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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 4, 1918

Number 1824

## THE SONG OF THE MILLS

From valley and tide-washed plain,  
From eastern to western gate,  
We rouse to the strain of a new refrain,  
Rhythmical, strong, elate,  
Proclaiming our blest estate  
To the bounds of the echoing hills;  
Loyal the ring of the song we sing—  
The chant of the rallying mills!

With lever and gear and wheel,  
With artifice manifold,  
With timber and steel and loom and reel,  
With grist of the harvest's gold,  
We fashion, and grind, and mould,  
And weave, as our chorus thrills;  
Freedom's at stake for the wares we make—  
We are the tireless mills!

We toil for a world-wide need,  
Unmindful of price or mart;  
We strive for the creed of the freeman's breed,  
Till famine and fear depart.  
We throb with the people's heart;  
Our vigor new life instills.  
While we abide shall no want betide—  
We are the Nation's mills!

*Corinne Rockwell Swain.*

## 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.

## Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

**Judson Grocer Company**

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN



### "Loose" Sugar Means "Losing" Sugar

Careful tests have proved that a man cannot fill 175 two-pound bags out of a 350-lb. barrel of sugar. The loss of sugar runs from one to five pounds. When you handle

### Franklin Package Sugars

you not only save that loss but you also save labor and the cost of paper bags and twine—an item that is becoming more important every day as prices rise.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*

Granulated, Dainty Lumps, Powdered,  
Confectioners, Brown



## DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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



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(Unlike any other paper.)  
Each Issue Complete in itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
Grand Rapids  
E. A. STOWE, Editor

### Subscription Price.

Two dollars per year, if paid strictly  
in advance.

Three dollars per year, if not paid in  
advance.

Canadian subscriptions, \$3.04 per year,  
payable invariably in advance.

Sample copies 5 cents each.

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

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

## LABOR UNION FIASCO.

When Captain Charles E. Belknap accepted the position of manager of the labor day parade, some of his best friends chided him for attempting the impossible—taming wild cats; wild cats being a proper term to apply to the venal and unscrupulous union labor leaders who have heretofore managed the labor day celebrations to the disgust of all decent people.

Captain Belknap gave the unions a staggering blow when he announced that no socialists or anarchists would be permitted to take part in the parade. In this he was entirely successful, although some of the banners displayed by the union organizations were entirely out of place in a gathering which purported to be patriotic, instead of sectional and to eliminate all distinctions of classes, cliques and clans. But for the patriotic features which Captain Belknap introduced in such large numbers and with brilliant effect, the parade would have been a fizzle and a failure, because many unions which have been leading features of labor day parades heretofore were conspicuous by their absence. There was no bar tenders union, no brewery workers union and no hod carriers union in evidence. There was but a miserable handful of union cigar makers, compared to the hundreds of this craft who yearly marched before they practically destroyed the manufacture of union made cigars in this community by their extortionate demands and their filthy habits. The union carpenters were but a shadow of the numbers they once presented. Outside of the employes from the Pere Marquette shops, who were forced to march in the parade on peremptory orders from McAdoo, the representation of union men in the trades was greatly reduced from former years, showing very plainly the deep-seated revolt which has taken place in the minds of all honest men and competent

workmen against the miserable methods and grafting practices of union leaders everywhere.

Captain Belknap is to be congratulated over the fact that, for once in the history of the city, he changed the labor day celebration from a mob of freaks, cranks, grafters, socialists and anarchists, flaunting signs and banners indicative of sedition and disloyalty, to an orderly parade of patriotic men and women whose appearance was so completely in harmony with the spirit of the war and the effort we are making to perpetuate democracy as to leave a lasting impression on the city and the people who were so fortunate as to witness the wonderful pageant.

## THE AUTOMOBILE OUTLOOK.

The War Industries Board has not ordered curtailment of passenger car production. It simply can not promise materials for non-war purposes, hence advises automobile manufacturers to be prepared, if the material supply fails, by having munition work sufficient to keep their plants busy. They can build cars as long as their stock of materials lasts anyway, therefore complete stopping of passenger car production by January 1 is not probable. Even if that did happen, however, there would still be room for encouragement, as shown by the following analysis of the situation:

It would be folly to deny that the outlook is disquieting since passenger car production is to be so gravely affected. Reasonable human beings, however, will be as optimistic as possible and make the best of the situation. "What can't be cured, must be endured." Our problem then is how best to endure it. Railing at the Government and doing nothing constructive is not the way.

