in the cotton goods trade.

The scarcity of merchandise will grow just so long as the demand is in excess of the supply, and people will try to buy merchandise at any price so long as their needs increase. From time to time, as goods become scarcer, it may be necessary for the Government to take action other than price fixing, in order to carry out its full plans of benefiting consumers. It may become necessary to cut down the production of non-essential things in order to encourage the production of more essential things.

While the Government authorities have not been featuring this phase of their price fixing efforts, it has been plain to many keen sighted manu-

facturers and merchants that extra inducements are being held out all the time to increase the output of certain kinds of cloths needed in the civilian trade. A careful analysis of some of the prices named on various constructions of cotton goods has shown that it is more profitable for mills to make certain constructions at the Government prices. Naturally they will cease making the non-profitable constructions.

The question most frequently asked in the markets is, "Will the results of price fixing be good?" If it is intended to ask will the results be of appreciable benefit in getting out more goods for war purposes, in preventing outcries against profiteers, and ultimately in lessening the friction between employer, employee, consumer and manufacturer, an affirmative answer may be given without hesitation.

If it is intended to ask whether price control is a good thing for trade, instead of open and above board dealing, much more hesitation will be found in all the answers attempted. The cotton goods trade does not like Government interference with business. Nor do other divisions of textiles, save in the case of tariff matters. The new conditions are being accepted in patience, and oftentimes with enthusiasm because it is felt that whatever the Government wants that will help win the war it must have with all heartiness.

Some good has already come out of the preparations for price fixing. There were hundreds of men in the

markets who, before price fixing conferences began, regarded the secrets of their business as things inviolate. They would discuss salesmen, politics, religion, books and in fact hundreds of things with their competitors, but all reference to business was

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### QUALITY

### SERVICE

Merchandise for fall business is the important factor in the minds of most merchants today.

There is a positive scarcity of desirable, salable dry goods. As a result of contracts placed early we are well stocked in almost every department. Goods on hand for immediate shipment are worth much more than goods on order. Our prices are not unreasonable according to the market which we are working on.

Come in and see if the above statements are not correct.

If you have anything you need to buy, come in. If you have no needs, come in anyway. We want to see you.

## Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

### SERVICE

### QUALITY



taboo, especially if it in any way seemed to indicate a desire to know what the other fellow was doing.

Previous to the era of Government price fixing, there was more business jealousy among dry goods men than there was in almost any other line of business, and the fact that it was cloaked with a fine degree of diplomacy merely bespeaks the high culture or training of the individual in the trade as a whole.

Thus far the trade has only made a puerile start in doing its best to organize business for war and after war conditions. Its thinking has been clouded by the intensity of effort required in breaking down the bars that prevented merchants from co-operating with each other. When the details of price fixing have become better understood, and when the trade has fully made up its mind that Government price fixing will not be tolerated a day longer than is necessary in winning the war right and conserving the fruits of victory for the winners, it seems very probable that more serious problems will come up for common trade action, and will be considered broadly because of the experience behind the trade in the price fixing wrestle.

The immediate things to be done are to conserve the producing facilities of the country, in co-operation with the merchandising facilities and then to come to a decision how certain non-essentials shall be eliminated. Manufacturers are going to be forced of necessity to drop many lines of their normal production, because their machinery will be wanted for something else. The merchant is called upon to visualize the changing needs of the consumers and how they shall be met. The spirit of the wearer of dry goods in this country is undergoing a change all the while, and it rests with merchants to make a place for themselves in the new order of things.

If consumers do not want laces then merchants should lay out to supply them with goods that will be serviceable and do not require lace trimmings to be attractive, or at least endurable. There are a thousand ways in which merchants can assist in winning the war by eliminating non-essentials in stock, and it is up to them to show the Government how the thing can be best accomplished. It is wisdom to see the Government coming and meet it more than half way.

#### Increased Demand for Chinese Rugs.

The old centers of the rug supply in Turkey and Persia have been practically closed by the war. The result is seen in an increased demand for Chinese rugs, most of Chinese exports being made in Tientsin, Peking and vicinity. The bulk of the product is made under the direction of the foreign buyer or expert. As is well known, rug-making in China is a very old industry, dating back many centuries.

In China, where the labor problem is unknown, the methods used are still quite primitive. Thus, in some localities spinners may be seen stroll-

ing along with wads of wool and hand spindles, and by the mechanical working of the spindle the spinner gradually accumulates a ball of yarn. The Chinese rug is a hand-made product all the way through. Chinese rug dyers are famous. Rugs can be boiled to shreds without affecting the dye in the least, and the dye worker depends entirely upon his memory for records and formulas. The rugs are tied, not woven; strictly speaking, there is no woof. The cotton filler is run in after each row of knots has been tied and pounded down. Only an expert who has studied the rug market in China can tell the value of a Peking rug.

Some years ago a beautiful Peking lamb's wool rug, made from the finest wool, best dyes and finest workmanship, could be bought for 50 to 55 cents per foot. In 1915 the price was \$3.50 to \$4 a foot. The arrival of four or five American buyers with orders for a few thousand square feet will send the dealers' demands up 15 to 20 per cent. Many American firms in China have factories or control the product of Chinese factories, and by reason of their wide experience are in position to guarantee their products.

#### Marketing With Mother.

Written for the Tradesman.  
I met a buggy in a road  
A dad, a mother and children three,  
I then remembered "fore I grewed"  
How mother used to carry me  
Along with her when I's a lad  
And she with butter would go to town  
And market too the eggs she had  
Then hurry back ere the sun was down.  
For she was left alone one day  
With all her hungry little brood  
'Cause dad was taken quick away  
And mother had to get our food.  
She with a tiny little farm,  
Few chickens, cows some three or four  
Did face the need without alarm  
And kept the wolf far from our door.  
From early morn till late at night  
Her daily tasks filled every hour;  
I wonder now in such a plight  
When came her faith, from whence her power.  
And yet I saw her plant and plan  
Count every hill, each stalk of corn;  
The garden sass, the fruit she'd can,  
Make us new clothes when ours were worn.  
And so within that humble home  
There came a wealth I little knew—  
Those boyhood days where'er I roam  
Are my riches now since to man I grew.

Charles A. Heath.

#### Kamerad!

I ought to shoot 'im where he stands—  
A whinin' 'Un, with lifted 'ands—  
For 'e called me "Kamerad"!'  
Me, wot's fought 'im clean an' fair,  
Played the game, an' played it square;  
'E crucified my pal out there!  
An' 'e calls me "Kamerad"!'  
You low-down, stinkin' 'ound o' 'ell,  
I've seen the work you do so well;  
Don't you call me "Kamerad"!'  
You, wot shells a 'elpless crew,  
Wot 'rapes an' murders women too;  
A blasted blackguard through an' through  
An' you calls me "Kamerad"!'

You bloody, bleedin', blinkin' 'Un,  
After wot you've been an' done,  
Don't call me "Kamerad"!'  
I ain't no bloomin' 'ypocrite,  
There ain't no 'alo in my kit,  
But when you comes to this, I quit!  
Don't call me "Kamerad"!'  
George B. Eager, Jr.

#### Old For One of Her Years.

Louise, nine years old, asked her mother:

"Where is papa going?"

"To a stag party," she replied.

"What is a stag party, mamma?"

Sister Mabel, seven years old, who had been listening, with a dignified attitude of superior wisdom answered instantly: "It's where they stagger. Don't you know?"

## SWEATER COATS

We can make prompt deliveries on a large variety of Sweaters for the current season and fall delivery. Look up your requirements and let us send you samples and quote prices.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## The Workingman for NEWBERRY

The Michigan Workingman will support Truman H. Newberry for United States Senator

BECAUSE—

First

He is splendidly qualified. His Americanism, his ability, his experience, his high character, his good judgment and his knowledge of the war make him the strong man for senator.

Second

His Relations Have Always Been Most Friendly With Labor. While Secretary of the Navy he came into daily contact with labor and labor leaders and his course at that time met with their unqualified approval. He made it possible for men to hold meetings and participate in the making of wage scales.

The business institutions with which he is connected are noted for what they have done to improve working conditions.

He is a friend of labor.

Third

He favors an eight-hour day, with extra pay for over-time.

Fourth

He stands and will continue to stand for the protection of the workingman's wage. He believes in and fights for the great principle of Protection.

Fifth

The laboring man will vote for Truman H. Newberry because he can be elected, will be elected, and when elected will stand as the champion of labor.

NEWBERRY  
for  
SENATOR

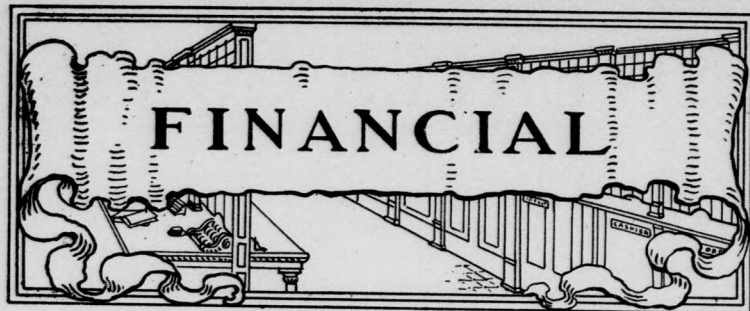
Published by Newberry Senatorial Committee; A. A. Templeton, General Chairman  
Paul H. King, Executive Chairman



Truman H. Newberry

Use Tradesman Coupons





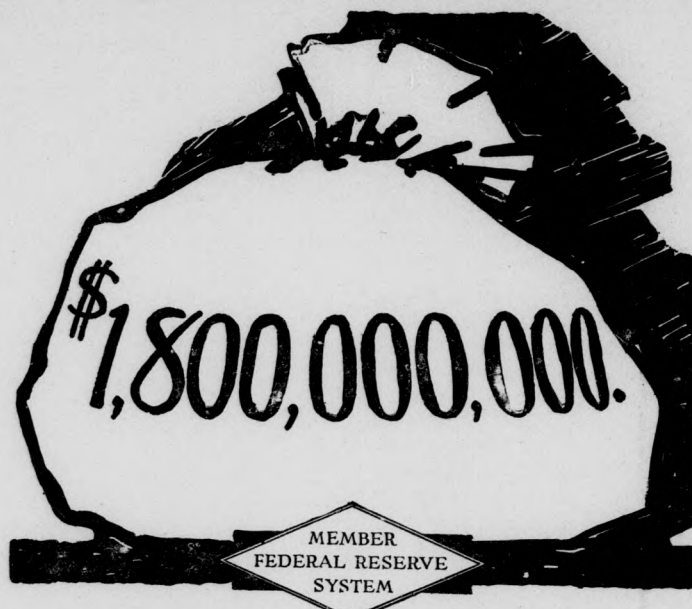
### Postoffice Department Prosecuting Telegraph Companies.

Written for the Tradesman.

In what it considers righteous indignation, the Postoffice Department, has, through court proceedings, jumped upon the telegraph companies because, instead of sending night letters over the wire between New York, Boston and Washington, they have sent them by messengers. This action was taken about six weeks ago, before the Government took over the control of these companies. Interest in this proceeding lies in the poor light the Postoffice Department appears when the case is analyzed. Business men sent these night messages because they were willing to pay the excess over postage because they were certain of their prompt delivery shortly after business hours opened. As to the method of transportation they neither knew nor cared. It was the knowledge of prompt delivery next morning they sought and obtained. These night letters beat the mails in time and served business needs at an economy in cost, occupying operators' hours when there was the least congestion. Traffic in them became so heavy that the volume of them rendered it possible to transport them by messenger rather than over the wire and were thus serviceable without being considered sinful, but recently, it is charged, the telegraph company has gotten into a habit, especially during the past year, of sending these night letters by messenger. Some aspects of the situation are grotesque. A business concern wishing to reach a correspondent in one of the cities mentioned would, ordinarily, drop its letter in the mail box at the close of business hours and expect its delivery at its destination next morning. This would be the natural result over distances covered by the run of the night mail. Any one would promptly say the "night letter" by wire has been used because the business man wants certainty and was willing to pay the extra cost for the assurance of having it. Any or all means taken by the telegraph company by which it could and did get the letter to its destination within the understood time were alike to the sender and no wrong was inflicted upon him by using one method or the other. No violation of contract could be charged and no sender complained, so far as can be ascertained. The question why the business man, especially in these days when expenses demand the closest attention, has employed the telegraph

company to carry the "night letter," by wire, or otherwise, instead of dropping it in the mail, answers itself: he has lost confidence in the punctuality and certainty of the mails and he has believed in the telegraph service. While night trains run over their routes on schedule time, he did not feel quite sure the mails would go promptly and, what is more, that they would be delivered promptly. It can thus be seen that the thing resolves itself into more evidence of inefficiency of the postal service—an inefficiency which has been growing more positive, more comparative and more unsatisfactory to business users of the service. It would seem that the service should improve itself, rather than to complain of a rival, but in this complaint the postal authorities show no sense of their own delinquency, for they took the matter seriously and procured an indictment of the telegraph company by a Federal grand jury on a charge of establishing "a rural post." There is no question but that the law was technically violated, for the postal service has been declared a monopoly and no person can carry and deliver a "forward letter" without postage without a violation of the law. Possibly now that the Government has assumed control of the wires it will violate the law itself and forward "night letters" in special delivery pouches. The indictment should be pigeonholed and forgotten. With its added burden of the operation of the telegraph and telephone systems Postmaster General Burleson will have his hands more than full and it is hoped he will strive to retain the efficiency established by the wire companies and to bring the postal service up to par with it. The past is irrevocable. The present and future are what the American people are interested in. With the tolerance caused by the upward trend of public thought, Mr. Burleson will not be condemned until he has had a fair chance to make good in his gigantic task.

There matured on Aug. 1 the United States 3 per cent. bonds of 1908-1918, issued under the act of June 13, 1898. The amount of those bonds outstanding was \$63,945,460, most of which were in the hands of the public, as only \$16,804,240 were held in trust by the Treasurer of the United States. Of this amount \$14,687,040 is pledged against National bank circulation and \$2,117,200 secures deposits of public moneys. The coupon bonds of this issue may be presented to any Federal Reserve Bank or the Treasurer of the



### 1,800,000,000 Dollars in Gold

**E**IGHTEEN hundred million dollars in gold is held by the Federal Reserve Banks as the reserve of the banks which are the members of the Federal Reserve System. This bank, as a member of the system, shares in the protection afforded by this great reserve. As our customer you also share in this benefit.

### THE OLD NATIONAL BANK

Monroe at Pearl



Grand Rapids, Mich.

### Have You Made Your Will?

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

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

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

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

**THE MICHIGAN TRUST CO.**  
OF GRAND RAPIDS



U. S. at Washington, while the registered bonds must be assigned to the Secretary of Treasury for payment of the account of the holder, and forwarded to the Division of Loans and Currency at Washington. The bonds ceased bearing interest Aug. 1. These bonds are the remainder of the Spanish War Loan of 1898 which totaled \$198,792,660.

In the security markets July was a dull month. Outside of the usual stagnation, there is evidence that investors are awaiting definite knowledge as to what the war revenue bill contains as to taxes on business before making any commitments or purchases. It is, however, generally recognized that as the tax will be purely on profits, earning power or productive capacity will remain undisturbed, and earning power is the basic essential of success.

Two events of importance transpired during the month, the taking over by the Government of the Cape Cod canal and the telephone and telegraph lines. For the period of the war at least these great public utilities among others will be operated primarily with a view of making them as efficient as possible for war service.

Government statisticians have compiled some interesting figures relative to the life of army clothing. The table shows that the life of wool breeches is 6.85 months; cotton breeches, 4.89 months; wool coats, 13.66 months; blankets, 41.77 months; service hats, 7.13 months; slickers, 16.23 months; flannel shirts, 3.10 per year; canvass leggings, 3.56 pairs per year; field shoes, 2.42 pairs per year; heavy wool stockings, 6.35 pairs per year; light wool stockings, 8.48 pairs per year; summer drawers, 4.36 pairs per year; winter drawers, 3.68 pairs per year; summer undershirts, 3.68 per year; and winter undershirts, 2.80 per year.

The sub committee of the House of representatives working on the new war revenue bill, according to what are considered reliable reports from Washington, have decided upon the general policy to be pursued. The policy will be to divide luxury taxes into two classes, articles which are luxuries and articles for which unnecessarily high prices are paid. The first class will include jewelry. On this class the tax will be a flat percentage of the entire retail price paid. The second class will be a very broad one, including such articles as mens and women's clothing, women's hats and scores of other articles of various kinds which are necessities of life. In this class prices will be set and at or below the price fixed no tax will be imposed when the articles are purchased. The tax will be a percentage of all the money paid for articles in this list in excess of the price designated by the committee. The subcommittee had before it the list of regulations and rates sent by the Treasury Department, but it was plainly intimated that it intended to go beyond this list in the number of things to be taxed.

Paul Leake.

### Are Credit Accounts Unpatriotic?

Detroit, Aug. 13.—I wonder whether it would be unpatriotic for a merchant to start granting credit to his customers at this time, in the face of the request early in the war of the United States through the Council of National Defense that all unnecessary credits be eliminated?

I find that a great many of my customers are paid semi-monthly. They do not always have money to pay for what they desire. I have been insisting upon cash with the delivery of the merchandise, but I am of the opinion that my business could be materially increased if I should allow some of my customers and prospective customers credit privileges. I need the extra business, but I do not want to be unpatriotic in these trying times. I want to do my bit, even if it costs me part of my business. Albert Cronk.

Mr. Cronk shows the proper spirit when he is willing to suffer financial loss to help win the war, but will his refusal to extend credit to his prospective customers materially help win the war? We do not think so. The men who would benefit by the credit privilege Mr. Cronk might grant can get this privilege somewhere else, from the big credit stores downtown. Why, then, should not Mr. Cronk give these men the same privileges they enjoy from other stores?

