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MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 21, 1918

Number 1822

GOD, HEARTEN US!

God, help us in this awful hour

To check our bitter tears, that we

Who pay the price may find the power

To bend clear-eyed and worship Thee!

That we may bear ourselves like men,

Though, day by day, the lists grow long

Of them we shall not see again;

God give us faith to keep us strong!

God, hearten us that we may be,

In these dread deeps of war and woe,

Courageous, calm; convinced that we

Shall find Thee where our heroes go.

God grant us smiles who long to weep!

God stir our saddened souls to song!

If we be brave, they'll sweeter sleep

Who died because Thy world went wrong.

Edward S. Van Zile.



A Popular Leader for
Conservation Flours:

Fleischmann's Yeast

Easy to handle
Always reliable!
Never a come-back!

It Pays to Handle Fleischmann's Yeast

THE FLEISCHMANN COMPANY

Why Travel?---Talk



Our LONG DISTANCE LINES
reach 250,000 telephones in the
State, also points outside.

"It is cheaper to telephone than
travel," is more true today than
ever before.

**USE CITIZENS
TELEPHONE COMPANY'S SERVICE**

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of.

STANDARD OIL COMPANY
(INDIANA)

Chicago

U. S. A.



You Pay More Now to Wrap Loose Sugar

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

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

The Franklin Sugar Refining Company
PHILADELPHIA

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



Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

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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

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THE CHAIN STORE MENACE.

That there is something truly serious in the status of the independent retail grocer is evident from the remarks of President Stix, of the New York Wholesale Grocers, at the retailers' convention last week, published on pages 20 and 21 of this week's edition.

If chain stores are the answer of store evolution, no one can gainsay them. If cheapness without service is what the general public want, we must segregate commodities from service and accommodation and let each patron have what he is willing to pay for. But if such variations in potential cost arise from discriminatory prices and favoritism on the part of jobber or manufacturer, it may be a good time, while we are doing a wide variety of unusual and sensational things under governmental domination, to enquire into the basic fairness of it all and perhaps apply a remedy.

The right to buy at the best price one's trading shrewdness will produce is too old to be challenged as a principle. If chain stores can buy in quantities cheaper than the individual, it would seem to be their right to do so, but if the Government is to undertake—as it is of late—to ensure fairness and equity of opportunity, manifestly there is something wrong in the fact that two kinds of stores can—or do—sell at such discrepancies in price. With a list much more widely spread over the range of groceries selling to consumers at less than or the same as the retailer pays, it is easy to see that he will have rough sledding, even if he does manage somehow to pull through.

CHECK MAIL ORDER SALES.

Mail order houses which do an interstate business have been requested 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.

Until now mail order houses have been taking orders for 25 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 10 or 15 pounds at a single purchase, but a resident of one of these states has been able to obtain 25 pounds by merely mailing his order to a city in another state.

The Kaiser's disgusting plaint about the Allied air raid on Frankfort will not convince even the generally misinformed German people. Germans have read too often gloating accounts in their own newspapers of successful attacks on the "fortified" cities of London and Paris, and they must realize that two can play at this game of frightfulness. They could not have gambled forever on the long suffering of the Entente, but must have expected that reprisals would be provoked sooner or later against their own "fortified" cities. Civilized people hoped that the Allies might be able to refrain from meeting frightfulness with frightfulness. But it has become evident that Germans will understand no language but German. This can now be gathered from the Kaiser's woe-begone remarks. Is it perhaps possible that the cessation recently of attacks on Paris and London has had anything to do with a realization in Berlin that our fliers are both able and, at last, willing to repay in kind?

The Government Fisheries Bureau is pleased over the discovery of vast and hitherto unknown beds of clams off the coast of Central Alaska, not far from Cordova. They are "razor clams," different from those to which we are accustomed in the East, although razor clams of a smaller size are found off Long Island. Quantities of this new Alaskan variety have been put up, minus the shells, in cans. One bed is sixty miles long and from three to five miles wide.

Last year California produced half of the beans grown in the United States, but canners say that it is extremely difficult to market California-packed beans in their own State. Huge quantities are shipped East to be canned, and when brought back meet with a ready sale. A similar state of affairs exists in the canned milk business, the State being a large producer, but sending much of its product away, while canners in other states find a market in the State.

Throwing mud at a good man soils one's hands.

A SELLERS' MARKET.

Perhaps the most noteworthy happening of the last week in mercantile circles was the slacking up in retail business in this and other large cities. It is not unusual at this time of year because this is between seasons, but there has been a little more marked falling off than usual, partly due to the excessive hot spell. The uncomfortable temperatures have caused a postponement of the buying for fall. Perhaps, too, more persons are beginning to realize that hot weather usually extends into October and that only conventionality puts down August as the last of the summer months. Possibly, too, one of these days, when this idea spreads, even the annual holocaust of straw hats may be postponed long beyond the middle of September if the weather so warrants.

While reports to the mercantile and credit agencies show a perceptible decrease in purchases, especially in this district, collections have been a little better than usual. This not only indicates a purpose to keep on the safe side so far as indebtedness goes, but is an evidence of good business sense. Just so long as it continues to be a sellers' market, it will be to the advantage of buyers to be prompt in their payments. Customers do not have to be sought nowadays quite so much as supplies, and nothing is more natural than that preference in deliveries should be given to those most prompt in paying for what they buy.

Reports of popular unrest in Japan under the pressure of food scarcity have hardly prepared us for an outburst so violent and widespread as to assume at once a political character, and lead the Government to shut down on the press. The underlying cause is obviously profiteering on a scale unapproached in any of the other belligerent countries. Japan, during the first three years of the war, enjoyed a degree of prosperity comparable to our own, whereas her war costs have been trifling compared with that of any other belligerent nation. If, nevertheless, there is dire want among the masses of the population, the reason is that utter selfishness and lack of foresight have kept the new-rich classes from sharing their profits with the workers in the form of higher wages. On the part of the government there has been manifest weakness in permitting such a dangerous and unjust condition to persist. On a magnified scale it is what has been going on in the neutral countries of Europe, where a fair distribution of the enormous gains made out of trading with the belligerent nations should have brought

a high level of prosperity, but where the same phenomena of huge new fortunes on one side and the masses staggering under inflated prices on the other confront us. The Japanese have seemingly mastered the methods of ruthless Western capitalism with characteristic thoroughness.

Forecasts of the findings in the aeroplane investigation conducted by the Department of Justice indicate another season of squalls, sultry depression, and charges of general breakdown. But we may hope, and there is ground for more than hope, that, like our forces in France, like shipping, like the Browning machine guns and the army rifle, the story of aeroplane failure will refer to the past, and that immediately upon the heels of bad news will come the concrete story of actual achievement. Perhaps there has been criminal waste in the aviation programme. Almost certainly there has been waste of a more excusable kind, because of an inevitable kind. That we shall ultimately solve the aviation problem goes without saying.

The coming orange crop for California, particularly so far as concerns navels, does not show as good promise as a few weeks ago. As a whole, in Southern California, which is the main navel district, general reports seem to indicate about three-fourths of the 1916-17 crop, which was, however, the biggest output yet had. Reports from Central California indicate from 50 to 75 per cent. of a crop of navels. Valencias and other seedling varieties show a materially better outlook than with navels.

Indignation of Austrian Jews at the refusal to allow the entry into Germany of Jewish laborers from the East appears to be rather misdirected. This action was not inspired mainly by anti-Semitism, but by fear of revolutionary propaganda which might be disseminated throughout the Kaiser's empire by that element of the workingmen of Poland, Russia, and the Ukraine which has been foremost in promoting rebellion against despotism and autocracy. Jews of the industrial Russian proletariat have been leaders in the uprising against the Czar, as well as the later extreme Bolshevik movement. The Prussians do not intend to have these Jews enter Germany and spread there discontent and inspire revolt. Hence the government which has found it possible to work in partnership with the Mendelssohns and the Ballins, promulgates this new order against Jews.

LATE FOOD RULINGS.

Drouth In Southwest Changes Meat Rules.

Lansing, Aug. 20—The extreme drouth in Texas, Oklahoma and other sections of the southwest, which also affects Montana and certain areas in adjacent states in the northwest, is endangering the meat herds in these great cattle producing sections. Mr. Prescott continued. As an immediate result the present cattle runs are 50 per cent. heavier than in the corresponding period of last year. The larger part of this stock is below the most desirable market weights and would normally remain on the ranges until it had attained a larger growth. So far as is practicable these cattle are being moved to sections where conditions of grass, grain and water are more favorable. The surplus must, however, be handled.

The Food Administration therefore is for the present releasing the meat restrictions. The programme is about a month earlier than was originally contemplated. It is desired, however, to continue the same careful regard for economy in beef and in all essential foods as a measure to safeguard the future.

There is always a liberal run of the lighter cattle at this season of the year, but the present supply is excessive. Practically all of the heavier and fatter cattle are more needed for export purposes for our own armed forces and those of our Allies, because on account of their thickness and fatty covering they are less subject to deterioration during transfer from cars to ships and freezers, when they are not protected by refrigeration.

In rescinding regulations which prohibited public eating places from serving beef more than once a day, and in releasing the householders from their voluntary agreement to curtail purchases to 1-2 pounds per week, including bone, the Food Administration requests that this freer use of beef be restricted so far as practicable to the cattle which dress under 475 pounds. To achieve this, the retail meat markets are asked to specialize in the use of these lighter cattle, and families and patrons of all public eating places are requested to patriotically accept beef of this weight, even though they have heretofore been accustomed to using the heavier beef only.

The desire of the Food Administration at present is not primarily to increase the consumption of beef as a whole, but to induce a preference in favor of the lighter weight cattle, of which we have an abnormal surplus. This will bring about a conservation of the heavier cattle needed for our soldiers and for export to our Allies. At the same time it will afford a measure of protection through increased outlet for cattle raisers in the drought afflicted areas.

Geo. A. Prescott,
Federal Food Administrator.

Daily Sugar Ration 6 2-5 Level Teaspoons.

Lansing, Aug. 20—Subtract one pound of sugar from three and divide by thirty and you have your new daily ration—1 1-15 ounces, or 6 2-5 level teaspoons. Don't throw away the fractions, please; reduce to whole numbers at the end of the month and you will have twelve teaspoons of sugar.

Do a little figuring on this new sugar ration of two pounds for ninety meals and, when you put your head to it, you will find the answer to the problem. There is a cafeteria in the U. S. Food Administration building in Washington that managed to make 50 pounds of sugar do for 6,000 meals. This ration covers the use of sugar for all purposes, including tea, coffee, deserts and in cooking. Most

of the deserts contain such substitutes as honey, maple and other syrups; the use of white sugar is confined almost exclusively to tea and coffee.

The cafeteria has used sugar at the rate of one pound for 120 meals and the Food Administration has asked the housekeeper to cut to two pounds per person, or one pound for forty-five meals. It can be done.

Geo. A. Prescott,
Federal Food Administrator.

Fighting With Sword of Thrift.

Lansing, Aug. 20—The German women are fighting desperately with the sword of thrift. Shall we refuse to take this sword and fight with it also? Extravagance costs blood, the blood of heroes. Thrift saves lives, the lives of heroes.

Extravagance does not always mean the spending of money needlessly. It means also eating food needlessly, especially wheat, sugar, fats and meat, which are the foods Uncle Sam needs for his soldiers.

It is doubtful whether the ordinary civilian realizes what quantities of these foods are needed to support just our own soldiers, to say nothing of feeding the Allied armies and those millions of people behind the lines left destitute and absolutely dependent on Uncle Sam to feed them.

A soldier needs more food than the ordinary civilian because his life is more strenuous. Moreover, his whole diet must be made practically from wheat, meats, fats, sugar, condensed milk and coffee, for excepting a few varieties of canned vegetables, these are the only foods that it is possible to ship to him from this distance. Furthermore, Uncle Sam must lay up vast reserve stores of these foods to meet emergencies—such as food lost during a battle, food sunk by submarines, foods spoiled in transportation, or bad crops next year.

Just how well fed the American soldiers are and just how well Uncle Sam is able to meet one and all of these possible emergencies depends upon how thriftily American men and women save wheat, meat, sugar and fats.

Geo. A. Prescott,
Federal Food Administrator.

New Milling Plans Adopted By Hoover.

Washington, Aug. 20—A new plan of flour-milling-profit control, to establish definite fair prices at every mill point in the United States, is announced by the U. S. Food Administration. This plan is expected to be permanent throughout the 1918-1919 crop year, with possibly some modifications under special circumstances.

Details of special interest to farmers include the following provisions: A schedule of fair flour and feed prices has been evolved, but it is expected that competition will very often result in lower prices for mill products than the "fair price" schedule.

Each invoice of the mill must have printed on it the "fair prices." Consequently it is very easy for any representatives of the Food Administration or for any buyer to know whether a mill has overcharged.

The wheat miller must display in his principal place of business (and mills, warehouses and agencies) the price schedules and package differentials furnished by the U. S. Food Administration.

After careful investigation of handling costs, the Food Administration has announced what additional charges will be considered fair for sales of wheat flour in less than carload lots. The amounts range from 25 cents to \$1.20 per barrel, depending on size and nature of transaction.

The maximum permissible margins for sales of food to wholesale and

retail dealers range from \$1 to \$3 per ton over the fair price basis.

Sales of feed to consumers must be made at reasonable margins to be determined by the Federal Food Administrator of the state in which the mill is located.

In selling wheat mill feed to the consumers at the mill, if the producer desires to buy wheat mill feed in bulk and the sacks are kept and left at the mill in undamaged condition, the miller shall not add to the purchase price any charge for sacks.

The wheat miller who receives wheat from farmers' wagons and grinds such wheat on a custom basis or exchanges it for flour or feed may charge not to exceed 35 cents per bushel for each 60 pounds of clean wheat so received. The miller is required to return to the farmer flour and feed in accordance with a specified schedule.

The maximum quantity of flour which a wheat miller may deliver to any individual consumer without special permission is 25 pounds for persons living in towns or cities and 50 pounds for residents of rural and farming communities. The regulation of the amount of flour which can be obtained in exchange for wheat, and the requirements for the sale of substitutes to individual consumers are somewhat different in different states. Information covering these regulations will be supplied by the Federal Food Administrators on request.

The entire plan is aimed at the elimination of profiteering and waste and is designed to secure the freest possible movement of the wheat crop consistent with necessary conservation.

U. S. Food Administration.

Resales of Fresh Eggs Prohibited.

Washington, Aug. 20—Under General Rule 6, governing all licensees, which prohibits resales within the same trade without reasonable justification, especially if tending to result in a higher market price, it is ruled as follows:

The United States Food Administration recognizes the following classes of dealers in fresh eggs:

Original packers and shippers.
Commission merchants and wholesalers.

Jobbers and suppliers of hotels and institutions.

Retailers.

All trading in fresh eggs must contribute toward moving the eggs in a direct line to the consumer. Sales between dealers in any one of the classes mentioned above are prohibited except as follows: Sales between wholesalers in different cities will for the present be permitted where necessary to supply the reasonable requirements of the buyer's business, provided there is an actual shipment of the goods, and provided the movement between cities is in the direction of normal crop movement from producer to consumer. In addition thereto not more than two sales of any lot of fresh eggs between dealers in Class 2 may be made without obtaining the consent of the local Federal Food Administrator if such sales are necessary to supply the reasonable requirements of the buyer's business, but more than two sales between dealers in Class 2 shall not be made without the written consent of the local Federal Food Administrator. One sale, and only one, between dealers in the same class other than Class 2 may be made without obtaining the consent of the local Federal Food Administrator if such sale is necessary to supply the reasonable requirements of the buyer's business, but more than one such sale shall not be made without the written consent of the local Federal Food Administrator.

In no case shall a dealer sell fresh

eggs to any dealer in a class further removed from the consumer than the class in which the seller is included; for example, a jobber shall not sell to a wholesaler, or a retailer to a wholesaler.

Any licensee ignoring the above ruling may expect to have his license suspended or revoked without delay.

U. S. Food Administration.

Don't Let "Dull Times" Get You.

Do you have any "dull times" in your business? Are there periods of some weeks when there is "nothing doing?"

How many weeks in a year do you and your clerks put in doing little because "this is the quiet season?"

Why should there be any dull times in your business?

You sell a large and varied line of merchandise. In your line there are goods which people are buying and using at all seasons of the year. Look through your stock and you will see lines which will keep you and your clerks employed every month and every week in the year if you will only see it that way.

There is something doing all the time. Not a week but that good sales can be made. It all depends upon your determination and push.

Many successful retailers are demonstrating that it pays to keep after trade every day of every week of every year. They know that it pays to push all the time, and pays best when competitors are not on the job.

Be one of the wise ones, and not believe in such a thing as "dull times." It is mostly in your mind anyway. Don't let the thought get you. Keep after the trade. Go after it. Do not wait for it to come to you.

Sugar Card in Effect in St. Joseph County.

Sturgis, Aug. 20—You ask me about the sugar card for St. Joseph county and I am writing you to-day, enclosing a sample of the one which went into effect yesterday. I have taken the Ingham county idea, with a few slight changes, but the arrangement is exactly the same. I did not start it as soon as Kent county, as I had the idea that with our small population—25,000 people and only eighty-five dealers—it could be worked out voluntarily. Then we are only four miles from La Grange county, Indiana, and our merchants expect to serve some Indiana customers. They all seem enthusiastic over the card system and I am in hopes it will work out very successfully.

Wm. E. VanNess,
Food Administrator for St. Joseph Co.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 21—Creamery butter extras, 46@46½c; firsts, 44@45c; common, 41@43c; dairy, common to choice, 35@40c; packing stock, 32@33c.

Cheese—No. 1, new, fancy, 27c; choice, 25@25½c.

Eggs—New laid, 48@53c for fancy and 45@47c for choice.

Poultry (live)—Old cox, 25c; fowls, 32@37c; 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, \$5.00 per bbl.
Rea & Witzig.

The sweetness of revenge may sour the best disposition.

GALLANT FRANCE.

Proud Privilege to Meet Sons of Lafayette.

Written for the Tradesman.

Gallant France!

The history of the land of Lafayette reads like a romance. It is full of more interesting events than are recorded in the history of any other nation in the world.

I remember how as a youth I pored over the sorrowful tale of Marie Antoinette who fell a victim to the guillotine in the Revolution from the red horrors of which sprung that afterward-to-be world famous soldier, Napoleon Bonaparte. Young Napoleon at the age of 26 wore the eagles of a general and a little later became First Consul and soon thereafter Emperor of France. This boy from Corsica who fought in mimic battles in his boyhood afterward famous struggles against the combined hosts of Europe.

I regarded then the first Napoleon as the greatest military genius the world had ever produced; the lapse of over sixty years has not served to alter that opinion. We here in America had the patriot Washington, the invincible Winfield Scott, and later on the rugged victor of our Civil War, U. S. Grant. The problems of Napoleon's time were not those of our American general of later date. Each filled his place, did his mission and each shines on the pages of history with equal brilliancy, but Napoleon Bonaparte was the soldier par excellence of the world.

As a boy I learned to love the French nation. I read of those battles of the First Empire as told by John S. C. Abbott, with eager and absorbing interest. Napoleon was my hero, then, since, however, modified in the light of later information with regard to his career.

In the old Fifth Reader we read of the last visit of Lafayette to America, when he was received at New York with salvos of artillery and when his trip through the country was as the triumphal march of a sovereign. His visit to Mount Vernon was carefully described, giving rein to the writer's skill at description as the high-born French soldier knelt beside the bier of his early chief, and suffered his emotions to wet his cheeks with tears.

And France grew in prominence to the boyhood of America until the guns in Charleston bay sounded the opening of the Great Rebellion. I knew several of Lafayette's countrymen, each and all loyal citizens of the United States, backers of good old Abraham Lincoln in his fight to save the Union.

One of the Frenchmen was the first to bring the news of the Bull Run battle, also the first to fetch the sad tidings of the assassination of the President in Ford's theater, Washington. I respected these men of sunny France, not one of whom breathed aught but good will and loyalty to the Old Flag.

It was a Frenchman, as I remember well, who resented an insult to the murdered President by knocking down a copperhead who sneered at

the grand and heroic personage who was passing to the Beyond, a victim of the malicious hatred of a rebel sympathizer.

Right then and there I could not help breathing the prayer, "God bless France!" The career of the third Napoleon might have dampened my ardor somewhat, "Napoleon the Little," as he was scoffingly referred to by those who saw in him but an ill representative of the First Consul. Nevertheless we boys felt kindly toward even this later representative of the Napoleonic house when he took up the gauntlet thrown down by haughty Austria and humbled that nation on the sanguinary fields of Magenta and Solferino.

When France fell beneath the Germanic heel in the seventies many an American heart bled for the humiliation and defeat of this brave people who had so gallantly come to the rescue of the thirteen colonies when the United States was getting on its swaddling clothes.

So easily was France overcome at that time, when she lost Alsace-Lorraine and was forced to pay an indemnity of \$1,000,000,000, it seemed a foregone conclusion that when the present war burst unexpectedly upon the world France would fall an easy prey to the Hohenzollern.

Poor, retrograding France! How our hearts went out to her when we read the despatches announcing the crushing movement of millions of German soldiers toward what seemed doomed Paris. Forty years preparing, how easily this great behemoth of the north was to gobble up little France! In the light of conditions there has been nothing on the page of the world's history that can compare with the magnificent defense made by Frenchmen as they formed in line to meet the greatest military power the world has ever known.

Much of history has been written in the last four years. The Marne and Verdun are names that fill the world with amazement as we read of how the French armies met and foiled the helmeted legions from beyond the Rhine; how the low-breathed words, "They shall not pass!" meant much; meant that if the hordes of the northern war lord reached Paris it would be only over the dead bodies of every Frenchman under Joffre and his gallant aides.

Such history is worth the reading. It is worth our while to consider what the French people have done in defense of their homes and fire-sides when all the world looked on with bated breath, seeing in imagination the whole French land overrun and Paris prostrate as of yore at the feet of the cruel conqueror. It is certainly refreshing to know that the French soldier is far from being the automaton of the seventies, to know that he is the peer and better than the brutal hordes of Hundom led by cruel and soulless monsters who wear the uniforms of the Fatherland.

We doff our hats to France!

Who dared think, who dared hope in the early days of 1914, that the much-derided French army would not only dare to face all Germany in

arms, but, facing her, demonstrate that her greatest military geniuses are cowardly curs and bullies and turn back the insolent barbarians in the inception of their planned raid on Paris?

The Frenchman of to-day is the marvel of the time. As France has stood the brunt of the fiercest fighting of the war, she stands now at the close of four years still holding her own, mighty in the justice of her cause, ready to continue those sacrifices that have made a majority of her homes houses of mourning for her slain sons and daughters. "Bled white," they say, but yet right up to the front with men, guns, ammunition and a fighting spirit that four long and bloody years of war has failed to daunt.

Isn't it a proud privilege for our boys to meet these gallant sons of the hither Republic, to stand beside them in battle line, to fight, to die, in the end to win the war that shall make the world free and the possibility of any more Marnes, Verduns and child murders by a nation of brutes and beasts forever out of the question?

Old Timer.

Just Plain Fool.

What a fool a man is to think he can buck the Government, with all the machinery behind it that can annihilate him in a fraction of a second. R. W. Shropshire, a North Carolina retailer, didn't like some of the food regulations. He didn't think they were fair, or that the Food Administrator had the right to make them. So what did the sensible Shropshire do? He ignored them, just as logically as one might say to an oncoming wave of the ocean: "Don't come in here, I refuse to let you." When the Government learned that Shropshire was disobeying the regulations, without any apparent reason, it asked him to explain. Even then he might have gotten out of it cheaply had he used any sense, but he refused to make explanations and said he wasn't going to pay any attention to the regulations. Whereupon the Government waved its hand and Shropshire found himself lacking a license and out of business.

Why He Lost a Customer.

I happened to see it in the window. I needed it. I had the money in my pocket to buy it. I walked into the store. I saw a man leaning against a counter. I sized him up as being the proprietor. He had a grouchy look on his face. He didn't think it worth while to say "Good morning." He asked me what I wanted. I told him. He waited on me like it hurt him. I got all out of patience. At last he found the thing I wanted. He wrapped it up and handed it to me. I paid him for it. He took my money. He didn't even say, "I thank you." He didn't invite me to call again. I walked out feeling hurt. I haven't been back since.

William Judson, President of the Judson Grocer Company, is making a tour of the Northern resorts and the Upper Peninsula. He is accompanied by his wife.

From the Neck Up.

There is a moral for all who will seek it in the story of Michael J. Dowling, a Minnesota banker, who has made a success of life, notwithstanding the handicap that both legs, his left arm and the fingers of his right hand are missing.

The essence of this man's success is contained in his whimsical statement of his philosophy. "From his neck down," he says, "a man is worth about a dollar and a half a day; from his neck up he may be worth a hundred thousand dollars a year." The facts of this statement apply as forcibly to a man with all his limbs as to a cripple.

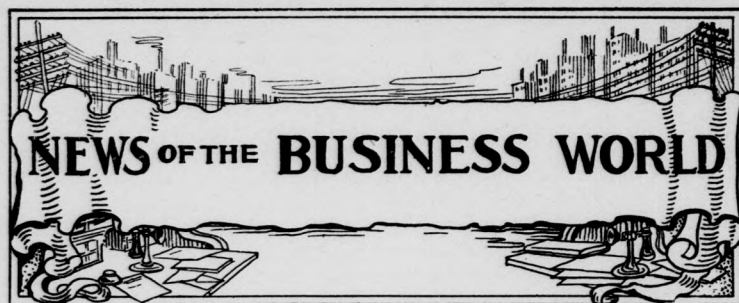
The hero of this story—and he is a real hero—incurred his disability in time of peace, in a fierce Minnesota blizzard, when he was a youth. Few of the substantial satisfactions of life have been denied him.

It is a fortunate epigram which has been made by this cripple of peace for the benefit of the cripples of war. The part of the man "from the neck up" knows no limitations except self-imposed ones. And, as has been suggested, it is not without its value for individuals who have not yet been deprived of command of their limbs.

Selling Eggs By the Pound.

For several years the plan of selling eggs by the pound instead of by the dozen has been agitated among the Canadian grocers, and in some towns the system has already been put in practice. A trade journal which called upon a large number of dealers for an expression of opinion of this point states that the weight of opinion was in favor of the movement. The only obstacle in the way of a unanimous endorsement of the plan is that the "public has not been educated to buy in this way." As refuting this objection, it is pointed out that in view of the wide variation in the size of eggs the consumer would quickly realize that the system offers a fair and just basis of charge.

Bandits blew in the safe of the Colony State Bank at Colony, Kan., last week, stole \$2,500, and escaped in an automobile. It was not a difficult feat. The people of Colony were not expecting anything like that: It is, says the Kansas City Star, "a quiet, peaceful little village of 300 of the best folks in the world." The merchants go home at noon and leave their stores open. If some one comes in from the country and wants to buy something in a hurry, he helps himself and leaves a note on the counter. There are no policemen. They don't need them. The constable lives somewhere in the suburbs. A motor car driving into town would create no greater curiosity than the desire to learn whether it contained any of the neighbors from the country round-about. "Colony will not mind the loss of the \$2,500. There's plenty of money down there. But to have its confidence in humanity shattered to the point of making the town suspicious of strangers"—there is the robbery's victory and sting.



Movements of Merchants.

Comstock Park—Mike Hayes will open a restaurant and soft drink parlor about Sept. 1.

Traverse City—The Smith & Hurst Music Co. has removed its location to Grand Rapids.

Holland—Huntley Bros. will remove their machine shop to Muskegon, occupying a building on Pine street.

Alma—S. W. Anderson has removed his stock of general merchandise to Two Rivers and will continue the business.

Detroit—The Stratford Boot Shop has engaged in business at the corner of State and Shelby streets in the Sun building.

Clinton—Smith, Richmond & Co., bankers, have changed their name to the Smith-Richmond State Bank. It is capitalized at \$30,000.

Detroit—Two retail shoe stores on Grand River avenue, between Griswold and Bagg streets, announce they are closing out their stocks.

Carson City—Joseph Dionese has sold his stock of fruits and confectionery to W. D. Mercer and gone to Lansing to enlist in the U. S. Navy.

Saginaw—Herman G. Spring, of Heim & Spring, druggists at the corner of Janes and Third avenues, died at his home August 12, following a short illness.

Alma—The Purity Brand Milk Co. has completed its new plant on Walnut street and opened it for business. The company makes ice cream, butter, cottage cheese and other products.