To begin with, we must remember that winning the war is the primary consideration, the interests of any other business or industry notwithstanding. If necessary the automobile industry must suffer whatever is needful to that end, for no industry would be worth the saving if the war were lost. But total or permanent destruction is not even a remote possibility. The end of a victorious campaign against the Hun inevitably will bring a return of prosperity to all lines, transcending the best they have ever known. Like the warrior soldiers battling for us abroad, we, the soldiers of business, must marshal our forces and go through with the battle. How to do it calls for our present most urgent effort.

Did you ever notice that there is always a cheap restaurant very near to a big, high-class hotel?

## TIRED OF LIVING ON LIES.

Intimately connected is the morale of the German army with the morals of the people behind it in Germany. Signs that both are breaking are not wanting. News that can be got from inside Germany is, of course, fragmentary and more or less uncertain; but we now have an accumulation of utterances by public officials, both military and civilian, and by newspapers and leading writers, which are sufficient to show the great revulsion of feeling. German public opinion has evidently been passing through successive stages of change. First came the growing disbelief in the official assurances respecting military events. The most credulous and docile people on earth could not go on indefinitely accepting the lying statements that everything which had happened to the German armies had been "according to plan"—to use the sacred formula—and that Ludendorff still retained the complete initiative. Admissions of serious defeat are now openly made by German military critics. They could not well do otherwise with the maps before them. Geography was every day proving the military bulletins to be tissues of lies. Then came the surprising and unaccustomed appeals to the German people not to despair, but to be as stout-hearted as the French in the face of disaster. Next appeared the talk now going on about the possibility of Germany yet winning by a "new policy." This seems to have meant abandoning hope of military success on the Western front and capitalizing the victories in the east. But even this will not do, declares Paul Rohrbach, who asserts that the only way to obtain peace is by a "demonstrative repudiation of Pan-Germanism." From the Junker standpoint, this is equivalent to saying that the only way to secure a rest is to commit suicide.

## KING'S TWO ACHIEVEMENTS.

The nomination of Mr. Newberry for United States Senator by an overwhelming majority is a great tribute to the sterling character of the man, who is worthy of all honor for the unselfish service he has given his country in two wars.

It is also a personal vindication of Paul King, Mr. Newberry's campaign manager, effectively controverting and rebuking the ill founded charges of conducting a boodling campaign, preferred by a cheap politician who personally assisted in expending several times as much money while managing the prohibition campaign in this State a year ago. Mr. King depended almost wholly on the daily and weekly newspapers of the State to set forth the merits

of his candidate and exploit his qualifications for the Senatorship. He did this open and above board. He did not sneakily publish his appeals as reading matter, with the intention of deceiving the reader. He purchased regular display advertising space at going rates and made no effort to convey the idea that the publisher was committed to the support of his candidate. Such a campaign has never before been conducted in this State, but the success of the plan originated and carried into execution by Mr. King was so brilliant that it will probably be adopted by the friends of other candidates in the future.

Mr. King has now achieved success in two great fields—he has put a bankrupt railway system on its feet and placed a man of signal ability and sturdy patriotism, with a strong personal following, in nomination for the highest office in the gift of the people of Michigan.

Ludendorff has been playing into the hands of the Americans by substituting open warfare for the painful routine of trench warfare. Open war was a game for which Americans are temperamentally the better fitted; it is also a game easier to learn than the intricate mathematics of the trench. Foch is now showing how the Ludendorff method—originally the Byng and Nivelle method—can be turned against the enemy in another way. By substituting surprise for elaborate artillery preparation the German General Staff made possible the rapid succession of blows which Foch has been delivering along nearly one-half of the entire western front. Formerly the preparation for an attack involved months of titanic labor—the building of special railroads and the accumulation of enormous quantities of munitions. Today, no doubt, preparation is still essential, but on nothing like the earlier scale. The difference between an artillery bombardment of an hour or two, or no bombardment at all, and the vast expenditure of shells involved in the former preliminary artillery battle extending over three days, measures the difference in the speed with which an attack may be prepared. Cutting barbed wire with heavy guns as against cutting it with tanks or by hand under the cover of mist means a notable change not only now, but when the Allies come up against the formerly impregnable Hindenburg line.

A lawyer reasons by precedent; an engineer, by cause and effect.

Who remembers when seven balls took a base?