It is a serious thing to change from a cash to a credit business at any time, but we believe it is less serious just at present on account of the abnormally high wages received by the working classes and the scarcity of labor. There is one thing the merchant must do to protect himself and that is to insist on short-term credits. Accounts payable monthly should be the rule, not the exception. Mr. Cronk's idea is really not to turn his business into a credit business, but to grant credit to his approved customers for the purpose of giving them better service and to increase his output, his turnover of merchandise. In Mr. Cronk's location we would do as he thinks best and grant the credit to those worthy of it. A careful watch of this part of the business will ensure him against any serious losses from bad accounts.

It was to prevent waste that the Council of National Defense made its request for the elimination of useless credits and not to curtail business privileges. A judicious credit system may be made a profitable phase of the neighborhood store's business.

### Economy in Use of Flour Substitutes.

Written for the Tradesman.

The housewife is justified in the expedient of combining food materials so that some member of the family shall eat something which he would not touch if cooked by itself. She is also trying new combinations and new ways of cooking in order to use the greatest possible proportion of flour substitutes. In these combinations, however, she may use ingredients, each of which, in order to obtain its fullest food value, needs to be cooked in different ways. The result is loss in nourishment and of money.

It is far better that each flour sub-

stitute be properly cooked by itself, if necessary, and served in attractive and appetizing form at intervals, rather than continuously in combinations. Nature demands frequent changes in diet. Many people prefer corn meal, rolled oats, rye flour, barley flour or rice in some form unmixed with other substitutes. They enjoy them thus, whereas in almost every combination they dislike one or more of the ingredients.

Government bulletins and leaflets,

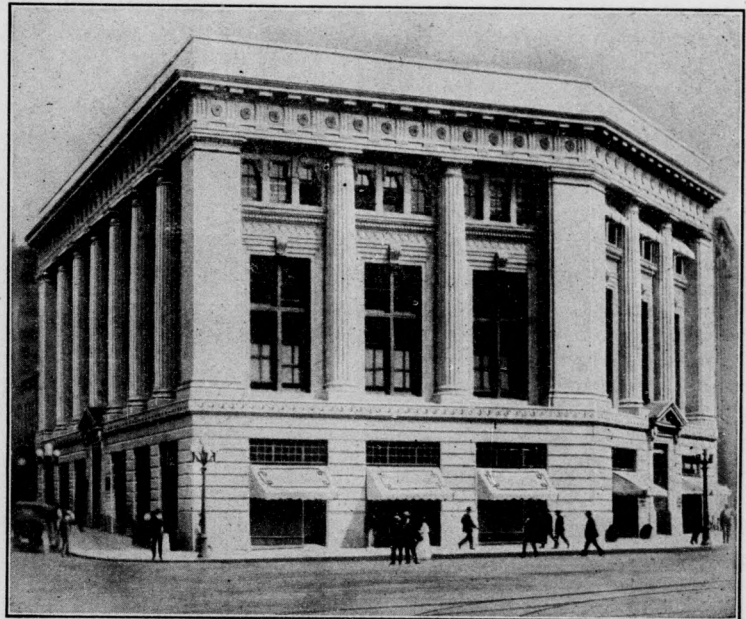
newspapers, magazines and personal demonstrators supply all recipes, directions and information that could be asked for, but the individual user or cook must furnish common sense, based on experience and observation.

Minion.

### The Fish Story.

Easy, indeed, is boasting,  
Harder the work is shown;  
Lie and the world lies with you,  
Fish and you fish alone.  
James M. Goldstein.

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



### CAMPAU SQUARE

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

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

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

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

## Fourth National Bank

United States Depository



### Savings Deposits

### Commercial Deposits

3

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3½

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

Capital Stock and Surplus  
**\$580,000**

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

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



## HUMANITIES OF CREDIT.

### Some Essentials To a Good Credit Risk.

Yesterday a man was referred to as a many-sided man. I call a perfect man a four-square man. He must be square mentally, morally, physically, financially and especially square in that way if he is to be a good human credit man. In business the greatest element that can enter into it by all parties concerned is character. Outside of the results of war, if the world ever goes bankrupt, it will not go bankrupt on account of material possessions or money, but it will go bankrupt on account of a lack of four-square men.

Everything in the world in its operations is directed either for or against men. The great economies of God, both of the old dispensation and the new, were in the interests entirely of human beings and it was a teaching all the way through that a man could depend upon his brother man. The human side was the side that was emphasized and the teaching of the old, although circumscribed and held in leash, had a capstone of brotherhood put upon it when the Master came to the world and taught brotherhood, humanity, love and that dependence that one man could put in another.

Nothing was said particularly of possessions in life. Nothing was said of royal families, but every man was taught that he was a human being in the image of God and that each man was a brother to his fellow man.

Where we as credit men fall down largely is that we do not understand our fellow men. We sit in with men, we get well acquainted with them in business and in social life—many times to find out that the fellow who is our next door neighbor or the man with whom we have been doing business for years is a good fellow when we once know him. And then there are other sides of human nature that men should study. They should study the phrenology and physiognomy of men. They should study facial expression. They should study carriage and walk. They should study men as to their attitude toward other men—the study of human nature—because when a credit man sits in his office and a man who seeks credit is talking with him, he should be able to measure him in many a way.

Isn't it a common experience with you that many a man has come into your office just like a hitching post and sat in your chair and until you had gotten him to speak, to smile, to say something, you had a wrong impression of him and maybe his smile that wouldn't come off has been the deciding factor in your granting him credit? May be his theme of conversation with you, maybe his attitude in citizenship, in family life, in national life has been a deciding factor when you have drawn from him the real elements of his human nature.

I believe in the study of psychology by the credit men. I believe that a man should understand the

workings of the mind—logic, if you please. When a thing has been presented along certain lines, if the mind is normal, it must bring certain conclusions; and a man should study psychology if he is to be a credit man. To be a human credit man, he may set his mind along a course of thought that will reach a definite conclusion when he brings that in contact with the man with whom he is doing business or seeks to do business.

In the extension of credit, many things come uppermost to the credit man. First in the list is character, and I need not stop here. Second is capital. Third is experience. Fourth is capacity and fifth is location.

Without character, however, none of these things count. Take these headings I have given you and take

in business. Men know that 90 days, 6% off 10, isn't business in the way in which business should be done nowadays. Man cannot stretch too far the wide mercy of heaven. The amount of credit extended depends somewhat upon the lines of merchandise sold and the possible turnover by the retailer. This turnover matter is a matter of discussion by thousands, whether large or small, and the human element is the great consideration.

Take off from your books all the men who are not well rated and all write me a letter of how many you take off and you will have little business in the future. Believe me, you can't do it and you dare not do it! You dare not take off from your books the men who are not well rated! Scientific credit granting? Yes,

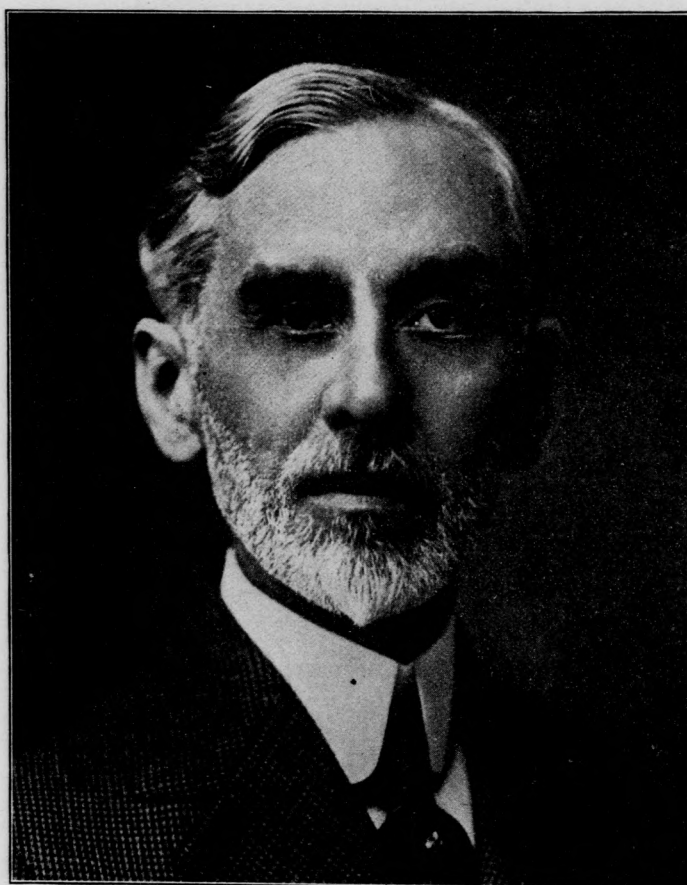
what I asked and the good old gentleman said, "Yes, and pay it when you can." But I had behind me a generation of people who were honest, who were built like the rock-ribbed ships that traverse the great oceans of the world. They set sail from a definite port and they landed at the harbor for which they were ticketed in the commercial world.

Manufacturers, jobbers, bankers, I agree with you that credit should approach more nearly to a cash basis. Capital is a necessity, understand me, somewhere in all operations. During the operation, however, humanities must be considered. First, character, a comprehensive term and it isn't necessary nor have I the time to write at length about character. A man must be honorable in his business dealings, a man must have the proper conception of his mother, his father, his wife, his children, his home. Bring a man into my office who hasn't the proper conception of those things and he can't have credit from me.

One of the weaknesses of country credit is the chap who thinks he is fooling me, his family, his wife and his children all the time. He isn't fooling any of us any of the time. A man must be a desirable citizen in the community in which he lives. I had rather have said of me that I am the first citizen of my community than to have any bank there is in our city. I have known a man in our city who has carried that title for years and he is the only man that the sun shines on in our fair city that I have any envy of whatever, because they say he measures up and measures down, fit for the first citizen of our city.

A man must be true to the obligations of his state—a human man. He must know that he lives under the police protection; that it is his duty to use his intelligence in voting for public franchises; he must know what is just and honorable for the good of his state and must be worthy of the ballot he casts in the decision of its fate; he must be a citizen of the state. To-day and always he must be a patriot of his country and he must back that patriotism with a loyalty that makes him a fit American for America.

Lee M. Hutchins.



Lee M. Hutchins.

two or three or more of them and put them in couplets or triplets or quadruplets, if you please. Leave out the word character and you have sunk the whole batch, and when you undertake to make a combination of two or three of them and keep character in, then I am willing to talk to the man in my credit office.

To-day there is a tendency to shorten credit lines and this is desirable. Certain old-time lines of credit granting invite disaster. Now, none for me of 90 days, 6% off 10. That is an invitation to disaster in any credit line. I belong to a line of business which formerly gave 60 days, 2% off cash 10. Arbitrarily and with common consent it is now 30, 1% off 10 and the time is short when it will be 30 net.

There is a lack of moral courage

there is such a thing! Is is used in the majority of cases of credit granting? No, it is not! And I challenge a contradiction. It is not used in the majority of cases of credit granting. Why? Because the human element must be first considered in a well conducted credit office.

How many of us had sufficient capital when we engaged in business originally? What did we put up as a guarantor of our future success? Nothing but the personal human element, if you please. And God save the man in the credit office, or let me discharge him quickly who cannot comprehend that one thing!

What did I offer as a guarantor? What did you? What I had to offer was to ask the man to trust me for a suit of clothes, so that I could appear decent on the street. That was

**Watson-Higgins Mlg. 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

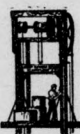




**OFFICE OUTFITTERS**  
**LOOSE LEAF SPECIALISTS**

*The Tisch-Hine Co.*

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.


**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

**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.

**Special Sales**

**John L. Lynch Sales Co.**

No. 28 So Ionia Ave.  
Grand Rapids, Michigan

**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

**Kent State Bank**

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources

**10 Million Dollars**

**3 1/2 Per Cent.**

Paid on Certificates of Deposit

**The Home for Savings**

**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

**T**HE 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.

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Safe Deposit Boxes at Three Dollars Per Year and Upward

**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.

**A Bunch of Good Things Served Up**  
**This Week for Patrons of**

**Ramona**

There are several extra good acts, any one of which are Heart Breakers for the susceptible.

The Ramona pictures are of the best and they are shown at each performance. It does not cost much to see all these good things. The one place where "High Cost" is not felt.

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

**MERCHANTS LIFE INSURANCE COMPANY**

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

**Service to Policyholders**

**\$3,666,161.58**

**Paid Policy Holders Since Organization**

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**SURPLUS TO POLICY HOLDERS \$479,058.61**

**Fire Insurance that Really Insures**

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

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

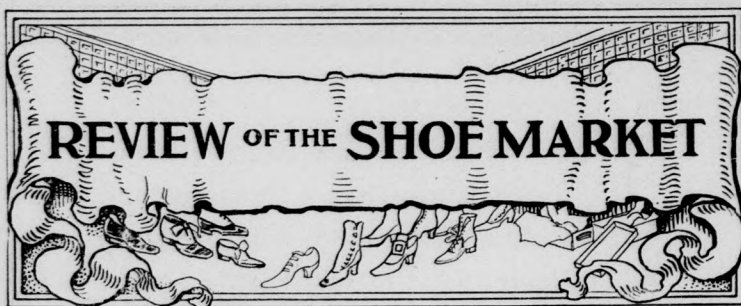
Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

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

**Wm. N. Senf, Secretary**

**FREMONT, MICHIGAN**





#### Harvard University's Analysis of Buying Methods.

The shoe trade is a seasonal business in which there is a large element of style. Although there are many staple styles of shoes which do not change from season to season, an increasing proportion of the business of retail shoe stores has recently been on styles seasonal in character. This is especially true in women's shoes, for during the last few years there have been many sudden and marked changes in style from season to season. In some stores the sale of novelty styles is much greater than in other stores. The larger the portion of the business that is done on novelty styles, the greater is the style risk involved.

Each style of shoes is manufactured in numerous sizes and widths. Consequently the purchasing of any style involves the determination of the number of pairs of shoes of each size and width to be ordered. Only by careful attention to the selection of sizes and widths can the accumulation of unsalable odds and ends be restricted.

Although in the retail shoe trade direct buying from manufacturers is common, the wholesaler is an important factor. The wholesaler serves primarily the small retailers in cities and the general merchandise stores, neither of whom can give large orders. The general merchandise stores are usually located in the country districts in sparsely settled territory where the volume of business is not sufficient to warrant the manufacturer sending his salesmen. In some cases a wholesaler obtains business by giving financial assistance to men who wish to engage in the shoe business, and this financial assistance is conditional upon the control over the purchases of the retailer. Some manufacturers are also said to follow this policy. In addition to this business, wholesalers also have a considerable volume of trade in "fill-in" orders from retailers who purchase part of their merchandise direct from manufacturers. When a retailer cannot wait for delivery of additional stocks from the manufacturer, or when he wishes to buy in small quantities, he sends a "fill-in" order to the wholesaler.

To what extent does the successful shoe retailer concentrate his purchases—that is, make a practice of buying from only a small number of manufacturers and wholesalers? One retailer, whose annual sales amount to only \$11,000, reports that he buys from 25 firms. Another retailer, whose annual sales amount to over

\$500,000, states that all of his shoes are bought from six firms. These are both exceptional cases. The average shoe retailer buys from less than a dozen manufacturers and wholesalers; many retailers buy from not more than four or five, and some from one only. Ordinarily the large store, featuring novelty styles, purchases from the largest number of sources, but it is seldom that any retailer buys shoes from more than 12 or 15 different sources.

During the last 10 years, it is stated, shoe retailers have been concentrating their purchases more and more. The information that the bureau has received shows a noticeable tendency among the shoe retailers in each grade to buy from fewer firms. In many stores where the volume of sales has remained about constant during this period, the proprietors now buy from about two-thirds or one-half as many firms as at the beginning of the 10-year period. Even when the volume of sales has decidedly increased it is only in exceptional cases that a retailer now buys from a larger number of sources.

The tendency to buy from fewer and fewer sources is most noticeable in stores selling medium-price shoes and least noticeable in stores selling high-price shoes. This is probably due to the fact that the stores selling high-price shoes commonly feature novelties and therefore seek a wider variety of styles.

A shoe retailer with a small volume of business generally finds it to his advantage to buy from only a few wholesalers and manufacturers. At best his orders are small, and unless they are concentrated they are of little interest to any one manufacturer or wholesaler. The dealer who buys from a few sources asserts that he receives more valuable suggestions and advice from the salesmen, better service from the manufacturer or wholesaler, and frequently better terms of credit. The manufacturer or wholesaler gives better terms of credit in such a case, because concentration of purchases reduces the risk to the creditors. A shoe retailer who has a large number of creditors, to many of whom he owes a small amount, is likely to be thrown into bankruptcy in case of temporary financial embarrassment by the pressure of these individual creditors. If his creditors are a few in number, on the other hand, in case of emergency they frequently can get together and arrange to save the business from bankruptcy to their

## You Are Interested

in better shoes and so are we, that's why we make them.

There are no better shoes made than ROUGE REX, even for more money.

Send in your order for dozen 494 Agriculture Army Blucher Welt, Smoke or Rawhide Color or that Munson Last, 6-11—\$3.85.

Hirth-Krause Company

Tanners and Shoe Mfgs.

Grand Rapids, Michigan

Have you ever handled the

## BERTSCH SHOES FOR MEN?

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

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

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

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

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

Grand Rapids,

Michigan



advantage as well as to the advantage of the retailer himself.

A shoe retailer generally gives his first orders at the beginning of each season to travelling salesmen of manufacturers or wholesalers. Somewhat over one-half of the stores send in their reorders and "fill-in" orders by mail. Initial orders, however, are very seldom sent by mail, and even reorders are frequently placed through the travelling salesmen who visit the store. There is practically no difference between the most successful and the least efficient stores as regards the proportion of their merchandise bought through travellers, by mail, and by visits to the primary markets—the manufacturing centers.