Port Huron—The Northwestern Coal & Dock Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Pinckney—The dry goods and notion stock of Jackson & Murphy, has been purchased by Battle Creek parties, who will remove it to that city and close it out at special sale.

Detroit—The East Side Wholesale Co. has been organized to conduct a wholesale grocery business, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—Ernest Venn, Inc., has been organized to conduct a general plumbing and accessory business, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$612.01 being in cash and \$19,387.99 in property.

Champion—R. Thomas has sold his furniture and undertaking stock to Ed. Stensurd, undertaker and furniture dealer at Michigamme, who will continue the business as a branch

store, under the management of Ray Thomas, son of the former owner.

Detroit—The Seibert shoe stock, 699 Michigan avenue, was recently disposed of to the Crowley, Milner Co. Mr. Seibert who conducted the business for a number of years, was forced to vacate on account of the property being taken over by the city for a park.

Stanton—The Gleaner Clearing House Association of Detroit, a farmer owned corporation, with \$130,000 of its \$200,000 capital stock paid in, has purchased the W. E. Rasmussen grain elevator and the Pakes warehouse and will conduct the business in connection with its chain of elevators and warehouses.

Manufacturing Matters.

Detroit—The Victor Screw Works has increased its capital stock from \$250,000 to \$500,000.

Quincy—The McKenzie Cereal Food & Milling Co. has changed its name to the McKenzie Milling Co.

Detroit—F. A. Thompson & Co., manufacturing chemist, has increased its capital stock from \$100,000 to \$160,000.

Kalamazoo—The Thermophore Manufacturing Co. has filed a petition in bankruptcy. Liabilities, \$47,935.16; assets, \$34,471.98.

Detroit—The Winkley Co., manufacturer of oiling devices and bolts, has decreased its capitalization from \$25,000 to \$1,000.

Detroit—The Bender Papier Mache Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The American Peat Products Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in property.

Kalamazoo—The D'Arcy Spring Co. has bought the entire stock and equipment of the Braveman Spring Co., of Peoria, Ill., one of the principal coil spring makers in the Middle West.

The Sahlin Manufacturing Co. has been incorporated to manufacture and sell timing devices and heat regulators, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Clench-Metcalf Co., Inc., has been organized to manufacture food, pharmaceutical and chemical products, with an authorized capital stock of \$25,000, of which amount \$17,500 has been subscribed, \$2,450 paid in in cash and \$3,550 in property.

Detroit—The Detroit Gasoline Gauge Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$5,030 being in cash and \$10,470 in property.

Otsego—The Otsego Paper Stock Co. has been organized to buy and sell paper, rags, metal and other waste products, with an authorized capital stock of \$10,000, of which amount \$6,500 has been subscribed and \$1,300 paid in in cash.

Detroit—The Detroit Manufacturing Co. has been organized to manufacture machinery and metal products, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Reserve Tank Co. has been organized to manufacture and sell gasoline storage and reserve tanks and auto accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Munising—The Munising Fabric Co. has been organized to manufacture and sell apparel fabrics and their component articles, with an authorized capital stock of \$1,200, all of which has been subscribed and \$300 paid in in cash.

Marquette—The Leach sawmill, which was sold last year to George Hards, President of the Trout Creek Manufacturing Co., but which has not been reopened, was recently purchased by Mitchell & Powell, of Marquette, and will soon be in operation. A force of thirty men will be employed to start, as well as a number of women. In fact, it is expected that eventually the mill will be largely operated by women.

Making Typewriters in Denmark.

A new Danish company has recently been organized at Copenhagen to manufacture typewriters, reports Consul B. L. Agerton, who is stationed in that city. The company has already installed its machinery, and the first typewriters have been produced. The new machine is said to be much simpler in construction than the American typewriters. The factory is now equipped to turn out 100 to 150 machines a month, and, due to the fact that no American typewriters are being imported and that only a few are coming in from other sources, the company will find a ready market for its product.

Staples for Women's Waists.

Georgette and crepe de chine have become staple fabrics for women's waists, according to a great many local manufacturers. Buyers, too, have expressed this belief, and flesh and white are mentioned as the staple hues. "For fall we find a number of suit shades and other dark colors in various materials selling," said one manufacturer, "and in the spring and summer months there is always a call for an array of bright colors in quite a few cotton and other fabrics. But for all year round good sellers, flesh or white waists of Georgette or crepe lead the field. They are good at all times."

Going Back to Old Methods.

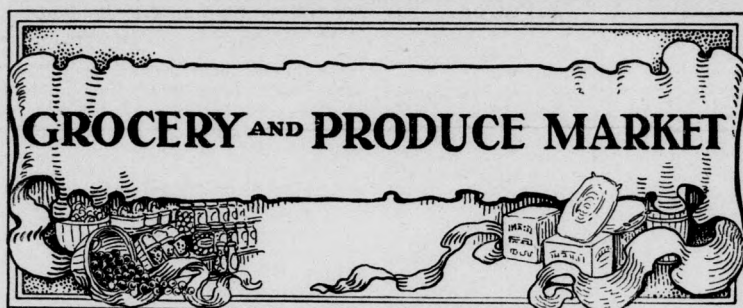
On Monday last bids were opened for supplying 20-ounce meltons for the War Department. An indeterminate quantity was called for, the general opinion being that about 4,000,000 yards would be required. The offers received would provide double the quantity mentioned. This method of obtaining supplies for the War Department is one that was in vogue before the war for both the army and navy. It always worked well, and it was continued right along by the Navy Department. Under Rear Admiral MacGowan's management, the navy has been kept supplied with all it needed at a minimum of cost and effort, and there has not even been a hint of crookedness. The War Department, however, began with a splurge and bought goods in all sorts of ways, under the guidance of civilians, from mills, from agents, from second-hands, jobbers, and others. The quantities it was calling for—and, very often, the character of the goods—were kept secret not only from the public but from the trades concerned. This kind of buying gave the opportunity to mills and dealers to gouge those buying for civilian trade and helped put up prices to the consuming public. The taking of bids for meltons is the first step on the part of the War Department to get back to the older and well-tried method. It will be followed tomorrow by the receiving of bids for flannel, and it is presumed that other articles will be obtained in the future in a similar way.

One Way of Getting Them.

This instance was related here yesterday of how one retail store in a Southern city got around the problem of obtaining a certain line of dresses that had been confined to a competing store. Having applied direct to the manufacturers for the goods and been refused, the store in question got in touch with another establishment in an adjacent State. The line not being confined in the city in which the third store was located, the buyer had no trouble getting the goods. When delivered, they were reshipped to the store that wanted them. The scheme became known when the store to which the line had been confined returned most of the goods it had bought on the ground that the manufacturers had violated their agreement in the matter.

This Country's Camphor Allotment.

Information has been received by the Bureau of Foreign and Domestic Commerce to the effect that the camphor allotment to this country by the Taiwan Government for the present quarter will be 3,900 piculs for the celluloid manufacturers and 600 piculs for the camphor refiners. These amounts are the same as those allotted in the second quarter of this year, although various conditions have been placed on the current allotment. The selling price was advanced from 252 to 262 shillings per hundred, 252 to 262 shillings per hundred-weight, beginning with the July shipments, owing to the increase in export charges.



Review of the Grand Rapids Produce Market.

Apples—Red Astrachans command \$1.50@1.75 per bu.; Transparent, \$1.75 per bu.; Dutchess, \$1.50 per bu. Bananas—\$6.25 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The butter market is active at about $\frac{1}{2}$ c over a week ago. The consumptive demand is good. The quality of butter arriving is showing the effects of the heat and, therefore, has to be sold at lower prices. The make is about normal. Good consumptive demand. Local dealers held extra fancy creamery at $44\frac{1}{2}$ c for fresh. They pay 38c for No. 1 dairy in jars; they also pay 30c for packing stock.

Cabbage—\$4 per large crate and \$3.25 for medium.

Cantaloupes—Hearts of Gold from Benton Harbor command \$4 for standards, \$3.75 for ponies and \$1.75 for flats.

Carrots—\$1.25 per bu.

Cauliflower—\$3 per doz.

Celery—35c per bunch.

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

Eggs—The market is firm at prices ranging about the same as last week, with a good consumptive demand. The average receipts are showing the effects of the hot weather and prices have been shaded in some cases. The consumptive demand is good, but we do not look for any change in prices. 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—20c per dozen.

Green Onions—18@20c per dozen.

Green Peppers—\$2.25 per bu.

Honey—25c per lb. for white clover and 22c 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.

Musk Melons—Benton Harbor Osage, \$2@2.50 per crate of 12 to 16.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, $16\frac{1}{2}$ c.

Onions—Ohio \$4.25 per 100 lb. sack; California, \$4.50 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.

Pears—\$2.50 per bu. for early varieties; \$4.50 per box for California Bartlett.

Pickling Stock—Cucumbers, \$3 per $\frac{1}{2}$ bu.; white onions, \$1.75 per $\frac{1}{2}$ bu.

Plums—\$3 per bu. for Bradshaws, Green Gages and Guis.

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.

Summer Squash—\$1.50 per bu.

Sweet Potatoes—\$4 per 50 lb. hamper.

Tomatoes—Home grown command about \$2 per bu.

Water Melons—\$6 per bbl. containing 10.

Wax Beans—Home grown, \$2.50 per bu.

Whortleberries—\$4 per 16 qt. crate.

Ellsworth Postmaster New State President.

At the closing session of the Michigan branch of the National League of Postmasters held at Cadillac last week, the following officers were elected: President, D. E. Clow, Ellsworth; first Vice-President, John I. Bellaire, Blaney; second Vice-President, Roy Elymria, Turner; third Vice-President, W. P. Gardner, Elmira; fourth Vice-President, F. J. Shedd, Burlington; fifth Vice-President, John F. Quick, Schwartz Creek; Secretary-Treasurer, E. L. Bunting, Walkerville; advisory board, G. W. Hazen, Rives Junction; H. Barnum, Bailey, and Joseph Brophy, Bergland.

Next year's convention will be held at Midland in July. The State has been divided into five districts, each in charge of a Vice-President.

From the Spanish War to the present submarine raid is a far cry. Yet any one who remembers the panic that swept up and down our coast in 1898 at the very thought that Cervera might bombard a few seaside cottages must be amazed by the nonchalance with which our public accepts the possibility of being gassed according to the newest and latest submarine methods. Fear, like wonder, through use and custom grows blunted; and the Germans have been giving us all the use and custom in this line that any need. The third rail soon loses its terrors for the hardened track-walker. And Germany's enemies soon become bored in the face of every possible ingenuity of German frightfulness.

E. G. Hamel, traffic and sales manager of the Waukesha Pure Food Co., is in the city for a couple of weeks. He is accompanied by his wife.

And Uncle Sam should see that we get pure food for thought.

The Grocery Market.

Sugar—No change in price. Jobbers have ample supplies to meet all demands, which are short of the supply.

Tea—Stocks of Formosa are meager and prices have a steady rising tendency. More demand for Javas from the domestic trade was noted and there were some sales made of Ceylons, with further enquiries in the market. No demand to speak of can be reported for new crop teas, as yet, but they are not being pressed for sale.

Coffee—The demand is light and the market through the whole list is unchanged. This applies to all grades of Rio and Santos, as well as milds.

Canned Fruits—These goods have played small part in the week's transactions, either as spots or futures. Government requirements have knocked out any chance of buyers securing assortments of grade and pack of the new goods and this has reacted on the spot stock which has been cleaning up fast at firm prices. The whole field has been devoid of features or interest and prices remain largely nominal, in whatever hands.

Canned Vegetables—Tomatoes have been weak, but firmer, on a lower level than in the preceding week, largely owing to the refusal of packers to obligate themselves further, unless at safe margins—as to which the buyer did not always agree. Prices have ranged with slight variations, at \$1.35, \$1.95 and \$6.00 to \$6.50 for the three chief sizes. Peas have been steadily weak, with invoices coming in at less than contract figures and with wide variation between packers, due to their relative ability to pack cheaply and the insistence of the Government that only the permitted advances in price be made. Corn has been somewhat stiffer than the preceding week, also with considerable variations in price. Ohio figures ranged from \$1.50@1.60, Southern gradually growing firmer at the same level and Maine not yet figuring in the interest save as regards weather and crop outlook. Some attention has been paid to string beans, but not in enough volume to establish any definite market. In all lines spot stocks have been steadily cleaning up at firm prices, due to comparative value with the new pack.

Canned Fish—There is little interest in canned fish, due to the uncertainty of the salmon pack and the large proportion sure to be taken by the Government; also the practical, although not formal dictation of the opening price by the Government at last year's level. Sardines started in last week far from firm, although Maine packers had concluded their earlier figures were too low to justify the large overhead of packing in comparison with a small catch. By the latter part of the week, this firming disposition took the form of an advance of 50c. California pack goods are very scarce and are snapped up as soon as offered. Tuna are not available in first hands and are rarely in distributors' possession. Crabmeat

has been in strong demand but scant supply. Some of the odds and ends of fish being packed as substitutes for those of marked scarcity have been a drug on the market, although principally because of unwise prejudice, which will probably vanish later in the face of necessity.

Corn Syrup—Deliveries on old orders make up the bulk of current business, but there are no accumulations of stock on the spot and prices are held steadily up to the previously quoted figures.

Sugar Syrups—There is no business to speak of, but offerings are light and the market is firm.

Molasses—There is a complete absence of news in this market. Prices, however, remain firm.

Spices—There are no special developments in this market except that there appears to be more disposition on the part of holders to meet buyers' views on prices, owing to the protracted dullness of trade.

Rice—Although New Orleans advices report increasing receipts of rough, offerings of clean are still meager, and the trade here looks for no supply of consequence much before the beginning of next month. Drouth in Texas continues, and harvesting of the river crop has been retarded by rain.

Cheese—The market is firm at about $\frac{1}{4}$ c advance over last week, with good consumptive demand for all styles. The quality arriving is good. The market is in a healthy condition, but we do not look for any change for some time.

Provisions—Everything in the smoked meat line is firm, with a fair consumptive demand, with prices $\frac{1}{2}$ c higher than a week ago. Pure lard is firm at unchanged prices and compound is steady at unchanged prices. Canned meats, dried beef and barreled pork are all unchanged.

Salt Fish—The embargo against bringing Irish mackerel and Scotch herring over here is now to be removed and a better supply of these fish is expected in the near future. This has had no particular effect on prices as yet. The demand for mackerel is fair with prices still high for this season.

Harry T. Stanton (Judson Grocer Company) is in Lansing to-day, urging the War Board to appropriate \$150,000 for a War Community House at Camp Custer. In company with the other members of the Commission appointed by Governor Sleeper to investigate the subject, he visited Camp Sherman, Ohio, last week and became an enthusiastic advocate of the movement. The care and maintenance of the House is undertaken by a National organization of which Theodore Roosevelt is President.

G. A. Johnson, manager of the Decatur, Ill., branch of the National Grocer Co., spent Wednesday in this city, the guest of Edward Kruisinga, manager of the Grand Rapids branch.

Local retail grocers will picnic at Bostwick Lake to-morrow, going there in their own vehicles.

SHOE MEN COMING STRONG.

Detailed Programme For Their Annual Convention.

Mount Clemens, Aug. 20—Enclosed find revised program of the Michigan Retail Shoe Dealers' Association convention.

The final arrangements of the convention were made at a meeting of the Grand Rapids Convention Committee Friday, Aug. 16, President Pond and Secretary Gemmer of the State Association attending.

The Grand Rapids wholesalers, retailers, Association of Commerce, city officials, and the Hotel Pantlind are all co-operating and working hard for the success of the convention and the shoe merchants of this State should show their appreciation by attending in large numbers. The program includes some of the strongest speakers in the State and the subjects will be of vital interest to the craft. If we are to assist the Government, every single shoe merchant is a part of the Government in winning this war, it is the duty of every shoe merchant to inform himself as to what the Government wants and needs and to know the best way to fill those needs. The regulations of the War Economy Board will be thoroughly explained by some one of the Board or by one who has interviewed that Board at Washington. Take the question of stamping wholesale prices on shoes, for instance. This surely ought to interest all retail shoe merchants and if they are not members of the Association now they will be after this subject is discussed at the convention.

The Economy Board is a sincere and hard working organization of men who are trying to be fair and just to the shoe interests and it is up to the retail shoe merchants to do all in their power to assist them. This can only be done successfully by our National and State Associations.

We are to have a Shoe Conservation Show, showing us how the Government wants us to have our shoes made and the styles and colors to be used. This will be a big attraction and is in charge of Grand Rapids progressive shoe merchants. This show will be on Tuesday evening, Sept. 10.

The ball room of Hotel Pantlind has been set aside for exhibits and space is rapidly becoming scarce.

Do not fail to be at the opening session Tuesday afternoon, Sept. 10, as new and novel features will be introduced.

I wish to thank you, for the Association as well as myself, for the interest you have shown in this Convention. A. B. Gemmer, Sec'y.

Official Programme.

Monday, Sept. 9.

8.30 p. m.—Smoker and get acquainted meeting.

Tuesday, Sept. 10.

9 a. m.—Registration.

10 a. m.—Meeting of directors.

11 a. m.—Convention called to order by President. Reading of minutes. Appointing of committees, nominating, resolution and special.

2.30 p. m.—Presentation of flag. Do not miss this. Invocation. Address of welcome—Christian Gallmeyer, Mayor. President's address. Reports of standing committees. Development of Michigan Shoe Dealers' Mutual Fire Insurance Co.—George Bode, Secretary, Fremont. Address—John Stroottman, Buffalo, N. Y. Address—William Weiner, Milwaukee, Wis. Papers, announce subjects later.

7.30 p. m.—Shoe Conservation Show and entertainment.

Wednesday, Sept. 11.

9 a. m.—Report of Resolutions Committees. Value of Craft Associations—A. F. Sloane, Field Secre-

tary National Association, Oxford, Ohio. The Making of Salesmen—Stephan A. Jay, manager and buyer of R. H. Fyfe & Co. Men's Department, Detroit. Better Buying and Styles during the War.

2.30 p. m.—Quick Methods of Moving Slow Stock—H. P. Woodworth, Lansing. Interview with War Economy Board—Mr. Johnson, Rindge, Kalmbach, Logie Co., Grand Rapids, Mich. Famous 4 Minute Address—Lee H. Bierce, Secretary Board of Commerce, Grand Rapids. Addresses by visiting officials of National and State Associations. Report of Nominating Committee. Election of officers.

6 p. m.—Meeting of new officers and directors to confer with Mr. Sloane and arrange business for the New Year.

7.30 p. m.—Conservation banquet and entertainment. "Something Novel." Address—Lee M. Hutchins, a director National Credit Men's Asso-

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Aug. 19—Johnson & Nicholson, at Manistique, announce the opening of their new and up-to-date tailor shop, with a full line of the latest fashions and clothing. They are also prepared to do repairing and altering.

James VanDyck, well-known meat dealer of Manistique, was all smiles again Saturday, when he announced the arrival of a baby girl. Had they all been living to-day, this would have been the thirteenth answer to the roll call. The high cost of meats has no terrors for Mr. VanDyck.

Benjamin Pollock has returned to his home at Manistique, where he expects to remain. He expects to go into the auto business, also handle farm implements in the near future.

Mr. and Mrs. Thos. Howie, of Mar-

to run through several issues of his magazines. Mr. Cruikshank is delighted with this section of the country and does not understand why more tourists do not come here during the summer months. It is thought that the results of Mr. Cruikshank will do more to create an interest in angling sport in this vicinity than anything yet attempted.

The tarvaizing of the city streets is causing much inconvenience in the business section of the city. It is especially appreciated by the ladies with dainty white shoes who tripped equally as daintily across a freshly tarred street and afterward found that walking on cement walks was a sticky procedure. Of course, it was embarrassing for them to stand in one spot and scrape their tiny boots on the edge of the sidewalk, much like a certain feathered name-sake, food hunting. Many of the stores spread rugs at their doorways for the ladies' convenience and incidentally to save scrubbers from undue exertion when it came time for the floors to receive their weekly scrubbing. It was amusing to hear of the men going home and the fair sex remarking, "My, how the tar penetrates the clothing," instead of the customary, "You smell like a cigar factory," which helps some.

August Musliek, well-known lumberman and proprietor of the Alto Hotel, is doing a large lumber business on the side. He is at present starting up a large camp at Emerson, also purchasing a large section of timber near Salt Point, and placing a number of small jobbers thereon. He already has a lot of timber cut in the woods which he proposes at an early date to scale and haul.

The Soo Creamery, one of the Soo's latest industries, is making great success of the new venture and is now supplying the city with butter; also shipping out several tons each week to Eastern markets.

Judge J. H. Steere, of the Michigan Supreme Court, spent last week in the Soo. The judge is looking hale and hearty and his many friends were more than pleased to welcome him to his former home.

W. R. Cowan left last week for New York on a purchasing expedition. Bob seems to like that town near the war base and is now a frequent visitor in the East.

William G. Tapert.

Largest Rice Crop Ever Grown.

The total acreage of rice this year, according to report, is 1,130,717, as compared with 970,107 acres last year. The acreage of the three principal rice producing states—Texas, Louisiana and Arkansas—combined exceeds the entire 1917 acreage in the United States. In Texas, the increase this year over last is approximately 10,000 acres. The Arkansas increase is more than 20,000 acres, while in Louisiana the increased acreage is more than 75,000. If the yield is increased in proportion to the acreage the 1918 crop will by far surpass any previous year in history.

Coming at a time when increased food production is one of the chief objects of the Government, this large output will be generally welcomed throughout the United States.

Cook the Kaiser's Hash.

Work like hell, and do it well,
We'll cause the world to wonder
In time of need just use high speed
And never make a blunder.
Just thirty days and down the ways
Into the deep she'll splash,
Then o'er the sea, for liberty
We'll "cook the Kaiser's hash."
J. Alexander Hamilton.

THE MOST CAREFUL MAN IN THE WORLD.

Kings are kind of careless like with others' blood and bone,
But no one can, I swear to man! be careful of their own.
When I read about the German dead before the heated guns,
I think of the King in Germany with six uninjured sons.

Each fireside has its martyrs who have either died or bled;
The millions grieve for the sons who leave and join the host of the dead.
But the Kaiser's brood is safe and sound—it either shirks or runs—
He's the only man in Germany with six uninjured sons.

The halt and blind and crippled line its byways and its roads;
Once swift and strong, they creep along 'neath everlasting loads,
And some with crippled intellects still hear the roaring guns,
Yet there's a King in Germany with six uninjured sons.

Such caution in a fighting man was never seen before;
It stands the while like a lonesome isle in a mighty sea of gore.
The death and woe he recommends to all the other Huns
Is not for him—you bet your life—or his uninjured sons.

Each Hohenzollern battles in a steel-clad limousine,
When the big shells come he's going some on legs of gasoline;
With rubber feet, hell-bent for home, the reckless hero runs,
Oh! Speed's the great preserver of the Kaiser and his sons.

They're like the bold jack rabbit and other tribes accursed,
Who have lightning in their sinews and the motto, "Safety First";
All clear the road and stand square toed and look with rested guns
When the Kaiser starts for safety with his fat, uninjured sons.

While hunger starves the German host, how fat the Kaiser's brood!
No gizzards yearn with cash to burn or mind the price of food.
When the trumpet calls the Teuton dead in the line of crippled Huns,
Just think of the Kaiser marching up with six uninjured sons!

Irving Bacheller.

ciation on War and American Business. Address—Rev. A. W. Wishart on the War.

Toastmaster—A. P. Johnson, Editor Grand Rapids News.

In general business more has been said this week regarding the automobile industry than of any other. The War Industries Board has given notice that the plants must be put on a 100 per cent. war work basis not later than Jan. 1. It is declared that there will be little, if any, of the principal material for the manufacture of passenger cars available and that therefore there is no choice. This is less of a shock to the trade because it had already been indicated by the Government that the industry would be much curtailed. The companies are already making the change. Their stocks were little affected. Good profits are made on the Government orders. In nearly all other lines where there have been reductions in the output for the general trade the Government has provided plenty of work.

quette, are visiting Mr. and Mrs. Isaac DeYoung, of this city. They picnic at Sylvan Valley, where a picnic at Sylvan Valley, where a sumptuous luncheon was served upon the green. From there the party motored to Crystal Falls, Ont., where another dainty luncheon was served. The guests certainly enjoyed the remarkable scenery along the way, which is considered some of the finest in Canada.

H. E. Fletcher, popular Assistant Cashier of the Sault Savings Bank, holds the record of Chippewa county as a one day raspberry picker. He has made several trips with a large party of friends to the berry patches this season and has demonstrated to their satisfaction that berry picking is somewhat of a science. Herb has won the name of Berry King among his friends.

J. A. Cruikshank, who conducts the lectures for the American Angler Magazine, a fishing publication of New York, is a guest at the Park Hotel. He is arranging and filming the scenes he expects to use next winter in the motion picture illustrations in the East. During his stay here he has met many of the Soo's best known anglers and has gathered story material enough

Conducting Local Newspaper as Adjunct to Store.

Mt. Ayr, Ind., Aug. 20—I am a small town merchant, not by heredity, accident or necessity, but by choice. I have been engaged in the mercantile business covering a period of twenty years. More than half this time has been spent in the small town, which is proof that my location is by choice, as my small town experience has come principally in the last half of my merchandising career. I have, therefore, had a chance to study merchandising and the problems attendant on storekeeping from many angles.

I have a number of things in mind which have been the source of a great deal of thought on my part, each one of which admits of an article in itself. Some of these I may take up in later issues, but the thing that lies nearest my heart and which is, to me, the most flagrantly abused, particularly in the smaller towns, is the matter of publicity.

If I were asked to name the principles governing a business, I think I would say that four were at least the most vital, and they would be Buying, Stock-keeping, Clerking and Advertising. Much can be said on each of these subjects in themselves and each one admits of a very great deal of study. But for some cause or other the one which seems to be the hardest to get applied to a business is that of advertising.

Most merchants handle it in a sort of vague, far-off way that one would never assume had anything to do with their everyday business. In buying stock the business is kept in mind and the buying applies to the business in every way. In stocking a store, the effects of any and all arrangements are studied from the viewpoint of the business. Salesmanship is judged from the effect on the business, but when it comes to the advertisement it is done in a far-away dreamy style generally very intermittent with very little application to the business. Now this condition, I believe, is all wrong. It does not require the intellect of a wizard to do sensible paying advertising. Just common horse sense and about the same amount of study that one puts on any of the foregoing underlying business subjects.

The time of the whirlwind advertisement is past. Sane sensible "somethings" that you talk to your customers, as they are in and out of your place of business counts for more than any other style of publicity. But certain it is that we have come to the time when it is absolutely necessary to the welfare of any business, and for best effects we must learn to be regular and methodical with this feature of our business.

I have always felt that advertising was a principal factor in my business and I want to tell you what I did when I came to this little Indiana town with its 250 people and embarked in the general business. There was no newspaper here and, consequently, no way to speak to my customers except by way of handbills, which, of course, are too expensive when pursued continually. I therefore founded a newspaper for the town myself. I have been here something over four years and have conducted the paper three years of that time, in connection with my business. This is the way I did it. I went to a neighboring town and made a contract with a newspaper office which had a linotype to do my composition and press work. In doing this I had two things in view; to dispense with the maintenance of an office and to reduce the expense. I make my store my office and from it I pick up most all the news and local happenings of the neighborhood without any trouble.

I have a subscription list of 300 or more all the time at \$1 per year and

am getting a good amount of outside advertising.

The community has always appreciated the little paper, growing more and more to understand that it forms a very important factor in the welfare of the neighborhood. Doings of church, school and society have a means to make their announcements and several really big things have been made possible for the town through the paper.

It is known as the Tribune and makes its appearance weekly. Thus our name is before the people at least once a week. Fifty-two times a year we speak to our trade and, while we do not wish to appear brazen by occupying too prominent a place at all times, we never fail to have our advertisement, either by locals or display, appear somewhere each issue, and have never gotten into a scrap with the editor if, perchance, we had something of extra importance that we felt we wished displayed on the front page. However, we have used the front page for our displays a few times, as my idea of a nice looking newspaper is to have no displays on the first page.

It will readily be seen that not only am I serving my own ends, but I am doing good for the community in which I reside. Indeed, if we limited ourselves to our own welfare, we would soon lose the real "pep" that makes life worth living.

Now I would not have it appear that large sums of money should be laid out in advertising a small business, but no business is so small but what it is entitled to its share of publicity and should be given it in a sensible and concerted way. Don't over advertise, don't under advertise, but whatever advertising you do for your business, great or small, let it be regular and constant.