## THE WOOLEN SITUATION.

### Radical Changes Brought About By the War.

A great many persons in the country, from several indications, would like to be set right on the wool situation. During the past year or so many alarmist statements have been given out, frequently from official or quasi-official sources, telling of a great scarcity of the article and predicting more or less of a famine. The statements have proved useful to a number of speculators in fabrics and have aided in increasing the cost of garments to consumers, besides being a good argument for certain interests in pushing the sale of cloths and clothes made of cotton admixtures. Then, too, there has been thrown a veil of secrecy and mystery about the amount of wool needed for Government purposes and that available which has worked to a similar effect. The remarkable part of all this propaganda is that it has not been resorted to in regard to other essentials such as coal, iron and steel, wheat, corn, etc., where the aim has been to inform those interested and the public in general of exact facts as to demand and supply. A charitable construction on the withholding of data as to wool is that, unless the public were induced to think a famine was imminent, they would go on a wild orgy in consuming the material—like thickening their broth with it or using it as a road-making material. Yet the experience of the Food and Fuel Administrators has shown that the people, when properly informed, would act patriotically in conserving whatever was needed in order to help win the war.

To correct some misunderstandings, certain facts should be borne in mind. The first of these relates to the supply of wool this year. According to the census of the Bureau of Markets of the Department of Agriculture, there was in the possession of those dealers and manufacturers who reported supplies a total on hand on Jan. 1, 1918, of 435,047,000 pounds. An indeterminate amount released by the British Government was in the possession of the army and navy or on its way to them. Up to June 30, the imports totaled 239,096,683 pounds, and the domestic clip, commandeered by the Government, is estimated at about 300,000,000 pounds. This makes a total of 974,143,683 pounds available during the first half of the year, exclusive of the imported wool held by the army and navy. The consumption of wool as reported to the Bureau of Markets was, for the six months, 411,200,000 pounds. This left available 563,000,000 pounds without counting the imports for the last half of the year or the balance remaining in the possession of the army and navy. It may be stated that the Bureau of Markets' report for June 30 shows wool stocks in the hands of dealers and manufacturers alone totaling nearly 500,000,000 pounds in the grease. There must be added to this the domestic wool bought and paid for by the Government and stored in

public warehouses, as well as its holdings of imported wool. This supply is much greater than the total amount of wool consumed in this country in any year before the war, with the exception of the years 1909 and 1910. The peak year in wool consumption was 1916 when 817,095,537 pounds of wool were used in the mills. This was occasioned by the war demands of the Allies for cloths, blankets, etc., and showed up in the exports of manufactured woollens that year which totaled about \$55,000,000 in value.

What amount of wool is needed for military purposes is next to be considered. This has been variously stated. The wildest of guesses was that made a few days ago by Wool Administrator Penwell, who put the figures at 900,000,000 pounds. Others in official position, whose views have been echoed by certain manufacturing clothiers, have said that all the wool now in the country or to arrive would have to be used by the Government, and that none would be left for civilian purposes. No figures were given by these gentlemen to show on what they based their opinion, but it was vaguely intimated that they were in the possession of some secret information that could not be divulged which warranted the conclusion. But the War Department tried to figure out the matter for its own guidance. Under the direction of Birg. Gen. R. E. Wood, the Acting Quartermaster General, a calculation was made of the quantity of wool required for each soldier. From this it appears that the complete initial equipment calls for 71 pounds, and that the annual renewal for service here and abroad is 42 and 75 pounds respectively, figured in the grease. The initial equipment has already been provided for about 3,000,000 men, and a considerable surplus has also been made and is in reserve. Then, also, 2,000,000 uniforms are being made in Great Britain, and woolen supplies have, besides, been obtained from Spain. It remains, therefore, to estimate about what will be needed for a year to come for the army now in existence and the additions which are to follow the new draft.

A million and a half of men, now in France, are amply provided for a year to come so far as their woolen needs go. A year's renewal for service in France is required for 1,500,000 and, in addition, the initial equipment and a year's renewal for 1,500,000 more. This will allow for an army of 4,500,000 men. Taking the army estimate of wool required as a basis, this will call for 341,500,000 pounds in the grease. But at least 30 per cent. should be deducted from this because of the percentage of shoddy or reworked wool which is used in the making of military goods. This will leave net 239,050,000 pounds of grease wool as necessary for a year to come. Throw in, for good measure, 61,000,000 pounds of virgin wool—enough to provide for the initial needs of 1,000,000 more men—and there would remain 263,000,000 pounds on July 1, aside from

what was held by the army and navy. This surplus is being added to each month by the imports of wool. Then, too, the large percentage of shoddy entering into the manufacture of civilian cloths help out the virgin wool supply. Why, under such circumstances, the exaggerated statements of wool scarcity should be given currency from official sources is what is puzzling many men who have to buy woollens. If the calculations given, which are based on the best obtainable data, are wrong, this should be made apparent. Mystery and secrecy are not called for or advisable, as it certainly can't help the Kaiser to know what this country's wool supplies are, they being infinitely better than his own. Such things merely raise suspicion of there being a nigger in the woolpile.