The retailer who visits the primary markets or sends his buyer to the primary markets is generally seeking to learn the style tendency. By looking at the lines of leading stocks of manufacturers and inspecting stocks of shoes and garments displayed in the leading stores in style centers, he forms an idea regarding which styles are likely to be popular. Women's shoes vary in height, color, pattern, and material according to the length, shade, and style of garments, so that general style tendencies have a vital bearing on shoe styles. The practice of visiting primary markets, therefore, is chiefly found among the large stores featuring novelties.

While the proprietor of a successful small or medium-size business of course tries to meet the demands of his customers, he realizes that the bulk of his demand will not be for the extreme styles and that he cannot afford the risk of loss through depreciation which is involved in handling novelty goods. By confining his business to supplying lines and styles that are well established, he occasionally loses a few sales to customers who demand novelties but he protects his profits and keeps on hand merchandise that is worth at least approximately what he paid for it.

It is seldom that a retailer with a volume of business of less than \$30,000 visits the primary market to buy merchandise. Not only are the periodical trips too expensive for him, but he can learn quite satisfactorily from the travelling salesmen what styles are to be popular for the trade to which he caters. His demand is not primarily for the newest style but for styles already established; for he cannot by himself introduce new styles or successfully carry a stock of extreme styles of any sort. He must follow the few stores that are recognized as style leaders after certain styles have become well established by them. An agent of the bureau found one store that was just going into bankruptcy because of the proprietor's failure to realize that fact. This case is probably typical of many others constantly recurring throughout the country. This particular retailer, having a call from two or three customers for a certain shoe of an extreme style shown by large stores, would immediately order a stock of those shoes. He would receive the stock just in time to sell a few pairs before the demand for the

novelty fell off. He of course then had a considerable quantity of these shoes left on his hands to be sold at far less than they had cost him. He had repeated this process so frequently, in his desire to emulate the big downtown store, that the profits from the sale of shoes in stable and well-established lines were lost through the depreciation of the stock of novelties.

Samples for the spring season are first shown by shoe manufacturers and wholesalers in July of the preceding year, and initial orders are largely given by retailers during the next three months. The goods to fill these orders are usually delivered to the retailers early in the year, the exact date of delivery depending upon the arrangements of the individual retailer. The new lines for the fall season are first shown by manufacturers and wholesalers in January and February, and the goods are delivered in the latter part of the summer just before the opening of the heavy fall trade.

When a new season opens, the retailer faces the problem of determining what proportion of his estimated sales for the season he will provide for on his first order. One retailer reports that after taking inventory, he orders at the beginning of the season all the merchandise that he expects to buy during that season. Another retailer, on his first order, buys only ten per cent. of his estimated season's purchases. Approximately 20 per cent. of the proprietors of all grades of stores place orders at the beginning of the season for 95 per cent. of their merchandise. With the exception of these, the size of the first order varies somewhat in low and medium-price stores. In most other low-price stores from 35 per cent. to 60 per cent. of the shoes are ordered at the beginning of the season. The proprietors of most of the other medium-price stores, while occasionally ordering 75 per cent. of their total estimated sales on their initial order, usually buy on the first order from 35 per cent. to 50 per cent. of the quantity that they expect to order during the season.

The retailer who makes a practice of placing full orders at the beginning of a season necessarily pays attention primarily to moving the stock on his shelves, with little reference to any new demands that may develop among his customers. The retailer who places smaller initial orders, on the other hand, can follow the trend of style more closely and adjust his stock more readily to supply the shoes that his customers want. The annual stock-turn is, higher in stores that do not place full orders at the beginning of the season.

One-half of the most successful stores state that at the beginning of the season they give orders for less than 35 per cent. of the estimated seasons purchases. Over two-thirds of the less efficient stores on the other hand, place much larger initial orders. The poor showing of this latter group cannot, of course, be attributed entirely to their buying



## Your Big Demand To-day

is

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Our Stocks Are Very Complete Now.

Send Your Sizing Orders at Once.

Rindge, Kalmbach, Logie Company  
Grand Rapids, Mich.

## Winner Over All Hood Bayside Tennis



White Upper  
White Sole  
Pressure Cured  
They Don't Peel Off

### NOTE THE PRICES

	Oxford	Bal
Men's .....	\$0.87	\$0.99
Boys' .....	.82	.94
Youths' .....	.77	.89
Women's .....	.82	.94
Misses' .....	.72	.84
Child's .....	.67	.79

**Grand Rapids Shoe & Rubber Co.**  
The Michigan People      Grand Rapids



methods, but the facts seem to indicate clearly that their buying policy is at least partially at fault.

There is a limit, of course, below which the initial orders cannot advantageously be reduced. One retailer, for example, states: "I have never found it to fail that the loss of sales is due to goods that the wholesale people cannot keep in stock. The demand for the shoes is not only with me, but with all merchants in my section of the country. If I have plenty of goods to go over the first run, I can size up a little later much better, after the wholesaler has had a chance to renew his stock. I have found that it does not pay to buy from hand to mouth. At the first of the season, when my goods are all in, I have from one-fourth to one-third of the goods in the stock room. Every Monday morning I go through the entire stock and fill in the sizes that have been sold out the week before. If I find my stock room is running low I buy for it, keeping a supply there until the season is one-half over, when I let it run down except on staples."

To keep track of the demands for styles not carried in stock, another retailer makes a note of every customer who enters the store to purchase and leaves without buying. By putting down the item called for and the reason for not making the sale, he has a memorandum which shows at once when frequent demands are made for some style not in stock and if it not too late in the season the retailer can order a supply of that style.

By buying moderately on the first order and then watching their sales and stock closely, the best retailers most surely guard against the accumulation of slow-movers and dead stock. By keeping a record of sales by styles, taking frequent size-ups, and recording the orders for each style by size and width, they can readily provide for the needs of their trade and keep their stock clean. A summary at the end of the season of each style and the stock on hand furnishes a highly useful guide for placing the orders for the new season.

Cash discounts range from one-half of 1 per cent. to 10 per cent. for payment within a specified time. The cash discount period, or the time within which payment has to be made to secure the discounts, is generally 10 days from the date of the bill. A cash discount of 2 per cent. or 3 per cent. in 10 days is the ordinary rule in the shoe business. The credit period, or the time within which the retailer is expected to pay the bill if he does not take the cash discount, is from 30 days to six months. In general, however, the terms are 30 or 60 days. The differences in the rate of discount and in the time allowed for payment vary according to the size of the order, the financial responsibility of the retailer, and the credit policy of the individual manufacturer or wholesaler.

A large retail shoe store, with a high credit rating, generally receives the most liberal terms. Such a store frequently not only receives, but in-

sists upon receiving these liberal terms. In some department stores, for example, the buyer in charge of the shoe department is required to secure a cash discount of at least 5 per cent. on the goods that he purchases. This discount is charged against his department, if he does not obtain it, the nominal profits of his department and his standing with the management are materially affected.

Liberal credit and discount are also granted to all their customers as a matter of policy by certain manufacturers and wholesalers, who take this means of increasing the number of outlets for their goods and thereby securing at least a temporary increase in their volume of business. Such a policy ordinarily increases credit risk and is of doubtful advantage since it encourages numerous inexperienced men to engage in the retail shoe business and among such inexperienced retailers failures are most numerous. Large stocks of shoes on retailers' shelves do not necessarily mean a large volume of sales to the public. Unless the shoes are bought by the public and thus moved from the retailers' shelves, the manufacturer or wholesaler has nothing more than a temporary advantage, for no reorders will be given while the stocks are sufficient to meet the demands of the trade. Manufacturers and wholesalers who make it a rule to grant liberal discounts price their goods accordingly, so that the net cost to the retailer is generally as great as the net cost of shoes of equal quality from other manufacturers and wholesalers who give smaller cash discounts.

In addition to the regular cash discounts, manufacturers and wholesalers frequently give post-datings on initial orders, so as to encourage the retailer to give his order early in the season. By stimulating early ordering, the manufacturer helps to even the load on his manufacturing capacity. The intensity of his peak load, at the height of the season, is lessened and the plant is also operated more nearly at full capacity during the slack season.

On the early orders on which post-datings are given, the goods are manufactured, shipped to the retailer in advance of the regular season, and the bill dated two or three months ahead. If the retailer sends his check within 10 days after the date of the bill, he receives the customary cash discount. If he does not take the cash discount, he has the customary credit period of 30 or 60 days from the date of the bill. By receiving the goods which are shipped early on bills dated ahead, a retailer may be able to sell some of the shoes before the regular season opens and possibly determine to better advantage the styles that are to be most in demand. This aids him in placing his reorders. By receiving the extra credit afforded through the post-datings, the retailer incurs no additional financial burden. More than 75 per cent. of the retailers report that their bills are dated ahead, usually 30, 60 or 90 days. The manufacturer who

gives post-datings to his customers is practically lengthening the credit period while nominally maintaining his customary terms of credit.

The cash discount is a substantial premium for the early payment of bills. Less than two-thirds of the shoe retailers, however, take all their cash discounts. Among the medium-price stores and high-price stores a larger proportion take all their cash discounts than among the low-price stores. Among the low-price stores, largely because they are smaller and have more meager capital resources, the proportion that take practically no cash discounts is greatest.

Many a retailer fails to realize the actual loss that he incurs by not taking all the cash discounts that are offered on the merchandise that he buys. By not taking these discounts, he increases the cost of the merchandise and reduces his profits. In many cases a retailer who does not take all his discounts would gain by borrowing from his bank, if necessary, to enable him to take them, even if the local rate for money be as high as 8 per cent. For example, money borrowed by a retailer for three months at the annual rate of 8 per cent. requires an interest payment of only 2 per cent. If the retailer borrows at this rate to take advantage of a 4 per cent. cash discount offered by the manufacturer or wholesaler, he will save 2 per cent. on his money. Even if he is unable to take up his note until the end of six months he will still be as well off as

if he had failed to take his discounts when they were offered at the beginning of the season, and by taking his discounts he maintains his credit with the wholesalers and manufacturers from whom he buys.

You will have some callers who think they know more about running your store than you do. Perhaps some of them are not so far from right.



### 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.

## White House Coffee and Teas Always



### A Good Story is Always Worth Repeating

And you can't tell a better nor truer story than to regale your customers with the virtues of these two supreme products which have such a remarkable following among people who know a good thing from an indifferent one, and prefer "White House" Coffee and Tea solely because the others do not measure up.

Distributed at Wholesale by  
**LEE & CADY** Distributors of  
DWINELL-WRIGHT CO.'S PRODUCTS  
Detroit—Kalamazoo—Saginaw—Bay City



### We Must Keep Faith With Our Allies.

Washington, D. C., Aug. 12—The sugar campaign comes on us suddenly. Revised accounts of losses and resources and new statement of needs which we are in honor bound to meet compel a sharp change in program. We must act quickly—what is not well begun in the next six weeks will not be done at all.

The success of this program rests on honor and co-operation of the American people. What are they doing now? We hear of people going from store to store, trying to double their portion over and over. They don't realize they are trying to beat the game. That is failure of the program.

How was it in the wheat campaign? People everywhere vying with one another in zeal to play the game. That was success.

Our success in the wheat campaign literally held the Allies together through the spring and summer. It did more than any other thing to give them comfort and courage until the tide turned last month. It did more than any other performance of ours to establish American credit until the splendid part our troops took in the second Marne battle.

Again we are called upon to share with those who sit at the common table. It is a challenge of war conditions to our humanity, our chivalry and our worth. This time we are required not to employ a substitute for necessary food, but to give up an indulgence.

Shall we succeed? Ask yourselves, Would we do it if it was to share with a sick family next door instead of stricken neighbors across the sea?

We can if we will. We will if we realize. But the time is short. The background of the wheat campaign was six months building, but the sugar campaign must be put through in six weeks—or fail. It is the second large test of the twelve million Food Administration membership. They look to you—they trust you. Get the situation home to them and they will play the game.

We claim the right to share with the Allies. Let us give Mr. Hoover, now sitting in the allied food council, fresh warrant to assure the nations that America will make good. Let us send by every ship substantial tokens of support to our boys over there from an America worth dying for.

The Food Administration appeals with confidence to you.  
United States Food Administration.

### Six Wholesale Grocers Contribute To Red Cross.

Washington, Aug. 12—The Food Administration announced to-day that it had accepted the offers of a number of Chicago licensees to make substantial Red Cross contributions in lieu of revocations of their licenses for violations of the rules and regulations. These contributions were accepted in place of more drastic action for the reason that in each case the company showed that its violations had not been wilful, and because of their complete frankness and co-operation with Food Administration officials during the investigation into their business, and their agreement to keep proper records and comply with all requirements in the future. The following are among the licensees affected:

John F. Lalla & Co., wholesale grocers. Incorrect reports and failure to keep records as required; also excessive profits in canned goods, dried fruits, rice, and other licensed commodities. Efficiency expert to be employed—\$1,500 contribution.

See & Co., wholesale grocers. Records improperly kept so reports could not be verified. Excessive profits—\$1,500 contribution.

A. E. Gilbert & Co., wholesale grocers. Excessive profits shown by their reports, books, and admissions—\$250 contribution.

Junker & Co., wholesale grocers. Sales of rice flour and edible corn starch at excessive profits—\$1,000 contribution.

Podolsky Bros., wholesale grocers. Inaccurate reports and excessive profits on canned tomatoes, canned corn and canned peas—\$1,000 contribution.

Hilker & Bletsch, bakers' supply house. Excessive profits on edible corn starch and rice flour—\$2,000 contribution.

### The President Has Finally Spoken.

Denton, Texas, Aug. 10—The last issue of Crisis copies from your paper a strong editorial expressing the wish that President Wilson would speak in strong words against lynching. The President has now spoken that strong word and patriotic men and papers should make it known all over the country, so as to make lynching disgraceful and criminal. Then only the lowest classes will be capable of such atrocities. It will then be impossible to see a crowd of thousands enjoying the writhing of a burning negro. That must be stopped. Bull fights are now rare in

Mexico. Shall we permit a far more disgraceful custom to continue in civilized and advanced America?

Down with lynch law!

Raymond Veruimont,  
Catholic Priest.

The present is not a good time to try to get along without doing any advertising. When business is hard to get, do more advertising rather than less.

The man who couldn't grow a live onion can always grow a crop of objections.

# To Gas Consumers

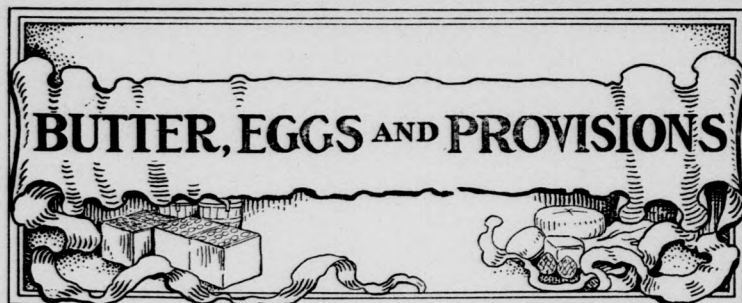
We are again forced to advance the price of gas. Starting with gas bills the last discount day for which is September 5, 1918, our charge will be \$1 net per thousand cubic feet to all customers. This is an advance of 5 cents per thousand feet from the price established last April.

Due to greater cost of material and labor than we could have reasonably anticipated the price put into effect in April was not sufficient to cover expenses. Now the government's advance of 18 to 25 per cent in freight rates creates a situation which makes the new price absolutely necessary to maintain our standard of service and partially cover the increased cost of operation.

The policy of this company has always been to reduce prices as often as possible. This policy has made the present condition unusually difficult for us and makes it necessary for us to ask the public to give us the same confidence under a difficult situation that we feel we have always had under normal conditions.

## Grand Rapids Gas Light Company





### Fined Himself For Testing Cream Without License.

W. S. Dennis buys eggs and poultry and cream over at Bowen, Illinois.

When Alex Peterson, an inspector for the Illinois Division of Foods and Dairies, dropped off the train at Bowen, recently, he found Dennis candling eggs in the rear of his establishment, so the story is told.

"You test cream, too, don't you?" inquired Peterson.

"Yep," replied Dennis as he tossed a "stuck yolk" into the basket of discards.

"Where is your license?"

"Right up there," said Dennis, indicating a place back of his desk where the certificate was displayed in a frame.

Peterson looked at the license. It was made out in the name of Oren Dennis and dated June 16, 1916.

"This ain't your name, is it?" asked the inspector.

"No-o-o," answered the proprietor. "That's Orie, my boy—he's been away from here now for about a year."

"Don't you know a person who tests cream in Illinois has got to have a license in his own name?" demanded Peterson sharply. "You are a law violator in testing under a license issued to somebody else; and, besides, this license isn't good—it's run out. It was due two days ago."

Dennis stopped candling.

"Now, look here," continued the inspector, "where is the office of the justice of the peace? You'll have to come along."

"How much will it cost?" said Dennis slowly.

"Never mind that now," was the answer. "I'm asking you for information as to where the justice shop is in this burg," retorted Peterson.

"It ain't very far, stranger," said the proprietor with a grin. "It just happens that I be the justice."

Peterson grinned, too.

"Do you wish a change of venue, Judge?" he enquired.

"No," answered Dennis, "I'm in favor of patronizing home talent, and I don't want no continuance. I reckon this case'll be tried right away."

Proprietor Dennis wiped his hands of egg yolks and seated himself on the bench, first pausing to turn the expired milk tester's license face to the wall. The complaint was filled in, and a moment later with a rap of his gavel, Justice Dennis called:

"Order in the court room; hats off—everybody."

The inspector was directed to state his complaint, and did so, explaining that he was acting under orders from John B. Newman, superintendent of the Division of Foods and Dairies, to enforce the law which requires the licensing of all testers of milk or cream bought on a butterfat basis in Illinois. When he had finished, Proprietor-Judge Dennis indulged in the following soliloquy:

"Do you swear to tell the truth and nothing but the truth?"

"I do, your honor."

"What is your excuse for breaking the law?"

"I thought a license was issued for the place and not for any particular person."

"But this license had expired."

"I lost track of the date, too."