I am gradually getting the few other merchants of our little town to see the need of publicity and, one by one, they are coming to me for space in the Tribune.

Thus the paper more than pays its way in the matter of dollars and cents and our work on it from week to week I charge up to advertising. Some weeks this added work makes pretty full time and the fact that it must come and come regularly holds me to my job pretty closely, but that I have prospered nicely, both in finances and friends, is sufficient pay above any amount which I must charge up to my advertising account.

Having my paper printed in a modernly equipped office gives me a sheet to be proud of in appearance, for in its general make up it is as imposing as any county paper. I realized at the outset that my readers would not stand for the old time hand press and so I have given them the best at a less expense than I possibly could have produced the old kind. I have always worked along the line that what is worth doing at all is worth doing well.

Now, what have I tried to say? Just this: that advertising is a real opportunity to-day and that every business man should grasp his opportunity to the magnitude of his business. Because the avenues are not open just to his liking is no excuse for him to rest on his oars. He should get busy and open up the avenues in some such way as I have done with my newspaper. I have used my paper only to illustrate my point and show that obstacles can be overcome.

I wish that all readers of this excellent trade paper could see a copy of my newspaper, and in conclusion will say that I will be glad to answer any questions regarding it or to give further views and advice in the matter of advertising. W. R. Lee.

Because you believe a thing doesn't indicate that you regard it as a positive fact.

Increased Service to Worden Customers

Old friends are best!

In the expansion of our business along diversified lines we naturally seek all the new, desirable connections possible.

But old customers have and always will have our first consideration.

If you are now buying one or more Worden products, is it not possible that you can extend the list to our mutual advantage?

You know from experience that Worden Sales Policy is based on fairness, involving every effort on our part to give every customer the best we can in goods and service.

OUR SUCCESS DEPENDS ON YOURS

Let us help you in your business by furnishing more Worden Products of dependable quality.

We want to strengthen our reciprocal relations.

We try to be good friends to our friends.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

The Prompt Shippers

GERMANY SPURNS CHRIST.

Frederich Wilhelm Nietzsche was one of the most noted of modern German philosophers. He was the idol of the German people and his system of philosophy did much to prepare the German people for the war of conquest they are now waging with unparalleled fury and brutality. Particularly have the German people espoused his antipathy to Christianity which he indicted in the following paragraph:

"With this I conclude and pronounce my sentence: I condemn Christianity. To me it is the greatest of all imaginable corruptions. The church is the great parasite; with its anemic idea of holiness it drains life of all its strength, its love, and its hope. The other world is the motive for the denial of every reality. I call Christianity the one great curse, the one great intrinsic depravity, the one great instinct of revenge, for which no expedient is sufficiently poisonous, secret, underhand, to gain its ends. I call it the one immortal shame and blemish upon the human race."

The answer to this confession of faith—or lack of faith—is written in the blood of the women and children, the old men of occupied France and Belgium. It is found in the millions of children the Germans have mutilated, the millions of young girls the German soldiers and officers have raped and outraged, the millions of human beings (this does not include Teutons, because they are not human) the Germans have tortured and put to death, the hospitals and hospital ships they have destroyed, the thousands of churches and cathedrals they have leveled to the ground, the universal chaos they have precipitated wherever they have set foot.

There is only one way to deal with the Germans: to destroy every one possible and then ostracize the remainder for time and eternity. The person who speaks to a German after the war will find himself a marked man as long as he lives.

TEST CASE IN RAISIN TRUST.

It looks as though the Raisin Trust has thrown down the gauntlet to the Government in complaint of the "independent packers" against its domination of 92 per cent. of the raisin acreage of California; and that means virtually America. Evidently there is to be framed a test case to determine whether the company is within its rights or not.

The situation as seen from the trade standpoint sizes up as a test of whether the big company can be two kinds of an organization at once. As a growers' organization, it is no different from scores of other co-operative farmers' sales organizations and seems immune from prosecution for pooling and conspiring. But it goes beyond that point and assumes to be also a manufacturer and owner of a specialty product which it sells and controls with its own organization.

Whatever rights it would have as a specialty manufacturer, in an open field of competition with similar manufacturers, are probably somewhat

limited by the fact that it is also in monopolistic control of the raw material on which its potential competition must depend. And that is the whole crux of the matter. Can a legal farmers' trust also be a monopolist of a brand? Evidently the Government is finding it a tangled problem, with two distinct sides and peculiarly tied up with the status of the Chicago packers, who are also to a considerable extent owners of their raw material as well as distributors.

CANNED GOODS SITUATION.

The past week in the canned goods line has been one of watchful waiting, with all eyes bent on Maryland, where the tomato packing season has been in the full flood of its activity. For weeks past there has been a lessening disposition among jobbers to buy much because, if its orders were placed at all commensurate with prospective needs, the price would, under the Food Administration rules of "cost plus," take care of itself, with assurance that the buyer would be safeguarded against advances by the price the packer must make at the time goods are billed. Therefore "the buyer should worry," not. This was true of the whole line.

Another factor for the indisposition to buy has lain in the fact that if the packer had any surplus, it must, under rules made when Rule 1-A was abrogated, be offered pro rata to the jobbers who had placed future orders with the packer. Not all buyers have realized how this rule would work, but general caution has led them to place only little more than half their usual orders for futures at this date and let the canner carry the bag, which he has been able and willing to do this year with Governmental assistance in financing. Both from the standpoint of canner and buyer, therefore, the waiting game was the safe and logical one to play.

The death of the man reputed to have brought peanuts into popular favor is another reminder that many of the edibles we take for granted were unknown a generation or two ago. There may be people yet living who remember when tomatoes were called "love apples" and cultivated for their beauty by those who regarded them as poisonous. In some parts of this country the cauliflower was until recently as strange as the loquat still is. Grapefruit is a newcomer. Queen Victoria prided herself upon having tasted every fruit that grew under the sun, but she never knew the loganberry. The zeal of horticulturists and caterers and the growing perfection of refrigeration and transportation are constantly making us familiar with fruits and vegetables once either unknown, or so prohibitive in price that only the rich could occasionally enjoy them. It is not many years since "pines" were so expensive that those who provided banquets stipulated that they should be used as table ornaments only, but now there are seasons when they are as cheap as apples.

GROCERY SALESMANSHIP.

The commandeering of large portions of the food supply, especially in canned goods and dried fruits for the use of the army and navy, is responsible for a rapidly developing problem of some seriousness. Assortments of sizes and grades of many things have been completely upset and when the producers require the trade to adjust their purchases to the resulting situation by taking compulsory assortment, the Food Administration declares deliveries on such conditions unenforceable and illegal. What shall be done?

There will be market scarcity of many things needed by the trade and consumer in order that the "boys over there" may have plenty and of the best. To make up for the resulting gaps in supply canners and other producers are undertaking the packing of new lines, only to find that the trade and consumer will not buy them, being "set in their ways" and wanting what they want when they want it.

And right there it is discovered that there is a singular lack of real salesmanship among brokers, jobbers and retailers alike. They conclude they "can't" sell the things before they have even tried. Instead of getting back of new lines and introducing them, it is easier to fall back on "can't sell." Perhaps the time is at hand for the discovery of the fact that too many people in the food trades have been "order takers" instead of salesmen and haven't yet discovered how to use the magic of advertising and to apply real salesmanship psychology. They've never had to before.

BUYING CHEESE TOO SOON.

One effect of the rules regulating the cheese industry recently issued by the Food Administration is expected to place some foreign types of cheese on a basis that will enable them to hold their own against renewed competition from abroad after the war, thus fostering a comparatively new industry.

The cutting off of foreign competition by the war has led to a great increase in the American manufacture of these cheeses and also, through the intense competition of jobbers for the limited domestic supply, to practices that have interfered seriously with quality. This has been notably true of the Round Swiss cheese, manufactured in parts of Wisconsin, New York and Ohio.

In the scramble for the limited stock dealers, in order to make sure of getting the product of the factories, have been buying it earlier and earlier, putting it into cold storage before it had time to mature sufficiently to make proper grading of quality possible. The manufacturers were unable to resist the inducements which the eager jobbers offered, but some of them recognized the danger to the industry when it was pointed out to them by members of the Food Administration at a conference in Washington, and asked the Food Administration to save them from themselves.

When the cheese regulations were drafted provisions were made, therefore, which discourage the buying of ungraded cheese. Hereafter a dealer who buys ungraded cheese can sell no part of the lot at a higher price than the price paid per pound for the entire lot, plus certain specified margins. This makes the buying of cheese, before it has matured sufficiently to indicate its quality, too risky to be considered, and the result should be a better quality, due to proper handling and maturing at the factory which is equipped for the work.

A French periodical raises the interesting question as to who shall be Caliph, or head of the Mohammedans, now that Mohammed V is dead. The title, Successor of the Prophet, gives its possessor enormous power and prestige. Hence it is most important that the Caliphate should hereafter be occupied by one who will exercise his powers for the benefit of the world and to control fanaticism and religious hatred. When the British established the kingdom of Arabia, not so long ago, they made a declaration to the effect that there would be no interference by Great Britain with the right of Mohammedans to choose their own chief. On the other hand, it seems clear that even the followers of the Prophet will not any longer brook usurpation of this great office by the decadent Sultan of Turkey, if there be any such Sultan left when the war is over. As soon as peace comes, no doubt, some sort of conference will be called for the purpose of appointing a chief to be spiritual head of the Mohammedans throughout the world.

Among the speakers who addressed the National Association of Retail Clothiers last week was Herbert E. Peabody. He has been the selling agent of a woolen mill and is now connected with the Woolens Section of the War Industries Board. In speaking to the retailers Mr. Peabody wisely refrained from doing more than repeating what the War Industries Board had publicly announced; that is, that there are enough fabrics and clothing now made up to supply the civilian needs of the country for a year to come. He forbore to state, however, what the quantities are and the proportionate amounts of the fabrics held by the mills or under their direction and by jobbers and speculators. If he would do this, he would afford the trade some kind of a guide to go by and prevent the profiteering in piece goods which the War Industries Board so strongly condemned.

If you let a customer take goods away thinking they are better than they really are, you may expect that customer to come back with a kick or never to come back at all.

Statements you make about your goods should never be made in an offhand way. Give them the air of the sincerity you feel.

Many self-made men are hot-air products.

SOME RESULTS OF THE WAR.

Some people are wondering what will happen to this country after the war. The workingman who is spending his money for extravagances, instead of gaining a home, while the gaining is good, is evidently not worrying.

When this war is over we are going to have a grade of patriotism that will not rip, ravel or tear, or run down at the heel. The fifty-fifty proposition is done for; the boarding house era is over with. The man who does not know why he is an American citizen, and has doubts about whether he would fight for it or not, is going to hear something to his advantage.

Breeding places for treason, sedition, conscientious objectors and foreign colonies are going to be treated with quick lime and other equally as efficient vermin destroyers.

The foreigner from now on is not going to be coddled for his vote, and, if he fails to recognize and appreciate the advantages of a free country, he is going to be shipped back.

The reason we are going to have these things is because when our boys come home, they will regard the United States with a pride that will not permit it to be run by traitors who have set their standard of freedom to mean freedom for themselves and serfdom for everyone else. The soldiers returning from the rebellion run this country for some years and bred as fine a lot of patriots as the world has ever looked upon. And these patriots, together with those who sought this country because it meant something more than a meal ticket to them, are right on top now and always will be. For this country will never again permit an unrestricted immigration from countries where for centuries the discontent and unrest occasioned by autocratic misrule has been bred into the very soul and produced a population incapable of looking on any officer or patriot as anything but a corrupt taskmaster.

If we wish to cement an international friendship, or raise a billion dollars, or benefit the race, we set apart a day for the job and get it over with. Sometimes a day is not enough. This is children's year, and all parents are expected to look after their babies for twelve months, anyway. Some may imagine that if we once get the children fixed up they ought to last for a while, but there is really scant hope of that. Children are unreasonable in these matters. After a whole year of attention they will demand the same care all over again. It seems that by setting a time limit and exploding our collective energy upon one point anything can be accomplished, any wall of ignorance, reluctance, or prejudice battered down. Therefore, when once more we have the leisure, we might expand this war-time system, appointing certain periods for the cultivation of whatever qualities we deem in need of development. Along with Dumb Animals' Week, Mothers' Day, and the rest, we might have a

Speak Low Day, a Say Thank You Day, a Day for Cleaning Out Desks, a Quiet Taxi Week, a Don't Push Year, a Diffident Grocer's Week, a Be Considerate Century. Persons who would not be affectionate to relatives during a week appointed by the President for the purpose could only be classed with those who refuse to be extra loyal on Loyalty Day.

All the belligerent countries have been studying the problems of the soldier after the war, and more particularly the problem of settling the soldier on the land instead of allowing him to drift cityward. But England, according to an article in the Westminster Gazette, has actually gone so far already as to establish several large farms for the agricultural training of partially disabled soldiers. One of these farms is run co-operatively, and the workers, meanwhile supported by their pension allowances, are given a share in the profits of the farm and financial aid in the purchase of farms and agricultural implements of their own. As yet, even the British efforts in preparation for a landward movement of returning soldiers are on a small scale and groping in their nature. But the will is there, and should be an inspiration to our Government to undertake experimental work at once, and develop a policy which can be put into force for the benefit of our returning soldiers.

An excellent work of mercy, and quite in keeping with its best traditions, is the Red Cross's transmission of correspondence between persons residing in this country and their relatives in enemy countries. Such correspondence contains, for the most part, enquiries and answers as to health and general well-being, and proves a great boon to people separated for years from their nearest and dearest. In furnishing this slender bridge of mental comfort, the Red Cross is rendering true service in the relief of suffering caused by the war. Our efforts as a nation are not directed against individuals in this great conflict, and the mental anguish of an alien enemy here, who has not heard from his relatives, his mother, father, wife, or children for several years, is not part of our plan of battle. In this, as in every other direction, it should rightly be our chief aim to alleviate unnecessary pain and hardship on the part of the helpless individual.

Bakers who violate the United States Food Administration's regulation that bread shall include 25 per cent. of substitute with 75 per cent. of wheat flour are finding their path increasingly difficult. Reports of each week's consumption of wheat flour and of substitutes are required by the Baking division, and wherever the figures turned in indicate either a departure from the regulations or a failure to keep an intelligent, accurate record, the offender is summoned to appear and give reasons why his license should not be suspended or why he should not be penalized in some other manner.

AFTER THE WAR.

A great deal of thought is now being given to the soldier after the war. When the war of the rebellion ended this country had realms of free land upon which to place the returning soldier, to make of him a self-supporting citizen. This land is now fully occupied, although it is the opinion of Secretary Lane and others who are giving the matter their best thought and attention, that through reclamation projects and the expenditure of several millions a vast area of unprofitable land can be made useful. Especially is this true in the South, where the inhabitants are anxious to secure the presence of the Northerner.

The British Empire is taking long steps in the direction of providing for the soldiers after the war in a way to increase the food supply, which will be a necessity in this country as well. Canada has set aside land and agreed to lend \$2,000 to each applicant, at 5 per cent., running fifteen years. Applicant must have had farming experience or can go to a training farm and receive current wages during his schooling. New Zealand and Australia have made similar laws, the latter country setting aside \$100,000,000 for the accomplishment of this purpose.

There are a million acres of cut over hardwood lands in Northern Michigan. For years we have labored with the proposition of getting foreigners to clear it and make it useful. It now seems timely to take up the matter of dedicating it to the use of the returning soldier, who will be out of a job and must be assisted to a position which will make him self sustaining. In fact, he will insist on this. It is due the best thought of this State to say that the proposition is being carefully considered and worked out and we have every reason to believe that it will be satisfactorily solved.

THE FLY-BY-NIGHTS.

What can be done to further protect the unwary, the unthinking, the gullible against the wiles of the confidence men? This country was obliged to protect its citizens against the Louisiana Lottery and finally went so far as to demand the almost total abolishment of liquor. But there still remains the fake mining stock, the oil well stock and the beautifully lithographed stock certificates of the patentee. Every mail fairly deluges the working classes in the cities with alluring oil and mining prospectuses. Many if not all of them, it is fair to presume, are built on prospects only. Reliable mining propositions are taken up invariably by mining men. Stock which is sure enough mining proposition is never hawked about. If one has a real mining proposition, one does not have to solicit subscribers for the stock. It is the same with a reliable and practical patent.

It was hoped that the Government's present plan of taxation would eliminate the fly-by-night mining and oil propositions, but they seem to be

with us still and are fattening up on the big wages paid workmen.

THE ALMIGHTY PENNY.

The advantages of the penny have been brought before us by the illustrated novelettes of Mr. Shonts. But we knew them before. It effects as can no other coin a shockless yet steady education of the public to an appreciation of the purveyor's agonizing position—torn between the longing not to impose his heavy burden upon his dear patrons and the desire to avoid the ruin that is certain unless he does raise his prices. As a matter of fact, most people are morbidly sensitive about pennies and will go to strange lengths for their preservation, paying 10 cents carfare to avoid a library fine of 2 cents, crawling under seats to rescue errant coppers; steaming off stamps at great expense of time, pursuing to the verge of collapse bargains which invite purchase at \$1.98 instead of \$2.00—one day only; waiting, while they miss a train, for 2 cents' change. While it grieves us to part with a penny, we cannot cry aloud about it as over a nickel. The latter we might resist, but the soft importunings of a cent are too much for us.

What effect will the War Board's order forbidding further output of hand-knitting yarns have on the general morale of the feminine community? When the flash of knitting needle in theater, movie, Pullman, auto, merry-go-round, scenic railway, parlor and lecture-hall has ceased, and thousands of busy hands have been plunged into enforced idleness, what will be the result? Nothing could have been more charming and admirable than this constant and continuous avocation of woman while their more serious vocations also went on, uninterrupted. Husbands were reproved, children chided, lovers encouraged or refused (as the case might be) in an even tone of voice, without raising the eyebrows or stopping the count of growing rows. Some men grew rebellious, furious, insistent, without avail. The steady click of needles proceeded like Tennyson's brook, and man's fate was decided without the dropping of a stitch. Patriotism, no doubt, animated most of the ardent knitters; but the power over men that steady concentration of an unceasing employment gave them must also have been part of the lure.

Unless the store's advertising is co-ordinated with the store's merchandising, part of the money spent has gone to waste. Unless the customer who accepts the invitation finds what she was asked to see, the cost of the invitation has been in vain. Unless the salespeople in the store are familiar with what the store is advertising, and can talk intelligently with their customers about the features of the day, the store might just as well have saved itself the expense of advertising.

The Lee Tire & Supply Co. has increased its capital stock from \$20,000 to \$55,000.



Government Prices on Yarn Prove a Surprise.

The cotton yarn markets are now in a process of adjustment to the new and comprehensive level of prices issued by the Government. Considerable confusion exists in yarn mercantile circles as to the prices they may ask. The net cash price at the mill, published in full on Thursday, included selling costs, which it is presumed means commissions.

Yarn merchants who will pay freight to central markets ask if they may sell yarns with the freights added, and with a selling commission added to that. Many of their customers want to buy in the old way so that they can secure their own terms and be relieved of the tedium of watching shipments, freights, insurance, etc., and for this service they are willing to pay a merchant, in addition to the added time given for payment. The yarn merchants are going to try and agree on a common policy, and, if necessary, justify it to the Government.

So far as can be learned here the Government will not object to moderate charges being imposed for additional service given to a yarn user who prefers to buy from a merchant, but in order to be sure, it is proposed to discuss the matter next week and see what decision can be arrived at through the medium of the Yarn Administrator.

Mills are generally inclined to use the opportunity they have to establish the system of selling net cash at the mill, leaving the buyer to make his own arrangements about freights, insurance, etc. The matter has been in dispute a long time and the spinner has an opportunity now to put his version into working effect.

The yarn prices allowed by the Government were in excess of what buyers thought might be allowed. In the case of cotton duck, where the price for yarn is in excess of the price for the cloth into which it goes, it was intimated yesterday that the attention of the War Industries Board will be called to the anomalous position of a duck weaver buying yarns for which he must pay more than the Government will give him for his finished cloth. The matter of dispute does not arise from questioning the accuracy of yarn and cloth differentials but is one of policy on the part of the Government buyers in insisting that the same base price for cloth shall prevail for the manufacturer who spins his own yarn and who buys it to weave. If the present condition is permitted to prevail, the production of duck will be lessened,

as no manufacturer will go on buying yarn to weave at a loss and the Government will not ask him to do so.

The varying qualities of cotton in yarns affected the prices materially. So much so that many spinners were put to it to decide what price basis should prevail for their yarns as a whole. On some numbers they use one grade of cotton for one customer and another for a different customer. This arises from the different uses to which the yarns are put. The knitters were surprised by the yarn prices and found them higher than they anticipated. In one or two instances it was said that they would have to advance the prices of their goods for future delivery as they had been going ahead on the belief that yarn prices would be reduced materially.

Silk Trade Waiting Action on Draft Bill.

Pending the decision on the new draft the silk trade does not seem to be doing much in the way of forward action. There is some business passing from week to week but it is limited. Buyers do not seem to be showing any great amount of interest in supplies and sellers are none too anxious to take on any great amount of business for the future at this writing. It is generally felt that all hands are going to wait for the new draft bill to assume definite shape.

Mills will then be able to know where they stand in regard to labor and buyers will be able to see if the further depletion of civilians has any noticeable effect on the demand for merchandise. It is expected that men's lines will feel a further curtailment in demand but some believe that as the draft increases the demand for all merchandise will show a shrinkage. It is evident that the trade seeks safety before proceeding to any extent.

The ready-to-wear trade is not cutting silk to any extent so far and this is making the demand from this quarter quiet with the possible exception that there is a spotty demand for a limited range of weaves and colors for immediate delivery, most of which is unobtainable. On staples there is some offering of business for later delivery but it does not amount to enough to really make a market or even to help make much of a market.

As far as jobbers are concerned they have supplies enough on hand for the present and are busy with their own trade at this time. Business with them has been satisfactory

in the majority of cases and deliveries are being sent through for the coming season. There is some replenishing demand for summer silks, but retailers, as a whole, are going slow since they do not care to carry any more merchandise over to another season than is necessary.

Substantial Gain for First Half of August.

Chicago, Aug. 19.—Wholesale dry goods business for first half of August shows good gain over corresponding period last year. Collections continue at the high level established early in the year and which record has continued unbroken during the summer.

As usual during the latter half of August retailers are taking keener interest in plans for fall business. Buyers, however, who neglected or delayed covering their needs earlier in the season are experiencing difficulty in securing some lines of merchandise.

The wool situation shows no improvement. No wool dress goods are available from mills for spring, and it is probable that none will be supplied for civilian use for some time to come. A decided scarcity of printed napped goods exists and there is a good demand for the limited quantity available for distribution.

Merchants who are watching closely the fuel situation and looking ahead to anticipated conditions this coming winter are preparing their blanket and bedding stocks for unusual demands. Khaki colored Turkish towels for soldiers' use are having great popularity at present.

With exceptional crop yields this year and with labor well and profitably employed, merchants in general look forward to good fall business. J. V. Farwell Co.

Guaranteed Prices on Good Goods

When you buy goods from "OUR DRUMMER" catalogue you don't have to wait until the bill comes in before you know what you have to pay. You know it when you place the order. This is because the prices you see in this catalogue are guaranteed for the time the catalogue is in force. This keeps them secure and stable and unaffected by market rises. If you are a merchant and want a copy of this catalogue you may have one upon application.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

QUALITY

SERVICE

All wool dress goods will soon be a thing of the past. There is, comparatively speaking, none being made. Even part wools are very scarce.

Fortunately our lines of staple all wool and cotton warps in plain cloths are very complete. The values are excellent, and now is the time to get them. Can you come in? If not, see our salesman on the territory, or we will send you samples. Only thing—be sure and get some.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

SERVICE

QUALITY

Gabby Gleanings from Grand Rapids.

Grand Rapids, Aug. 20—Among other things which the present war has revealed to the world is the fact that in the art of bluffing the Hun is a past master. All of our lives we have been led to believe that he was a leader in science, medicine, chemistry, etc., but "when we dig down into the pages of history," says the Literary Digest, "we find he has done nothing initiative, but on the contrary has stolen everything he has done in his laboratories and factories from the English, French, Swiss and Americans." All of the twenty-one laws on which the science of chemistry is founded were formulated and discovered by English, French and Swiss scientists. Not one was fathered by a German. The principal ingredients of the air we breathe; water we drink and even our common table salt were all worked out and discovered by English and French scientists, and even the idea of distilling coal and working out aniline dyes from the products originated with English chemists. It was later stolen and commercialized by the tricky Hun, yet we have been camouflaged into believing that we could not get along without him. We have learned during the past four years that we can get along better without him than with him.

H. W. Harwood, Alien Property Custodian at Washington, D. C., writes us that he is very busy with his new duties, but nevertheless we find by closely scrutinizing his letter that he still has a little time left for diversion. It appears that those fellows down there who are looking after their Uncle Sam's affairs are no different from other human beings and, in order to evolve the greatest amount of efficiency, they find it necessary to have an outing now and then. Recently the Grand Rapids-Washington Society hid themselves to Rock Creek Park for a half day rest and while there engaged in the National game, in which the feature was the number of put-outs by Congressman Carl E. Mape at first base. Among other contestants were Van A. Wallin, Walter K. Plumb, of the Tanners' National Council; Peter Schravensande of the National Council of Defense; Fred J. Zwald; S. J. Pickett; Earl Newman; Roy Silverman, and our genial friend Harwood. No score was given, which leads us to believe it might have been a shut-out on both sides.

A. F. Rockwell, of the Brown & Sehler Co., spent Sunday in Detroit visiting his mother, brother and sister.

A good example of how well the local agents in the small towns obey the law which requires them to post all trains, whether late or not, was furnished at Saline one day of last week, which on August 16 had the date July 26 on the board and no other chalk marks. We suggest that our Hotel and Transportation Committees get after this matter, and report to the Railroad Commission.

N. T. Madsen, of Greenville, has sold his stock of groceries out to A. F. Johnson, of the same city. Mr. Johnson has moved his stock from his old store into the Madsen store and will continue the business along the same lines, only to a larger extent. Mr. Madsen is now living in Grand Rapids.

A. G. Porter, at Nunica, is celebrating the arrival of a new visitor in his home who has come to stay. The name is little Miss Emma Porter.

Harry and Arthur Appelman, sons of John Appelman, the up-to-date grocer at Nashville, are both in the service of Uncle Sam. Arthur is in France. Harry is at Ann Arbor, taking a course in mechanics, fitting himself for service overseas. The store seems rather gloomy without their smiling faces and we all know that they will serve Uncle Sam as faithfully and efficiently as they have

been in building up their fine grocery trade at Nashville.

The loganberry was discovered by Judge J. H. Logan, of California, about 1881, and is supposed to have been originally a chance hybrid between a wild blackberry and a red raspberry. It is long and fat and has more substance and juice than any other berry. It is grown on a commercial scale in California, Washington and Oregon, but it does not seem to be adapted to the climate of the East and is seen there only in a somewhat expensive form as preserved in cans or jars.

A daily newspaper says that Mary Pickford is believed to receive an income of \$700,000 a year at present, but that as a result of competition between companies that desire her services she will soon get a million a year. This unheard-of prosperity for a movie star gives point to a remark heard recently in an up-state village store. The storekeeper was asked what magazines sold best over his counter. "The photoplay magazines," he answered, unhesitatingly. "You see, the young fellows have mostly gone to the war, and the girls in the village all think they ought to be movie stars, so they buy the movie magazines to find out how they can become Mary Pickfords."

Local members of the U. C. T. have received copies of a letter sent out by the Far Western Traveler's Association to their employers in which the latter are urged to readjust the old scale of compensation to meet existing conditions. The letter contains some pointed arguments on which the claims for increased compensation are based. In part the letter says: "Realizing the many increased costs that confront every merchant, it is with much reluctance that the salesman is compelled to raise his voice to call attention to conditions that confront him. During the last 60 days the items of railroad, Pullman and excess baggage rates have increased from 20 to 50 per cent. Baggage transfers and incidentals have likewise risen. Hotels and cafe charges since the war have increased more than 50 per cent. It is self-evident that the commission basis of pre-war times are ill-adjusted for present conditions. We know from the prices we sell at to-day that many adjustments of wages and other incidental costs have been taken care of, so we respectfully ask that the increased selling costs be likewise adjusted. The intimate relations that have always existed between the employer and the salesman leads us to believe that the merchants will give this subject serious and favorable consideration. Realizing that compensation is based on individual worth, and is calculated on a different basis for each industry, we therefore refrain from asking any set percentage of increase, but do urgently ask that every employer of traveling salesmen readjust the old scale to conform to existing conditions."