It might be inferred, from a questionnaire which has been sent to the woolen manufacturers, that the mills of the country are getting cleared of work for war purposes and will need civilian business to help reduce costs of operation and to keep the machinery busy. The initiative for this enquiry came from the War Service Committee of the manufacturers, but the returns will be made to the War Industries Board. In the notice sent out it is stated that, "while the facts do not disclose that wool will be available in the near future for civilian manufacture," the board "desires all information possible in order that the situation may be most intelligently considered and as promptly as Government requirements will permit." Each person may put his own interpretation on what this may mean. The information sought includes the amount and kinds of wool and shoddy on hand or to be received, as well as the yarns of all kinds, tops, etc., the amount of cotton yarns on hand; the amounts of wool and cotton required; the classes of fabrics to be made; the yardage that can be produced from the stocks asked for and how long the mills can be operated; the percentage of machinery on Government work, and how long this can be continued on present contracts. Certain things would seem to be needed to make this enquiry complete. Mill reports show that an average of less than 45 per cent. of the looms in operation this year have been engaged on Government work. What were the other looms turning out, and what became of their product? Incidentally, it might also be asked how much of fabrics are now in the possession or under the control of the mills and when they were made. And then make public what is disclosed, so that the great garment industries may know "where they are at."

Shoddy, or reworked wool, has been coming to its own since the war began. Used in the crude manner that was in vogue at the time of the Civil War in this country, it gained a very bad reputation. But the British, who are past masters in the woolen industry, have for years been employing the reworked wool to great advantage. In this country, also, the use of it was extending rapidly, one

reason being that the world's wool clip of any one year was not sufficient to supply the world's needs for wool in that period. When this country became a belligerent, and woolen supplies were called for without limit, the manufacturers of woolen goods were able to convince the authorities that an admixture of 35 per cent. of shoddy for military cloths would answer every purpose. One reason for acceding to this proposition was the possible scarcity of virgin wool, but another was that improved processes of incorporating the shoddy into fabrics made the latter of adequate tensile strength. The Government has recognized the essential character of shoddy by putting an embargo on shipments of desirable wool rags and clippings and by fixing prices on supplies in this country. It is also reclaiming the wool in discarded and worn-out uniforms and the like for use in new fabrics. How valuable some of the material for shoddy is is shown in the fact that the Government-fixed prices for certain clips go as high as 93 cents a pound.

How much shoddy has been resorted to in recent years is thoroughly well-known to those engaged in the garment trades, and even the general public is getting fairly well acquainted with the subject. Buyers usually know that, when fabrics or garments are represented to them as being "all wool," this does not necessarily mean virgin wool. In fact, in very few instances is cloth made wholly of new wool because of the great expense. Then, too, yarns made partly of certain kinds of reworked wool are better than those made wholly of certain kinds of new wool. When once the cloths are made, it is difficult or almost impossible to distinguish between those composed wholly of new wool or those in which shoddy is a component. The ordinary caustic alkali test is, of course, useless, and it is doubtful if even a microscopic test would be conclusive. So people in general have ceased to worry on this score. Lately, they have been called upon to take fabrics with cotton warps, and this seems to be resented. This is one reason why jobbers and retailers are rather chary about buying them, or the garments made of them. The pretext for getting them out is the supposed wool scarcity, which includes also shoddy. Yet there must be some market for such fabrics. During the week there was an opening of part worsted and part cotton fancy suitings of eleven-ounce weight priced at \$3.50 a yard net. And the mill producing them announced it would only allot the goods to regular customers.

### No Flies.

"No flies on us," is printed in large letters on the handle of the fly swatters a grocery sends out now and then free of charge, to customers and prospects. On the reverse side is the firm's name, of course.

One man's story is as good as another's until you hear the other man's story.



## War Problems and How To Meet Them.

It is a well-known fact that progress in mechanics consists usually of simplifying the methods employed for accomplishing a given result.

When an idea is first developed the means used for its application are crude in the sense that they are unnecessarily complicated. Improvement consists in getting rid of superfluous parts, and working toward a simpler form of the same mechanism.

Selling is largely mechanical or routine. The customer comes into the store, is waited upon by a clerk, inspects, with the latter's assistance, a greater or smaller number of articles before making a final selection, and finally, still with the assistance of the clerk, purchases the goods desired. The salesperson is there all of the time, making out the record of the sale, handling the payment and the change, and delivering the parcel.

Simplifying sales mechanics in stores therefore, has to do chiefly with eliminating as much unnecessary labor by salespeople as possible.

The number of people who can be waited upon by a salesman can be greatly increased, it is obvious, if the attention given to each customer is cut down to a material extent.