"Ignorance of the law excuses no one. I have a good mind to give you the limit of \$100 and throw you in jail to boot. What is your reputation? Have you ever been arrested before?"

"No, your honor, and if you will let me off easy this time, I will promise never to get into trouble again."

Judge Dennis looked over the rims of his spectacles at an imaginary defendant in the prisoner's dock, bent forward, and, shaking his finger for emphasis, said:

"This here state milk test law is a good law, enacted to keep the business straight. I've knowed right along this to be a fact because I've done considerable buyin' and sellin' of milk and cream 'round these here parts in my time. It's so tarnation good that I'd pay this fine here cheerful myself, if I was you, for the good of the community. Bein' this is your first offense, I'll fine you \$15 and \$2.50 costs of court, and if you don't pay it in a hurry, to jail you go."

A sly wink at the inspector ended the soliloquy as Proprietor Dennis slowly and soberly extracted the court costs, \$2.50, from the left hand pocket of his overalls and transferred it to Judge Dennis' account in the right hand pocket of the same wearing apparel. In Illinois justices of the peace are empowered by law to retain the costs.

After the docket entry, court was adjourned and Judge Dennis, in order to clear the record in the case, went at once to the postoffice, where he purchased a money order for \$15, the amount of his self-imposed fine, made payable to the State Treasurer.

Talking about what you are "going to do" may be a pleasant occupation, but it gets nothing done.

### Knox Sparkling Gelatine

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

### APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company  
Grand Rapids, Michigan

### COLEMAN (Brand)

Terpeneless

## LEMON

and Pure High Grade  
VANILLA EXTRACTS

Made only by

FOOTE & JENKS  
Jackson, Mich.

## 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.

## SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan  
VINEKIST GRAPE JUICE

Pure Juice from Selected Grapes

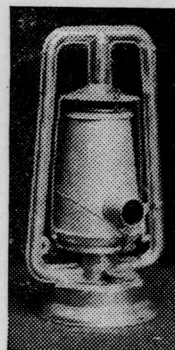
Grape Juice Getting Scarce—ORDER NOW

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.

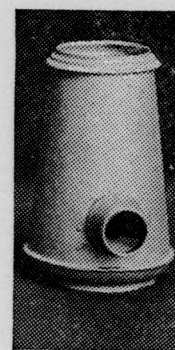
## Don't Violate the Law



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.



**Know More of Eggs.**

All of the efforts of the various national and state organizations to encourage the use of eggs, to increase their consumption, to add to their popularity with the eating fraternity are disclosing no new facts concerning the importance of this article of food in the diet of the average individual. But it is desirable that emphasis should be placed upon facts already known but in danger of being forgotten. It would be a food calamity if, because of economic conditions, egg production should cease, or even be greatly curtailed, particularly in view of the prospect of a meat shortage. Both commercial poultry plants and those which are incidental to other farming operations ought to be encouraged in every reasonable way. Eggs and poultry represent in the aggregate a large contribution to the food supply of the country. Pound for pound, the food value of eggs is almost equal to that of lean beef, and it is greater than that of veal. In appraising the economic worth of eggs, it should be borne in mind that two-thirds of a dozen correspond on an average with a pound of meat. According to government food analysis, eggs contain 13.1 per cent. of protein, or muscle-building material, and 9.3 per cent. of fat. The "fuel value" of a pound of eggs is stated as 720 calories. Beef varies, according to cut, from 12.8 to 19 per cent. of protein and from 7 to 21 per cent. of fat, with a calorie measurement of 715 to 1,105 to the pound. Except for a negligible number of persons who exhibit an idiosyncrasy against them, eggs are peculiarly digestible, especially when attractively cooked. In normal times, it appears from numerous dietary studies, eggs furnish about 3 per cent. of the total food, 5.9 per cent. of the total protein and 4.3 per cent. of the total fat consumed by the average American family. Eggs derive further value as food from certain mineral constituents the precise mission of which is not so well understood but is recognized as important. The pro-egg educational propagandists have scored a point in calling attention to the fact that eggs are too frequently viewed as suitable only for breakfast or as the incidental ingredients of other dishes. As a matter of fact, they make a desirable substitute for meat at other meals. Increased consumption, upon a basis which will encourage further production, would be worth while.

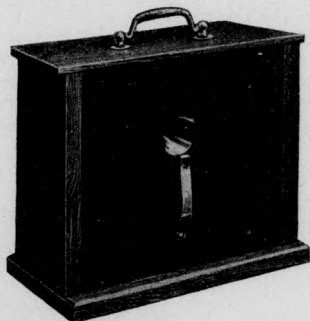
An example of German methods of securing food is seen in the new regulations of the Bavarian Egg Supply Office. Poultry keepers are required to deliver to the government 40 eggs for each hen kept. The 1918

quota is due in September at a fixed price of 4c per egg. Measures of this character help to explain the ability of the German federal states to feed the population when food products fail to reach the markets in sufficient quantities as a result of voluntary sales by producers.

Even the chickens have to "take theirs" along with the rest of us. They have long since been introduced to the list of substitutes in their diet. The following standardized war scratch and mash feeds were adopted at a meeting of the instructors and investigators of poultry husbandry held recently in New York. Standardized war scratch: Five parts cracked corn, one part feed wheat, one part heavy oats and two parts barley. Standardized war laying mash: One part wheat bean, one part wheat middlings, one part corn meal or corn feed meal or hominy, one part gluten feed, one part crushed or ground oats and one part meat scraps.

Do you ever get your employees together and discuss methods with them? If not, why not?

### 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.

### 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

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.

## 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

Now of all times—

## Domino Package Sugars

In these times it is a duty to eliminate all waste. Domino Package Sugars avoid waste in this most important food.

These sturdy cartons and cotton bags, weighed, wrapped and sealed by machine in the refinery, save the time of scooping, weighing and wrapping—save spilled sugar—save the cost of paper bags and twine.

**American Sugar Refining Company**

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown





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.

#### Working Up a Good Business in Cordage.

Written for the Tradesman.

The average hardware dealer regards cordage as one of the staples which must be carried but which it is not necessary to feature. Every farmer, he argues, has to buy cordage; and the farmer who needs cordage will come and get it when he wants it.

Now, a good many dealers who do business on that principle have a pretty fair trade in cordage. Yet in most instances it will be found that the large trade is the result of the dealer unconsciously catering to the main essential—quality, plus knowledge of the goods. Folks have found that this particular dealer carries good goods, and knows just what size or variety of cordage is required for any specific purpose—so they go to him.

But the hardware dealer who hasn't got his share of the cordage business can't get it by just laying in a stock and waiting for the purchasers to come. He must consciously put forth the systematic effort required to attract trade. He must, with "malice aforethought," do the very thing that his well established competitor has done unconsciously.

Only a certain amount of cordage can be sold in a community; but it will be sold by the dealer of established reputation or by his less-established competitor who goes after the trade intelligently.

Cordage will stand advertising. It lends itself to very effective window display. It is a line which, properly featured, draws trade in other lines.

In a lot of stores, the usual method of storing cordage is to place the balls somewhere in the basement with an unwound end of each sticking up through a hole in the floor. This is a handy method of storing cordage; but in point of advertising value there is a lot of room for improvement.

So, too, many window displays of cordage have a hackneyed effect. A pile of bundles or balls of twine, generally in the form of a pyramid, forms the center item of the average display. Such displays have their value. But they are not the acme of the displayer's art. They never get out of the commonplace rut.

"Let your cordage talk" is a good slogan in this connection. Cordage can be made to talk very effectively.

Here is one display idea. Cover a board about 2x5 feet, or even larger if you have the window space, with felt, crepe paper or some other suitable material. Tack a length of rope or twine around the edge to form a border. Then tack another length inside, in the form of letters, spelling the legend "Buy Your Cordage Here" or "Quality Cordage" or something of the sort.

Use this sign as the center-piece of the display, and arrange around it samples of the lines you handle.

Here is another scheme often used by successful dealers, yet still new in many communities. Its point lies in the fact that the dealer's one talking point in handling cordage is quality. Strength, durability, these are the elements he wants to emphasize.

So he selects a weight which a single strand of the twine will bear. Then he places a bundle of twine in the center of the window, detaches the end, and runs it through a ring suspended from the ceiling. Attach the weight to the end of the twine. A showcard announcing "Every strand of ——— cordage has strength equal to this" emphasizes the point.

Incidentally, it is good policy to replace the twine in use regularly every night, since a protracted strain represents an unfair test of quality.

Pushfulness is not confined to the store window, however. A hardware dealer adopted the practice of sending a member of his staff in the store "car" once or twice a week through the surrounding country. For this purpose he selected days when business at the store would normally be a bit slack. The car, which had a convertible truck body, would be loaded with rope and twine, and the salesman would call on various farmers as he went along. He made a good many sales, often clearing out his entire supply.

It was not for the immediate returns, however, that the merchant put on this stunt. When the farmers upon whom the salesman called came to the city for cordage, in nine cases out of ten they hiked straight to that store. In their minds, his name was linked up closely with cordage—quality stuff, that gave satisfaction and was good value for the money.

The dealer who knows his goods is the one who holds customers, though. Often the salesman will be called upon to help select the right sized rope for some particular purpose. Thus, the rope sheaves on the ordinary hay carrier usually take anything from a three-quarter inch to an inch rope. The inch rope, how-

## 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

### AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

## 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

## Sand Lime Brick

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

Brick is Everlasting

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

## Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



ever, is heavy for the purpose. So, too, the dealer should know pretty well what sized rope is required for any ordinary purpose, and, more than that, what sized rope gives the best satisfaction. Equipped with this knowledge, he is in a position to be of real service to his customer, and his judgment represents a business asset. People buy cordage from him, not merely because he handles good cordage, but because he is looked on as a cordage expert—one who can solve "knotty" problems.

It is an important point to keep the rope always in good salable condition. Considerable annoyance may result from coils of rope that have been started from the wrong end in opening a new coil. Here is a point from an old hardware dealer which may be of value:

Place the coil on its head with the inner end of the rope at the bottom. Then draw out this end, anti-clockwise, and throw the rope as it comes out so that it will fall in the same direction as that taken during the unwinding. Where storage space is limited it may be necessary to draw from the outer end of the rope. In that case the coil should be placed with the inner end at the top. This method, however, has the disadvantage that the burlap covering must be removed.

The outstanding point, is, however, to make your cordage trade an advertisement for the store, to play it up in such a way that customers will appreciate that you know cordage; and, not be content with just waiting for trade to come, to put forth that extra effort which brings trade.

Anything that is worth doing at all is worth doing right. Anything that is worth handling in the hardware store is worth pushing at the proper time. This rule applies to cordage.

Victor Lauriston.

#### They Like to Buy Here.

Three fourths of the farmers who trade in a small city in Ohio buy all of their wire fencing, and much of their hardware, from one of the local hardware merchants. He has cornered their business, he says, because he makes it easy for them to load the fencing on their wagons.

Formerly this merchant carried his fencing in the front of his store, just as did half a dozen other dealers. The farmer had to back up his wagon, roll the fencing from its place in front of the store window to the wagon, and then lift the roll onto the wagon. The merchant saw that this meant a great deal of work and he figured out a way to lighten it.

In his back yard is a shed. The merchant raised the floor of this shed to the height of the wagons, and built a platform, at the same height, onto the shed. The rolls of fencing are stored in here. The farmer backs up his team to the platform, and rolls the fencing out onto the wagon with a minimum of effort.

It has had the effect of bringing many farmers to his store who otherwise might be content to buy elsewhere. James H. McCullough.

#### Romances of the Business World.

George Eastman, in 1878, was a bank clerk, with a hobby for photography. Out of his dissatisfaction with the wet plate came the kodak and one of the greatest romances of business. Now the company invests at least \$1,000,000 a year in advertising.

William Wrigley, Jr., was a traveling salesman. Now he is said to spend \$2,000,000 a year or more on publicity. In the many Wrigley campaigns we find items that run into stupendous proportions. The ordinary best-seller in fiction has a circulation of perhaps 100,000, while the Wrigley "Mother Goose Book," went to 7,500,000 people and the "Spear Men" to 3,500,000.

Not so many years ago Eldridge R. Johnson was a machinist at Camden, N. J. Afterward he bought a little shop where he had worked on a crude talking machine, and this developed into the great Victor company—whose advertising runs well over \$2,000,000 a year.

A century ago there was a little soap factory in New York owned by a Morgan family. For more than a lifetime this business attained no particular prominence, but one day the family physician suggested the combination of two Latin words as a trade-mark. Sapolio became almost a National institution, with three or four hundred thousand dollars a year to talk for it; and the picturesque adventures of this company add some of the brightest color to the romance of advertising. Thus we have "Spotless Town."

In 1879 Jacob Ritty, a merchant in Dayton, Ohio, invented the cash register. John H. Patterson then had a small country store and was having trouble keeping his accounts. When he heard of the cash register he telegraphed for two and afterward bought the business.

Once Frederick F. Peabody was a school teacher in Minnesota, but rural life did not please him and he went to Chicago. At the very beginning advertising entered his career, for he looked in the classified pages of the Chicago papers and found a job at \$7 a week. Among other things he sold collars; and to-day he is president of the greatest collar concern in the world.

#### Hold a Little While!

France, of genius the mother;  
France, to all men a brother;  
France, that the Hun seeks to smother—  
Hold a little while!

Souls of many made one,  
Pleiades become as a sun,  
Miraculous men of Verdun—  
Hold a little while!

Supermen on the Aisne,  
Mothers from Var to the Seine,  
Workers from Brest to Lorraine—  
Hold a little while!

Torn and bleeding and battered,  
Tricolor riven and tattered,  
Rheims and Lens gasping and shattered—  
Hold a little while!

Mystical daughter of d'Arc,  
Hugo of the Promethean spark,  
Shall France go down in the dark?—  
Hold a little while!

Gods out of dreams are they,  
Cyclops of an ancient lay,  
The truth, the life and the way—  
Hold a little while!

A Giant across the sea  
Is coming to set thee free  
Or coming to die with thee—  
Hold a little while!

Benjamin De Casseres.

## H. Leonard & Sons

Cor. Commerce Ave.  
and Fulton St.

Grand Rapids  
Michigan



## Have You Any Dead Space in Your Store?

If so, convert it into

## Profit Making Space

by the addition of our

## Staple Merchandise

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

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

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





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

#### A Commercial Traveler's Vacation.

"I have taken my last order. I am going home," he said as the clock struck the midnight hour.

The nurse looked at the doctor with a significant glance and whispered: "His mind wanders."

Presently he lifted his feverish head from its pillow. "Any letters from the House?" he enquired. "There ought to be letters here."

Then he slept, and in his sleep he was a boy again—babbled of fishing streams where the trout played—of school hours and romps with his mates. At twelve he suddenly awakened. "All right," he called in a strong voice, "I'm ready!"

He thought the porter had called him for an early train. The doctor laid a soothing hand on him and he slept. In his sleep he murmured: "Show you samples of our goods. I'm going off the road now. This order closes me out. The house has called me in. Going to have my first vacation, but I shall lose time—time—time!"

He drowsed off and the doctor counted his pulse. Suddenly the sick man started up. "Give me a letter from home. Ellen always write to me here. Dear girl, she never disappointed me yet—and the children. They will forget me if my trips are too long. I have only a few more towns to sell. I promised to be home, Christmas—I promised to be home—promised—"

He slept again, and again awakened with a start. "No word from the House yet?" He was going fast now. The doctor bent over him and repeated in a comforting voice the precious words of promise: "In my Father's house are many mansions. If it were not so I would have told you."

"Yes—yes," said the dying traveler faintly. "It is a clear statement. It is a good House to travel for. It deals fair and square with its men."

The chill December morning dawned—the end was very near. The sick man was approaching the undiscovered land from whose bourne no traveler returns.

"I've changed my route," he mur-

mured faintly. "The House is calling me in. Write to Ellen and the children that I'm—on—my—way—home—it's in my grip—without money and without price—a good House—fills all its orders as agreed. Call me for the first train—I am going to make the round trip and get home for Christmas."

They laid his head back on the pillow. He had made the round trip. He had gone home for Christmas.

#### List of Firms Penalized During the Week.

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

S. Wiedermann, of San Antonio, Texas, has lost his privilege to deal in foodstuffs for violation of Food Administration rules. Wiedermann is a wholesaler and jobber in corn meal, dry beans, cottonseed oil, evaporated milk, etc. He was found guilty of carrying on a wholesale food business without a license, also for selling at excessive prices to the Government. It was brought out at the hearing that he had given rebates to an army officer. But this charge was not considered by the Food Administration, because it involved a criminal case now pending.

Lorenzo Balsmo, of Silver Lake, N. J., a manufacturer of spaghetti, has lost his license until Sept. 1 for exceeding his allotment for flour and ignoring warnings of the Food Administration.

The Palermo Baking Co., of Rochester, N. Y., has been permitted to contribute \$250 to the Red Cross in lieu of other penalties for violating the substitute rules.

The Neosho Grocery Co., of St. Louis, Mo., has contributed \$600 to the Red Cross in lieu of other penalties for violating the Food Administration regulations.

The firm of J. Kulla Co., 2 Stone street, New York City, which was given the option of making a \$25,000 donation to the Red Cross or going out of business for violation of the Food Administration rules, has elected to close its doors. This company, which is a large wholesaler and jobber in wheat and rye flour, was found guilty of selling flour and substitutes at an excessive profit and making sales of flour without substitutes. In one month it was proved that three-fourths of the company's transactions were at an excessive profit and

other months almost as bad. In some cases the rule requiring substitutes was ignored. The Federal Food Board of New York reviewed the case in full and came to the conclusion that if the firm would make the Red Cross donation, which approximated the amount of the illegal profits made, that it could continue in business. Otherwise the firm would have to dissolve and the business cease entirely. Kulla declined to make the donation, electing to go out of business.