William E. Van Ness, Food Administrator for St. Joseph county, is traveling representative for Cooper, Wells & Co., St. Joseph. He is very enthusiastic over the work and promises to become one of the most efficient administrators in the State.

"Jay A. Burz," referred to in this department last week, should have been printed Jay A. Berg. He is in Company D., M. A. C. Training department, East Lansing.

You need not worry if you call up Foster, Stevens & Co. and ask for Harvey Mann's desk and receive word from the young lady operator that Mr. Mann is not at his desk. Harvey is still a trusted employe of the old house, but he and Mrs. Mann are on a two weeks' motor trip through Canada visiting many old home points, including St. Thomas and Blenheim.

Gotlieb Bessemer, father of Bessemer Brothers, Hastings, dropped dead on the streets of Hastings last Wednesday. We, as well as the people of Hastings, sympathize with them in their bereavement.

Bert Wiersma, merchant at Zeeland, was in Grand Rapids last Saturday on business. D. F. Helmer.

Women's Hats For Fall.

As the fall season draws closer, velvet hats for women are coming into greater use here. The popular models, according to the official bulletin of the Retail Millinery Association of America, are made of velvet combined with hatters' plush or panne velvet, and satin antique combined with hatters' plush, panne velvet, ordinary velvet or beaver cloth. In the tailored models, it says, velvet with beaver and hatters' plush is used extensively. In the "dressier" models the other combinations noted are seen. The trimmings for tailored hats for the new season include wings, quills, burnt ostrich fancies, ribbon or velvet bows, buckles of cut steel or bone, and both large and small rhinestone pins. For dress hats ostrich banding, fancies, tips, jet or beaded ornaments, paradise, etc., are used. The leading shades for fall are black, purple, navy, brown, taupe, and sand, although some hats are seen with light-colored facings.

The bulletin also says that many velvet models for fall are being combined with novelty braids. One of these braids is made of two or three strips of felt joined together with silk floss stitching and is used on flanges and side crowns. It is seen chiefly in light blue, sand, and rose. Another novelty is ratine braid, which looks like heavy cloth with a rough finish. It is used mostly on tailored or semi-sports models.

A Safe Buying Rule.

The small merchant may avoid many financial difficulties if he will follow a simple plan of arithmetical financing says the credit manager of a big wholesale dry goods house.

Take a typical small dry goods business, with sales of about \$30,000 a year. Then in the average credit period of sixty days the sales are \$5,000. This amount will vary according to the season, of course, but the figure serves for illustration. The expense, let us say, averages 20 per cent. of sales, or \$1,000. The differ-

ence—\$4,000—represents the merchant's buying power. If he gets enthusiastic and buys over that amount—say, \$8,000—his bills come due before he disposes of the goods. Since his normal sixty-day business is \$5,000, he is in trouble.

If instead of buying loosely, merchants would keep to normal figures in their buying, and try to make more money by turning stocks faster, they would be safer, nine times out of ten. Their volume would increase normally and their buying power would increase normally along with it.

Cut Prices.

The recent decision forbidding manufacturers from in way trying to dictate resale prices comes at a time when it is likely to do the least harm. So far as we have been able to observe, very few retailers have so far taken advantage of it. This doubtless is because they find it unnecessary to do so, as the present is not a time of cut-throat competition. The public has been educated to pay high prices.

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

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



"Sunbeam" Sweater Coats and Jerseys

"Better Made for the Better Trade"—is considered and appreciated more than ever.

Cardigans, Shakers and Jumbos in new styles and colors, including the popular Military numbers.

"V" Necks, Shawl Collars and Shawl Collar Pull-overs.

Made from long fibre yarns. The best workmanship is incorporated in them—you will be impressed by the fullness and construction, which will make these sweaters SELL.

Brown & Sehler Co.

Home of Sunbeam Goods

Grand Rapids,

Michigan

DON'T BE ALARMED!

There is No Cause for Anxiety

The government price fixing will be confined to comparatively few items and all of those of very staple character.

BE AN OPTIMIST—Buy carefully and discriminately.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



Uncertainty Regarding the New War Tax Law.

Written for the Tradesman.

Of paramount importance to the business world at present is the new war tax bill upon which the House committee is now working. While in the last analysis it will be the Senate rather than the House that will fix figures if not principles with a degree of care and conservatism more pronounced than the House, it is encouraging to note that there is a degree of economic sense being revealed by the House committee. It is true that the framers of the bill are showing a determination to steer clear of any unpopular forms of consumption taxes. The reliance is still on incomes and profits, as measured in dollars. There are evidences of some modification of methods which will work for the better. There is also a stiffening of rates which was to be expected, but the net outcome promises to be less drastic than the extremists had advocated. By committing itself to an excess profit tax of from 30 to 80 per cent. the House Ways and Means Committee has given the first tangible line on the probable portion of 1918 earnings of business concerns the Government will take. It will be noticed that the proposed schedule is moderate, when compared with the radical proposal to take 80 per cent. of the earnings above a pre-war period. It will, of course, require the great majority of business concerns to pay a larger excess tax than last year, but this is generally expected. The tentative new plan exempts \$2,000 and 10 per cent. on invested capital. The balance of the earnings, if this plan carries, is taxed as follows: 30 per cent. on amount above exemptions and not over 20 per cent. of invested capital; 50 per cent. on the next 5 per cent. of capital; 80 per cent. on the remainder. This schedule compares with a \$3,000 exemption for corporations under the present law, an exemption of from 7 to 9 per cent. of invested capital and taxes on the remainder as follows: 20 per cent. on amount above deductions and not above 15 per cent. of invested capital; 25 per cent. on next 5 per cent. of capital; 35 per cent. on the next 5 per cent. of invested capital; 45 per cent. on next 8 per cent. of capital and 60 per cent. on the balance. In order to give some idea of the comparative difference in the severity of the two taxes the following table, taken from the Boston News Bureau, is presented: Invested capital is assumed to be \$1,000,000 in each case with the specific exemptions of \$2,000

and \$3,000 eliminated for the sake of easy figuring:

	Proposed law	Present law
Invested capital	\$1,000,000	\$1,000,000
Exempt 10% "	100,000	90,000
Tax on \$200,000	30,000	24,500
Tax on 250,000	55,000	42,000
Tax on 500,000	255,000	234,000
Tax on 750,000	455,000	384,000
Tax on 1,000,000	655,000	534,000

The bulk of the profits of many industries with high earning power come under the top rate—60 per cent. on earnings over 33 per cent. of capital as at present, and 80 per cent. on earnings over 25 per cent. as proposed. The burden of business concerns will not stop here, as it is also proposed to jack up the income tax, now 6 per cent. The proposal now finding most favor appears to be an 18 per cent. tax, with a rebate of 6 per cent. where the income is distributed.

It is interesting to note that the war debts of belligerent countries on July 1 were as follows:

	Per capita	Debt	Interest
Germany	\$34,000,000,000	\$500	\$1,500,000,000
Austria Hungary	18,000,000,000	340	900,000,000
Great Britain	27,700,000,000	589	1,385,000,000
France	27,000,000,000	675	950,000,000
United States	7,000,000,000	63	499,000,000
Italy	7,527,000,000	209	283,000,000

It is estimated the United States will spend \$22,740,000,000 in the year ending June 30, 1919, and loan the Allies \$7,000,000,000 in that period, a total of about five times the cost of four former wars. War of 1812 cost \$119,663,000; war with Mexico, 1846-49, \$173,268,000; Civil war, 1860-65, \$3,481,020,000; Spanish-American war, 1897-1900, \$1,901,926,000. The war to date has cost Great Britain over \$32,000,000,000 and France over \$21,000,000,000, Italy over \$8,000,000,000, and other Allies more than \$5,000,000,000.

Up to July 31, cash receipts of the U. S. Treasury for war savings and thrift stamps amounted to \$501,191,328, representing the purchase of war savings stamps to the total maturity value of approximately \$603,844,970.

Some idea of the job the Government has undertaken can be gathered from the fact that telephone companies taken over by the Government have 20,428,326 miles of wire and 8,729,592 telephones, ranging from 149 phones per 1,000 of population on the Pacific Coast to 39 in the east-south-central states and 91 phones per 1,000 population in the

ESTABLISHED, 1853

Capital \$800,000
Surplus and Undivided Profits: \$1,029,158.35
Resources: \$14,930,647.35

Willard Barnhart, Chairman of the Board.
Clay H. Hollister, President G. F. Mackenzie, Vice President
William Judson, Vice President and Cashier.
Carroll F. Sweet, Vice President H. A. Woodruff, Assistant Cashier.
H. Van Alderen, Assistant Cashier.

THE OLD NATIONAL BANK

Monroe at Pearl

Grand Rapids, Mich.



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

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

United States. There are 32,233 telephone and 28 telegraph companies in the country, whose combined capital stock and bonds outstanding amount to \$1,213,798,950 with annual income of \$319,844,007, and expenses of \$262,133,861. They have 220,658 employees, with wages of \$121,005,535. Telephone messages number nearly 14,000,000,000 a year of which 340,000,000 are long distance calls.

Opening of the Fourth Liberty Loan campaign is set for Sept. 28. Interest in the loan among bankers centers in the rate of interest the bond will bear. It is generally understood that \$6,000,000,000 will be the amount called for. Some bankers believe the new bonds will bear $4\frac{1}{2}$ per cent. interest, but the consensus of financial opinion is that there will be no change and that the new issue will bear $4\frac{1}{4}$ per cent. interest. The latter opinion appears to be the nearest to the truth, not only because it accords with the statement of Secretary of Treasurer McAdoo, made at the last Liberty Loan rally in Grand Rapids, but because the bonds will sell as readily with $4\frac{1}{4}$ per cent. interest as they would with $4\frac{1}{2}$ per cent. Another fact that makes it probable the rate of interest will remain at $4\frac{1}{4}$ per cent. is that those who converted their $3\frac{1}{2}$ per cent. and 4 per cent. bonds into the third Liberty Loan did so with the understanding that the rate of interest would remain the same on all bonds issued during the war. It will be remembered that the Third Liberty Loan $4\frac{1}{4}$ per cent. bonds are not convertible into those of any subsequent issue. Understanding that and relying on McAdoo's statement that subsequent issues would not carry a higher rate of interest, hundreds of thousands of dollars worth of the first and second issues were converted into the Third Liberty Loan $4\frac{1}{4}$ per cent. bonds. It would, therefore, be manifestly unfair to place the interest on the fourth loan bonds at any rate higher than $4\frac{1}{4}$ per cent. General confidence that the new loan will go over the top is marked, whether the amount be \$5,000,000,000 or \$6,000,000,000.

A bill has been introduced in the National House of Representatives and referred to the Committee on Ways and Means which authorizes the Secretary of the Treasury to use at his discretion surplus funds in the Treasury for the purchase of any outstanding interest-bearing obligations of the United States. It provides that "all provisions of existing law requiring the establishment and maintenance of a sinking fund for the reduction of the debt of the United States, be, and the same, are hereby repealed" and in lieu thereof, the Secretary of the Treasury is hereby authorized to use at his discretion the surplus moneys in the Treasury from time to time, or such portions thereof as he may deem proper in the purchase or redemption of the outstanding interest-bearing obligations of the United States; and the obligations so purchased or redeemed shall be cancelled and retired, and their respective amounts

shall be deducted from the outstanding principal of the public debt." The significance of this proposed measure is that the Secretary of the Treasury would be free from all restrictions he is at present under in administering the Liberty Loan sinking fund, not only with regard to the amount which he might apply to the redemption of the Government bonds, but also as to the particular Liberty Loan issues which he could purchase in the open market. The sinking fund now in force was established by the third Liberty Loan act, which empowered the Secretary to purchase of any issue of bonds, not in excess of one-twentieth of the par amount originally put out, in each twelve months period thereafter not in excess of one-twentieth of the par amount outstanding at the beginning of such twelve months period. Again, under the provisions of the present law the first $3\frac{1}{2}$'s are excluded from the operation of the sinking fund. Congress, in passing the Third Liberty Loan act, discriminated in every way it could against the first $3\frac{1}{2}$ per cent. bonds because of the exemption from all taxes, except inheritance tax. This disadvantage would be removed if the pending bill becomes a law, which is sweeping in its character. It does not even place a limit on the price at which the Secretary of the Treasury might buy up outstanding interest bearing obligations of the United States Government. Under the present law the average cost to the Government of such bonds as are purchased or redeemed in any one twelve months cannot exceed par and interest. Paul Leake.

Liberty Loan Interest Rate.

Secretary McAdoo has definitely announced that the Fourth Liberty Loan bonds will bear $4\frac{1}{4}$ per cent. interest.

The Secretary has been insistent that the Government interest rate should be stabilized at $4\frac{1}{4}$ per cent. He points out that a raise in the rate of interest of only one-fourth of 1 per cent. on \$10,000,000,000 of Government bonds would mean an annual increase of \$25,000,000 in interest charges, and that this money would have to be raised by increased taxation and paid by the people of the country. It would not be paid by one class only, because there are consumption as well as other kinds of taxes, and the consumption taxes reach every class of people.

"As an intelligent people," said Secretary McAdoo during the Third Liberty Loan campaign, "we should now make a stand for the financing of our Government during the period of this war at a stabilized rate of interest, say at $4\frac{1}{4}$ per cent. per annum, so that all business and all investments may be adjusted to that basis, and so that we ourselves may protect ourselves against successively increased rates of interest on Government loans."

Neither our patriotism nor our support of the Liberty Loans are measured in fractions of per cent.

When a man is easily bought the buyer is usually sold.

Patriotic Attitude of South Bend House.

South Bend, Aug. 18—Please find enclosed check for \$2 to cover subscription for the Tradesman.

I am expecting to get into the service in the very near future. My company has granted me a leave of absence for the duration of the war. They have retained me on the pay roll and the business will be handled by my assistant, E. R. Schrader. With the kind of treatment my company has extended to me, it makes a fellow feel very loyal and anxious to do his bit.

The Tradesman has always been of much value to me and will want to continue to come to our office for the benefit of the boys at home. Our office has six service stars at this time. We have asked each employee, after leaving our service for service in the army, to come back and take up his position at the end of the war. This is due to the fellows making the great sacrifice. C. A. Hisey, Manager So. Bend Who. Gro. Co.

This war is for all that America means to you. Look around and see what else you can do to win it.



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

$3\frac{1}{2}$

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Position of the Banker as an Educator.

In the big, broad field of human endeavor, as a builder of conscience and commerce, the position of the banker as an educator is an ideal one. Surrounded, as he is, by his fellowmen, in every walk of life, his opportunity to direct their mental and moral training along proper lines becomes a responsibility to his community which he should be quick to recognize.

That many of the bankers of this country do recognize their opportunities in this respect is evidenced by the activities of certain committees of the American Bankers' Association and the various State Bankers' Associations.

In the more important agricultural and stock raising states, many bankers, acting in conjunction with state committees on food production and conservation, are encouraging their patrons in the rural districts to place more and better live stock on their farms.

Their encouragement is given practical support by the purchase of live stock and the organization of live stock clubs through which the distribution of cattle, hogs and sheep is made. Notes are taken from the members of the clubs in payment for the stock and liquidation is effected at the end of the feeding or breeding season.

Through this medium, the banker assists in the education of young people to promote live stock production and from the viewpoint of world economics he could not be engaged in a better work at this time.

This feature of the banker's educational work also includes the purchase and distribution of seed for encouraging large grain acreage and contests are arranged wherein prizes are offered for the largest and best formed ears of corn and the greatest production per acre. Exhibits are arranged in the lobby of banks and the results of the season's work are then made generally known. Some bankers are so deeply impressed with the importance of this work that they have opened agricultural departments in their institutions with trained agricultural men in charge.

The banker is also much interested in the proper education of his own employees. As evidence of this fact, he encourages and lends substantial support to the American Bankers' Association. Local chapters of the Institute are maintained in all the principal cities and educational courses in money and banking, commercial law and other pertinent subjects are conducted. In these classes the young men who have chosen banking as their life's work are offered the opportunity of preparing themselves for the more important positions in their banks.

Bankers are frequently called upon by the officers of educational institutions, such as universities, high schools and the Y. M. C. A., having classes in commercial subjects, to make talks and deliver lectures on various branches of banking. This department of work in our educa-

tional institutions is a most important one and such institutions should be encouraged by all bankers to hasten its development to the minutest detail in order that a college graduate, if he chooses, may be technically trained in banking.

No banker should decline an invitation to talk or lecture before an educational class, no matter how diffident he may feel. The young men in the class are interested in learning the practical side of banking, as well as the theory, and a recital of the banker's experiences and methods would prove most interesting and instructive to them.

The evolution of the banking business in this country during the past twenty years has transformed it from a vehicle for the mere deposit of money and discount of paper to a service proposition. The banker who is keenly alive to his opportunities is constantly initiating new methods to educate his patrons. In acquainting them with the facilities of his bank in such a way that they will understand thoroughly the various branches of the service offered, he is contributing to a better feeling between his patrons and himself which cannot help but cement more closely their attachment for his institution. This desirable condition is being accomplished by some bankers through the distribution of descriptive pamphlets setting forth in detail the service offered in each department of the institution. Others have run a series of newspaper advertisements describing each department while others print an understandable statement.

One of the most effective methods of properly educating the bank's patrons to the proper use of its facilities is through personal interview. It frequently happens that a patron will issue a check which, if paid, would overdraw his account with the bank. In many cases it is necessary to refuse payment of such checks on account of the lack of sufficient funds without being able to get notice to the patron in time to enable him to cover the overdraft.

It is quite probable that the patron has not been previously advised that an officer of a bank who authorizes an overdraft may be held personally liable to the bank for any loss sustained through his act and a short letter to him advising him of the circumstances may prevent him from misconstruing the bank's action. In that letter a personal interview may be requested which would result in the proper regulation of the patron's future conduct of his account and also in retaining his friendship for the institution.

The banker can also be of great service to his patrons by encouraging them to keep proper books of account. There are many small merchants and individuals who do not have an accurate record of their affairs and when called upon to furnish a financial statement as the basis for credit accommodations, they show a list of items which a practiced eye can tell were not taken

from properly kept records. Such patrons should be shown, in a personal interview, that they are not entitled to consideration until they can furnish a statement that can be relied upon as being true and correct.

Frankness and straightforwardness between the banker and his patrons is the only safe basis for their dealings. Many times a banker can reform a patron by frankly explaining why a loan cannot be made. The patron may have had a bad start through the lack of proper advice and instead of being turned away bluntly to continue along improper lines, he might be changed to a valued patron by a few well chosen words of advice.

The banker is in an admirable position to help reduce the enormous bad debt waste of this country by assuming more fully the role of educator. He should enquire more closely into the affairs of borrowers to determine whether or not the money loaned is being used for purposes calculated to make the loan a safe and liquid one. If he finds that the money is not being so used, he should have the courage to decline further engagements and frankly explain the reason.

If a banker will act promptly when he is informed that a patron is becoming careless in the conduct of his affairs and apply an antidote to the first symptom of commercial failure he will probably save his patron and his creditors from an inevitable loss. A word of friendly advice to a patron that he should modify or change certain habits which he has contract-

ed may change his patron from a failing debtor to a successful merchant.

As an educator the banker is in a position to advance or retard the growth of his community. The very nature of his work may cause him to become the victim of routine and his ideas may become irrevocably fixed. This condition he must constantly contend against, and by keeping informed and by informing others, he will be sufficiently occupied with diversified interests to enable him not only to advance the growth of his community but to derive much personal satisfaction from the knowledge that he is developing himself by assisting others.

LeRoy C. Breunig.



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

33,000 ☐ Satisfied Customers

☐ know that we specialize in accommodation and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Do Not Trust to Chance

No man can afford to take a chance on life itself. It is too uncertain. And failure to make proper provision for the care of your property upon your death means that the results of your labor and effort may be but poorly conserved, and your family lose thereby.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

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

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

List of Houses Penalized During the Past Week.

J. A. Rawls, a wholesale and retail grocer of Henderson, Ky., has been deprived of his license to deal in foodstuffs for two weeks for violation of Food Administration rules and has made a contribution of \$1,000 to the Red Cross in lieu of more severe penalties. The violation consisted of profiteering and failing to keep his books in shape to show accurate transactions.

The license of the Union Grain Co., of Fort Worth, Texas, has been revoked because the company failed to make adjustment in accordance with the directions of the Texas Federal Food Administrator with the Kemper Mill Elevator Co. for four cars of corn handled by the Kemper mill for the Union company.

The Food Administration has penalized two firms for violation of rulings regarding sugar. The Consolidated Sugar Co., of Brooklyn, N. Y., for having an excess supply on hand amounting to approximately 32,000 pounds, has been compelled to suspend business for four days. The sugar was ordered held at the disposal of the Food Administration.

Throumoulos Bros., of Biddeford, Me., fruit and confectionery dealers, will not be permitted to handle sugar for the remainder of the year. Their offense was selling sugar in larger quantities than permissible, including as much as 100 pounds to one family.

J. Raia & Co., of 341 Rumney Road, Revere, Mass., has been deprived of its license to deal in foodstuffs for one month, for violation of Food Administration rules. The firm was found guilty, after a hearing, of failing to accept and unload a quantity of fresh fruit and vegetables. The penalty became effective August 1st.

David Garber, a wholesale wheat and flour dealer, of 1411 Main street, Hartford, Conn., has lost his license for a week for selling flour without the proper amount of substitutes.

The Red Wing Milling Co., of Red Wing, Minn., and the Ruehlmann Flour Co., of Cincinnati, Ohio, have been penalized by the Food Administration for violation of food regulations. Ruehlmann, handling white rye flour on a commission basis for the Red Wing Co. was charged with selling it in compulsory combinations with wheat flour in Kenton and Campbell Counties, Ky. The Red Wing Co. was required to repurchase at sale price all unused rye flour it had sold in the two counties except in cases where purchasers wished to retain it, and Ruehlmann was ordered to refund all commissions on sales he had made.

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 hear-

ing 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 Balermo, of Silver Lake, N. J., a manufacturer of spaghetti, has lost his license until September 1st for exceeding his allotment of flour and ignoring warnings of the Food Administration.

An unlimited unfair order has been issued against the Stedaco Co., manufacture of soft drinks, of Boston, Mass., by the Food Administration, effective July 15th. The firm was found guilty of obtaining sugar secretly in large quantities after certificates had been refused them. The sugar was collected from small dealers who were told by representatives of the Stedaco Co. that the company had political influence in Washington and that it was not concerned about rulings of the Food Administration. The unfair order means that the company will be unable to get any more licensed supplies and will have to suspend operations.

R. J. Meguiar, tomato packer and catsup manufacturer at Greenville, Ohio, is again in difficulty with the United States Food Administration. The R. J. Meguiar Co. and the Meguiar Co., both tomato packing corporations, have lost their licenses. The Federal Food Administrator for Ohio will supervise the limited operation of both companies, which may continue to operate only long enough to fill existing contracts. This is being done in order that the large tomato crop in that section of Ohio may be saved. The companies have contracted for the production of much of the tomato acreage in that part of the State. Rather than have the farmers lose their crops, the Food Administrator will require Meguiar to continue operations until after he has purchased all tomatoes contracted for. Neither will he be allowed to purchase tomatoes not already contracted for unless they are grown in Greenville or the Burkittsville districts of Ohio.

Because they used more flour and sugar than the quantities permitted under the Food Administration regulations, the Shepard Co., Providence, R. I., have had their baking license revoked by the Food Administration for an unlimited period, upon recommendation of the Food Administration for Rhode Island. The Shepard Co. operate a big department store and make their own baker's goods.

R. W. Shropshire, a retail merchant of Rockingham County, North Carolina, has lost his license for six months for violating Food Administration rules. The charges proved at the hearing were selling flour without substitutes and altering books for the purpose of deception. The penalty was made severe chiefly because Shropshire refused to make explanations and his flat refusal to observe regulations.

It is more necessary that your clerks know what your advertisements say than that you yourself know.

The Battle of the Substitutes.

The loaf of bread which patriotism and the regulations of the Food Administration combine to make the bakers of America sell at this time, says The Bakers' Helper, is a substitute for the wheat bread of peace time; it is a loaf made to meet war necessities; and in his advertising every baker should recognize this fact. Most enterprising bakers have done so.

To-day bakers can ask the public to buy the loaves upon patriotic grounds. This patriotic argument completely upsets the old-time commercial considerations. Previous to the war only two persons were involved in a transaction between the baker and the public. When the baker sold a loaf of bread and the customer was satisfied with it, the transaction was completed. To-day there is a third party involved in every transaction—the third party being the Nation as a whole. Other things being equal, the public is going to patronize the baker who convinces it that his product is helping to conserve the Nation's supply of wheat. In advertising, therefore, the baker should bear in mind this fact, that what he says concerning his bread appeals to the three parties described—the Nation, his trade, and himself.

Ashes Valuable.

The National Coffee Roasters' Association recently received a communication from one of its members saying that a considerable saving may be effected from the ashes of their roaster plants. This member has been saving everything from his plant to see whether his chemist could discover some use for that which ordinarily is wasted. This led to the discovery that ashes from under the gas-heated cylinders were worth \$47 per ton for the 8 per cent. potash they contained.

Freight charges may be prohibitive in some places in the country, but roasters near large fertilizer plants may be able to turn this waste into cash and at the same time add to our fertilizer supplies the much-needed potash.

The merchant who sits back and waits for luck to make him successful will never have a big store of his own.

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

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

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., anywhere in the State of Michigan.

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

Home Office, Grand Rapids

Protect Yourself by Using

EGG CANDLING CERTIFICATES

See advertisement on page 21.

Assets \$2,700,000.00

Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policyholders

\$3,666,161.58

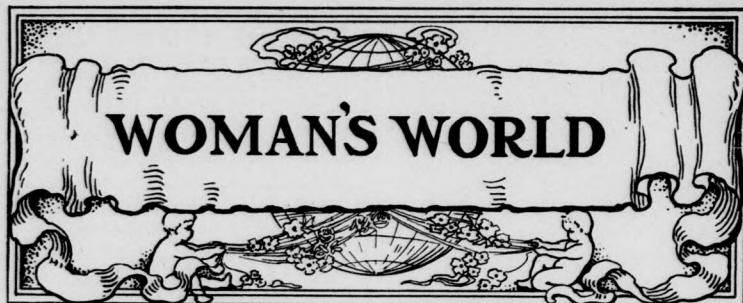
Paid Policy Holders Since Organization

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

WM. A. WATTS
President

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

SURPLUS TO POLICY HOLDERS \$479,058.61



Are You a Slave of Fashion?

Sometimes it seems to me that women are not worthy of the ballot, or anything else that indicates independence or individuality. Men are bad enough when it comes to following fashions, but women are worse. So many of them are simply the slaves of the dressmaker and the man-milliner! We hope that one result of the war and the economies and simplifications that will be enforced by it will be an emancipation in some measure from the tyranny of the fashion maker.

Individuality—if one has anything worthy of that name—is that mark of the inner spirit that serves to identify the person among his fellows; it goes on, we may hope, forever. Personality is the sum-total of the qualities that outwardly express this individuality. You may not like my definitions—they are not original with me—but you will admit that every person not a complete lump of putty has some characteristics of personality that mark him off from the rest. Those who are under slavery to the extreme of fashion seem to be doing all they can to hide whatever distinctive personality they may have, and make themselves just as ordinary as possible—like one of a run of shad.

Yet they imagine that, rigged up in what they are pleased to call the "height of fashion," they have given themselves something of distinction. The fact is that that is precisely what they have not done. Watch them as they parade by in one of the "Easter parades" and see if they do not look as if they had all been turned out by some sort of automatic machinery—ten thousand identical pieces in such-and-such a length of time.

The fashion column says everyone must have a black satin dress, the skirt just seven inches from the floor; that bright-colored sweaters were worn last year, but this year the colors must be soft, and so on—we all go running like sheep, little caring that black satin may not be what we ought to wear, that this color or that suits us better, or that seven-inches-from-the-floor skirt-length is just the most awkward thing for our style of personal architecture.