The Food Administration has permitted Samuel Eckstein, of New York City, to make a contribution of \$10,000 to the Red Cross in lieu of a permanent revocation of his license for profiteering. This contribution is an estimated return to the public of the excess profits made. It was proved that Eckstein had made as high as \$1.90 a barrel on flour, that he had violated the substitute rule and had made sales to unlicensed dealers. He admitted familiarity with Government regulations, but said that it was impossible for a dealer like him to obey the regulations.

There never was a better time than the present to keep out of debt.

There is not likely to be a better time than now to pay off a debt.

To go in debt may be necessary when times are hard, money scarce, work slack, for when times are the worst there is prospect of better times ahead.

Many a debt contracted in flush times has required years of hard labor or sacrifice to wipe it out.

#### Corner Store For Rent

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

#### HOTEL GRANT

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

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

#### Beach's Restaurant

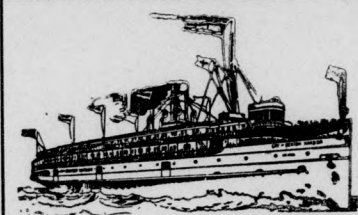
41 North Ionia Ave.  
Near Monroe  
GRAND RAPIDS, MICHIGAN

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

#### CODY HOTEL

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

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



#### 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.

#### HOTEL HERKIMER

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

#### OCCIDENTAL HOTEL

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

#### 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  
Gunther Bldg. 1018-24 S. Wabash Avenue

#### Stock of General Merchandise and Fixtures For Sale

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

Marathon Paper Mills Company,  
Rothschild, Wis.



### President Cusick Derides Drive on Brown Sugar.

Detroit, Aug. 13.—More value in fruits and vegetables intended for canning has been lost through the brown sugar campaign than has been saved by forcing the sugar upon the market to the exclusion of white sugar. That is my opinion, based upon my personal observation and knowledge gained through relations with other grocers.

To say that one can can as well with brown sugar as with white is nonsense; some things can be canned with brown sugar, but to use it generally or for all canning requires expert knowledge possessed by few women. Scores of women, searching for white sugar for canning, had fruit and vegetables spoil on their hands. Others used brown sugar in which fermentation had begun but had not yet become noticeable. But the effects will soon show in their canned goods.

The wholesaler does not lose a penny by shrinkage. He gets his brown sugar in packages of specified weight. If he gets a 100-pound sack of brown sugar from the refiner he sells that sack as 100 pounds and receives pay for 100 pounds. He does not open it and replace the shrinkage—the grocer buys the 100-pound sack but generally gets 97 or 98 pounds. Then he stands the further shrinkage while it is in his possession.

The wholesalers who held this brown sugar had no loss of weight to consider and they made from 15 to 20 per cent. increased profit because of the advance in price since they bought it.

You can readily imagine that no grocer wishes to handle brown sugar. All he gets out of it is fights and ill-feeling with his customers. Many grocers have white sugar on hand but are forbidden to sell it.

While it is true that this brown sugar should not be wasted, and the present situation compels its forced sale in order to save it, all the loss and difficulty was easily avoidable. If this brown sugar had been forced in the market under food administration orders when it began arriving, in conjunction with white sugar, it would have been absorbed slowly by the public and without interference with canning.

Last spring the administration and the wholesalers should have begun putting it out. An exclusive brown sugar campaign would then have been unnecessary. If it is possible to force it on the people now, as exclusive diet, it surely could have been forced on as a partial diet several months ago. The losses on canning sustained by housewives and the annoyance to the public and the grocer would have been saved. That this brown sugar would not keep through the heated season was as well known three or four months ago as now or twenty years ago, for that matter.

William J. Cusick.

### Live Notes From a Live Town.

Owosso, Aug. 13.—Harry E. Smith, our prominent West side grocer, has enlisted in the cavalry and will dispose of his grocery stock. One of the best grocery locations in Michigan.

We read with considerable interest the fishing story of the Gabby Gleanings scribe and how a turtle ate up his fish. It gradually comes over us, after mature reflection, that any one who can not trot fast enough to keep himself from being overtaken and robbed by a turtle must be in some way afflicted with an impediment in his navigating apparatus. He says, in closing, "I've broken the ice. Now come on boys, the only comforting thing I can think of now is the old proverbial adage, the race is not always to the swift."

Mrs. C. Tyler, of St. Johns, a lady of experience in the hotel business, has rented the Bannister Hotel, which will be opened to the public in a few

days. This seems to come to some of us an oasis in a desert which is strewn with herring bones and tin cans which once contained the succulent sardine. Go ahead, sister, and when you ring the dinner bell, we won't keep you waiting.

Ressique & Mott, of Middleton, are closing out their large stock of general merchandise, excepting the grocery, which will be retained and conducted by Mr. Mott.

W. E. Rawson, of Bannister, has sold his stock of groceries to Claud Wooley, who has taken possession. Mr. Wooley has a wide acquaintance in this part of the territory, having served for several years as rural mail carrier from the Bannister postoffice. He is well liked. In fact, he is one of these great big good fellows that everyone admires and will do well anywhere. He has a pleasant, convincing way that would cause even myself to believe what he said, if I knew it wasn't the truth. Go to it, Claud, and get the biz.

Fred Baker and Fred Dodge have purchased the hardware stock of Frank Otto, at Perrinton, and taken possession under the firm name of Baker & Dodge, who, having been sailors for the past twenty years, now return to their old home town. We predict for them a flourishing business, for they undoubtedly know the ropes pretty well after twenty years of lake service.

Honest Groceryman.

### Sell Cheese on Plus Cost Basis.

Lansing, Aug. 13.—The Food Administration has just issued special regulations governing manufacturers, dealers, brokers and commission merchants in all of the important kinds of cheese. They supplant the former rules on American or Cheddar cheese and include also such foreign types as Swiss, Brick, Limburger and Munster.

The maximum margin over cost which dealers must exceed are definitely fixed, those for American being the same as in the earlier regulations. The items that may enter into the cost are stated explicitly. All cheese must be sold without regard to the market or replacement value and only on the basis of the actual cost, plus a reasonable profit. The margins given are not to be considered as "reasonable," as they were purposely made wide enough to take care of cases in which the cost of doing business is unusually high.

Full reports on costs and margins or prices charged in any given period must be furnished on demand of the Food Administration or the Federal Food Administrator for the state.

There are certain kinds of cheese which have not been specifically mentioned in these rules, as they are not of sufficient importance on the market, but dealings in these varieties come under the general rules in respect to excess profits.

It is anticipated that certain provisions in these rules will be of great benefit in raising the standard of quality of some of these foreign types particularly Round Swiss, which have had such a large demand since the war cut off imports of foreign cheese. Due to the keen competition among dealers to get the product of factories, cheese was taken out of the factory before being properly matured and as a result the quality has suffered. Hereafter a dealer who buys ungraded cheese can not sell any portion of a lot at a higher price than the actual price paid per pound for the entire lot plus the specified margins. The tendency now should be for dealers to delay buying cheese until it is more mature and the quality can be more nearly determined. The improvement should help the industry meet the competition that is sure to return with the end of the war.

Geo. A. Prescott,  
Federal Food Administrator.

### Clearing Up Wool Situation.

Several things were disclosed during the last week which seemed to indicate an easing of the situation in regard to wool. The census figures showed a substantial increase in the quantity in the hands of dealers and manufacturers. The War Trade Board also announced that there would be ample shipping facilities available for the east coast of South America and that it was ready to license exports of any kind thither. From this it would appear that cargo capacity would be available on the return trips for wool from that quarter. The arrival in London of A. M. Patterson, who is in charge of foreign wool buying, was followed by the suggestion that the British were contemplating getting wool supplies from South Africa and would let shipments of the article come here from Australia. This plan, it was declared, would make it easier and quicker for each country to get its supplies. The announcement that a large quantity of the uniforms for the American Expeditionary Force is to be made in Great Britain will relieve to a great extent the drain on the wool supplies here. All these things tend to clarify the situation. Within a few days the Government is expected to announce what its wool requirements for the coming year will be, and it is understood that these will permit of a very good margin for civilian trade. Meanwhile, however, the mills are chary of stating what they purpose making up.

### Official Statement Regarding Hotels.

Lansing, Aug. 13.—Releases of hotels, restaurants and homes from their pledge to do without wheat until after the 1918 harvest, announced during the past week by the Federal Food Administration, should not be misconstrued to mean that they are privileged to use wheat flour entirely without substitutes.

Hotels and restaurants are required under the present regulations to use 33 1/3 per cent. of wheat flour substitutes in all sweet goods baked and served and 25 per cent. of wheat flour substitutes in all bread and rolls.

Householders are still held to the 50-50 rule in the purchase and use of wheat flour and are asked to ration themselves and their establishments to a maximum consumption of 1 1/2 pounds of wheat flour per person per week.

Notwithstanding conflicting reports, there has been no concession or departure from the wheat flour limitations and the 50-50 rule is still effective.

Restaurant and hotel proprietors lay themselves open to severe penalties for violation of the substitute requirements.

### New Method of Handling Rice.

Lansing, Aug. 13.—Agreements are being completed between the rice millers of the country and the Food Administration with regard to the handling of the rice crop of 1918.

The main provisions of these agreements are that the miller shall pay definite prices to the grower for rough rice and shall not sell the clean rice at more than prices named in the contract, ranging from 7 3/4c per pound for Choice Japan to 9 1/2c for Fancy Honduras. Establishment of these contracts has been requested by growers in all parts of the rice growing section of the country, and is believed to be very beneficial to both producer and consumer.

It is hoped that the result will be a complete stabilization of the rice industry and the distribution of rice to the consumer without speculation or manipulation at a reasonable margin of profit. Consumers will, in the opinion of the Food Administration, be able to purchase rice at a price of approximately 10 to 12 cents per pound, depending on remoteness from the milling centers.

In order to accomplish a fair valuation of the grower's products a general committee will be appointed by the Food Administration whose duty it will be to generally supervise the carrying out of the contract by grading and valuing samples of rice submitted by the growers. Valuation Committees operating under the general control of the Central Committee, will be appointed in each state where rice is grown, to handle the details of the matter.

### Kalamazoo County to Have Sugar Card.

Kalamazoo, Aug. 13.—Alex. Buderman, who for the past year has conducted a fish market at 116 West Water street, has closed out his stock and discontinued the business.

B. M. Barber is taking a vacation trip this week and visiting Eastern points with his motor car.

Henry Engel, East Main street grocer, is making some improvements in his store this week.

The Sutherland Paper Co. factory, on the East side, is nearing completion and will soon begin operations.

J. E. Pease is again able to be at his store after a three weeks' illness.

The committee in charge of drafting the sugar card to be used in Kalamazoo county meet with Food Controller Denenberg at his office this morning and cards will be ready for the consumer, beginning Monday of next week.

F. A. Saville.

### Now Unable To Obtain Sugar.

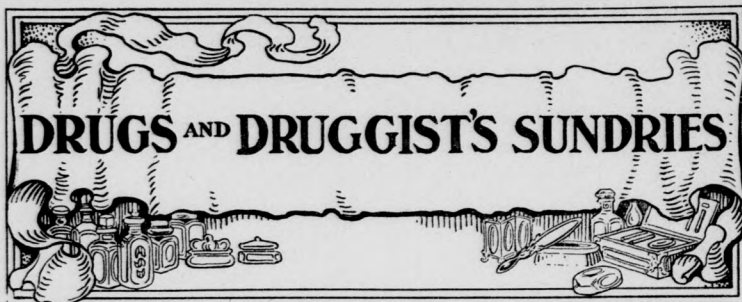
Federal Administrator Prescott first gave the retail grocery trade until July 14 to get in requisitions for sugar for August and September. This date was subsequently extended to July 26.

It now transpires that many grocers failed to avail themselves of the opportunity so generally accorded them.

Mr. Prescott announces that as a punishment for such neglect or affront—which ever it happens to be—such grocers will be given no certificates for sugar until Oct. 1.

Speedy trial is said to be assured for the men indicted for defrauding the Government in contracts for raincoats. Certainly prompt and full justice in their case would have an excellent effect in not encouraging the others. It is hard to think of a more contemptible crime than cheating the Government in war-time—especially cheating that works to the discomfort or injury of our soldiers. To give them clothing below specifications or food that is adulterated or damaged is really a form of treason. It cannot be punished as such, legally, but it can be held in abhorrence as such, morally. One of the indicted raincoat contractors is reported as protesting that he had furnished as "honest" an article as it was possible to produce for the price. But he and all his kind ought to be made to understand that there can be no 100 per cent. loyalty without 100 per cent. honesty in Government contracts.





**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.

#### Snow the Ancient Refrigerant.

The ancients used chiefly snow for cooling of their summer drinks, and it appears that the snow was fetched from high mountains and stored in suitably constructed buildings. "Nivatae potiones," or drinks cooled with snow, played a considerable part in the banquets of the rich Romans. In the houses of the rich there were often provided special arrangements in order to produce partial cooling through the evaporation of water when snow and ice were no longer available. Day and night, special slaves were charged with the duty of sprinkling the outside of the storage vessels containing water and other drinks with cold water in order to keep them cool through the heat taken away by the sprinkling water in the process of evaporation. Similar arrangements were made use of by the medieval monks and feudal barons, who, not having slaves to attend to the sprinkling, made use of porous clay vessels by means of which evaporation on the outside is produced automatically. However, there is nothing to show that the people of the medieval age harvested ice during the winter for use during the summer. The first mention of ice cellars dates from the Thirty Years' War.

About the middle of the sixteenth century the great French traveller, Ballon, recommended to his countrymen the practice of collecting ice and snow in the winter for storage against the time of hot weather, and it is curious to note that he obtained this hint in Constantinople, where he found the recently arrived Turkish conquerors cooling their sherbets with natural ice. However, for many years people regarded snow brought from the mountains as better than ice stored in ice cellars. At all events, princes and rich people were continually advised by their physicians to use only snow for direct additions to beverages. Recent achievements of science have demonstrated that this view of the relatively inferior value of natural ice is correct. Snow is, practically speaking, frozen distilled water, and in falling through

the dust-free air of the mountains is apt to be quite free from disease-producing bacteria. Natural ice, on the contrary, contains within itself all the resistant bacteria of the original water, and these bacteria are very frequently as active after the ice has been melted as they were before. The knowledge of this fact applies today generally to potable beverages. —Soda Dispenser.

#### Better Methods of Cultivating Drug Plants.

The United States Bureau of plant Industry has carried on for a number of years experiments designed to ensure better methods of cultivating and utilizing drug plants and noteworthy results have recently been recorded. About one hundred and fifty species of drug and related plants are now under experimental culture on heavy clay at Arlington Farm and on sandy loam at Glen Dale, Md. At Arlington permanent plantings are being made, which will furnish material now badly needed for standardizing crude drugs. One important line of enquiry is in regard to the relation of special breeding to the development of the active principles in medicinal plants. A new strain of belladonna has been obtained by the Bureau through breeding and selection which has a greatly increased alkaloidal content and points the way to a notable improvement in the quality of this drug now found on the market.

#### Sugar and Its Virtue.

The belief is held by many high authorities that sugar helps to ward off fatigue. Consumed in fairly large quantities it acts rapidly, its full effects being felt about two hours after taking it. Scientific experiments carried out with the aid of the ergograph—an instrument for registering accurately variations of muscular power—show that sugar gives an increase in physical power ranging from 60 to 75 per cent. One of the first observers to draw attention to this virtue of sugar was a Newcastle, England, doctor.

#### Bath-Liquid.

Liquid Ammonia ..... 1 oz.  
 Liq. Extract Quillaia ..... 1½ ozs.  
 Synthetic Bergamot ..... ½ dr.  
 Synthetic Musk ..... 3 grs.  
 Aq. ad ..... 4 ozs.

To be added to a bath. Softens the water, promotes a fine lather, and scents the skin. In favor among ladies. The perfume can be varied to suit individual preference.

#### Fewer Bottles Will Be Made.

Representatives of the Automatic Machine Bottle Manufacturers' Association have voluntarily agreed with the United States Fuel Administration to curtail their production of less essential articles, both in the interest of fuel conservation and to give the utmost possible opportunity for the manufacture of glass jars and other food containers.

Specifically, those bottle manufacturers who are not occupied entirely with the manufacture of food containers will curtail their total output 15 per cent., the curtailment to be effective in the less essential portion of their production.

A very large quantity of fuel is consumed in the manufacture of glass articles, and the effect of this arrangement will be to concentrate the manufacture of bottles upon those which are necessary for food and medicinal purposes.

#### Help Conservation.

Are you doing your "bit" in the conservation stunt? Are you telling women how to clean their own gloves and selling them the stuff to do it with? Are you helping them to do their manicuring at home and suggesting that they make use of the goods in the attic or store room, freshening them with some of your special dye? Just take half a day off and go over the list of economy helps you can offer. You can be a public benefactor if you will. There is no more useful citizen in a community than a live-wire pharmacist who is on to his job.



#### 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 Hilfer Co.,

1205 Peoples Life Bldg., Chicago. (M-213)

*Fieglers*

#### Chocolates

Package Goods of  
 Paramount Quality  
 and  
 Artistic Design

#### 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.

## 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



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Aug. 12—In the matter of Frank A. Best, bankrupt, the first meeting of creditors has been held. Claims were allowed and W. J. Gillett was appointed trustee. It appearing that there are not more than sufficient funds to pay the administration expenses, no final meeting will be called. An order has been entered for the payment of the administration expenses and the estate will be closed at an early date.

In the matter of R. Earl Lower, bankrupt, Sheridan, the final meeting has been held. The trustee's report and account, showing cash on hand of \$107.18, was approved and allowed. The accounts receivable were sold to E. J. Bowman for \$50 and the sale confirmed. An order for distribution of certain funds for the payment of the administration expenses has been entered. The trustee was authorized and directed by the creditors present or represented at the final meeting to institute suit to recover certain alleged preferences from creditors of the above bankrupt, and the estate will be held pending the outcome of this litigation. The meeting was adjourned and held open until November 4.

In the matter of Frank S. Slater, bankrupt, Coopersville, the assets of this estate were sold to Bert Lemmen for \$2,900, said assets consisting of the stock in trade and fixtures which brought \$1,900, and the building owned by the bankrupt, which stood on leased property, which brought \$1,000.

In the matter of John K. Burkett, bankrupt, Kalamo, a special meeting of creditors has been held and the trustee's final report and account approved. A first dividend of 5 per cent. was declared and ordered paid at this time, together with certain administration expenses.

In the matter of Frank S. Jankoski, bankrupt, Lake City, a final meeting of creditors has been held. A final dividend of 8.5 per cent. was declared and ordered paid.

St. Joseph, Aug. 5—In the matter of Bert Havens, bankrupt, of Sturgis, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$322.46 and disbursements of \$32.25, was approved and allowed. After the payment of administration expenses and the bankrupt his exemptions, there were not sufficient funds to declare a dividend to unsecured creditors, whereupon an order was entered that no dividend be declared. The final order of distribution was entered. Creditors having been directed to show cause why an order should not be made authorizing the bankrupt's discharge, and no cause having been shown, it was determined that such order be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The meeting then adjourned without day.

Aug. 6—In the matter of Louis Goldstein, bankrupt, of Benton Harbor, the final meeting of creditors was held at the referee's office. The trustee's final report and account, showing total receipts of \$1,322.24 was considered and approved and allowed. The administration expenses were allowed and ordered paid. A first and final dividend of 7½ per cent. was declared and ordered paid to all unsecured creditors who had filed claims. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made recommending the discharge of the bankrupt, and no cause having been shown, it was determined that such favorable certificate be made. The final order of distribution was entered, whereupon the meeting was adjourned without day.

Aug. 7—The Thermophore Manufactur-

ing Co., a corporation of the city of Kalamazoo, engaged in the manufacturing and selling of gas appliances, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon, who was also appointed receiver. The referee entered an order appointing George E. Foote, of Kalamazoo, custodian. The schedules of the bankrupt disclose liabilities of \$47,935.16 and assets of \$34,471.98. The following are scheduled as creditors:

Preferred or Secured Creditors.  
City of Kalamazoo, taxes .....\$ 255.00  
Kalamazoo National Bank .....24,000.00

\$24,255.00

Unsecured Creditors.  
Kalamazoo National Bank .....\$ 2,095.00  
Federal Sign System, Chicago .....17,184.17  
Chicago Steel Post Co., Chicago .....350.00  
Consumers Power Co., Kalamazoo .....107.26  
Goodale Co., Kalamazoo .....1,182.42  
Kalamazoo Stationery Co., Kalamazoo .....5.50

Den Bleyer & Olmstead, Kalamazoo .....231.05  
Bond Supply Co., Kalamazoo .....7.35  
Crescent Engraving Co., Kalamazoo .....22.54  
Columbian Electric Co., Kalamazoo .....2.01  
Crane Co., Grand Rapids .....38.35  
Den Bleyer & Olmstead, Kalamazoo .....52.20

Diamond State Fiber Co., Kalamazoo .....63.00  
Dennison Mfg. Co., Farmington .....26.27  
A. C. Dallas & Co., Chicago .....2.82  
Doubleday Bros. Co., Kalamazoo .....55.05  
Gage Printing Co., Battle Creek .....130.28  
Hinde and Dauch Co., Sandusky .....54.15  
Horton-Beimer Press, Kalamazoo .....52.10  
Kalamazoo Sheet Metal Co., Kalamazoo .....1.75

Kalamazoo Plating Works, Kalamazoo .....6.38  
A. L. Lakey & Co., Kalamazoo .....5.75  
Merchants Publishing Co., Kalamazoo .....20.18  
Michigan Light Co., Kalamazoo .....1.60  
Neely Printing Co., Chicago .....23.75  
North Lumber Co., Kalamazoo .....130.90  
States Motor Car Co., Kalamazoo .....566.70  
Star Bargain House, Kalamazoo .....24.95  
Slocum Bros., Kalamazoo .....8.00  
Union Wadding Co., Chicago .....180.00  
United Brass Mfg. Co., Cleveland .....938.55  
Doubleday Bros. Co., Kalamazoo ......75  
Horton-Beimer Press, Kalamazoo .....51.90  
Gas Record, Chicago .....50.48

Assets.  
Stock in trade .....\$22,769.06  
Machinery, tools, etc. ....6,042.09  
Debts due open accounts .....3,032.92  
Other assets .....2,571.98

\$34,471.98

Aug. 8—In the matter of John M. Brown, bankrupt, of Baroda, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$738.22, was considered and approved and allowed. A final dividend of 11½ per cent. was declared and ordered paid to all creditors who had filed claims to date, making the total dividends of 16½ per cent. The expenses of administration were ordered paid. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be executed. The final order of distribution was entered, whereupon the meeting adjourned without day.

Aug. 10—In the matter of Huram M. Warner, bankrupt, of St. Joseph, the trustee filed his final report and account, showing total receipts of \$2,472.62 and disbursements of \$1,292.72, with request that a final meeting of creditors be called for the purpose of declaring and ordering paid a final dividend, the payment of certain expenses of administration and closing the estate.

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>					
Boric (Powd.)	18@	25	Cubebs	9 25@	50
Boric (Xtal)	18@	25	Eligerson	3 25@	50
Carbolic	66@	70	Eucalyptus	1 25@	35
Citric	1 10@	15	Hemlock, pure	2 00@	25
Muriatic	3 ½@	5	Juniper Berries	17 50@	75
Nitric	10 ½@	15	Juniper Wood	2 75@	30
Oxalic	60@	70	Lard, extra	2 10@	20
Sulphuric	3 ½@	5	Lard, No. 1	1 80@	25
Tartaric	1 12@	20	Lavender Flow.	7 00@	75
			Lavender, Gar'n	1 25@	40
			Lemon	2 00@	25
<b>Ammonia</b>			Linseed, boiled, bbl.	2 05	
Water, 26 deg.	12@	20	Linseed, bid less	2 15@	20
Water, 18 deg.	10 ½@	18	Linseed, raw, bbl.	2 05	
Water, 14 deg.	9 ½@	17	Linseed, raw less	2 13@	18
Carbonate	19@	25	Mustard, true, oz.	2 25	
Chloride	1 25@	30	Mustard, artifi. oz.	2 00	
			Neatsfoot	1 80@	15
<b>Balsams</b>			Olive, pure	10 00@	50
Copaiba	1 40@	65	Olive, Malaga,	5 35@	50
Fir (Canada)	1 25@	50	green	5 35@	50
Fir (Oregon)	4@	50	Orange, Sweet	3 25@	50
Peru	5 25@	50	Origanum, pure	2 50	
Pou	1 75@	20	Origanum, com'l	2 50	
			Pennyroyal	2 50@	25
<b>Barks</b>			Peppermint	4 75@	50
Cassia (ordinary)	35@	40	Rose, pure	30 00@	30
Cassia (Saigon)	90@	100	Rosemary Flows	1 50@	75
Elm (powd. 35c)	30@	35	Sandalwood, E.	17 50@	75
Sassafras (pow. 40c)	35		Sassafras, true	3 00@	25
Soap Cut (powd.)	23@	25	Sassafras, artifi'l	75@	100
			Spearment	4 75@	50
<b>Berries</b>			Sperm	2 85@	30
Cubeb	1 60@	70	Tansy	4 25@	50
Fish	60		Tar, USP	45@	60
Juniper	12@	18	Turpentine, bbls.	74@	80
Prickley Ash	30		Turpentine, less	74@	80
			Wintergreen, tr.	5 50@	75
<b>Extracts</b>			Wintergreen, sweet	4 00@	25
Licorice	60@	65	Wintergreen art	1 25@	10
Licorice powd.	1 05@	10	Wormseed	13 50@	13
			Wormwood	6 00@	25
<b>Flowers</b>					
Arnica	1 50@	75	<b>Potassium</b>		
Chamomile (Ger.)	70@	80	Bicarbonate	1 25@	30
Chamomile Rom.	1 50@	20	Bichromate	60@	70
			Bromide	1 68@	25
<b>Gums</b>			Carbonat e.	1 50@	10
Acacia, 1st	75@	80	Chlorate, gran't	65@	70
Acacia, 2nd	65@	75	Chlorate, xtal or	60@	65
Acacia, Sorts	40@	50	powd.	60@	65
Acacia, powdered	60@	70	Cyanide	70@	90
Aloes (Barb. Pow.)	30@	40	Iodide	4 59@	66
Aloes (Cape Pow.)	30@	35	Permanganate	3 50@	78
Aloes (Soc. Pow.)	90@	95	Prussiate, yellow	1 70@	
Asafoetida	2 75@	30	Prussiate, red	3 75@	40
Pow.	30		Sulphate	90	
Camphor	1 44@	150			
Guaiaac	60@	70	<b>Roots</b>		
Guaiaac, powdered	60@	70	Aikanet	3 25@	50
Kino	60@	70	Blood, powdered	30@	35
Kino, powdered	60@	70	Calamus	60@	40
Myrrin	60@	70	Campocamp, powd.	10@	20
Myrrin, powdered	60@	70	Gentian, powd.	27@	35
Opium	28 50@	29	Ginger, African,	25@	30
Opium, powd.	30 00@	30	powdered	25@	30
Opium, gran.	30 00@	30	Ginger, Jamaica	35@	40
Shellac	85@	90	Ginger, Jamaica,	22@	30
Shellac, Bleached	90@	95	powdered	22@	30
Tragacanth	3 25@	35	Golden seal, pow.	8 50@	90
Tragacanth powder	3 00		Ipecac, powd.	4 00@	25
Turpentine	15@	20	Licorice	50@	55
			Licorice, powd.	50@	55
<b>Insecticides</b>			Oris, powdered	40@	45
Arsenic	15@	20	Poke, powdered	20@	25
Blue Vitriol, bbl.	11 ½@	12	Rhubarb	10@	10
Blue Vitriol, less	12@	20	Rhubarb, powd.	1 25@	15
Bordeaux Mix Dry	20@	25	Rosinweed, powd.	25@	30
Hellebore, White	38@	45	Sarsaparilla, Hond.	75@	80
Insect Powder	40@	60	ground	75@	80
Lead, Arsenate Po	34@	44	Sarsaparilla Mexican,	1 00@	10
Lime and Sulphur	20@	35	ground	1 00@	10
Solution, gal.	20@	35	Squills	35@	40
Paris Green	48 ½@	54 ½	Squills, powdered	45@	55
			Tumeric, powd.	25@	30
<b>Ice Cream</b>			Valerian, powd.	21@	30
Piper Ice Cream Co.,					
Kalamazoo			<b>Seeds</b>		
Bulk Vanilla	95		Anise	42@	45
Bulk Special Flavored	1 00		Anise, powdered	47@	50
Brick, Plain	1 20		Bird, ls	13@	19
Brick, Fancy	1 60		Canary	20@	25
			Caraway	75@	80
<b>Leaves</b>			Cardamon	1 80@	20
Buchu	1 85@	200	Celery (Powd. 65)	55@	60
Eucalypt, powd'd	2 00@	210	Coriander	35@	45
Sage, bulk	67@	70	Dill	30@	35
Sage, ¼ loose	72@	78	Fennell	1 00@	120
Sage, powdered	55@	60	Flax	11 ½@	15
Senna, Alex	1 40@	150	Flax, ground	11 ½@	15
Senna, Tinn.	40@	45	Foenugreek pow.	22@	30
Senna, Tinn. pow.	50@	55	Hemp	9@	15
Uva Ursi	45@	50	Lobelia	40@	50
			Mustard, yellow	38@	45
<b>Oil</b>			Mustard, black	25@	30
Almonds, Bitter,	18 50@	18 75	Mustard, powd.	35@	40
true			Poppy	21@	00
Almonds, Bitter,	7 00@	7 30	Quince	1 40@	150
artificial			Rape	15@	20
Almonds, Sweet,	2 75@	3 00	Sabadilla	35@	45
true			Sabadilla, powd.	35@	45
Almonds, Sweet,	75@	100	Sunflower	9@	12
imitation			Worm American	25	
Amber, crude	3 00@	35	Worm Levant	1 20@	125
Amber, rectified	3 50@	35			
Anise	2 00@	25	<b>Tinctures</b>		
Bergamont	8 00@	85	Aconite	21@	65
Cajuput	2 00@	25	Aloes	21@	35
Cassia	3 50@	35	Aloes	21@	35
Castor	3 40@	35	Arnica	21@	50
Cedar Leaf	1 75@	200	Asafoetida	24@	40
Citronella	1 00@	125	Belladonna	22@	55
Cloves	4 50@	45	Benzoin	23@	50
Cocunut	5 60@	55	Benzoin Compo'd	23@	50
Cod Liver	2 05@	20	Buchu	23@	40
Cotton Seed	2 05@	20	Cantharides	23@	40
Croton	2 00@	25			

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



# 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	
Cream Tartar	Cocoanut	Wash Boards.	
Cheese	Nutmegs		
Tapioea	Vinegar		
Canary Seed	Caraway		
Celery Seed			
Mixed Bird Seed			
White Mustard Seed			

AMMONIA		Corn	
Arctic Brand	Fair	Good	1 85
12 oz. 16c, 2 doz. box	2 70	Fancy	
16 oz. 25c, 1 doz. box	1 75		
32 oz., 40c, 1 doz. box	2 85		

AXLE GREASE		French Peas	
Diamond, 1 lb., 4 dz., dz.	55	Monbadon (Natural)	
Mica, 1 lb., 4 dz., dz.	1 10	per doz.	
Mica, 3 lb., 2 dz., dz.	2 75		
Mica, 25 lb. pail	1 40		

BAKED BEANS		Gooseberries	
No. 1, per doz.	1 35	No. 2, Fair	
No. 2, per doz.	2 25	No. 2, Fancy	
No. 3, per doz.	3 60		

BATH BRICK		Hominy	
English	95	Standard	1 25

BLUING		Lobster	
Jennings'		1/4 lb.	1 90
Condensed Pearl Bluing		1/2 lb.	3 10
Small, 3 doz. box	2 55	Picnic Flat	3 75
Large, 2 doz. box	2 90		

BREAKFAST FOODS		Mackerel	
Cracked Wheat, 24-2	4 60	Mustard, 1 lb.	1 80
Cream of Wheat	7 50	Mustard, 2 lb.	2 80
Quaker Puffed Rice	4 35	Soused, 1 1/2 lb.	1 60
Quaker Puffed Wheat	4 35	Soused, 2 lb.	2 75
Quaker Brkfst Biscuit	1 90	Tomato, 1 lb.	1 50
Quaker Corn Flakes	2 90	Tomato, 2 lb.	2 80
Saxon Wheat Food	4 50		
Shred Wheat Biscuit	4 25		
Triscuit, 18	2 25		
Pillsbury's Best Cer'l	2 50		

Kellogg's Brands		Mushrooms	
Toasted Corn Flakes	4 20	Buttons, 1/2s	@30
Toasted Corn Flakes	4 20	Buttons, 1s	@50
Toasted Corn Flakes	4 20	Hotels, 1s	@44
Individual	2 00		
Krumbles, Indv.	4 20		
Krumbles, Indv.	2 00		
Biscuit	2 00		
Drinket	2 60		
Peanut Butter	4 40		
Bran	3 60		

BROOMS		Oysters	
Fancy Parlor, 25 lb.	9 50	Cove, 1 lb.	@1 20
Parlor, 5 String, 25 lb.	8 75	Cove, 2 lb.	@1 80
Standard Parlor, 23 lb.	8 50		
Common, 23 lb.	8 00		
Special, 23 lb.	7 75		
Warehouse, 23 lb.	10 50		

BRUSHES		Plums	
Scrub		Plums	1 50@2 00
Solid Back, 8 in.	1 00		
Solid Back, 11 in.	1 25		
Pointed Ends	1 00		

Stove		Pears in Syrup	
No. 3	1 00	Marrowfat	1 35@1 55
No. 2	1 50	Early June	1 60@1 70
No. 1	2 00	Early June siftd	1 70@1 85

Shoe		Peaches	
No. 1	1 00	Pie	1 50@1 75
No. 2	1 30	No. 10 size can pie	@4 50
No. 3	1 70		
No. 4	1 90		

BUTTER COLOR		Pineapple	
Dandelion, 25c size	2 00	Grated	1 75@2 10

CANDLES		Pumpkin	
Paraffine, 6s	14 1/2	Fair	1 80
Paraffine, 12s	15 1/2	Good	1 40
Wicking	65	Fancy	1 50

CANNED GOODS		No. 10	
Apples		No. 10	4 00
3 lb. Standards	@1 60		
No. 10	@4 75		

Blackberries		Raspberries	
2 lb.	@2 25	No. 2, Black Syrup	2 40
Standard No. 10	@9 50	No. 10, Black	10 50

Beans		No. 2, Red Preserved	
Baked	1 25@2 25	No. 10, Red, Water	10 50
Red Kidney	1 25@1 35		
String	1 50@2 00		
Wax	1 50@2 00		

Blueberries		Salmon	
Standard	@2 00	Warrens, 1 lb. Tall	3 35
No. 10	@9 00	Warren's, 1 lb. Flat	3 45

Clams		Red Alaska <th data-kind="ghost"></th>	
Little Neck, 1 lb.	1 60	Med. Red Alaska	2 60

Clam Bouillon		Pink Alaska <th data-kind="ghost"></th>	
Burnham's 1/2 pt.	2 25	Sardines	
Burnham's pts.	3 75	Domestic, 1/4s	6 50
Burnham's qts.	7 50	Domestic, 1/2s	6 50

Swiss, Domestic		Mustard <th data-kind="ghost"></th>	
		Domestic, 1/4s	6 50

CHEESE		Norwegian <th data-kind="ghost"></th>	
Peerless	@28	1/4s	15@18
Brick	@30	Portuguese, 1/4s	30@35
Leiden	@		
Limburger	@30		
Pineapple	@		
Edam	@		
Sap Sago	@		
Webb	@		
Willbur, 1/4s	@		
Willbur, 1/2s	@		

COCOA		COFFEES ROASTED	
Baker's	39	Rio	
Bunte, 10c size	88	Common	19
Bunte, 1/2 lb.	2 20	Fair	19 1/2
Bunte, 1 lb.	4 01	Choice	20
Cleveland	41	Fancy	21
Colonial, 1/4s	35	Peaberry	23
Colonial, 1/2s	33		
Epps	42		
Hershey's 1/4s	32		
Hershey's 1/2s	30		
Huyler	36		
Lowney, 1/4s	38		
Lowney, 1/2s	37		
Lowney, 1/4s	37		
Lowney, 1/2s	37		
Van Houten, 1/4s	12		
Van Houten, 1/2s	18		
Van Houten, 1/4s	18		
Van Houten, 1s	65		
Van-Eta	36		
Webb	33		
Willbur, 1/4s	33		
Willbur, 1/2s	32		

COFFEES ROASTED		COFFEES ROASTED	
Common	19	Santos	
Fair	19 1/2	Common	20
Choice	20	Fair	20 1/2
Fancy	21	Choice	21
Peaberry	23	Fancy	23
		Peaberry	23

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Maracaibo	
Fair	25	Fair	24
Fancy	28	Choice	25

COFFEES ROASTED		COFFEES ROASTED	
Java		Mexican	
Private Growth	26@30	Choice	25
Mandling	31@35	Fancy	26
Aukola	30@32		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Guatemala	
Fair	25	Fair	25
Fancy	28	Fancy	28

COFFEES ROASTED		COFFEES ROASTED	
Java		Java	
Private Growth	26@30	Private Growth	26@30
Mandling	31@35	Mandling	31@35
Aukola	30@32	Aukola	30@32

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Mocha	
Fair	25	Short Bean	25@27
Fancy	28	Long Bean	24@25
		H. L. O. G.	26@28

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Bogota	
Fair	25	Fair	24
Fancy	28	Fancy	26

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Exchange Market, Steady	
Fair	25	Spot Market, Strong	
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Package Coffee	
Fair	25	New York Basis	
Fancy	28	Arbuckle	21 00

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		McLaughlin's XXXXX	
Fair	25	McLaughlin's XXXXX	
Fancy	28	package coffee is sold to	

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		retailers only. Mail all or-	
Fair	25	ders direct to W. F. Mc-	
Fancy	28	Laughlin & Co., Chicago.	