A gown or hat may be in the nick of fashion, but so dreadfully unbecoming that the wearing of it is nothing short of a crime for us. Little we care that the particular actress who devised this particular abomination may be a woman we wouldn't speak to on the street, or that it may have been highly becoming to her even if never to us.

Haven't you noticed repeatedly

that a really pretty woman is turned into a fright by the shape or color of her hat or the cut and draping of her gown? The woman from whom she takes this particular outrage may not know enough to go in out of the rain, but an otherwise sensible woman will sacrifice her good looks in the meekest possible manner to the bidding of this person. Moreover, with that comfortable feeling that one has in "being well dressed," she complacently walks about oblivious of the fact that this arbiter of "the style" has transformed her into a fright.

Singers, public speakers, and entertainers have to be very particular about their gowns, and most of them take care not to wear anything that will distract their audiences; but now and then you see one who has eclipsed herself with a dreadful costume. How much more important it is that we who have nothing to show except our general personal appearance should not have the courage to make the most of it!

This is one of the most important things for the home-maker to study. No matter how much her family may love her, there is a subtle something that adds to her influence in the home if she takes a little pains with her personal appearance. Some women are so beautiful that they never have to think about it, but such are few. The mother can influence her daughters enormously, and they quickly drift away from her if she does not teach them by word and influence to understand the real relation of clothes to personality.

There are principles. Do not believe that because once you were a rosy-cheeked, brown-haired girl and wore blue or pink to the distraction of all onlookers, you can do it after you are fifty and gray-haired. Grandmother may have looked lovely in golden brown twenty-five years ago; let her now try taupe or soft beaver shades, heliotrope, wistaria, and the soft old blues.

Young girls make tragic mistakes. They imitate the styles and colors they see in the shop windows or on other girls to whom they chance to be becoming. I remember a girl whose eyes were blue and whose hair was brown, who always wore blue of some kind. She could wear anything. Nobody ever said of her, "Oh, I wish she wouldn't!" Other girls tried to "copy her," and never could understand why the results were so unsatisfactory.

Study your features and physique, and suit your costume to them. If you have a high forehead, bring your

hair around it softly, and not so low as to suggest that you have no brains at all. If you have large ears that stick out from the side of your head too much, see how it improves you to cover them with your hair just a little. They say that the hair drawn down over the top of a woman's ears "takes ten years off her age." Look in the glass and try plastering your hair tightly back; then try it just softly combed over your ears and down round your neck. With invisible hairpins and a net you can make it stay where you want it. On the other hand, there are faces that need severe lines, but they are not many, and nobody over fifty should risk it.

Don't imagine that it doesn't make any difference. Whatever we have of good looks was given to us to make the most of, and if we aren't good looking at all we have the duty to produce at least a pleasing impression. And one can't do that-continuously by accident. We know, or can get good advice about the general styles and colors that are becoming, it isn't necessary to be frumps, or to ignore the general character of the changing fashions; but really sensible people do not permit themselves to be made into mere frames on which to hang "the very latest." An old friend of mine used to say: "Follow the fashions—at a distance; but not so far behind as to look like the beginning of another procession."

But more important than the fashions is the duty, and the pleasure

of having and expressing, in manner and voice, expression of face, arrangement of hair, color and cut of costume, a general character and fitness of personality that will conserve and breathe forth a certain unity that is Yourself. Don't ever let the milliner or the tailor take that away from you. It is worth your while to study it, and have about your costume as a whole something that is your very own. Even then it will not be really convincing unless there shines forth withal a sweetness of spirit. That is the most important thing of all. Prudence Bradish.

My Wage.

I bargained with Life for a penny,
And Life would pay no more,
However I begged at evening
When I counted my scanty store.

For Life is a just employer,
He gives you what you ask,
But once you have set the wages,
Why, you must bear the task.

I worked for a menial's hire,
Only to learn, dismayed,
That any wage I had asked of Life,
Life would have paid.
Jessie B. Rittenhouse.

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.



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.

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

Prompt Payment of Bills Indication of Patriotism.

While to the average charge customer the assertion that there is a distinct relation between overdue bills and a lack of patriotism on the part of persons who do not pay promptly may seem far fetched, local credit men assert that it is by no means so. One of them explained recently why it is not, and why the men and women who do not meet their financial obligations promptly are, in a certain sense, slackers.

"In the first place," he said, "the Government has need of every dollar it can raise in order to carry on the successful prosecution of the war. Therefore anything that smacks of waste is wrong and unpatriotic, because it uses up money that the Government requires. That commercial waste of all kinds must be eliminated, or at least reduced to the lowest possible limit, if the hands of the army and navy are not to be tied by a lack of money, is shown by the urging of merchants by the Conservation Division of the War Industries Board to cut down daily deliveries, to reduce the period in which the returned goods privilege may be enjoyed, etc. In short, the Government wants everything possible done to save money.

"Now, one of the things that will hamper a merchant as much as anything in his desire to do his best by the Government and at the same time to serve his customers as well and at as little expense to them as possible is having a considerable portion of his capital tied up in accounts receivable. Well-posted credit men know that in any store which has a large number of charge customers an average of 10 per cent. of the accounts on its books runs over the thirty-day limit for payment that is set by the store at the time an account is opened and is accepted by the customer receiving it. Three per cent. of these accounts run past sixty days, and two per cent. past ninety days. This means that 10 per cent. of the store's capital is tied up in accounts receivable for more than thirty days and that it is of no value to the store during that period.

"What does this mean? It means that the store has only 90 per cent. of its capital to work with as long as these bills remain unpaid. It means that this handicap must be offset by borrowing money from a bank, which, in turn, means an increase in the cost of doing business, an increase which the store has to meet by spreading it over the merchandise it sells and letting the customer foot the bill.

"And here is where the patriotism comes in. If accounts were promptly met the merchant would not have to seek financial relief from a bank, and the money saved in this way could be devoted to buying additional Liberty bonds or to increasing contributions to the Red Cross and other important organizations. If the merchant did not have to seek loans the banks would have more money to loan the Government or to contribute to various war needs. If accounts

were promptly paid the reductions in selling prices that a store could make, or, rather, the further advances growing out of the increasing cost of all kinds of merchandise it could avoid, would leave the consumer free to enlarge his or her pledges or contributions. That is what we credit men mean when we say that slow payment of accounts owed to stores is a kind of slackery.

"Looking at it from another point of view, to pay bills promptly may in the long run lessen the war burden on the consumer. When a person buys Liberty bonds or War Savings Stamps he or she does it with the assurance that the money is coming back, with interest, at a given time. The same person also knows that when an income or any other kind of tax has to be paid the money does not come back. I have shown how slow payments can lessen the purchase of Government war securities all along the line. But this does not alter the fact the the Government needs huge sums of money, and if it cannot get them through the sale of bonds or savings stamps it will get them through taxation. No better proof of this exists than the plan now before Congress, if other means of raising the required money fails, to tax the very clothes a person wears.

"There is another side to the waste involved in slow accounts than offsetting the handicap thus imposed on a merchant by forcing him to get loans from his bank. To collect a past-due account costs at least 5 per cent. of its value, shop or store amounts to several million dollars a year. To have to collect any sizable percentage of amounts like these at an expense of 5 per cent. or more means something to a store and something to the store's customers as well. But the worst part of the whole proposition is that the money spent in collecting accounts is, from one point of view, wasted, in that it could be saved by customers meeting the obligations in regard to prompt payments which they agree to and assume at the time their accounts are open. It is making waste of this kind necessary that constitutes a lack of patriotism; it is making waste of this kind necessary that makes slackers out of persons who let their accounts run, for they are not, in this respect at least, doing their utmost to win the war."

In order to bring home the need of prompt settlement of accounts the credit men are contemplating the distribution among charge customers of the stores this notice: "At this time, when the United States Government is doing its utmost to stamp out waste wherever waste exists, it should be one of the obligations of the shopping public to pay their bills promptly. By so doing men and women engaged in writing dunning letters and other collection work would be released for more important labor. The saving thus made would give the merchant an opportunity to invest it in Liberty bonds or subscribe to the Red Cross.

"Unproductive effort must be eliminated. Therefore, it is the duty of

every one to co-operate by the prompt payment of their bills. Why not begin now?"

Save On Sugar.

The people of the United States in wheat saving have shown what a democracy can do. For several months the household consumption of wheat has been less than 50 per cent. of normal, while in the immediate past the whole country has been content to do with only about 35 or 40 per cent. of normal wheat requirements. The result has been that we were able to export 141,000,000 bushels of wheat, much of it as flour, that otherwise, in the face of a short harvest, we would not have been able to send overseas. This wheat was the salvation of the Allies, and each individual who helped to attain this result may have in some degree the same consciousness of duty well done and of actual achievement as have the soldiers in the trenches.

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

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

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and!
 Artistic Design

What Kind of a Man Do You Want in the United States Senate?

Do YOU Want a Man of

BRAINS
 EXPERIENCE
 GOOD JUDGMENT
 ACTION

Do YOU Want—

A man who will stand for the PROTECTION of the American farmer—the American workingman—the American business man?

Do YOU Want—

A man with a splendid record—who stood for PREPAREDNESS and who stands today for the most unqualified AMERICANISM?

Then Vote for

☒ TRUMAN H. NEWBERRY

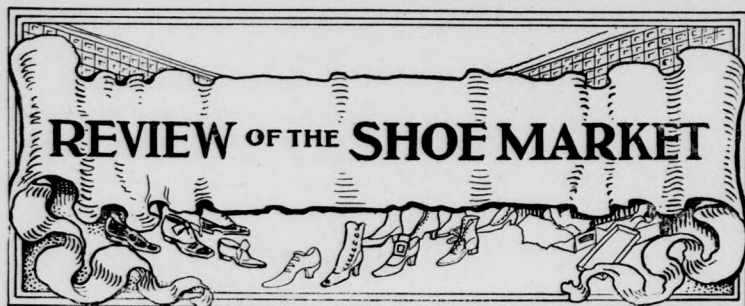
At the Republican Primary Next Tuesday



NEWBERRY for UNITED STATES SENATE

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

Conservative Investors Patronize Tradesman Advertisers



Shoe Industry Classified as Essential.

A letter informing manufacturers and dealers in boots and shoes that they will be placed on the preference list for fuel and transportation without separate applications from individual manufacturers, was today prepared by priorities Commissioner Edwin B. Parker, of the War Industries Board. In order to secure this preferential treatment, however, manufacturers must make pledges that they will devote their efforts only to production of essential products, and make monthly reports of production to the Hide, Leather and Leather Goods Section of the Board. Preferential classification of the shoe industry is due, it is declared to a realization that it is one of war, as well as national importance.

The letter embodying the decision and regulations surrounding it is as follows:

"Since the conference between representatives of the shoe industry and the undersigned with other representatives of the War Industries Board, careful consideration has been given to the several problems then considered and a decision has been reached that the shoe industry is one of war importance as well as national importance in other respects. It is, of course, essential that necessary shoes shall be provided for use of our soldiers, seamen and our civilian population.

"The Priorities Division will place manufacturers of boots and shoes on the preference list for fuel and transportation without requiring individual manufacturers to make separate applications. It will, from time to time, remove from the list such manufacturers as shall fail, or refuse, to comply in good faith with the letter and spirit of the following program, and such other requirements as may in the future appear to be necessary to protect and preserve leather and other materials used in the manufacture of boots and shoes. It is most essential that the utmost economy be practiced in the purchase and use of shoes.

"Each manufacturer should execute and send to the War Industries Board its pledge of co-operation in form as follows:

"The undersigned hereby pledges itself to manufacture useful products only and

(A) 'To devote the products of its manufacture, as far as possible, to essential uses only, as that term has been or may be defined or applied from time to time by the Priorities Division of the War Industries Board.

(B) 'To urge and procure, so far as lies within its power, all dealers in or users of its products to exercise all possible economy and conservation in such products by limiting sales and purchases, by intelligently repairing, and by otherwise protecting and lengthening the use of such products.

(C) 'To co-operate with the conservation Division of the Hide, Leather and Leather Goods Section, and—

(D) 'Not to furnish its products for resale to any dealer who shall fail or refuse to co-operate with the undersigned in carrying out the letter and spirit of this pledge.'

"In addition, each manufacturer will send each month to the Hide, Leather and Leather Goods Section its reports showing deliveries made of its products during the preceding month, and giving such other information as may be required on said form.

"The pledge to be given such manufacturer by its customer who purchases for resale should be addressed to such manufacturer in the following form:

"The undersigned hereby pledges itself:

(A) 'So far as lies within its power to urge and procure all dealers in or users of your manufactured products to exercise all possible economy and conservation in such products by limiting their sales and purchases, by intelligently repairing, and by otherwise protecting and lengthening service of such products;

(B) 'To co-operate with the Conservation Division of the Hide, Leather and Leather Goods Section, and—

(C) 'Not to furnish its products for resale to any dealer or consumer who shall fail or refuse to co-operate with the undersigned in carrying out the letter and spirit of this pledge.'

"Through you (the manufacturer) the War Industries Board appeals to every dealer in and user of boots and shoes to help save leather and leather goods for war purposes. The absorption of such material by the war program is reaching such large proportions that it becomes the duty of every man, woman and child to economize in their use of these materials so that no shortage may exist for war requirements. It will be expected that every manufacturer and dealer will reverse his ordinary attitude towards trade, and will bring to gear all possible influence to curtail output and limit sales and that every consumer will exercise such careful

Before you buy TENNIS Be sure to see the New Hood Ideas

See the New
Tramper

The New
Outlook

The New
Sportshu

The New
Yarmouth

The New
Dayshu

And the "good old"

Lenox, Casco, Bayside and Others

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Your Big Demand To-day

is

Keds

Our Stocks Are Very
Complete Now.

Send Your Sizing Orders
at Once.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

restraint in his purchases as substantially to save materials.

"May we with confidence expect that all will whole-heartedly and enthusiastically co-operate in demonstrating to the world that this nation can and will economize in the consumption of materials to meet the nation's needs?"

Some Big Automobile Taxes.

The pending revenue bill will certainly pass in some form before next Christmas. Some of the Congressional leaders hope to postpone final action until after the elections, for they remember that parties that have been responsible for drastic taxation on the eve of Congressional or Presidential elections have usually met a Waterloo at the polls.

So far as the automobile tax is concerned, the present outlook strongly favors two imposts, first, a tax on sales to be paid by the manufacturer considerably larger than that now in force, and, second, an annual tax in the form of a personal property levy, to be paid by the owner. Presumably this annual tax will be graduated downward from year to year on each particular car to cover depreciation.

The Ways and Means Committee of the House has already taken preliminary action by adopting a tax of 10 per cent. on the selling price of automobiles and 5 per cent. on the price of trucks; these taxes to be paid by the manufacturers, and in addition a graduated tax of from \$10 to \$140 based on the original cost of cars has been imposed upon owners. The schedule as framed by the committee is as follows:

Original Cost of Automobile.	Tax
\$500 or less	\$10
Above \$500 and not over \$750 ...	15
Above 750 and not over 1,000 ...	20
Above 1,000 and not over 1,500 ..	30
Above 1,500 and not over 2,000 ...	40
Above 2,000 and not over 2,500 ...	50
Above 2,500 and not over 3,000 ...	60
Above 3,000 and not over 3,500 ...	80
Above 3,500 and not over 4,000 ...	100
Above 4,000 and not over 4,500 ...	120
Above 4,500 and not over 5,000 ...	140
An additional \$40 for each \$1,000 of original cost above \$5,000.	

Chairman Kitchin and his colleagues figure that these taxes will yield about \$125,000,000.

In addition motorcycles are to be taxed \$5 a year. This tax will be paid by the owner regardless of the power of the machine.

Government Hide Regulations.

Butchers and small dealers who have been in the practice of vatting or salting hides in watertight containers must discontinue this practice at once. Hides must not be purchased when in this condition. Hides must be salted, spread out flat in such a condition that all drainage and moisture will run off. The practice of selling hides all around at one price, or at a flat basis, must be discontinued.

Hides must be sold on their merits—that is, No. 1 at No. 1 price, No. 2 at No. 2 price. The object of these rules and regulations is to bring up

the standard of ordinary butcher hides to the relative merits of large packer hides. Butchers are cautioned to use extraordinary care in skinning hides, as there is an enormous waste annually in the poor quality of ordinary butcher hides. This can easily be remedied by being more careful in preparing hides for market. At the present time the government demands for good hides are enormous, and only a small percentage of butcher hides can be used at the present time on account of the poor take-off and manner in their being prepared for market. The government aims to bring the standard up equal to the large packers who realize relatively higher prices for their hides on account of the careful manner in which they are prepared for market.

What I Have Stopped.

I have stopped buying anything that is not a known seller.

I have stopped even listening to all these "guarantee talks" because I do not need a guarantee on what will sell, and what won't sell I do not want.

I have stopped all "sentimental buying" as I have been converted to the "Charity Begins at Home" doctrine.

I have stopped acting as an "advertising medium" for shrewd manufacturers, who want the dealer to shoulder this item of expense and respectfully refer them to the various advertising mediums of the country, and especially to the local papers.

I have stopped making two or more investments where only one is necessary, because it reduces my profit. If I have more money than is necessary to run my business I will start another business or invest my money where I can hope at least, to make something on it, I might as well buy a fifth wheel for my buggy as to buy a substitute brand when the one I have is supplying and satisfying my trade.

Mayer **HONORBILT
SHOES**

The Line That Satisfies

Fire Insurance

On all kinds of stock and building written by us at a discount of twenty-five per cent from the board rate with an additional discount of five per cent if paid inside of twenty days from the date of policy. For the best merchants in the state.

No Membership Fee Charges

**Our Responsibility Over
\$2,000,000**

**Michigan Shoe Dealers Mutual
Fire Insurance Company**
Fremont, Mich.

Write us for further information.

The Economy Shoe is the "Bertsch" Goodyear Welt Shoe for Men

High cost of labor and material make high priced shoes inevitable.

For Real Economy—both for your business and for your customers you should sell the "BERTSCH" Shoe Line.

Its many style and service giving qualities are well known to its friends.

Your opportunity lies in offering the "BERTSCH" Shoe to those of your customers who cannot pay the high price to which many lines have advanced.

They will be pleased with the substantial saving on their first investment and the comfort and service derived from the shoes themselves will prove real economies, which will reflect favorably upon your store and service.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

Grand Rapids,

Michigan

You Are Interested

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

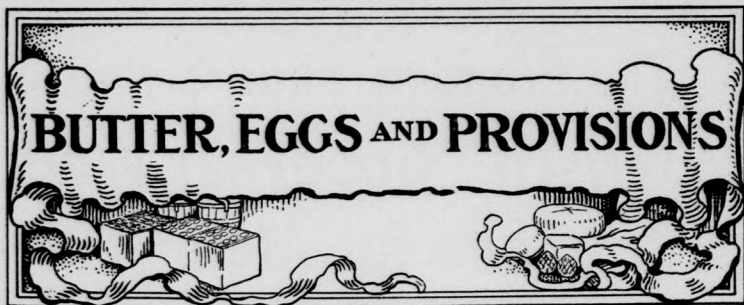
There are no better shoes made than ROUGE REX, even for more money.

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



Michigan Poultry, Butter and Egg Association.

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

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

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

How the Grocer Can Meet Competition.

For many years I have been of the opinion that the continued success of the independent retailer depends to a very great extent on a change in his method of doing business. The evolution of the cash and carry chain store brought a competitor not to be ignored; a competitor in a position to deliver the average item to its retail branch on a slightly lower basis of cost than the independent retail grocer can enjoy. But this small advantage is more than compensated for by the individuality of the owner behind the counter as against the machine-like characteristics of automations, with futureless prospects, whom the chain stores have to depend upon to manage their stores.

Wherein then lies the strength of this chain store competition? It is in this: That with 90 per cent. of our population, if not more, every dollar counts, now perhaps more than ever, and any system which enables, or apparently enables, this 90 per cent. to buy food on a lower basis is going to make a strong appeal.

The cash and carry chain store is not only in a position to price all its goods on a closer basis than the service store, but makes this difference in price seem even greater by selling certain advertised proprietary goods on a somewhat closer basis, sometimes even at cost or less than cost; thus giving the impression to the general public that they are selling all their merchandise on a very much closer basis than they really are.

This 90 per cent. of our population that I have referred to are very much like the other 10 per cent. They like service in the shape of delivery, credit, polite and intelligent attention and, being given what they want, where and when they want it. But when as a result of the clever pricing system of the cash and carry chain stores, consumers get the impression that these luxuries are costing them about 20 per cent., most of them figure that the saving in money is worth more to them than the loss of service and develop the cash and carry store habit. This is not theory; it is the positive truth, and we simply have to face it.

In a small town near my country home, even the wealthy are going with their automobiles to these cash-

and-carry stores. The fancy stores, supposed to be immune from this cheap chain-store competition, are suffering almost to the same extent as the independent stores that cater to the middle and poorer classes. One of our customers was located on a side street, doing business in the old-fashioned way, and dried up so rapidly that it simply meant closing out or making a decided change. He rented a small store on the main street, between two cash-and-carry chain stores, and commenced doing business on the cash-and-carry basis. Lo and behold, with the assistance of one boy, he is doing three times the business he was doing at the old location; more business, in fact, than the chain stores that flanked him on either side, and is making money—real money—for the first time in a number of years.

This one case exemplifies what I want to bring out, viz., that many retailers who think they are working subject to an impossible handicap have advantages which outweigh a few possible disadvantages. Their trouble is in sticking to old-fashioned and played-out methods. The cash-and-carry method is not the only system that will help the retail grocer meet chain-store competition. A system has been developed in Chicago which meets some of the objections to the cash-and-carry system and at the same time retains the fundamental principles which have made the cash-and-carry system a success. It includes:

(a) Marking prices on the goods, selling prices to be quoted on a non-service basis.

(b) Selling advertised specialties at chain-store prices.

(c) Charging extra for delivery and credit.

In some stores this system would work out advantageously—but needs carefully prepared circulars to launch it right, and it furthermore needs men of ability to explain again and again that the goods are priced on a non-service basis and that where customers desire service it is only fair that the customers should pay for it. Essentially the plan is to separate the charge for goods and the charge for service.

Years ago when I first advocated this new basis of doing business, there were advantages, but now the dealer who inaugurates a non-service or a partial non-service method of doing business is helping the Government win the war by the saving of men and money. So this is the ideal time to make the change. When a man can be patriotic and at the

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

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



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)

APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
Grand Rapids, Michigan

Knox Sparkling Gelatine

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

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.

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

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

Kent Storage Company,

Grand Rapids, Michigan

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan
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.

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.

same time benefit himself in a business way, you have a combination that should need no great amount of oratory to make a strong appeal.

I was rather surprised to note that your national secretary at your late national convention seemed to be under the impression that there were advantageous possibilities of introducing the Trade Acceptance system in connection with the sale of groceries.

Now we wholesale groceries do not believe this. We believe in getting the actual cash and are willing to give a fair discount to get it and thus be relieved of all credit risk. Trade Acceptances, which we might get from customers who did not discount their bills, would represent less desirable outstandings, would not represent the class of paper which it would be desirable for the Federal Reserve Banks to use as a basis for issuing Federal Reserve notes and would simply represent a mere collection device.

Trade acceptances might have some possible value in trades where business is necessarily done on long time, but they have no place in the grocery business.

In our mutual legislative problems we have again and again come to each other's support, not to prevent legislation simply because it threatened our business, but to oppose legislation that would be of no advantage and in fact a loss to the community, legislation that would simply make a few soft berths for some favorite sons.

Again and again, we have to keep impressing upon our lawmakers that authorizing State, city or other local officials to sell food at cost, does not mean that food will actually be sold at cost. The cost of distribution will have to be paid for, and if it does not come out of the buyer, it will have to come out of the general public, and the cost of distribution in the hands of officials, no matter how conscientious they may be, tied up in red tape, will be much higher than the cost through the normal channels of trade.

I take for granted that you agree with me that the United States Food Administration has been the crowning glory of America's war achievement.

It has taken a little time to get the machinery working smoothly and to make the few slackers realize that the Food Administration really meant business, but we have gracefully accommodated ourselves to the restrictions imposed upon us and it seems to me, considering the wonderful results that have been accomplished, our sacrifices have been but small in comparison.

Sylvan L. Stix,

President New York Wholesale Grocers.

Sure Proof.

"That rich old fellow hasn't the slightest suspicion his young wife detests him."

"How do you know he doesn't?"

"Because I've seen him eat her mince pie."

Rules Governing Sales of Wheat Mill Feeds.

Jobbers and Wholesalers.

No jobber or wholesaler shall sell any wheat mill feeds at an advance over the bulk price in excess of the following:

1. Shipment from mill or in transit, payment cash, demand draft or sight draft, \$1.00 per ton.
2. Shipment from mill or in transit, sale on arrival draft terms, \$1.50 per ton.
3. Sale ex-jobber's warehouse, payment cash, sight draft or demand draft, \$2.50 per ton.
4. Sale ex-jobber's warehouse, upon arrival draft terms, \$3.00 per ton.
5. In making sales on credit not to exceed \$1.00 per ton may be added to the margin which could be charged if sold on arrival draft terms.

Retailers.

1. Where one or more farmers purchase in advance of delivery full carloads, take delivery at car and pay for it on delivery, \$1.50 per ton, plus demurrage, if any.
2. Where a farmer purchases and takes delivery at car, and pays for it on delivery, in ton lots or more, but less than carlots, \$2.00 per ton.
3. Where a farmer purchases and takes delivery at car, and pays for it on delivery, in lots less than one ton, \$2.50 per ton.
4. Sales ex-warehouse in lots of one ton or more, \$4.00 per ton.
5. Sales ex-warehouse in lots of less than one ton, \$5.00 per ton.
6. In making a credit sale you may add a charge at the rate of one per cent a month.
7. In making a delivery you are entitled to make a reasonable delivery charge. Your cost price of feeds is determined by taking the invoice price, adding the freight, if paid by you, and adding the actual cost of cartage from the railroad to your place of business.

New Lemon Box After September 1.

That there will not likely be any change in the size or packing of orange boxes is the announcement of the California Fruit Growers' Exchange, but lemon boxes may be reduced slightly in size. These matters have been under discussion as the result of the railroads' announcement of a raise in the estimated shipping weights on fruits.

The exchange has been conducting experiments with a reduced size box to determine how much smaller than the present standard size a box would have to be in order to reduce the weight approximately six pounds, as required by the Government to restore the 72-pound weight and compensate for by loading an additional number of boxes in the car to maintain the present tonnage per car.

A smaller size lemon box which will reduce the weight of a packed box of lemons by approximately six pounds has been adopted by the Lemon Men's Club and it will be in use after September 1 if the change is approved by the Railroad Administration; to have the dimensions 10 x 13 x 25 inches inside measurement with the lids of the same length as the

sides, as contrasted with the present standard box, which is 10 3/4 x 13 1/2 x 25 inches inside measurement.

The 30s to fit the new box will be only 1-32 of an inch smaller in diameter—a reduction which is not appreciable and which will not affect the market price by the box or the selling price per dozen from the retail store.

The smaller box will permit of the loading of an additional tier in the car and the change will not increase the number of cars needed to move the lemon crop.

Don't try to hold a customer's attention by waving your arms or raising your voice. Get it by what you say rather than by the freakish way you say it.

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

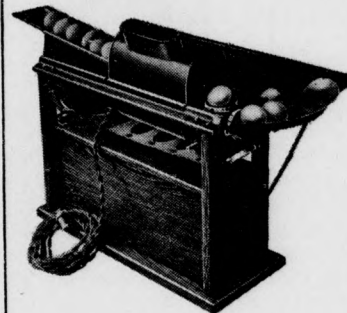
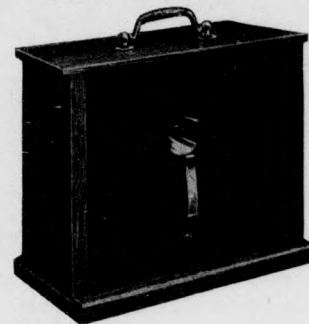
Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



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.

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

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

Use Tradesman Coupons



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

It Pays the Salesman to Know the Goods.

Written for the Tradesman.

I remember one time going into a hardware store to buy a baby-sleigh—a sort of cutter contraption with handles. I asked a clerk if they had any such sleighs—for, although it was close to Christmas, there wasn't one on display.

"I don't know," he said. Then, obligingly, "just wait a minute and I'll find out."

We waited while he interrogated another clerk. The other clerk passed him on to the boss. The boss growled something. Clerk No. 1 came back.

"Just wait a minute," he said; and thereupon vanished into the rear regions of the store, whence he issued eventually with a big white cutter. "This is a dandy little cutter," he said, with youthful enthusiasm. "We've sold a lot of them"—and I wondered how he came to be ignorant a moment before of the fact that they were in stock.

"How much is this one?" we enquired after giving the article the once-over—quite approvingly.

He bent and inspected it, here, there, everywhere, until his fine face grew very red. "There," he exclaimed, impetuously, "that price-tag has got loose somehow." And he asked Clerk No. 2 who referred him to the boss who shot him back to us with the message:

"Four-fifty."

"Are the handles reversible?"

"I don't know—er—you mean—just wait a minute—?"

"Never mind," I said. And, investigating, I found that the handles actually could be shifted so that the cutter could be either pushed or pulled.

That young man made a sale then and there—but he didn't make it because of his knowledge of the goods, for said knowledge was completely non-existent. He knew where to go for information—that was all. And even that he didn't know very well, for he went to Clerk No. 2, who apparently knew just as little about the goods and every time had to refer him to the fountain-head of wisdom—The Boss.

I often feel sorry for The Boss with his never-ending task of training hardware juniors for better jobs. Yet sometimes it strikes me that The Boss might make his task easier

—that, instead of each of them sitting back and waiting for the other to do it all, the junior and the Boss could get better results with less efforts by getting together and pulling together, from the very start.

From the most purely selfish point of view, it pays to know things. Many a time I've seen a raw beginner gaze enviously at a head clerk who seemed to have the entire stock in trade at his fingers' ends. Many a time I've felt for the youngster who, having bungled a sale, was on the point of losing it when his better equipped senior stepped in at the crucial moment and with a few deft words set everything right. The contrast of methods and "knowing how" and "knowing the goods" is often embarrassing, even to the customer.

But the junior has the remedy in his hands. It is up to him whether or not he knows the goods.

Knowing the goods is one of the first essentials of a successful salesman. The man does not have to run away at every question to consult somebody else, who can answer at least the average question with perfect confidence, has a great advantage over the clerk who doesn't know. And the clerk who doesn't know can develop himself into the salesman who knows very rapidly—that is, unless he is that bane of all hardware stores, the clerk who doesn't want to learn.

One of the most successful hardware men I ever met has a real Abe Lincoln sort of saying: "No man is such a fool that I can't learn something from him." Wherever he goes, he seems to learn things. He asks questions on all sorts of subjects, and he takes in what people say. He had a variety of jobs before he became a hardware merchant. He worked in a mill. He was a peddler. He worked in a store. But wherever he worked, he set out to learn all he could of the business which was his immediate concern.

When he went into hardware, he had sized it up as the desirable business for him—a business with a staple basis, that could be counted on to stand the strain of hard times. He decided to make it his life work. To-day he can spend a day in an ordinary hardware store and at the end of that time can tell the proprietor things about the stock that the proprietor himself has never known or even suspected. He can size up almost at a glance the value of a lot of goods that it would take an untrained clerk hours to inventory. Hardware has got to be second nature with him. He has made

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.

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.

Ionia Ave. and Louis St. Grand Rapids, Michigan

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids

So. Mich. Brick Co., Kalamazoo

Saginaw Brick Co., Saginaw

Jackson-Lansing Brick Co. Rives Junction

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

money, is successful, does his work with comparatively little expenditure of effort—just because he knows.

That sort of man is an exception you say? He had an acquisitive mind to begin with? Perhaps that is true. Perhaps the ordinary hardware junior couldn't hope to do as well. But at eighteen this man far from being a hardware junior, was a farm hand without any education whatever; and even to-day his book education is less than that of the average hardware junior. In fact, his prospects to start with were a good deal less than that of the average hardware junior.

A man's business success is largely of his own making. This man made his, just as any hardware clerk can make his, and by the identical method—that of getting into the way of knowing things. The chap who is just starting in the hardware store, be he young or old, should start with a clear idea that it is worth while to learn everything he can as he goes along. Even if he doesn't stay in hardware, he will at least acquire the habit of learning things wherever he is put.

This doesn't mean that the beginner should cut out every pleasure and make himself a mere drudge. I don't believe in the unmitigated drudge, although he has sometimes accomplished mighty things. But the great thing in the hardware business is to put first things first: to put the business which is to be your life-work in first place, and to make lesser things subordinate.

And the hardware merchant who finds a junior eager to learn should give him the glad hand of helpfulness, and share his own hard-earned knowledge with the ambitious beginner. Both are the losers when the junior doesn't know; and both are the gainers by what the junior does learn and refuses to forget about the business in which both are working together. But in the long run it is the junior, with his life before him, who gains the most. For in the process of learning hardware—the goods, the business methods, the right way of meeting folks—he is learning how to do one worth while thing in the great work of the world.

Victor Lauriston.

War-Time Experience Valuable to Bakers.

Harry Meyer, State chairman of the Ohio National Bakers' Service Board, predicts big things for the baking industry after the war from knowledge gained in war-time baking. "The old rule-of-thumb methods must go," said Mr. Meyer. "The baker must really know his business from the ground up, and if he will not discard his old and unsound policies, he will slowly but inevitably be pushed to the side by his studious wide-awake competitors. I doubt if we shall ever again completely return to the use of wheat flour without other cereal ingredient in the making of the loaf. The bakery business will never again be as simple as it has been."

Federal Inspectors Watch Factories Making Evaporated Milk.

Federal food inspectors of the United States Department of Agriculture are giving special attention to factories where milk is condensed or evaporated for use of the allied armies and for consumers at home, according to the officials charged with the enforcement of the Food and Drugs Act.

Condensed or evaporated milk is a most important article of food even in peace times, in the opinion of the officials. It is used by bakeries and confectioneries, and in feeding babies and the sick, as well as being used as a general substitute for fresh milk wherever the raw milk can not be obtained in sufficient quantity or purity.

In time of war, evaporated milk becomes a necessity, because it can be transported with ease and will keep a reasonable time under conditions where it is impossible to obtain or keep fresh milk. As much as 80 per cent. of the output of many large factories is being shipped overseas for the use of the allied armies.

Inspectors examine the sanitary condition of factories where milk is condensed or evaporated, sterilized and canned. Samples of the raw milk as received at the factories are taken for analysis by chemists and bacteriologists to see that it is clean and wholesome and that it possesses the proper proportion of butter fat and other ingredients. The processes of evaporation, sterilization, and canning are studied; samples of the finished evaporated product are taken for examination in order that it may be determined whether the evaporated milk has been condensed to the proper constituency, contains the right food elements, and is clean and wholesome. The contents of the cans are weighed and compared with the amount stated on the labels. The labels on the cans are critically studied to see that there is no misbranding or false statements made regarding the quantity, the quality, or the strength of the evaporated milk.

Inspectors of the various states cooperate with the Federal food inspectors in this work. The Federal Food and Drugs Act applies only to shipments of foods that enter interstate or foreign commerce. State inspectors have jurisdiction over products made and sold wholly within the State.

The joint authority of the Federal and State inspectors often enables them, working together, to correct abuses which either working alone could not reach. Adulterated or misbranded condensed milk, when shipped into interstate or foreign commerce, may be seized under the Federal Food and Drugs Act, and the manufacturer or other responsible party may be prosecuted under the criminal sections of the law. The State food inspectors have authority under the law of some states, to require insanitary factories to close until put into sanitary condition.

Evaporated or condensed milk, as defined for the guidance of the offi-

cial in enforcing the Food and Drugs Act, must be made from whole, fresh, clean milk, and contain not less than 25.5 per cent. of total solids, and not less than 7.8 per cent. of milk fat.

Cutting Our Candy Ration.

If there had been any doubt about the matter, the demand of our soldiers for candy and the enormous quantity it takes to satisfy the "sweet tooth" of the army are sufficient proof that women and children are not the chief consumers of chocolates and other innumerable sweets in the American market, as formerly charged. Young women found that out long ago when they saw the boxes of candy brought as an offering by masculine callers calmly consumed by the donors before the evening was over.

The truth is that the appetite for candy is practically universal in this country. The making of confectionery has become such a fine art in the United States and the varieties made cover such a wide range of qualities and flavors, besides being tempting to the eye, that few persons resist their enticements entirely. In short, it may be said broadly that everybody buys candy and everybody eats it. But now the prospect is that people will have to limit their purchases in the interest of the conservation of sugar. In other words, candy is to be Hooverized.—Indianapolis Star.

Stamp Out Sugar Hoarders.

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

Will the Farmers Win on Gasoline?

A tentative agreement has been reached by the Ways and Means Committee of the House of Representatives to impose a tax of two cents per gallon on gasoline. This should produce about \$45,000,000.

Whether the gasoline tax will stick is an open question. The farmers of the country use a lot of gasoline. They will object strenuously to the tax and they have a barrel of votes.

Automobile Factories Will Turn to Munition Plants by Jan. 1, 1919.

Mr. Auto Owner:

To be protected you should repair, rebuild and repaint your car and keep it insured against fire, theft and liability.

When the committee calls on you to purchase War Savings Stamps or Liberty Bonds or to contribute to the Red Cross you should not make the excuse that you have had your car burn or stolen, or lost money through a lawsuit brought against you on account of an auto accident when you can keep protected against these losses for a few dollars and keep prepared to do your bit. Do not wait until you purchase a new car, but insure today in a company with a membership of over 35,000 and a surplus of about \$70,000, also a fireproof building in which to keep your records, with up-to-date equipment with which to give you service.

This is no time to insure in a small company without surplus. Insure in a safe company that was organized and developed before the war.

Cost only \$1.00 for policy, plus 25 cents per H. P.

CITIZENS MUTUAL AUTO INSURANCE COMPANY

HOWELL, MICH.

Only Three Weeks to Labor Day. You Know What Happens After That—Closed Season at

Just a delicate hint of what you should do during the short few days that are to come before frost and the "closed" season."

The Lake Resort increases in popularity and the theater plays to capacity houses much of the time.

It is all so clean and nice out there from the girl in white and a smile, to the interesting pictures.

Only acts that have merit are accepted which means the brightest and cleverest in vaudeville offerings.

RADONA



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.

Urgent Appeal To All U. C. T. Members.

The Kaiser's war continues with increasing fury. Our boys of the grand old U. S. A. are now in the midst of the awful affray sealing with their blood the covenant we have made with liberty and in proclaiming the imprescriptible rights of man. We read of their heroic sacrifices and brilliant exploits with apprehension and sorrow and rejoicing. Doubt it not, brothers, we shall finally destroy Prussianism and the combination of tyrants, but we must be admonished to be on our guard and not allow optimistic reports to interfere with our war program, divert our duty or lessen any obligation or sacrifice in observing our Government edicts. Every effort of which we are capable must be employed and continued with invincible energy to the day of a regenerated and confederated world with an established and lasting peace.

Our Government calls upon this great body of United Commercial Travelers to give its co-operative assistance and especially to aid the food administration in its promulgation of rules which are subject to constant change and to report to the Federal authorities any infractions coming under our observation. Looking forward in anticipation of a bountiful harvest we must warn our people of excessive indulgence and that lean years are to follow years of plenty and that all surplus must be carefully husbanded and preserved. Again and again we must reiterate the necessity of conservation of everything essential to the successful prosecution of the war.

The preserving season is before us and attention must be called to its importance in our conservation program. People must be taught how to dry and can surplus products. If a member of a canning club, at least fifty jars must be canned. United States Farmer's Bulletin No. 839 is the most complete treatise on canning published and may be had free upon request to the Agricultural Extension Division, Lansing, Mich. The low price of fruit jars in comparison

with glass products generally should be noted and advertised.

Members of the U. C. T. fraternity should perceive with keen sensibility the present gigantic responsibilities of the Nation—contributions to the Red Cross must be encouraged, the purchase of War Savings Stamps must continue and subscriptions to the Liberty Loan go on, until we can greet our valiant armies under the auspices of victory over the ruins of tyranny.

In our own fraternal household our thankfulness is due the ladies for their co-operation in our work and our councils are requested to express through proper resolutions our gratitude to the women workers in each respective community.

Sam Gompers Not Liked in Boyne City.

Boyne City, Aug. 19—I want, personally and in the name of the corporation I have the honor to represent, to protest against the attitude taken by Sam Gompers and the U. S. Shipping Board in relation to the National war time prohibition of sale of intoxicants.

I came to Boyne City nine years ago, at the beginning of the dry regime, from Detroit, as executive of a manufacturing plant. In Detroit my men were soddened with beer—about 50 per cent. efficient—all the time and many times entirely incapacitated.

In Boyne City, in spite of the bootlegging that worked against the full effect of prohibition conditions, the conditions were radically different industrially, physically, financially and morally. Men were on hand every day and fit for work. Families that never had decent clothes or adequate food were well clothed and fed. With Boyne City, prohibition is a condition, not a theory, and the condition has proved so eminently satisfactory that upon the second submission of county prohibition it carried, not by a bare majority, but by such an overwhelming vote that there was little chance of its resubmission.

Boyne City is distinctly an industrial town, embracing every class of workers from iron furnace to saw-mill.

Put the national war time prohibition over and the country will never voluntarily return to either the open saloon or any other form of the use of liquor. What is good for the Army and Navy is surely good for everybody.

Charles T. McCutcheon,
Superintendent Boyne City Electric Co.
President Boyne City Chamber of Commerce.

If your business is showing an increase over last year, month by month, before you decide you are getting a bigger share of the town's trade, consider whether the increase may not be due to higher prices.

Made in America.

"Made in America" will be a slogan and purchasing guide most faithfully followed in this country after the war. Whether it is a paper of pins, pen knife, silk hat or carton of sugar, the purchaser will look for the copyrighted trade mark or brand for identification. Label, sealed carton, stamp or plate or whatever may be appropriately used to carry evidence of origination, will be used wherever possible.

The bulk goods offered in the retail store may or may not have been produced in this country. The package is the only means of labelling goods of this class, so that the producer may be identified.

All manufacturers and producers should be urged to label their goods in some unmistakable way, so as to protect the interests of American products against the advance in our midst of any German product with its origination cleverly concealed or merely lacking any evidence of German identification. Labelled or declared goods will be in demand as never before. The unnamed or unidentified goods will be looked on with suspicion and classed as doubtful.

System in the Stock Room.

With the new year, use system in your stock room. When a shipment of merchandise is checked off and sent to the stock room, paste a colored piece of paper about an inch and a half square on one individual article from each lot. This article is to remain in the stock room and never, under any consideration, brought to the store. On this piece of paper place the date received, price and the dealers name.

When the stock on this item is getting low or is out of stock, this remaining item shows what it was and gives full particulars regarding it, so that it may be re-ordered then or later on. As long as this article remains in the stock room, there is little chance of it being overlooked when the time comes to re-order it.

HOTEL GRANT

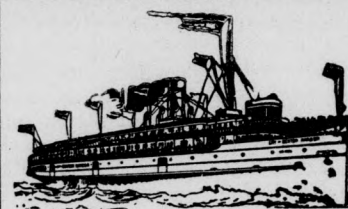
Mrs. W. Boosebark, Prop.
Newly Furnished New Management
Everything First-class
GRANT, MICHIGAN

Beach's Restaurant

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

CODY HOTEL

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



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 :: Michigan

The United Agency System of
Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
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CREDIT INFORMATION

GENERAL RATING BOOKS

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

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GENERAL OFFICES

CHICAGO, - ILLINOIS
Gunter 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 country. Will sell with or without buildings. Annual business sixty thousand dollars. Accounts collected through local industries. Other business interests make it necessary to sell.

Marathon Paper Mills Company,
Rothschild, Wis.

Corner Store For Rent

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

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 20—"Spain and Norway Denounce U Boats." Glaring headline in a local paper this week. This reminds us of the young man who was severely reprimanded by a policeman for a trivial transgression of the law. "I got even with him," reported the young man, "I met him on the street the other day and as we passed I gave him a dirty look."

Detroit Council holds its regular monthly meeting at St. Andrews hall, Saturday night, August 24. No. 9 has imbibed in something that has given it a new lease of life. More interest in the Council has been taken lately by the traveling men than for many moons past. James Jonas, with the Melvin Sign Co., is Senior Counselor. Schroeder's shoe store, located at 220 Randolph street for more than seventeen years, is going out of business.

C. B. Southworth, proprietor of the Park Hotel, at Monroe, has been appointed term of A. W. Grasseley. Mr. Southworth is one of those rare bonifaces who had the courage to conduct a hotel in the palmy days of John Barleycorn without depending on bar receipts and doing it very successfully. The simple expedient he used was giving high class service and value received for every dollar spent in his place. Mr. Southworth has the best wishes of the traveling men for a successful administration of the city's affairs.

W. H. "Doc" Martin, 14 Stender avenue, representative for Eli Lilly & Co., Indianapolis, returned last week from a vacation spent on his father's farm near Lodi, Ohio. "Doc" claims to be responsible for the conclusion of the "Boer" war.

The Ecolene Co., David Whitney building, has leased a stall in the Gratiot market to be used for the retail sale of its product.

F. W. Pilling, with the McCord Manufacturing Co., Grand Boulevard and Orleans street, has recovered from injuries recently sustained and has resumed his duties as district manager for Michigan and adjoining States.

Assessment No. 145, called by the United Commercial Travelers, must be paid on or before Sept. 15.

Harry B. Warner, Secretary of the Board of Commerce, is suffering an attack of appendicitis.

Recalling a statement accredited to Henry Ford that "everything he possesses is at the service of the Nation," Edsel Ford is still with his father. Truman H. Newberry's entire family are in the service and Theodore Roosevelt, replying to President Poincaré's condolences, wrote: "My only regret is that I am unable to fight beside my sons."

Carl Houser, city representative for the National Cash Register Co., returned Saturday from an extended auto trip with his family through Western and Northern Michigan.

George Barton, formerly of the National Fireproofing Co., has been appointed purchasing agent for the Walbridge-Aldinger Co., which has a contract to build eighty houses for shipyard workers at Wyandotte.

The Walker Brothers Catering Co. is building a three-story addition to its bakery at Sixth and Perry streets.

"Jack" Murphy, well known cigar salesman, is in Grace Hospital, where he underwent an operation last week. He is recovering rapidly.

"Lou" Burch and ten others leave next week for Presque Isle, where they own a club house. Mr. Burch is Secretary of Cadillac Council.

Word has been received that Lieut. Harry F. Postal, son of Fred Postal, proprietor of the Griswold House, has been wounded in France and is now in a hospital in England.

E. O. Hugill, Charles E. Baker and S. C. Fisk have formed the Baker-Fisk-Hugill Co., and will act as distributors for Dort and Jordon automobiles. Mr. Hugill is well known in Northern Michigan, where he was connected with the M. D. Olds Lumber Co., of Cheboygan.

The pleasing news has been received from Toledo that Fred R. Smith, pioneer candy salesman covering Michigan territory, has so far recovered since the amputation of his foot as to accept a position in an ammunition factory. Mr. Smith represented the Gray-Toynton-Fox Co., of this city for twenty-five years, later taking a line for the Switzer Candy Co., of St. Louis. He was a charter member of Detroit Council.

Consistency is a rare old bird. Detroiters go into a grocery store and cheerfully hand over 25 cents for a can of tomatoes which formerly sold at 12 and upset street cars because the company asks 6 cents for a ride.

From Gabby Gleanings we learn that in mentioning Grand Rapids to a stranger they know at once exactly what part of the U. S. A. Michigan is in. Keep it up, brother Helmer. That's what made a million people give Detroit the preference over Grand Rapids. Boost, brother, boost!

Frank Dziadosz has remodeled his dry goods store at 2167 Michigan avenue.

Word has been received by friends in this city of the death of Herbert Jackson in France. Mr. Jackson left with the first contingent of Americans after the declaration of War by this country. He was to be decorated for bravery and the fact that he was with the first American soldiers to arrive in France. Before enlisting he was connected with the Michigan Drug Co.

Andrew Leska, dry goods merchant, has completed alterations in his store at 975 Milwaukee avenue. James M. Goldstein.

Bottom Facts From Booming Boyne City.

Boyne City, Aug. 20—The Boyne City Chemical Co. has recently installed a new water supply which has resulted in a reduction of 50 per cent. in the power required for the cooling and condensing apparatus. Five deep wells were driven, connected with a motor driven centrifugal pump of 1,500 gallons per minute capacity. This supplies an abundance of water at a constantly low temperature.

The W. H. White Co. resumed operation last Monday in the repaired and improved mill No. 3, after a shutdown of six weeks, caused by the loss of mill No. 1. The mill had been out of commission for several years and had to be overhauled from the ground up.

The ore dock of the C. I. C. O. A. furnace is rapidly filling up for the winter's work. The overhauling of the furnace will be completed for resumption of operations Sept. 1. The work has taken ten weeks and involved the almost complete rebuilding of the plant.

The city has completed the street improvements scheduled for this year, and the paving apparatus has been turned over to Commissioner House for the building of the last unfinished portion of the Charlevoix-Boyne City-Boyne Falls county road.

We have seen an unusual number of tourists in Boyne City this summer, coming from neighboring resort towns. Good roads and good accommodations for transient guests bring many here who never knew that Boyne City existed. In a few more years, when we get time to get our overalls off and doll up a little, this town will be worth seeing.

I wonder if the head of the A. F. of E. ever saw a prohibition industrial town. Maxy.

Some Things Money Will Not Buy.

Lansing, Aug. 20—For one thing, money alone will not buy Victory.

Yet we shall have victory, for we are buying it with such priceless things as life and devotion and labor.

Years ago an English officer visiting an American army camp at the dinner hour asked what holiday was being celebrated. He was told that the fare he mistook for a special treat was the every day "grub," and his informant added, "Nothing that money can buy is too good for our men."

It is on that principle that we buy Liberty Bonds and Thrift Stamps and subscribe to the Red Cross. We are quite willing to give money with utmost generosity to support the efforts of those who are risking their lives.

But in this war life and death hang on what money alone will not buy.

The wheat we sent to Europe this year was really priceless, for it was not in the market; but individual sacrifice gleaned it bit by bit from the cupboards of the land as truly as Ruth gleaned her sheaves in the fields of Boaz.

Now we must send sugar in the same way. Sugar that does not exist can not be bought at any price. So we can not measure the amount sent by the money we would be willing to spend on it. There is a serious shortage of sugar in America and the Allied countries. We must send all we can spare from our own tables, for there is only a definite amount available and it must be stretched to go round. In other words, we can buy sugar for our soldiers and the Allies with patriotism, but not with money. And, considering the task they are doing, will anyone deny that "nothing that patriotism can buy is too good for our men?"

Here's another phrase that is often heard. "Sure; anything the boys want they can have." And some of us really think that we send them sugar and candy merely because they like it—having the soldiers' and sailors' notorious sweet tooth.

So, before we settle down to getting along on our two-pounds-a-month-a-person allowance, we had better improve our understanding of sugar and find out why, in one logical breath, we can argue that we don't need it, but soldiers do.

The human race got along until a century ago, or thereabouts, without what we now know as sugar—or with it in such small quantities that it was a mere occasional luxury, as grouse or terrapin is now. They ate, instead, such sweeteners as honey and maple sugar. That is a pretty good proof that the human race can get along without sugar. But we cannot get along without what sugar contains that is, carbohydrates. These carbohydrates, however, are found in many foods besides sugar. They are in fruits and in some vegetables, especially fresh ones, such as green corn, young peas and parsnips. But they are not running fruit and vegetable stands on the firing line, and there is no chance for the soldier to get his needful amount of sugar as we can get it, by eating plenty of other things.

That alone is sufficient reason for letting the soldiers have the sugar. But there is another just as strong. It is this: Sugar is a quick energy producer. Before making a tremendous physical effort, extra stimulation may be provided promptly by the use of sugar; and after great fatigue or long exposure to cold or damp, sugar, being pure fuel, provides quickly the extra heat needed by the body for restorative purposes. We at home do not need such quick-time energizers. Soldiers do.

So, since we can get such sugar as we need for our ordinary exertions in the foods that are available to us, it becomes a question of whether we shall eat sugar itself to gratify a

taste, or send it over seas to be used in doing business with the boches.

The soldiers need it. Money alone will not buy it for them. The price is patriotism. People of America, you have the price. Pay it.

Geo. A. Prescott,
Federal Food Administrator.

Fall Models in Hats.

Large cut beads of jet form the crowns of many attractive dress hats that are now on display here, according to the bulletin of the Retail Millinery Association of America. The crowns of these hats are high, round, and stiff, and are entirely covered with the beads. They are used with brims of velvet or panne velvet, most of which are large and some of which have irregular lines or upturned backs or fronts. Ornaments of jet, paradise, and ostrich form the trimmings.

The bulletin also says that a new trimming which is being introduced in conjunction with fall models makes use of tortoise-shell ornaments in the form of pins that are used in the hair. Some are similar to Spanish combs, while others have large, round heads. Both light and dark tortoise-shell ornaments are used, and they are placed either at the front or at the side of the hat. On tailored hats these trimmings are regarded as very effective.

Toast to the Flag.

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

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

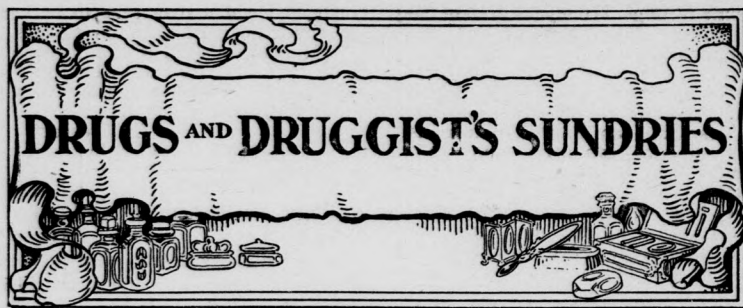
"Here's to the blue of it,
Heavenly view of it,
Star-Spangled hue of it,
Honesty's due of it,
Constant and true;
Here's to the whole of it,
Stars, stripes, and pole of it,
Here's to the soul of it,
Red, white and blue."

Even the Dolls Are Hit.

The shortages growing out of the war are hitting in some unexpected places. Even the dolls have not escaped. A manufacturer of these toys said yesterday that he had stopped manufacturing soldier dolls because of the scarcity of cotton khaki cloth. From present indications the little dolls that are now garbed in knitted bathing suits or little caps and sweaters will have to change their raiment, as recommendation has been made to manufacturers of fancy knit goods that the making of dolls' garments be discontinued because of the wool shortage.

Harold Sears and Ray Parker, of the Grand Rapids Dry Goods Co., are making an automobile tour of the trade as far north as Petoskey, going via the Mackinac Trail and returning via the Pike.

When you agree to get certain goods for a customer by a certain date, have them by that time, if you have to sacrifice most of the profit to do it.



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.

Where Are We Going to Get Help?

The old saw "like father, like son," is invariably true as to religion, and also politics. It is more or less so in regards to looks,—not always, though, as there are two sides of the family to inherit them from. And less true when it comes to the son following his father in the occupation he expects to pursue. In the first place the son may not be fit, either physically or mentally, to assume the responsibility of his father's business. He may be more adapted for something else. Then again he may not have a liking for that particular line. Having always been in close touch with it he has had an opportunity to become acquainted with all the disagreeable features connected with it and consequently chooses a different means of livelihood. Most any business is apt to become irksome to a boy, more especially if he has been compelled to spend a considerable amount of time in "helping out" that other boys, whose fathers are in different professions, use in amusing themselves.

Many boys from the very start show a liking or aptitude for certain lines, which is often inherited. A doctor's son will be rolling out pills or tying on an imaginary broken arm. Another boy will have a taste for drawing. Another will be doing carpentry work. While another, more shrewd than the rest, will be continually trying to earn a few pennies, or pull off a sharp deal. And still they may not take up any of these occupations unless they feel confident that they are going to be a success, financially.

It does not take a Billie Sunday to tell us that money is the goal towards which too many of us strive, for which too many of us waste too much of our energies. And still, it is a certain amount of money that eases us over the rough spots. That gives warmth and comfort to those of declining years. It is money that is required to run our stores. And it is also money, and a pile of it at that, that is going to help us win the war. And the son knowing these things is more than likely to pick out a calling

for which he is not adapted in order to earn a few more dollars.