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Extracts	
Fair	25	Holland, 1/2 gross bxs.	1 30
Fancy	28	Felix, 1/2 gross	1 15

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Hummel's foil, 1/2 gro.	85
Fair	25	Hummel's tin, 1/2 gro.	1 43
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		CONDENSED MILK	
Fair	25	Carnation, Tall	5 50
Fancy	28	Carnation, Baby	5 00

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Hebe, Tall	5 00
Fair	25	Hebe, Baby	4 90
Fancy	28	Pet, Tall	5 50

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Pet, Baby	3 60
Fair	25	Van Camp, Tall	5 50
Fancy	28	Van Camp, Baby	3 60

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		CONFECTIONERY	
Fair	25	Stick Candy	
Fancy	28	Horehound	22

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Standard	22
Fair	25		
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Jumbo	23
Fair	25	Big Stick	23
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Mixed Candy	
Fair	25	Broken	22
Fancy	28	Cut Loaf	23

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		French Cream	26
Fair	25	Grocers	18
Fancy	28	Kindergarten	27

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Leader	22
Fair	25	Novelty	23
Fancy	28	Premio Creams	31

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Royal	21
Fair	25	Special	21
Fancy	28	X L O	21

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Specialties	
Fair	25	Auto Kisses (baskets)	26
Fancy	28	Bonnie Butter Bites	27

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Butter Cream Corn	30
Fair	25	Caramel Bon Bons	25
Fancy	28	Caramel Croquettes	24

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Cocoanut Waffles	24
Fair	25	Coffy Toff	25
Fancy	28	National Mints 7 lb tin	28

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Fudge, Walnut	26
Fair	25	Fudge, Choc. Peanut	25
Fancy	28	Fudge, White Center	25

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Honeysuckle Candy	25
Fair	25	Iced Maroons	25
Fancy	28	Iced Orange Jellies	22

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Italian Bon Bons	24
Fair	25	AA Licorice Drops	2 25
Fancy	28	5 lb. box	2 25

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Lozenges, Pep.	29
Fair	25	Lozenges, Pink	29
Fancy	28	Manchus	23

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Molasses Kisses, 10	26
Fair	25	lb. box	26
Fancy	28	Nut Butter Puffs	25

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Star Patties, Asst.	29
Fair	25		
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Pop Corn Goods	
Fair	25	Cracker-Jack Prize	5 60
Fancy	28	Checkers Prize	5 60

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Cough Drops	
Fair	25	Boxes	
Fancy	28	Putnam Menthol	1 50

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Smith Bros.	1 50
Fair	25		
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		COOKING COMPOUNDS	
Fair	25	Crisco	
Fancy	28	36 1 lb. cans	10 25

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		24 1 1/2 lb. cans	10 25
Fair	25	6 1 lb. cans	10 25
Fancy	28	4 9 lb. cans	10 25

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Mazola	
Fair	25	5 1/2 oz. bottles, 2 doz.	2 60
Fancy	28	Pints, tin, 2 doz.	7 50

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Quarts, tin, 1 doz.	7 00
Fair	25	1/2 gal. tins, 1 doz.	13 25
Fancy	28	Gal. tins, 1/2 doz.	12 80

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		5 Gal. tins, 1-6 doz.	18 50
Fair	25		
Fancy	28		

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		NUTS-Whole	
Fair	25	Almonds, Tarragona	21
Fancy	28	Almonds, California	21

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		soft shell Drake	
Fair	25	Brazils	18
Fancy	28	Filberts	20

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Cal. No. 1, S. S.	24
Fair	25	Walnuts, Naples	
Fancy	28	Walnuts, Grenoble	22

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Table nuts, fancy	16 1/2
Fair	25	Pecans, Large	17
Fancy	28	Pecans, Ex. Large	20

COFFEES ROASTED		COFFEES ROASTED	
Guatemala		Shelled	
Fair	25		



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

HERBS	
Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

HIDES AND PELTS	
Hides	
Green, No. 1	16
Green, No. 2	15
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	30
Calfskin, green, No. 2	23 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

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

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

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

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

HORSE RADISH	
Per doz.	90

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

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

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

MINCE MEAT	
Per case	3 95

MOLASSES	
New Orleans	
Fancy Open Kettle	60
Choice	58
Good	55
Stock	50
Half barrels 5c extra	
Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	3 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle, No. 2 1/2	5 50

MUSTARD	
1/2 lb. 6 lb. box	30

OLIVES	
Bulk, 1 gal. kegs 1 50 @ 1 60	
Bulk, 2 gal. kegs @ 1 40	
Bulk, 5 gal. kegs 1 25 @ 1 30	
Stuffed, 5 oz.	1 35
Stuffed, 14 oz.	2 75
Pitted (not stuffed)	
14 oz.	2 75
Manzanilla, 8 oz.	1 35
Lunch, 10 oz.	1 75
Lunch, 16 oz.	2 90
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER	
Bel-Car-Mo Brand	
6 oz. 1 doz. in case	2 90
12 oz. 1 doz. in case	5 70
24 1 lb. pails	5 75
12 2 lb. pails	5 75
5 lb. pails, 6 in crate	7 00
10 lb. pails	21 1/2
15 lb. pails	21
25 lb. pails	20 1/2
50 lb. tins	20 1/2

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

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

Small	
Barrels	14 00
Half barrels	7 50
5 gallon kegs	2 90

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

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

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

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

POTASH	
Babbitt's, 2 doz	2 65

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

Dry Salt Meats	
S P Bellies	31 00 @ 32 00

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

Smoked Meats	
Hams, 14-16 lb.	@ 31
Hams, 16-18 lb.	@ 30
Hams, 18-20 lb.	@ 29
Hams, dried beef sets	37 @ 38
California Hams	21 1/2 @ 22
Picnic Boiled	
Hams	31 @ 32
Boiled Hams	41 @ 42
Minced Hams	20 @ 21
Bacon	38 @ 46

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14 @ 15
Veal	11
Tongue	11
Headcheese	14

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

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

Tripe	
Kits, 15 lbs.	90
1/2 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	85
Beef, round set	19 @ 20
Beef, middles, set	45 @ 55
Sheep	1 15 @ 1 35

Uncolored Oleomargarine	
Solid Dairy	23 @ 26
Country Rolls	28 @ 29

Canned Meats	
Corned Beef, 2 lb.	6 50
Corned Beef, 1 lb.	3 75
Roast Beef, 3 lb.	6 50
Roast Beef, 1 lb.	3 75
Potted Meat, Ham	
Flavor, 1/2	55
Potted Meat, Ham	
Flavor, 1/2	96
Deviled Meat, Ham	
Flavor, 1/2	53
Deviled Meat, Ham	
Flavor, 1/2	1 00
Potted Tongue, 1/2	56
Potted Tongue, 1/2	1 00

RICE	
Fancy	
Blue Rose	10 @ 11
Broken	

ROLLED OATS	
Monarch, bbls.	10 25
Roll'd Avena, bbls.	10 60
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	5 10
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20

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

SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 25
Wyandotte, 100 1/2	3 00

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

SALT	
Solar Rock	
56 lb. sacks	50

Common	
Granulated, Fine	2 10
Medium, Fine	2 20

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

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

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

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

Mackerel	
Mess, 100 lbs.	22 00
Mess, 50 lbs.	11 65
Mess, 10 lbs.	2 60
Mess, 3 lbs.	2 05
No. 1, 100 lbs.	21 00
No. 1, 50 lbs.	11 10
No. 1, 10 lbs.	2 60

Lake Herring	
8 lbs.	

SEEDS	
Anise	38
Canary, Smyrna	18 1/2
Caraway	80
Cardamom, Malabar	1 20
Celery	50
Hemp, Russian	8
Mixed Bird	12 1/2
Mustard, white	30
Poppy	80
Rape	15

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

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

SOAP	
Lautz Bros. & Co.	
Acme, 100 cakes	5 50
Rig Master 100 blocks	6 00
Climax	5 00
Queen White	5 90
Oak Leaf	5 50
Queen Anne	5 50

Proctor & Gamble Co.	
Lenox	5 00
Ivory, 6 oz.	6 00
Ivory, 10 oz.	9 30
Star	4 90

Swift & Company	
Swift's Pride	5 00
White Laundry	5 65
Wool, 6 oz. bars	5 60
Wool, 10 oz. bars	9 40

Tradesman Company	
Black Hawk, one box	3 75
Black Hawk, five bxs	2 70
Black Hawk, ten bxs	3 65

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

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

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

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

SODA	
Bi Carb, Kegs	3 1/4

SPICES	
Whole Spices	
Allspice, Jamaica	@ 10
Allspice, lg. Garden	@ 11
Cloves, Zanzibar	@ 55
Cassia, Canton	@ 20
Cassia, 5c pkg. doz.	@ 35
Ginger, African	@ 15
Ginger, Cochiti	@ 20
Mace, Penang	@ 90
Mixed, No. 1	@ 17
Mixed, No. 2	@ 16
Mixed, 5c pkgs. dz.	@ 45
Nutmegs, 70-8	@ 50
Nutmegs, 105-110	@ 45
Pepper, Black	@ 32
Pepper, White	@ 40
Pepper, Cayenne	@ 22
Paprika, Hungarian	@ 45

Pure Ground in Bulk	
Allspice, Jamaica	@ 16
Cloves, Zanzibar	@ 55
Cassia, Canton	@ 20
Ginger, African	@ 15
Mace, Penang	@ 90
Nutmegs	@ 35
Pepper, Black	@ 35
Pepper, White	@ 43
Pepper, Cayenne	@ 30
Paprika, Hungarian	@ 45

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



## FOUR HUNDRED YEARS AGO.

## Crude Methods Then Used By Candy Makers.

In the latter part of the 16th century, sugar, which had been introduced by the Spaniards into America in 1520, was already being produced there in sufficient quantities to be exported to Europe. This new supply gradually led to new methods of refining and manufacturing it, and to its much more extended use.

It must have been imported in a very crude state. About all the planters did was to crush the cane under a wheel which was worked by negro slaves, boil the juice in a huge pot, dip it into jars and set the jars in the sun until the sugar was formed. There seems to have been not even a hole in the bottom of the jars for the molasses to drip through, and even claying seems not to have come in until later. The sugar must therefore have reached Europe as a black and rather sticky mass, nor were there at first any refineries outside of Venice and one or two other cities.

The confectioners, sugar bakers, and pharmacists therefore refined most of their sugar themselves. This is illustrated in a cut belonging to the second half of the 16th century. The sugar baker has placed the raw sugar in an open pan, and is boiling it over a little charcoal fire, presumably skimming it as the operation proceeds. Probably the chief method of refining sugar was such reboiling and skimming. The same cut, however, shows several sugar cones, which are an indication of the method of refining sugar by putting it in a conical jar and allowing water to drip through it and carry away the molasses.

At about this time, however, we find it recognized that sugar acts differently under different degrees of boiling. Five or six different forms of boiled sugar seem to have been distinguished. The tests, of course, were very simple. The boiling sugar was called smooth when a drop placed between the thumb and finger would scarcely stretch when they were separated. Pearled was to designate when it would stretch as far as the thumb and finger would. Blown was when sparks or bubbles could be blown through the skimmer with the breath. Feathered was so-called when bubbles rose and stuck together in flakes. When it stuck to the teeth like glue, it was called crocked, and the test for caramel was when it was boiled sufficiently not to stick at all.

It seems to be impossible to find any pictures of that date, of shops which were exclusively candy or confectionery stores. This is probably because there were few such stores then in existence, which was partly due to the fact that the term confectionery still embraced many things which we would hardly include at present. Thus one author of a little later date says that his book covers "the various branches of confectionery; as candying, conserving, preserving, and drying all sorts of flow-

ers, fruits, roots, etc. Also jellies, composts, marmalades, and sugar-works."

Some of the sugar recipes of the period are decidedly interesting.

Sugar candy was made by boiling till brown, pouring it over sticks in a pot, in which it was let stand 14 or 15 days in a stove; then pouring in hot water, and the next day breaking the pots in order to take out the candy on the sticks.

Sugared roses, which seem to have been one of the highest-considered confections of the time, were made by taking roses of a deep red color, drying, pounding, and sifting them, and mixing them with sugar. This was then wet with water, and set in a pan over coals where it was boiled. Powder of roses was then stirred in until the mixture was very red. It was then left to cool, after which it was ready to lay aside for subsequent use.

Candied fruits were then probably the most prized as well as the best known form of confectionery. There is a picture by Veronese dating from the latter part of the 16th century illustrating the service of candied cherries in Italy. A remarkable detail of the scene is that a fork was served with them by which to pick them up. This is one of the earliest pictures of the use of a fork at the table, and the records show that forks were first brought into the table service in order to handle the more or less sticky confections and pastries. People seemed content to eat meat with their fingers for almost another century. In this same picture it will be noticed that there is only one fork served with the cherries, and not one for each individual.

A much larger proportion of confectionery than at present was made by the confectioners and pastry cooks of the nobility, and of course never reached the market at all. There were, however, confectioners and pastry cooks who had a little business of their own, although, as already explained, they handled many

things besides what we call confectionery.

These were organized into guilds which had special arms and livery in the same manner as the guilds of the period.

In the guilds an apprenticeship of probably seven years was required, during which the boy received his board and clothes, but only a few dollars a year for spending money. After his apprenticeship he became a journeyman for three years or more, during which he often traveled from one city to another to learn the new methods of the trade. Then upon paying the customary fee, the journeyman could become a master, although in some places it was also obligatory to produce a "masterpiece" which should be in itself novel, and showed a thorough understanding of the craft.

The guilds differed in many ways from the trade unions of the present time. They included both masters and workmen, all occupied in the trade in one city. But the guild in each city was entirely separate from the guild of the same trade in other cities. In many places all of the important guilds of the town were represented in its government. In fact, it is hardly too much to say that in general the control of the

Medieval cities was in the hands of the trade guilds.

The guilds offered several advantages to their members. They loaned money to them without interest, and enabled them to combine for import and export ventures. On the other hand, each guild master was supposed to pay the same price for his raw product, and to sell similar goods at the same prices. The only competition was expected to be in quality.

There were few guilds composed exclusively of confectioners, because these were so small in number that they were usually combined with either the pastry makers or pharmacists, who in fact usually practiced the trade of confectionery as well as of baking or pharmacy.

The candy of the time was usually sold in the pastry or cake shops, pharmacies, or spiceries. The spicery occupied part of the field which is filled by the grocery at the present time. The vegetables which are now handled at the groceries, were then sold in public markets, largely by the people who raised them. This left the spicery to deal in the imported articles such as spices, salt, and sugar. Inasmuch as they handled sugar, it was easy to handle the candies, lozenges, and other forms of sugar

## 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



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

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

**ONE THRIFT STAMP**  
Eight cakes of shaving soap; or  
One gallon of gasoline.

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

**THREE THRIFT STAMPS**  
A pair of khaki breeches; or  
A mess kit.

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

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

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

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

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

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

**TEN THRIFT STAMPS**  
Bacon for one soldier for a whole month; or  
A pair of arctic.

**ELEVEN THRIFT STAMPS**  
A pair of woolen olive drab trousers; or  
A pair of woolen olive drab breeches.

**TWELVE THRIFT STAMPS**  
An olive drab flannel shirt.

**THIRTEEN THRIFT STAMPS**  
A mattress for a hospital bed.

**FOURTEEN THRIFT STAMPS**  
A poncho (rubber cape) for the soldier when it rains.

**FIFTEEN THRIFT STAMPS**  
A pair of campaign shoes; or  
A standard safety razor.

**SIXTEEN THRIFT STAMPS**  
A slicker (oiled coat).

**ONE WAR SAVINGS STAMP**  
One hundred rifle bullets; or  
Fresh potatoes for four soldiers for a whole month.

**TWO WAR SAVINGS STAMPS**  
A blanket and a pair of field shoes; or  
A ton of anthracite coal.

**THREE WAR SAVINGS STAMPS**  
A gas mask for the soldier in the trench; or  
Subsistence for one soldier for a whole month.