Enumerating the different persons we come in contact with, we find it is the exception and not the rule, that the son takes up the occupation of his father. The sons of lawyers or doctors are more likely to than many others. Also the sons of rich men, who expect to inherit estates that involve large business interests. But on the whole, they are all looking in a different direction; and the son of the corner druggist is no exception to the rest of his companions, he also, is striving to outclass his father. How often has it been instilled into his mind not to make the mistake of his father but to pick out a business like Mr. So-and-So "see all the money he makes, and he does not work nearly as hard." And the son listening to the advise, no matter what his natural abilities are, chooses another means of endeavor. And so the great question that is confronting many of the retail druggists when they see their sons as well as their clerks leaving them, is: Where are we going to get help?

Every branch of industry at the present time is more or less handicapped by the same question; and yet there are concerns that seem to have no difficulty in obtaining all the help they need, and a boy once started at the bottom invariably works himself up to a permanent position. But not so in the drug business. They work a season, perhaps, and then quit. They have had enough.

It has been suggested, in order to fill up the ranks, to cut down the college requirements. Some would go so far as to remove more of the restrictions and convert it into an ordinary mercantile business, or even into a refreshment saloon. It has been suggested by others to have pharmacy taught in the high schools. But on investigating you will find that the best educated, the most respected, and the most successful are in favor of semi-professional if not professional pharmacy. And that we all know can only be obtained by the higher education and the more rigid requirements. And yet, if we expect to run our stores on such a plane and it is impossible to obtain or pay for a grade of help that will stand up to these requirements, the only alternative is to readjust, or go out of business.

Did you ever stop to think of what becomes of all the boys that start in the drug business, with their great expectations and over-ambitions. And of the thousand of younger ones who aspire to wear the white coats or tend soda fountain. Of the number

of errand boys and soda boys, cigar clerks; yes and soda girls and cashiers? Why the average small store has from one, to half a dozen new ones every year. And if one in five, or one in eight or ten stuck we would be amply supplied.

Why do they all leave? Why are they all picking out different lines of occupations, the majority of which do not carry the respect, the environment, the agreeable surroundings? It would seem to me that the question is, how to keep help, rather than how to get help.

In recalling a few of the different boys I have known I find they have drifted far and near and have gone into all kinds of occupations. Some of them lacked the fundamental education, and others for various reasons never could have taken a position behind the counter. And yet as I look back there is still a large army left that might have been drawn from. One studied pharmacy and afterwards took a position as an analytical chemist, one went into an oil refinery, one the tailor business, two are street car conductors, one I met the other day carrying a carpenter's kit, one studied for a doctor and another turned out to be a revivalist. And so on down the line, all selecting something different. And I can not call to mind in all the long list, covering over a quarter of century, of one who claimed that it was on account of not liking the work, nor the number of years necessary to learn the trade, nor the college requirements that sent them looking

elsewhere. It was the same answer from them all: Dollars. And they are all, barring one or two exceptions, earning more money per hour than they would be clerking in the modern store.

The whole thing, look at it at whatever angle you may, sifts down to that one proposition, "If you have the money you can get the goods." There is any amount of help obtainable if you are willing to "come across." Offer a minimum wage of five dollars a day for eight hours work, with time and a half for overtime and double time for holidays and Sundays as they are paying skilled labor in some of the plants, and you will have so many applications that it will take an extra stenographer to take care of the correspondence.

But this is where the hitch comes. A person may be willing, all right, but how are you going to pay a clerk five or six dollars a day if he only takes in eighteen or twenty, sell goods on a 33 per cent. margin, with an overhead expense of eight to ten per cent., and capital borrowed through the kindness of some jobber or friendly banker at the low rate of interest of five per cent., more likely to be six.

If the business is seventy-five per cent. soda water, cigars, patents and sundries, one can not expect to employ all licensed help. One or two capable men at a satisfactory salary helped out with boys or girls works very nicely. A cheap clerk, one of those "no-goods" who has worked for everybody under the sun, is never

1918 Holiday Goods Druggists' Sundries, Books, Etc.

Our entire line of samples covering holiday goods, staple sundries, books, stationery, etc., will be on display in our salesroom in Grand Rapids on and after September 1st and the proper announcement will be made by letter on or about that time.

This line of samples when displayed in our own show room together with our very large and well assorted stock will not only be the best assortment that we have ever displayed; but the magnitude of our stock and the quality of our purchases will convince our customers and buyers that we were never better prepared than today to fill their orders.

As previously announced this line was bought with a keen appreciation of present conditions and times. We will ask our customers just a little later to make dates with our salesmen, as has been our custom during the last two or three years. We are advising early buying and prompt shipment.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

a paying proposition. Pay a nine-dollar boy ten dollars and he will do more work than an eighteen dollar man drawing fifteen, and not be so grouchy about it.

In the large stores where they can divide the stock this system is usually employed. But the outside store, the little corner store, where it is imperative that they have one licensed man and often only one boy, how are they going to confront the difficulty. Raise the salary of the clerk and you increase the overhead expense. And will the clerk attract enough more trade? Is the location such as to make it possible? And can he take care of it if he does? But as I said before an underpaid clerk is decidedly a poor investment.

If the drug business as a whole will not support efficient clerks on a good salary it is time that we get after the business. Would it not be well for us to take a few lessons from our fellow tradesmen, see what they are doing, see what some of the professional men have been doing? Have any of them attempted to belittle their callings, to lower the standard of their business? Have not horse doctors and dentists through schooling and otherwise elevated themselves to the dignity of Veterinary Surgeons and Doctors of Dental Surgery? And can anyone, on going into their modern offices, deny but what they have earned the title? Is it any trouble for them to get the price? Even the plumber, through his own efforts has set himself, financially, far above the tinsmith; and still it does not require any more skill to wipe a joint on a frozen drain than to solder up a leaky eaves trough, and does not carry half the danger.

Many of the trades have formed organizations, societies, or unions. Have had laws formulated and passed for their own protection. And then boosted up their prices.

The druggist on the other hand has had laws restricting them passed. Laws, that they themselves should have been instrumental in passing for their own good. Laws that instead of kicking against they should have seen to, were so framed as to be a protection, not only to the public, but to the druggist himself.

We can all find fault, grumble, and object. But it will get us nowhere.

There is only one way, and that is: Get together!

Small local societies may promote a friendly spirit. But what is needed is to all join some one of the national associations, and then boost! Appoint legislative committees, financial committees and such other committees as necessary; committees representing the whole drug and pharmaceutical business. And then all get together and with our combined effort place Pharmacy on a footing that will command the respect of the people, the goodwill of the press and ensure a substantial living to both clerk and proprietor. And then, and not until then will we be able to satisfactorily solve the problem.

Geo. G. King.

Increase Your Prescription Department.

"Many roads lead to Rome," and undoubtedly many methods will increase prescription dispensing, the one which I consider best, in fact my best, a method "Par Excellence" is "Conscientiousness."

The dictionary definition for conscientious is "influence by conscience, governed by or conformed to a strict regard to the dictates of conscience, or by known rules of right or wrong. The definition for conscience is as follows: "Sense of moral goodness of one's own conduct, intentions or character together with a feeling of obligation to do or be that which is recognized as good."

Applied to dispensing it simply means that the conscientious, the scrupulous pharmacist fills the prescription correctly. To obtain such a reputation among the medical profession and the public in general, should be the chief aim of the pharmacist who makes prescription compounding his specialty.

Let the pharmacist who wants to increase his prescription department adopt the motto:

Prescriptions Compounded Carefully and Conscientiously! Circulate this story among physicians and the public, and it will place you into a separate and higher class, and it will surely increase your prescription business. Above all live up to this motto.

We don't take mental inventories often enough.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs	9 25@9 50	Capsicum	2 15
Boric (Powd.) ..	18@ 25	Eligeron	3 25@3 50	Cardamon	2 10
Boric (Xtal) ..	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	1 60
Carbolic	66@ 70	Hemlock, pure ..	2 00@2 25	Catechu	1 60
Citric	1 10@1 15	Juniper Berries 17	50@17 75	Cinchona	2 35
Muriatic	3 1/2@ 5	Juniper Wood ..	2 75@3 00	Colchicum	2 40
Nitric	10 1/2@15	Lard, extra	2 10@2 30	Cubebs	2 35
Oxalic	60@ 70	Lard, No. 1	1 80@2 05	Digitalis	2 10
Sulphuric	3 1/2@ 5	Lavender Flow. 7	00@7 25	Gentian	2 10
Tartaric	1 12@1 20	Lavender, Gar'n 1	25@1 40	Ginger	2 10
Ammonia		Lemon	2 00@2 25	Gualac	2 10
Water, 26 deg. ..	12@ 20	Linseed, boiled, bbl.	2 05	Gualac, Ammon.	2 10
Water, 18 deg. ..	10 1/2@ 18	Linseed, bld less 2	15@2 03	Iodine	1 50
Water, 14 deg. ..	9 1/2@ 17	Linseed, raw, bbl.	2 13@2 18	Iodine, Colorless	1 75
Carbonate	19@ 25	Mustard, true, oz.	2 35	Iron, clo.	2 10
Chloride	1 25@1 30	Mustard, artifl. oz.	2 30	Kino	2 10
Balsams		Neatsfoot	1 80@1 95	Myrrh	2 10
Copaiba	1 40@1 65	Olive, pure	10 00@10 50	Nux Vomica	2 10
Fir (Canada) ..	1 25@1 50	Olive, Malaga, yellow	5 35@5 50	Opium	2 10
Fir (Oregon) ..	40@ 50	Olive, Malaga, green	5 35@5 50	Opium, Camph.	2 10
Peru	5 25@5 50	Orange, Sweet ..	3 25@3 50	Opium, Deodor'd	2 10
Tolu	1 75@2 00	Origanum, pure ..	2 50	Rhubarb	2 10
Barks		Origanum, com'l ..	75	Paints	
Cassia (ordinary)	35@ 40	Pennyroyal	2 50@2 75	Lead, red dry ..	14@14 1/2
Cassia (Saligna)	90@1 00	Peppermint	4 75@5 00	Lead, white dry	14@14 1/2
Elm (powd. 35c)	30@ 35	Rose, pure	30 00@33 00	Lead, white oil	14@14 1/2
Sassafras (pow. 40c)	35	Rosemary Flows 1	50@1 75	Ochre, yellow bbl.	2 1/2
Soap Cut (powd.)	26@ 30	Sandalwood, E. ..	18 50@18 75	Ochre, yellow less	2 1/2
35c	26@ 30	Sassafras, true ..	3 00@3 25	Putty	3 1/2@ 5
Berries		Sassafras, artifl.	75@1 00	Red Venet'n bbl.	1 1/2@ 5
Cubeb	1 60@1 70	Spearment	4 75@5 00	Red Venet'n less	3 1/2
Fish	60	Sperm	2 85@3 00	Vermillion, Amer.	25@ 30
Juniper	12@ 18	Tansy	4 25@4 50	Whiting, bbl.	3 1/2@ 6
Prickley Ash ..	30	Tar, USP	45@ 60	Whiting	2 90@3 10
Extracts		Turpentine, bbls.	69	Miscellaneous	
Licorice	60@ 65	Turpentine, less	74@ 80	Acetanalid	1 10@1 20
Licorice powd...	1 05@1 10	Wintergreen, tr. 5	60@6 75	Alum	15@ 18
Flowers		Wintergreen, sweet	4 00@4 25	Alum, powdered and	16@ 20
Arnica	1 50@1 75	Wintergreen art 1	25@1 50	ground	16@ 20
Chamomile (Ger.)	70@ 80	Wormseed	15 00@15 25	Bismuth, Subnitrate	4 00@4 10
Chamomile Rom.	75@2 00	Wormwood	6 00@6 25	Borax xtal or	
Gums		Potassium		powdered	10@ 15
Acacia, 1st	75@ 90	Bicarbonate	1 25@1 30	Cantharides po	2 00@2 50
Acacia, 2nd	65@ 75	Bichromate	60@ 70	Calomel	2 69@2 75
Acacia, Sorts ..	60@ 70	Bromide	1 68@2 05	Capsicum	38@ 45
Acacia, powdered	60@ 70	Carbonat e	1 50@1 60	Carmine	6 50@7 00
Aloes (Barb. Pow.)	30@ 40	Chlorate, gran'r	65@ 70	Cassia Buds	45@ 50
Aloes (Cape Pow.)	30@ 35	Chlorate, xtal or	60@ 65	Cloves	77@ 85
Aloes (Soc. Pow. 90)	30@ 35	powd.	60@ 65	Chalk Prepared ..	12@ 15
Asafoetida	2 75@3 00	Cyanide	70@ 90	Chalk Precipitated	12@ 15
Pow.	3 00	Iodide	4 59@4 66	Chloroform	97@1 04
Camphor	1 47@1 50	Permanaganate 3	50@3 75	Chloral Hydrate 2	32@2 42
Gualac	1 50	Prussiate, yellow	1 75	Cocaine	14 30@14 85
Gualac, powdered	1 75	Suphate, red ..	3 75@4 00	Cocoa Butter	50@ 60
Kino	1 00	Suphate	90	Corks, list, less 40%	
Kino, powdered ..	1 00	Roots		Coppers, bbls.	2
Myrrh	75	Alkanet	3 25@3 50	Coppers, less ..	3 1/2@ 8
Myrrh, powdered ..	75	Blood, powdered	30@ 35	Coppers, powd.	8
Opium	28 50@29 00	Calamus	60@4 00	Corrosive Sublim.	2 35@2 40
Opium, powd.	30 00@30 50	Calampane, powd.	18@ 20	Cream Tartar	86@ 92
Opium, gran.	30 00@30 50	Gentian, powd.	27@ 35	Cuttlebone	75@ 80
Shellac	85@ 90	Ginger, African, powdered	25@ 30	Dextrine	10@ 15
Shellac, Bleached	90@ 95	Ginger, Jamaica, powdered	22@ 30	Dover's Powder 5	75@6 00
Tragacanth	3 25@3 50	Golden seal, pow. 8	50@9 00	Emery, All Nos. 10	15
Tragacanth powder	3 00	Ipecac, powd...	4 00@4 25	Emery, Powdered	8@ 10
Turpentine	15@ 20	Licorice	50@ 55	Epsom Salts, bbls.	4
Insecticides		Licorice, powd.	50@ 60	Epsom Salts, less 5	0
Arsenic	15@ 20	Orris, powdered	40@ 45	Ergot	1 25@1 50
Blue Vitriol, bbl.	11 1/2@ 12	Poke, powdered	20@ 25	Ergot, powdered 2	75@3 00
Blue Vitriol, less	12@ 20	Rhubarb	1 00	Flake White	15@ 20
Bordeaux Mix Dry	20@ 25	Rhubarb, powd.	1 25@1 50	Formaldehyde, lb.	19@ 25
Hellebore, White powdered	38@ 45	Rosinweed, powd.	25@ 30	Gelatin	1 75@1 90
Insect Powder	40@ 60	Sarsaparilla, Hond.	75@ 80	Glassware, full ca.	55%
Lead, Arsenate Po	34@ 45	Sarsaparilla Mexican	1 00@1 10	Glassware, less 50%	
Lime and Sulphur Solution, gal.	20@ 35	Squills	35@ 40	Glauber Salts, bbl.	2 1/2
Paris Green	43 1/2@54 1/2	Squills, powdered	45@ 55	Glauber Salts, less 3 1/2	35
Ice Cream		Turmeric, powd.	25@ 30	Glue, Brown Grd.	25
Piper Ice Cream Co., Kalamazoo		Valerian, powd. ..	21 00	Glue, White Grd.	20@ 25
Bulk Vanilla	95	Seeds		Glue, White Grd.	20@ 25
Bulk Special Flavored	1 00	Anise	42@ 45	Glycerine	75@ 92
Brick, Plain	1 20	Anise, powdered	47@ 50	Hops	60@ 75
Brick, Fancy	1 60	Bird, is	12@ 19	Iodine	5 60@5 90
Leaves		Canary	20@ 25	Iodoform	6 59@6 74
Buchu	1 85@2 00	Caraway	75@ 80	Lead, Acetate ..	25@ 30
Buchu, powd'r'd	2 00@2 10	Cardamon	1 80@2 00	Lycodium	2 25@2 50
Sage, bulk	67@ 70	Celery (Powd. 65)	55@ 60	Mace	85@ 90
Sage, 1/4 loose ..	72@ 78	Coriander	36@ 45	Mace, powdered	95@1 00
Sage, powdered ..	55@ 60	Dill	30@ 35	Menthol	4 50@4 75
Senna, Alex	1 40@1 50	Fennel	1 00@1 20	Morphine	15 45@16 00
Senna, Tinn.	40@ 45	Flax	11 1/2@ 15	Nux Vomica	2 30
Senna, Tinn. pow.	50@ 55	Flax, ground ..	11 1/2@ 15	Nux Vomica, pow.	28@ 35
Uva Ursi	45@ 50	Foenugreek pow.	22@ 30	Pepper black pow.	42@ 45
Oil		Hemp	9@ 15	Pepper, white	50
Almonds, Bitter, true	18 50@18 75	Lobelia	40@ 50	Pitch, Burgundy	12@ 15
Almonds, Bitter, artifl.	7 00@7 30	Mustard, yellow ..	38@ 45	Quassia	1 25@1 72
Almonds, Sweet, true	2 75@3 00	Mustard, black ..	25@ 30	Quinine	57@ 62
Almonds, Sweet, imitation	75@1 00	Mustard, powd.	35@ 40	Saccharine, oz.	2 90
Amber, crude	3 00@3 25	Poppy	1 00	Salt Peter	35@ 45
Amber, rectified	3 50@3 75	Quince	1 40@1 50	Seidlitz Mixture ..	48@ 55
Anise	2 00@2 25	Rape	15@ 20	Soap, green	20@ 25
Bergamont	8 00@8 25	Sabadilla	25@ 30	Soap mott castile	22 1/2@ 25
Cajeput	2 00@2 25	Sabadilla, powd.	35@ 45	Soap, white castile	22 1/2@ 25
Cassia	3 50@3 75	Sunflower	9@ 12	case	35 00
Castor	3 40@3 65	Worm American ..	25	Soap, white castile	22 1/2@ 25
Cedar Leaf	1 75@1 90	Worm Levant ..	1 20@1 25	Soda Ash	4 1/2@ 10
Citronella	1 00@1 25	Tinctures		Soda Bicarbonate 3 1/2	7
Cloves	4 50@4 75	Aconite	21 65	Soda, Sal	10
Cocanut	45@ 50	Aloes	21 25	Spirits Camphor ..	21 25
Cod Liver	5 60@5 75	Arnica	21 50	Sulphur, roll	4 1/2@ 10
Cotton Seed	2 05@2 20	Asafoetida	24 40	Sulphur, Subl. 5 1-10	10
Croton	2 00@2 25	Belladonna	21 55	Tamarinds	15@ 20
		Benzo	21 55	Tartar Emetic	20
		Benzo Comp'd ..	21 55	Turpentine, Ven. ..	50@4 75
		Buchu	21 55	Vanilla, Ec. pure 1	50@2 00
		Cantharides	21 55	Witch Hazel	1 15@1 75
				Zinc Sulphate	10@ 15

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	
Canned Blueberries		Barley	
Tapioa			
Galvanized Pails			
Galvanized Tubs			
AMMONIA		CHEWING GUM	
Arctic Brand		Adams Black Jack	70
12 oz. 16c, 2 doz. box	2 70	Adams Sappota	75
16 oz. 25c, 1 doz. box	1 75	Beeman's Pepsin	70
32 oz., 40c, 1 doz. box	2 85	Beechnut	70
		Doublemint	70
		Flag Spruce	65
		Hershey Gum	55
		Juicy Fruit	70
		Sterling Gum	70
		Spearment, Wrigley's	70
		Spearment, 6 box jars	4 00
		Yucatan	70
		Zeno	70
AXLE GREASE		CHOCOLATE	
Diamond, 1 lb., 4 dz., dz. 55		Walter Baker & Co.	
Mica, 1 lb., 4 dz., dz. 1 10		German's Sweet	24
Mica, 3 lb., 2 dz., dz. 2 75		Premium	35
Mica, 25 lb. pail	1 40	Caracas	28
		Walter M. Lowney Co.	
		Premium, 1/4s	35
		Premium, 1/2s	35
BAKED BEANS		CIGARS	
No. 1, per doz.	1 35	Peter Dornbos Brands	
No. 2, per doz.	2 25	5c Dornbos Sin. Bdr.	40 00
No. 3, per doz.	3 60	5c Dornbos Perfecto	40 00
		6c Van Dam	42 50
		Johnson Cigar Co. Brands	
		Dutch Masters Club	75 00
		Dutch Masters Banq	75 00
		Dutch Masters Inv.	75 00
		Dutch Masters Pan.	72 00
		Dutch Master Grande	72 00
		Dutch Masters Lond.	72 00
		El Portana	42 50
		Gee Jay	42 50
		Dutch Masters Six	42 50
		Dutch Masters Hand	
		Made	42 50
		Grand	42 50
		Little Dutch Masters	42 50
		S. C. W.	42 50
		Dutch Masters	
		Seconds	37 50
		Worden Grocer Co. Brands	
		Boston Straight	40 00
		Trans Michigan	42 00
		C. P. L.	43 00
		Court Royal	43 00
		Hemmett's Cham-	
		pion	42 50
		Iroquois	42 50
		La Azora Agreement	42 00
		La Azora Bismarck	70 00
		Whaleback	42 50
		Worden's Hand Made	36 00
		B. L.	40 00
		Woodhouse & Co. Brands	
		Tox	37 50
		Miss Detroit	43 00
		Special deal in quantities.	
		CLOTHES LINE	
		Per doz.	
		No. 40 Twisted Cotton	
		No. 50 Twisted Cotton	
		No. 60 Twisted Cotton	
		No. 80 Twisted Cotton	
		No. 50 Braided Cotton	
		No. 60 Braided Cotton	
		No. 80 Braided Cotton	
		No. 60 Sash Cord	
		No. 60 Sash Cord	
		No. 60 Jute	
		No. 72 Jute	
		No. 60 Sisal	
		Galvanized Wire	
		No. 20, each 100ft. long	
		No. 19, each 100ft. long	
		No. 20, each 100ft. long	
		No. 19, each 100ft. long	
		COCOA	
		Baker's	
		Bunte, 10c size	
		Bunte, 1/4 lb.	
		Bunte, 1 lb.	
		Cleveland	
		Colonial, 1/4s	
		Colonial, 1/2s	
		Epps	
		Hershey's 1/4s	
		Hershey's 1/2s	
		Huyler	
		Lowney, 1/4s	
		Lowney, 1/2s	
		Lowney, 5 lb. cans	
		Van Houten, 1/4s	
		Van Houten, 1/2s	
		Van Houten, 1s	
		Wan-Eta	
		Webb	
		Wilbur, 1/4s	
		Wilbur, 1/2s	
		Wilbur, 1s	
		COCOANUT	
		1/4s, 5 lb. case	
		1/4s, 5 lb. case	
		1/4s, 15 lb. case	
		1/4s, 15 lb. case	
		1/4s & 1/2s, 15 lb. case	
		6 and 12c pails	
		Bulk, pails	
		Bulk, barrels	
		70 8c pkgs., per case	
		70 4 oz. pkgs., per case	
		Bakers Canned, doz.	
		COFFEES ROASTED	
		Rio	
		Common	
		Fair	
		Choice	
		Fancy	
		Peaberry	
		Santos	
		Common	
		Fair	
		Choice	
		Fancy	
		Peaberry	
		Maracaibo	
		Fair	
		Choice	
		Mexican	
		Choice	
		Fancy	
		Guatemala	
		Fair	
		Fancy	
		Java	
		Private Growth	
		Mandling	
		Aukola	
		Mocha	
		Short Bean	
		Long Bean	
		H. L. O. G.	
		Bogota	
		Fair	
		Fancy	
		Exchange Market, Steady	
		Spot Market, Strong	
		Package Coffee	
		New York Basis	
		Arbuckle	
		McLaughlin's XXXX	
		McLaughlin's XXXX	
		package coffee is sold to	
		retailers only. Mail all or-	
		ders direct to W. F. Mc-	
		Laughlin & Co., Chicago.	
		Extracts	
		Holland, 1/2 gross bxs.	
		Felix, 1/2 gross	
		Hummel's foil, 1/2 gro.	
		Hummel's tin, 1/2 gro.	
		CONDENSED MILK	
		Carnation, Tall	
		Carnation, Baby	
		Hebe, Tall	
		Hebe, Baby	
		Pet, Tall	
		Pet, Baby	
		Van Camp, Tall	
		Van Camp, Baby	
		CONFECTIONERY	
		Stick Candy	
		Horehound	
		Standard	
		Jumbo	
		Big Stick	
		Mixed Candy	
		Broken	
		Cut Loaf	
		French Cream	
		Grocers	
		Kindergarten	
		Leader	
		Novelty	
		Premio Creams	
		Royal	
		Special	
		X L O	
		Specialties	
		Auto Kisses (baskets)	
		Bonnie Butter Bites	
		Butter Cream Corn	
		Caramel Bon Bons	
		Caramel Croquettes	
		Cocoanut Waffles	
		Coffy Toffy	
		National Mints 7 lb tin	
		Fudge, Walnut	
		Fudge, Choc. Peanut	
		Fudge, White Center	
		Honeysuckle Candy	
		Iced Maroons	
		Iced Orange Jellies	
		Italian Bon Bons	
		AA Licorice Drops	
		5 lb. box	
		Lozenges, Pep.	
		Lozenges, Pink	
		Manchus	
		Molasses Kisses, 10	
		lb. box	
		Nut Butter Puffs	
		Star Patties, Asst.	
		COFFEES ROASTED	
		Rio	
		Common	
		Fair	
		Choice	
		Fancy	
		Peaberry	
		Santos	
		Common	
		Fair	
		Choice	
		Fancy	
		Peaberry	
		Maracaibo	
		Fair	
		Choice	
		Mexican	
		Choice	
		Fancy	
		Guatemala	
		Fair	
		Fancy	
		Java	
		Private Growth	
		Mandling	
		Aukola	
		Mocha	
		Short Bean	
		Long Bean	
		H. L. O. G.	
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		Carnation, Baby	
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		Hebe, Baby	
		Pet, Tall	
		Pet, Baby	
		Van Camp, Tall	
		Van Camp, Baby	
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		Horehound	
		Standard	
		Jumbo	
		Big Stick	
		Mixed Candy	
		Broken	
		Cut Loaf	
		French Cream	
		Grocers	
		Kindergarten	
		Leader	
		Novelty	
		Premio Creams	
		Royal	
		Special	
		X L O	
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		Butter Cream Corn	
		Caramel Bon Bons	
		Caramel Croquettes	
		Cocoanut Waffles	
		Coffy Toffy	
		National Mints 7 lb tin	
		Fudge, Walnut	
		Fudge, Choc. Peanut	
		Fudge, White Center	
		Honeysuckle Candy	
		Iced Maroons	
		Iced Orange Jellies	
		Italian Bon Bons	
		AA Licorice Drops	
		5 lb. box	
		Lozenges, Pep.	
		Lozenges, Pink	
		Manchus	
		Molasses Kisses, 10	
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		Fair	
		Choice	
		Fancy	
		Peaberry	
		Santos	
		Common	
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		Peaberry	
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		Choice	
		Mexican	
		Choice	
		Fancy	
		Guatemala	
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		Iced Maroons	
		Iced Orange Jellies	
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		AA Licorice Drops	
		5 lb. box	
		Lozenges, Pep.	
		Lozenges, Pink	
		Manchus	
		Molasses Kisses, 10	
		lb. box	
		Nut Butter Puffs	
		Star Patties, Asst.	
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		Choice	
		Mexican	
		Choice	
		Fancy	
		Guatemala	
		Fair	
		Fancy	
		Java	
		Private Growth	
		Mandling	
		Aukola	
		Mocha	
		Short Bean	
		Long Bean	
		H. L. O. G.	
		Bogota	
		Fair	
		Fancy	
		Exchange Market, Steady	
		Spot Market, Strong	
		Package Coffee	
		New York Basis	
		Arbuckle	
		McLaughlin's XXXX	
		McLaughlin's XXXX	
		package coffee is sold to	
		retailers only. Mail all or-	
		ders direct to W. F. Mc-	
		Laughlin & Co., Chicago.	

GELATINE	
Cox's, 1 doz. large	1 46
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	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

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

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

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

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

HORSE RADISH	
Per doz.	90

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

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

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per 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	56
Stock	
Half barrels 5c extra	
Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 15
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 150@	1 60
Bulk, 2 gal. kegs	@1 40
Bulk, 5 gal. kegs 125@	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	2 50
24 1 lb. pails	5 75
12 2 lb. pails	5 75
5 lb. pails, 6 in crate	7 00
10 lb. pails	21 1/2
15 lb. pails	21
25 lb. pails	20 1/2
50 lb. tins	20 1/2

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

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

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

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

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

PIPES	
Clay, No. 216, per box	90
Clay, T. D. full count	90
Cob, 3 doz. in box	1 25

PLAYING CARDS	
No. 90 Steamboat	2 35
No. 808, Bicycle	1 50
Pennant	2 35

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.	30 @31
Hams, 16-18 lb.	29 @30
Hams, 18-20 lb.	28 @29
Ham, dried beef	
sets	37 @38
California Hams	21 1/2@22
Picnic Boiled	
Hams	31 @32
Boiled Hams	41 @42
Minced Hams	20 @21
Bacon	38 @46

Sausages	
Bologna	18
Liver	19
Frankfort	12
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
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

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

Uncolored Oleomargarine	
Solid Dairy	23 @ 25
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.	2 75
Potted Meat, Ham	
Flavor, 1/4	55
Potted Meat, Ham	
Flavor, 1/4	55
Deviled Meat, Ham	
Flavor, 1/4	52
Deviled Meat, Ham	
Flavor, 1/4	1 00
Potted Tongue, 1/4	55
Potted Tongue, 1/4	1 00

RICE	
Fancy	
Blue Rose	10@11
Broken	

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

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

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

SAL SODA	
Granulated, bbls.	1 30
Granulated, 100 lbs. cs.	1 90
Granulated, 36 pkgs.	2 00

SALT	
Solar Rock	
56 lb. sacks	50

Common	
Granulated, Fine	2 10
Medium, Fine	2 20

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

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

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

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

Mackerel	
Mess, 100 lbs.	22 00
Mess, 50 lbs.	11 55
Mess, 10 lbs.	2 60
Mess, 8 lbs.	2 05
No. 1, 100 lbs.	21 00
No. 1, 50 lbs.	11 10
No. 1, 10 lbs.	2 60

Lake Herring	
8 lbs.	

SEEDS	
Anise	38
Canary, Smyrna	18 1/2
Caraway	80
Cardomom, 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 ds.	8 50
Handy Box, small	1 25
Bixby's Royal Polish	1 20
Miller's Crown Polish	90

SNUFF	
Swedish Rapee, 10c 8 for	64
Swedish Rapee, 1 lb. 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
Big 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 80
Star	4 90

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

Trademan Company	
Black Hawk, one box	3 75
Black Hawk, five bxs	3 75
Black Hawk, ten bxs	3 75

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	
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Scouring Powders	
Sapolio, gross lots	9 50
Sapolio, half gro. lots	4 85
Sapolio, single boxes	2 40
Sapolio, hand	2 40

Tradesman Company	
Black Hawk, one box	3
Black Hawk, five bxs	3
Black Hawk, ten bxs	3

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	9@10
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochinchina	@20
Mace, Penang	@30
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70s-80s	@45
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	

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

Cassia, Canton		@20
Cassia, 5c pkg.	doz.	@35
Ginger, African		@15
Ginger, Cochin		@20

THE MAN POWER PROBLEM.

Methods We Must Adopt To Meet It.

Written for the Tradesman.

The employment bureaus of production plants have a problem, which, in the very nature of the case, is going to become more complex and difficult as the war goes on. namely, the man power problem. Judging from conditions begotten of past wars—in which the man power wastage, to be sure, was on a much smaller scale; and from a survey of present industrial conditions in England, France, and Italy, we of this country can hardly hope to escape the necessity for radical readjustments to meet the situation. From now on the competition for men—the better, the good, and even the fair to middling—is going to be something of a scramble.

The current high price levels for labor of all kind, from the commonest sort to the most technical and highly specialized, would in itself involve certain difficulties in figuring cost and keeping the business going profitably; but that isn't the employer's principal grievance with a labor boom. The worst thing about it is the growing spirit of unrest among operatives; the disposition to shift about; the increasing tendency to quit for the slightest of causes—not infrequently, mere pretexts; the pervasive and feverish desire to land something that pays a little more money. It is this spirit in a plant that keeps an executive on the anxious seat.

Economic laws are inexorable, of course; but conditions accruing therefrom may be met in a variety of ways, and some of these ways are more efficacious than others.

Two classes of producers contribute largely to the employment bureau's troubles. The first of these is composed of munition plants, ship yards, aircraft producers, and manufacturers of wargoods; and the second class is composed of those engaged in the production of luxurious non-essentials—particularly manufacturers of pleasure cars. In regard to the first of these contributory causes there is this to be said: The war must go on, and as wargoods for its successful prosecution must be had at any cost, one patriotic spirit should temper both our thinking and our individual efforts at economic readjustment. Concerning the latter this should be borne in mind: The cost of luxurious non-essentials is commonly figured so as to carry an overhead incompatible with production in other lines. We have here a situation brought about in the main by two special classes of employers, both of whom, oddly enough, escape far better than others a situation which they themselves largely created.

Now a very little reflection upon conditions as they obtain in the labor markets of this country will suffice to show that there isn't any immediate relief in sight. On the contrary, our labor problem must become more acute as the months go by. If industrial conditions in those countries

which got into the war from two to three years before we did, are to be taken as criteria, then it will become more and more difficult here, as well as there, to find suitable men to fill vacancies created by removals.

A rather indifferent mechanic quit a certain job that was paying him all he was worth, and went after another in a near-by city. A few days later he came back with a smile from ear to ear. "I went after a job," he reported, enthusiastically, "and I got a position. It's so good I'll have to pay income taxes from now on." This happens every day, and all over the country. And the question is: Where and when is it going to stop? When will the price of man power reach its high water level? Where is the ordinary shop, mill, or factory going to get men to keep the plant going?

Available Sources of Man Power.

Man power for our industries are drawn from three sources—and I name them in the order of their importance:

First, men exempt from the draft through causes which do not militate against their shop efficiency; e. g. dependents, or some slight physical defect. These are young men of vigor, between the age of 21 and 31—consequently within the period of their greatest pliability and productivity. To this class belong many mechanics, skilled operatives, and journeymen, and men fitted by natural ability and inclination for mechanical pursuits; and from this important class mainly will come the highest type of mechanical effectives, skilled operatives for manning machine tools of the more intricate sort, and men fitted by experience or potential ability for positions of importance—key positions in the shop.

Second, men beyond draft age. But in considering the possibilities of this class allowance must be made for the element of uncertainty: the draft age may be extended in both ways.

The third class consists of boys under military age. And in our estimation of the value of material here, two things must be remembered: First, the pardonably natural desire of the boy seventeen and upwards to get into some branch of essential industry and so enhance his chance of escaping the call to oversea service when he comes of age. Consequently plants engaged in the production of wargoods will get the lion's share of this class. The employment bureau of the plant not engaged in the production of war essentials will have its own policy with reference to lads of this class: there's no standard of measurement by which their aggregate value to productive industry may be determined. But you will think twice before employing young lads and spending valuable time breaking them in, when you know they will be called to the service as soon as they come of age. In this class as well there are those who, because of slight physical defects, will be draft exempt. These constitute material of greatest value, but the supply of it is limited.

Economic Readjustments.

Competition will naturally be strongest for men of the first class in the above summary—men exempt from the draft through slight causes of a physical nature, and because of dependents. These are the fine gold of industry's holdings, in so far as man power is concerned. Now, if it were possible to have a fair and equitable distribution of these men among our thousands of shops, mills, and production plants (which, of course, it isn't—being manifestly a Utopian concept), then the greatest good would accrue to the greatest number of our industrial organizations; but unless the man power problem reaches such an acute development that we are driven to some form of Government supervision in the location of men; unless, in other words, the Government should undertake to set up a sort of national clearinghouse between labor and industry—we shall doubtless witness an increasing rivalry for men of this class.

Mill owners, foremen, and employment bureaus in production plants of all kinds should study the draft exempt men in their employ and make sure that they are overlooking no good bets; i. e. that they are not wasting a good man's time (or the time of one who is potentially good) on some simple, monotonous operation that can easily be mastered and taken over by some less capable person. It is of the greatest importance to all of industries as a whole that the men of this class be encouraged along, carefully and intensively trained, and definitely stimulated until they finally get on a job that requires every ounce of mechanical skill or special aptitude they've got.

If shop rules interfere with this program, can the rules. Remember that we are at war, and that America must emerge from this war with her industrial loins girded.

Facing the Situation.

In the July number of a leading magazine there is a vigorous and stimulating article entitled, "After Four Years of War." It was written by the directing manager of a British business house. His analysis of what he terms "the problem of personnel," should be of interest and value to the readers of these pages. He says:

"First, we have had to replace men of military age—men above military age, lost to other firms; and those persons especially valuable in skill and executive power upon whom the expansion of business depends.

"Second, we have to train a large number of new employees.

"Third, there have been repeated increases in wages. This is mainly a problem of expense, but it is also in a measure a problem of organization.

"Fourth, we have had to hold our force of employees together in the face of keen competition for labor."

The concern of which this man is directing manager is interested in distribution rather than production, but he has a suggestion on redivision of work that may very well be incorporated here.

Speaking out of his own experience he says that they have found it necessary "to analyze each job, and determine what parts of it require long familiarity with the business, natural ability, acquired experience, etc." The matter of breaking in new men and making them fairly efficient in the shortest time possible, is one in which the manufacturer is assumed already to have gone, but the point here raised is, Do actual results along this line represent the limits of possible achievement? New industrial emergencies give rise to new systems and standards of training and employment. In many industrial plants of to-day some such redivision of work might be satisfactorily and profitably made. Have you separated the simple, and more or less mechanical, operations from the complex and difficult, so that one type of man can attack the former, and another, the latter kind of work? Have you analyzed down to the bare bones of fundamental processes the work done in your factory and laid it out along such lines that newcomers can best grasp it and acquire quickly the skill necessary to its accomplishment?

Some Evident Conclusions.

Every production plant that hopes to keep going through the period of the war should do its level best to retain its good men, its real producers; and they will be found very largely in the First or Second Division of Available Man Power Sources. Trading men is largely a matter of swapping faults—with the odds that you'll be stung in the transaction. In a situation such as ours, where the economic tide favors the workingman, there's no use to try to stem it. Ride with it so far as possible. Increased wages, bonuses, and better working conditions make vastly better forethoughts than afterthoughts. Employment bureaus must work out their individual salvation in the light of local circumstances and conditions, but here's a good maxim for all: Make it your fixed policy from now on to keep at least one good jump ahead of that insidious spirit of dissatisfaction that causes men to leave.

Select—and, as far as possible, from Class One—men for key positions in the plant; and take a tip from the directing manager of the British business house writing in "System," and protect yourself by having a capable understudy quietly familiarizing himself with the functions of the key man, so as to be able to take over the job on short notice if the present occupant should quit you suddenly.

And use older men and boys for less important jobs—light presses, automatic machinery, assembling simple parts, miscellaneous odd jobs of a non-technical nature, and all the less difficult work of whatever kind.

We are facing the most serious man power problem the world ever knew; and it has come upon us at a time when industrialism is bearing the heaviest strain ever placed upon it. Policies, methods, and processes may have been good enough in their

day, but if they do not now contemplate the elimination of all waste motion, if they do not now measure up to the new production requirements of our day, they should be revised. In order to keep the works going every manufacturing concern should—for its own sake as well as for the general good—conserve its man power to the last ounce.

Charles E. Garrison.

Wheat and Rye Gluten.

Bread owes its porosity to the presence of gluten, but it is the quality rather than the quantity of gluten that counts, says the American Miller. Rye bread, for instance, has a fatty crumb and the holes caused by carbonic acid gas are small, while the partitions dividing them are thick. The bread is somewhat like the dough from which it is made. A slice of rye bread placed in contact with water will not swell for some time, while a slice of wheat bread will commence to swell immediately. It is apparent, therefore, that there is a great difference in the gluten of rye and wheat. The gluten of the latter, obtained by washing out the flour under a stream of water, is yellow and elastic. Rye gluten, obtained by means of a sieve and water, is dark and different in structure from wheat gluten. Instead of being lactic, like wheat gluten, it breaks when one attempts to draw it out.

It is the absence or low percentage of gliadin and glutenin in the gluten of rye flour that causes the difference in the breadmaking qualities of rye and wheat flour. In the gluten of wheat flour there is frequently present from 60 to 82 per cent. of gliadin, while in rye flour the percentage runs from 5 to 8 per cent. The gliadin in wheat gluten keeps the particles together while its absence or small percentage in rye gluten causes the rye flour to slip from the hands when washed under a stream of water. Wheat flour gives the best results when the ration of gliadin to glutenin is 3 to 1. Such a ratio is never found in rye flour, or, rather, an amount of glutenin to make the handling of the dough satisfactory is never found in rye flour.

Gathering and curing sumac is a good way for those who live in the country to make a little money just now, the Department of Agriculture says. Sumac is a source of tannin, and the war's interruption of Sicilian importations makes this "an opportune time to place the native industry on a firmer footing." But some people are afraid of sumac. Some people call it shumack and some shumake, and lots of them approach it as they would a rattler. The Hartford Courant has taken the trouble to provide its readers with an elaborate botanical guide, so they needn't be poisoned as they seek pin-money. The harmless Rhus may be distinguished by "a terminal thyrsoid panicle clothed with acid crimson hairs," while the dangerous display fruits "set on loose and slender axillary panicles, glabrous or pubescent, whitish or dun-colored." Obviously,

Uncle Sam on Same Sugar Ration as England.

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

But sugar is one article on which we can get somewhere near a fair level. Two pounds per month for household purposes will give us the ration that England is seeking to maintain, but which she can not guarantee absolutely to her people. In France the amount sought to be maintained is 1½ pounds per person per month, although for some time past the quantity actually consumed has been but a trifle over 1 pound per month—13 pounds per year. Italy is trying to maintain the maximum of 1 pound per month, but has been falling below even this allowance. Even if we are able to maintain the Allies at their maximum and still keep our population to 2 pounds, the balance will be in our favor, because of the more rigid limitations placed on manufacturers abroad who use sugar.

The honor ration of 2 pounds per month per person is more than absolutely necessary from a dietetic standpoint, excepting for the people who are facing great demands upon their energy, such as constantly getting wet or enduring nerve-straining vigils or performing feats of prodigious endurance.

Unwrapped Cantaloupes Keep Best.

Wrapped cantaloupes deteriorate rapidly after they are removed from refrigerator cars. Unwrapped cantaloupes will keep better while in your hands and will better satisfy your customers.

When, on summer days, crates of cold cantaloupes are removed from refrigerator cars, moisture from the atmosphere condenses on the surfaces of the melons. This moisture soon evaporates from cantaloupes not wrapped, but from wrapped cantaloupes evaporation is hindered by the paper, and the moisture aids the development of decay and mold.

It is difficult to examine the crates of wrapped cantaloupes when purchased. The wrapping practice enables unscrupulous persons to cover up and pack defective melons.

While wrapped melons may remain firm longer than those unwrapped, owing to the fact that evaporation of moisture is retarded by the paper, this benefit is not sufficient to compensate for the decay and mold which result from wrapping. Investigations carried on by the United States Department of Agriculture show that in experimental shipments from the Imperial Valley, Cal., to New York City, during 1916 and 1917, much more decay and mold developed in wrapped than in unwrapped cantaloupes.

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.

Millinery—For sale, stock and fixtures; easy terms; Mt. Clemens. Address Moore's Millinery, Wayne, Mich. 881

To Rent Or Sell—Two-story brick building, 24 x 110 feet, with full basement and heating plant. Warehouse in rear. Store equipped with counters, shelving, electric light and power. Best location, Main street. Address Farmers & Merchants State Bank, Carson City, Michigan. 882

Wanted—A good reliable clerk for grocery store. Address No. 883, care Michigan Tradesman. 883

Good Opening For Restaurant Man—Confectionery in connection. All equipped. Practically no capital required, except for current expenses. Building steam heated; good location; business established; rent reasonable. If you mean business, apply to M. Vanderbilt, Grand Lodge, Michigan. 884

For Sale—Brick corner store building, 90 x 53. Best location in town. Good basement. Will sell or rent. Reason for selling, lives in California. Must deal at once. H. Babcock, Sunfield, Michigan. 885

Exchange—Very desirable residence with eight lots for stock of merchandise in Northern Michigan. Address P. O. Box 196, St. Louis, Michigan. 886

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

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—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. Schmet 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. 865

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

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

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

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

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

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

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

Collections—We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Mich. 390

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

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

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.

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

Tradesman Company
Grand Rapids, Mich.

Made \$490 by Reading a Sample Copy

Thornville (Metamora), Aug. 7.—I received a copy of your paper dated July 12, packed with some goods I received from a jobbing house in Detroit and I read it all and it interested me. Most of all I was interested in the exposure of an Iowa concern, entitled "Fraudulent on Its Face," because the representative of the company referred to therein, John Bernard, has been working in this part of the State during the last few days, and your paper had me posted; so I thought if a chance copy could save me \$490 in cash, I would send you \$2 for a yearly subscription.

F. H. RICH.

DEMOCRACY'S CHALLENGE.

It Is a Clarion Call To American Industry.

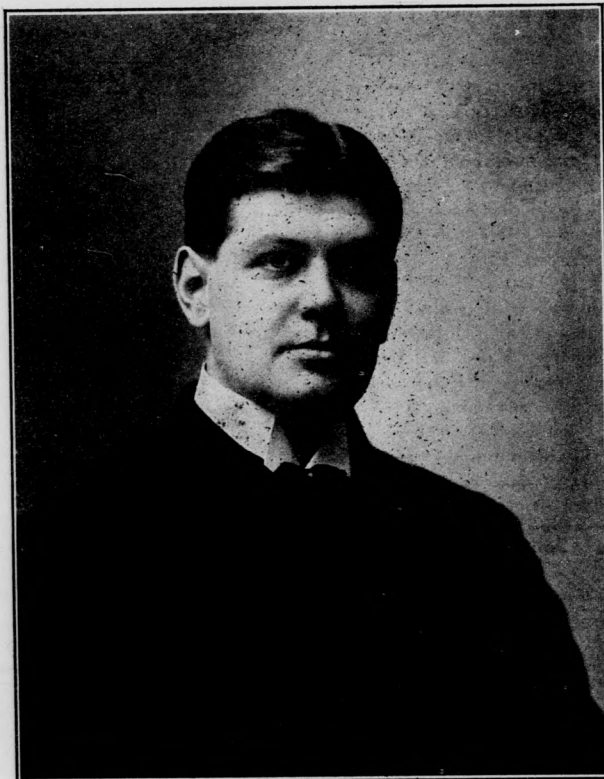
The great word that has come to enshrine our loftiest ideals to-day is this word democracy. It is the word around which all our political, sociological and economic literature revolves. It is the word that throbs in our best sellers in the realm of fiction. It is the word that furnishes the spirit of our greatest poetry to-day both on this side and on the other side of the sea. And when, a little over a year ago, President Wilson, in summing up the reasons for the entry of this country into the great world conflict, used that now classic phrase "to make the world safe for democracy," he took this word once and for all out of the realm of academic discussion, or mere political controversy, and placed it in the forefront of human striving the whole world around; and I think from that very hour millions of people in this country who had been rather uncertain as to our relation to the European war came to feel that at last we had discovered in the ideals of democracy a good and sufficient reason for the sacrifice of the very best we had to give, both in men and in money. And you know to-day how among the great writers in all lands we are being permitted to catch a glimpse of a coming world democracy, with perhaps a world federation of the nations, with perhaps a world judicial court, with possibly the beginnings of a world executive function.

There are two things that seem to me to underlie our modern conception of democracy, and I want you to think with me for a moment briefly of these fundamental things.

The first thing is a great idea, and the second thing is a great spirit. You can not separate the two. Now what is the great idea underlying democracy? If you will trace back every book that has ever been written on the subject, you will find that in every single instance these various authors will lead you back to some kind of a conception of human equality. You remember our fathers in the Declaration of Independence expressed their conception of democracy in the great phrase "All men are created equal." But now what do men to-day, not 100 years ago, but in this dawning of the twentieth century, what do we mean by human equality, this great idea that lies at the foundation of democracy? Certainly we do not mean that all men are born equal physically or mentally, or in heart capacity or in spiritual strength. We know that some men are strong physically and some are weak physically. Some men have quick minds and some have slow minds. Some have shallow powers of thinking, some have very profound powers of thinking. There are men who possess broad sympathies, just as broad as humanity, and there are other men whose heart capacity seems to be so narrow and small and niggardly that they cannot even sym-

pathize with themselves. Then you know how in spiritual power there are all degrees among men. There are men who are possessed of a great dynamic spirit, something that seems to carry them through and over and across every difficulty and obstacle of every kind, men of dauntless spirit; and then there are others who have a craven spirit, and they go down weakly and miserably before even the slightest obstacle. What do we mean by equality then? They are not equal in muscle, mind, heart capacity or spiritual power. Then what does constitute this substratum of democracy, the equality of human kind? It is here that the modern social philosopher comes in to throw light on our question. He tells us whoever he may be, that the only way in which we can interpret so-

not because we are all equally strong, physically or mentally, or in heart or in spiritual power, but we are all equal because we are all essential and integral parts of one grand living whole, this thing we call society. We are all therefore equally necessary to the workings of society. If I may illustrate in a practical way, just think for a minute of the biceps muscle, that flexes the fighting arm. If we could place this arm muscle down on the table before you, and then lay alongside of it the very tiny muscle that compresses the tear duct in the eye, and then were to look at these two muscles from a distance, you would say that in no sense were these two muscles equal. One is very large, one is very tiny. One has the capacity for exerting great strength, one has the power of exerting only



J. Herman Randall.

ciety to-day, or understand its complex workings, is to think of a single living organism made up of many individual parts, humanity as a whole, which is simply society in the largest aspect, made up of races and nations and states and cities and communities and individuals of all kinds, our local community made up of classes, and from these different classes of workers down to the individual.

Society is a living, throbbing, pulsating organism, in which every individual, every class, every state, every nation, every race, is an integral and necessary part to the full and harmonious and complete working of the organism as a whole. This is our modern conception of society or of humanity, and it seems to me that out of this grows our idea of human equality. We are all equal,

a minimum strength; and yet from the viewpoint of my body as a whole both these muscles are equally necessary. If this tiny muscle that compresses the tear gland in the eye fails to do its work properly and efficiently, it may paralyze the power of my fighting arm by failing to keep the eye cleansed and clear. So that from the point of view of the body as a whole these muscles, which appear to be so unequal, are both equally necessary.

J. Herman Randall.

Time spent in waiting, no matter what you may be waiting for, is usually time that could be spent to better advantage.

If a fool keeps his mouth shut he can pass for a weather prophet.

Necessity of Using Good Cases.

Some time ago the Food Administration sent out certain data in an effort to secure the co-operation of freight employes and station freight handlers toward the conservation of foodstuffs while in transit by more careful handling. While we believe that this campaign was along the right line and did a great deal of good, we believe there is one particular line which should receive special attention, and that is the handling of eggs. If shippers were required to use tight cases for their egg shipments thousands of dozens of eggs could be saved from waste weekly. Unfortunately, the freight classification rules are not very strict covering egg cases, and we are compelled to receive many cases which are totally unfit for shipment. We have had several instances recently where the bottom dropped out of an egg case, resulting in the loss of the entire case of eggs. We have other instances brought to our attention in which the side of the case was only fastened with one nail at each end, resulting in heavy losses.

It might not be practicable to require egg shippers to use new cases but it would seem that much good might be accomplished if the shippers were required to place used egg cases in good condition before filling them for shipment.

While we may have a selfish interest in the above matter in reducing freight claims, yet we feel that the conservation of the food is a far greater importance than the monetary loss, particularly at this time.

Hudson R. Berry.

The Trouble With the Farmer.

Mrs. Newlywed went to the grocery store to do her morning marketing. She was determined that the grocer should not take advantage of her youth and inexperience.

"These eggs are dreadfully small," she criticised.

"I know it," he answered. "But that's the kind the farmer brings me. They are just fresh from the country this morning."

"Yes," said the bride, "and that's the trouble with those farmers. They are so anxious to get their eggs sold that they take them off the nest too soon."

As a part of the program which is being followed by the Ohio State University they are sending out a fully equipped poultry demonstration truck, which is making stops from town to town throughout the state, giving instructions with reference to poultry raising and urging the use of poultry products. This work is being handled through the co-operation of the various county agents and the people who express sufficient interest for a stop at their town.

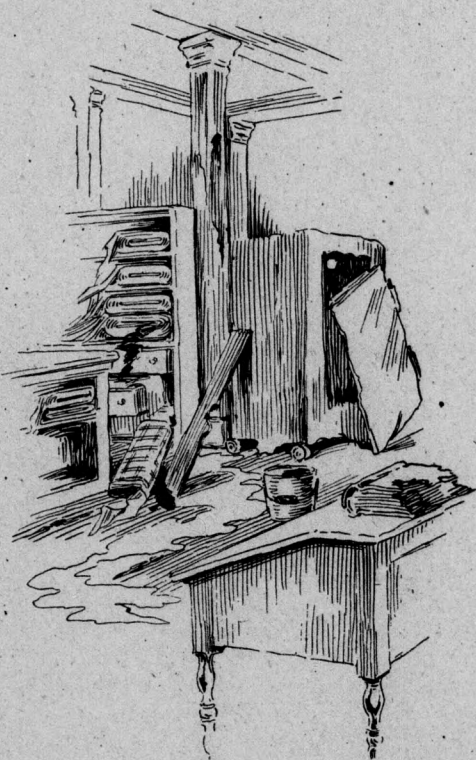
A man doesn't have to wear good clothes if he can afford them.

BUSINESS CHANCES.

Eighty-three and Bound to Quit. Write for a bargain or better come and see it. Stock of drugs, books, paints, glass and sundries. Frank Smith, 104 Michigan Ave., Ypsilanti, Michigan. 887

As Pride Goeth Before a Fall

So Goeth Poor Materials Into Safe Construction



All singers do not furnish good music, all speakers are not orators and neither are all safes safe.

Some of the earliest safes made were mighty good ones and some of later production are mighty poor ones.

We do not claim to have the only good, the only perfectly reliable safe made, but we do claim to have one that is absolutely reliable and dependable, and we also know we can make you a very attractive price.

All you need say on your postcard is:

"Give us safe descriptions and prices."

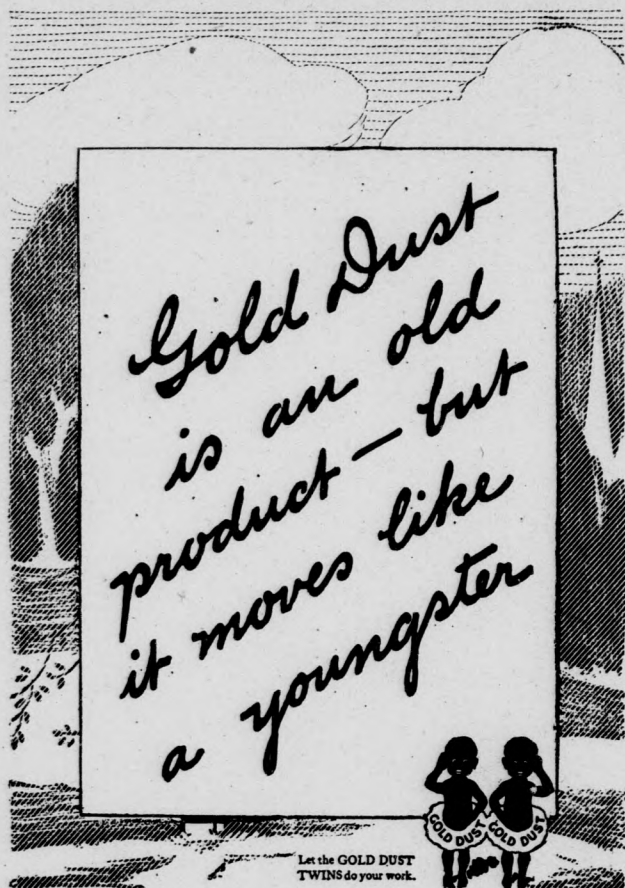


Grand Rapids Safe Company

Tradesman Building

:::

Grand Rapids, Michigan



LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
to supply the demand

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

FOOD WILL WIN The War Save It!

**Eat Plenty—Eat Wisely
But Without Waste**

Save the Wheat
Save the Meat
Save the Fats
Save the Sugar

**For Your Soldiers at the
Front Need Them All**

DIAMOND CRYSTAL

*The Salt
that's all salt.*

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