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

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

**SIX WAR SAVINGS STAMPS**  
A medium sized pyramidal camp tent.

**SEVEN WAR SAVINGS STAMPS**  
The monthly pay of a private soldier on duty in the trenches.

**EIGHT WAR SAVINGS STAMPS**  
A large Army camp tent.

**NINE WAR SAVINGS STAMPS**  
Subsistence for a company of 200 men for one day.

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

This Space Contributed by the Diamond Match Company.



which could be kept indefinitely. An illustration of a spicery of the 16th century indicates that the favorite receptacle for the purpose was the round jar.

There were, however, probably more pharmacies and cake shops, than spiceries, and both for this reason, and because they also manufactured candies, they must be considered more important in a history of confectionery.

### "Glass" in Bread.

When the use of wheat substitutes in bakers' bread became general considerable agitation was aroused by reports that consumers were finding ground glass in bread. From time to time such reports are likely to persist owing to the fact that the same conditions will probably continue. In view of this it is of considerable interest to review the bulletin published by the Indiana State Council of Defense under the supervision of Dr. H. E. Barnard, explaining just why these erroneous reports were circulated. This bulletin says that almost without exception authorities have been unable to verify the rumors of glass in bread, and in endeavoring to explain this exhaustive investigations and experiments were made. The bulletin says:

"Corn flour under the microscope shows many hard, flinty pieces of the endosperm (germ), which have a very glassy appearance. When baked in a quick oven some of these particles retain their glasslike appearance, although in the ordinary process of baking this appearance is lost. This is the explanation given by experts employed by the International Union of Bakers and Confectionery Workers.

"In bran flours a nervous person might easily fancy that particles of the hard outer husk were glass. And dextrine sometimes solidifies into a hard, transparent mass, which might be mistaken for glass.

"The natural conclusion is that most of the people who reported having found glass in their bread were deceived by the appearance of the new materials."

### Dishonest On Its Face.

Apropos of the "Dictated but not read" nuisance, why not try the following which I have found worked well in several instances?

Take a blue pencil, or I should say a blue lead pencil? (But let the point pass, you know what I mean.) Write across the face of the letter the following: "If this letter isn't important enough for you to read, I don't see why I should waste my time over it." Then mail it back.

Not infrequently, "Dictated but not read" is used because the other fellow wants to hold you to the deal if he finds it to his advantage and back out on the ground of a stenographer's mistranscription if he does not. Such a letter is dishonest on its face. By sending it back, the chances are that you will avoid any trap.

H. Gerald Chapin.

Some people will be disappointed if they get to Heaven and can't find anything to find fault with.

### THE AMERICAN FLAG.

When Freedom from her mountain height  
Unfurled her standard to the air,  
She tore the azure robe of night,  
And set the stars of glory there.  
She mingled with its gorgeous dyes  
The milky baldric of the skies.  
And striped its pure celestial white  
With streakings of the morning light;  
Then from his mansion in the sun  
She called her eagle bearer down,  
And gave into his mighty hand  
The symbol of her chosen land.

Majestic monarch of the cloud,  
Who rear'st aloft thy regal form,  
To hear the tempest trummings loud  
And see the lightning lances driven,  
When strikes the warriors of the storm,  
And rolls the thunder-drum of heaven,  
Child of the sun! to thee 'tis given  
To guard the banner of the free,  
To hover in the sulphur smoke,  
To ward away the battle stroke,  
And bid its blendings shine afar,  
Like rainbows on the cloud of war,  
The harbingers of victory!

Flag of the brave! thy folds shall fly,  
Thy sign of hope and triumph high,  
When speaks the signal trumpet tone,  
And the long line comes gleaming on.  
Ere yet the life-blood, warm and wet,  
Has dimm'd the glistening bayonet,  
Each soldier eye shall brightly turn  
To where thy sky-born glories burn;  
And as his springing steps advance,  
Catch war and vengeance from the glance,  
And when the cannon-mouths loud  
Heave in wild wreaths the battle shroud,  
And gory sabres rise and fall  
Like shoots of flame on midnight's pall;  
Then shall thy meteor glances glow,  
And cowering foes shall shrink beneath  
Each gallant arm that strikes below  
That lovely messenger of death.

Flag of the seas! on ocean wave  
Thy stars shall glitter o'er the brave;  
When death, careering on the gale,  
Sweeps darkly round the belled sail,  
And freighted waves rush wildly back  
Before the broadside's reeling rack,  
Each dying wanderer of the sea  
Shall look at once to heaven and thee,  
And smile to see thy splendors fly  
In triumph o'er his closing eye.

Flag of the free heart's hope and home!  
By angel hands to valor given;  
The stars have lit the welkin dome,  
And all thy hues were born in heaven.  
Forever float that standard sheet!  
Where breathes the foe but falls  
Before us,  
With Freedom's soil beneath our feet  
And Freedom's banner streaming o'er us?

Joseph Rodman Drake.

### Farmers in Morning—Merchants in Afternoon.

With a big fruit crop staring them in the face and with labor shortage already becoming serious, California cannery makers are making some rather unusual plans for meeting a labor shortage. The merchants of Exeter, Cal., where a cannery is operated by Hunt Bros. Company, of San Francisco, are reported to have decided upon tentative plans for a change in the hours of business by abandoning business during the morning hours during the critical harvest period, thus permitting the clerks to work in the fields and orchards. Under this arrangement stores would not open until 1 o'clock p. m. In other communities registration bureaus have been opened and the name of every available man, woman and child has been recorded. Automobiles have been registered and workers will be taken from the cities to the orchards and fields where their services are most needed. High wages that are offered are expected to prove an attraction and it is believed that the big fruit crop will be harvested with no more loss than usual. Canning concerns have fitted up splendidly appointed camping grounds in many places, and working conditions have been greatly improved over anything in the past.

The clerk who is disloyal to his employer has no claim on that employer that the latter is bound to recognize.

## 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—Seven acres land. New house and barn. 200 apple trees, bearing. Trees set in 1909, 1910 and 1911. Four miles west of Kalamazoo. Wm. Johnson, Route 9, Kalamazoo, Michigan. 870

For Sale—Stock general merchandise, invoicing about \$2,800. Doing good business. Good reason for selling. A. J. Gambell Co., Clayton, Michigan. 871

We can sell your business for cash, no matter where located; no publicity. Describe fully in first letter. All correspondence confidential. Herbert, Webster Bldg., Chicago, Illinois. 872

Fine bakery; two good restaurants for rent or sale (terms). Splendid locations, modern equipment, living rooms. Write now. Box 127, Chrisman, Illinois. 873

For Sale—Hardware stock and store; building in best farming section in state; good line of hardware, stoves, paints, oils, etc., tin shop and plumbing; price right. Death of owner reason for selling. Don't waste stamps unless interested. E. F. Henne, Saline, Michigan. 874

For Sale—Crockery and bazaar stock Address Lock Box 552, Harbor Springs, Michigan. 875

For Sale—Small stock light hardware and tools, also some notions. Inventory about \$700. H. W. Rank, Eaton Rapids, Michigan. 876

Wanted—Registered pharmacist or experienced drug clerk. Good wages, hours and steady position for right party. Schrouder's, Grand Rapids. 877

For Sale—General merchandise and hardware stock; general merchandise invoices about \$15,000; hardware, \$12,000; will sell separately; either one or both can be reduced \$5,000; will sell or rent buildings, furniture and fixtures. Retiring from business. Write for particulars. Bohnet Bros. & Co., Fessenden, North Dakota. 878

For Sale—To close an estate, we offer for sale our established business in the heart of the resort region. First-class stock of general merchandise; also buildings for sale or rent. Stock and fixtures will inventory about \$6,000. Estate of F. E. Martin, Indian River, Mich. 885

For Sale—My stock of implements, harness, hay and feed. Will invoice about \$4,500. Located in good territory with no competition. 1917 sales were \$42,817. Health conditions, reason for selling. Investigate if interested. J. M. McFarren, Rapid City, Michigan. 879

Wanted—First-class meat cutter. Not in the draft. Must furnish references. Good salary. Address Sanitary Cash Market, Junction City, Kansas. 884

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. 888

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. 884

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

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

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 furnishings 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—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

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

### 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.

Bell Phone 596

Citz. Phone 61366

**Joseph P. Lynch Sales Co.**  
**Special Sale Experts**

**Expert Advertising—Expert Merchandising**  
44 So. Ionia Ave. Grand Rapids, Mich.

## 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.**



### WHAT AMERICA IS DOING.

For the past year the servile newspaper press of Germany, intimidated by the iron rule of the Kaiser, has been repeating these statements:

1. That American troops would not be sent to France.
2. That if they did set sail they would be sunk on the way by German U-boats.
3. That if any American soldiers did succeed in getting through, they would be of such inferior material, so poorly trained, that they would amount to nothing in a military sense.

Those illusions, or pretenses, are now all dispelled. Even before the recent fierce fighting in which the Americans more than held their own with the best German troops, officers of the German army had reported that the American units were not to be despised. Since then the test of actual battle has spoken for itself. And on the larger aspects of America's share in the war, more than one German newspaper has confessed that, if numbers are to win the war, the United States are contributing to the Allies the necessary margin of man power.

It is not at all a case for boasting by the universal Yankee nation. We must keep our sense of proportion right. Some of the military correspondents in France of our newspapers gave the impression, unwittingly, that the recent great victory was won mainly by the American army, the French, as it were, merely going along with it. This is not, of course, the view of our General Staff or of the Washington Administration, nor is it the view of our people. They know very well what is happening. The long war has given them the true perspective. They understand that the American military role has so far been supplementary and subordinate in the fighting; that we are to pledge our man power and bring it to bear as it may be needed. This is the chief reason for the extension of our draft ages, and its quiet acceptance by the country. It is not that all the selectives are to be called out at once. Secretary Baker explains that the immediate plan is to have 1,000,000 men constantly under training in the camps. Out of that reservoir the armies overseas can be steadily fed. For the rest, the Government and the people of the United States are simply serving notice on Germany that all we have will be thrown, if need be, into the great struggle for human liberty.

In other lines than the direct raising and equipping of armies is American effort gathering momentum. Our financial resources have been mobilized effectively, and are ready to meet the further strain upon them. In aviation, there is good reason to believe, the early delays and mistakes will soon be forgotten in the presence of quantity-production on an enormous scale. It is predicted by men in a position to know that in a couple of months Americans will be rivaling in airplanes what they are already doing in ships. The launching recently of the first ship

in what will speedily be the greatest shipyard in the world is a reminder of what American foresight and money and organizing skill and energy can do when really applied to war. And in this matter of shipbuilding we have, of course, the satisfaction of knowing that American effort will bear fruit long after the war is over. We are producing ships not only to transport troops and army supplies, and to defy the submarines, but ships which will remain a great national asset. Other forms of capital thrown into the furnace of war are burnt up. The vast sums put into shipbuilding will yield a great return while the war lasts and a still greater when peace comes.

A survey of what America is doing and sacrificing in order to help win the war should not lead to a feeling of foolish complacency. We have not yet been cut to the bone as Great Britain has been, nor made to know by experience the anguish of heart which has made heroic France beautiful in our eyes. In the future, much heavier burdens may be laid upon this country. They certainly will be if the war goes on another year. So that what we need is not so much to nourish our pride on what we have already accomplished, as to brace our minds and steel our wills for what remains to be done. The aim of the nation is clear and its determination is fixed—to do and bear all that may be necessary to achieve and cherish a just and lasting peace.

Our soldiers seem to be getting on wonderfully well with their Australian comrades in arms. Out of "the tragedy of a world at strife" more such friendships are flowering than otherwise there could have been. Germany has always felt great distress over the inexplicable manner in which we live side by side with the Canadians without planning to fight them. That we are now even more friendly with them than before, that we actually failed to endeavor to destroy their homes, left defenceless, must cause her to brood and grieve. German sentimentality is said to be such that a German will weep at the mention of the word "woodland," but we suspect that this is only when the woodland belongs to a dweller in a neighboring country. Germans must weep now at our foolish improvidence in making friends of people whom we might have injured and whose lands we might have taken. Friendships are being formed, not alone by armies, but by races. The Japanese do not seem to be going for us tooth and nail, our negro regiments are fighting in France as are Sikhs and Senegalese. Language and rank in civil life, have proved no bar. In combating their worst enemy the Allies have made their best friends. Germany has done us a great good against her will, creating understanding where she hoped to sow mutual hatred; and one cannot but think with what amazement she must behold this sort of grain rising from soil harrowed for a different crop.

### THE FORCE OF ARMS.

The carnage of war, the deaths by sword, bullets, gas and brutality do not conquer. What if Germany by force of her years of preparation in the refinement of ruthless frightfulness should gain her goal, would this bring her a realization of her aims and the conquest of the peoples with whom she is at war?

It would not. For forty years France refused to acknowledge the right of Germany to occupy Alsace and Lorraine. There is no possibility of Germany winning the regard of the Russians or any of the other countries whom she has overrun. The sword has never conquered. It has for a time held people in submission, but its tenure is of slight purpose. The right always in the end prevails.

There are those who profess to believe that human nature has not changed since the days of Babylon, when kings made war for the mere pleasure of conquest. But human nature has changed. We are slowly progressing. It was only fifty years ago when preachers maintained that slavery was sustained by Biblical precepts. It was but a few years ago that it was popular to believe that it was every man's privilege to get drunk at a common bar. This whole universe is in travail to bring forth the perfect man. Progress may seem to be slow, but measured in the light of events and the fact that time, measured by a Great Intelligence, is but as a tick of the clock, it is, in the words of the day, "going some," and the sword will not change the ultimate results, it is only an incident in the great drama of life.

### COTTON AND COTTON GOODS.

It is easy to lay too much stress on the quick and violent fluctuations in cotton quotations which have been in evidence on the Exchanges for several months. There is always an ostensible reason, such as a lack of rainfall in certain sections, a bit of profit-taking, or the covering of "shorts." For those concerned in the actual buying and using of cotton, however, the main and satisfactory thing is that there will be plenty of material available. Nor does it appear that the consumption in the mills here and abroad will show any great increase unless something unforeseen occurs. In the goods market, one of the principal happenings was the fixing of prices on certain fabrics by the Government. These show a comparatively slight reduction from those recently quoted. It was hardly to be expected that any substantial cut would be made because production costs had not been figured out. So the figures given were virtually those which producers' committees had agreed upon. They are, however, merely temporary. October will show new prices, presumably on a lower level. During last week the trade was much interested in a circular issued by Marshall Field & Co., of Chicago, offering cotton goods at prices below those of the primary markets. What especially attracted attention was the statement that the

offerings had been accumulated some months ago, and it caused some surprise that this had been possible when so many merchants found it difficult to secure deliveries. Maybe the mills were not so overrun with work as they professed to be.

### BILLY SUNDAY BALKED.

Some time ago when Billy Sunday expressed a desire to go to France, the authorities ruled that his presence at the front was not essential to the successful conduct of military operations. Now the War Industries Board at Washington has ruled that "Billy" is not an essential war industry and has refused to grant priority to the lumber necessary for building a contemplated revival tabernacle at Providence. At first sight this would be rather unwise and ungracious treatment of a potential force for winning the war. The evangelist's loyalty was demonstrated during his late stay in New York City, and in the whipping up of war spirit he has probably done more than any man in the country with the exception of Theodore Roosevelt. Perhaps the Government felt that the Sunday method behind the lines in France would be a little too strenuous for tired men just back from the trenches, and that the war industry at home might profit if audiences gathered in the munition factories and Red Cross centers instead of the Sunday tabernacle.

An article in the London Spectator asking immediate steps for the freeing of the slaves in German East Africa, reminds us how tenaciously one great evil retains its hold in various parts of the world. Slavery has been dead in the English-governed islands of Zanzibar and Pemba, off the coast of German East Africa, for nearly ten years, although there as well as on the mainland Mohammedan law and custom stood in the way of emancipation. Estimates of the number of slaves in German East Africa vary between 85,000 and 180,000. Although the spectator speaks with justified indignation of the German attitude towards the natives, it is only fair to point out that some steps had been taken toward the abolition of slavery. In 1905 it was decreed that no native could thereafter be born a slave, and avenues were opened by which slaves could earn money and purchase their freedom. A few months before the declaration of war the Reichstag passed a resolution demanding that serfdom be ended before 1920, but the government objected that it would be dangerous to fix a definite date. England might reasonably be expected to hasten the process of emancipation. No other country has so long or strong a tradition of hostility to slavery.

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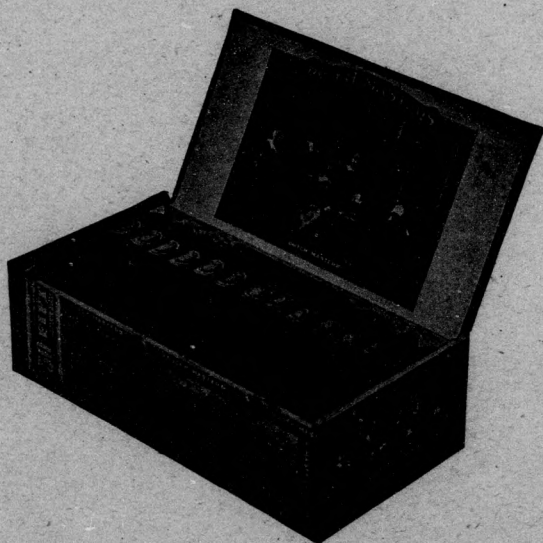
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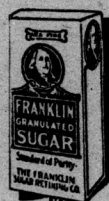
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