Consequently a change in direction means an immediate economy, and a possible reduction of great extent in the number of people employed for sales purposes. And this, under present conditions, is a consummation which, if not devoutly to be wished, is at least worth giving a considerable amount of attention.

Much attention has been given of late to the development of a type of store referred to as "self-serve." In establishments of this kind the goods are displayed, with prices and other information in evidence, the customer makes a selection without any assistance from a salesperson, and only when this is done is anything in the way of service necessary.

Many restaurants of the cafeteria type have reduced the cost of service by this plan. A great many groceries and other food shops have adopted the idea, and the writer has even seen stores where women's garments are dispensed in this manner. It would seem that if merchandise of the latter character can be sold by the self-service store, almost any kind of goods whatever could be disposed of in that manner, since the matter of fit, style, "snap," and a great many other points which are usually debatable come up in the mind of the customer who is examining goods of that character.

The elimination of the clerk during what might be called the preliminary stage of the buying routine, and attention only to the closing stage, involving preparing the package for delivery, receiving the money, making change, etc., of course reduces the necessary number of salespeople to a fraction of what would be needed where the customer is given attention of a personal character from the time he enters the store until he leaves with the goods.

The self-service idea is unquestionably well adapted to a great many retail lines. Such products as food are especially suited to the plan, because they are staple in character, there is no question regarding the method of use, and such brands as are in evidence are well known and to that extent quality is standardized.

Besides, the high cost of living is usually interpreted in terms of food cost, and the greatest attention of the public is given to the opportunity for reduction in living expenses presented through improved methods of food selling. From all of these standpoints, the self-serve idea seems to be well adapted to the grocery trade.

In other lines it is doubtful if the idea as a whole can be employed to advantage, but on the other hand, there is hardly a retail establishment which cannot study with profit the question of simplifying the mechanics of selling, and making it easier for the customer to buy.

That is really what it amounts to.

Under ordinary conditions the salesperson is there for the purpose of removing the obstacles between the customer and the goods, between the buyer and the sale. If these obstacles are removed in advance, to as large an extent as is practicable, then the routine can be shortened and the sales capacity of each employe made measurably greater.

One step in this direction is to display the goods better.

The use of obsolete methods of showing the stock, either in the windows, inside the store, or both, constitutes the greatest possible handicap to selling, and imposes a greater burden on both customer and salesman.

Putting in modern fixtures, which display the merchandise well, show off its good points, and supply automatically the greatest possible amount of information to the prospective purchaser, without the interposition of the salesperson, will shorten up your selling routine and make for quicker and easier sales.

Furthermore, people who are not waited upon immediately, in a store of this kind, do not become impatient, because the arrangement of the stock enables them to look over the merchandise and make their selections in advance of the arrival of a clerk.

Supplying more complete information regarding the goods on the price-tags is another process in the same direction. In most cases the salesman has to tell all about the character, quality, and use of the merchandise. Why should this not be presented in printed form, so that the customer can read and digest it easily?

The use of better display methods and better descriptive tags will simplify your selling technique, and will enable you to get more business done with your present force, or to decrease your sales force and still do the same amount of business.

G. D. Crain, Jr.

## Defining Profiteering in Farm Equipment.

Everybody handling agricultural implements will be interested in a bulletin issued by the Department of Agriculture defining profiteering and hoarding of farm equipment. Of course, retailers doing a moderate business are not subject to licensing and regulation, but the question is one of broad interest throughout the trade. Here are the salient points of the bulletin:

Selling goods on a replace value in certain cases will be considered profiteering, according to a statement issued to-day by the office of Farm Equipment Control of the United States Department of Agriculture, which administers the licensing of the farm equipment industry under the food control act.

Farm equipment held, contracted for, or arranged for, in excess of the reasonable requirements of his business, for use or sale by him in a reasonable time, is considered hoarding, under the meaning of the Act of Congress approved August 10, 1917, to provide further for the National security an defense by encouraging the production, conserving the supply and controlling the distribution of food products and fuel.

Any farm equipment that is hoarded cannot be considered under this ruling, but will be dealt with under the Act according to the merits of each particular case.

The prices of farm equipment are more or less seasonal, but if the price should rise or fall during the season then, to be consistent, a person who wishes to sell on the basis of replacement values would be obliged to sell at a loss if the price fell. Equipment carried over from one season to another—that is, the residual from a previous season's reasonable supply—should be considered in the same manner. Therefore, if persons have sold at replacement values, they must continue to do so when a drop in prices comes, and carry the same amount of stock as in the beginning throughout the period of the high prices in order not to profiteer.

In short, it will not be considered profiteering if farm equipment is sold on the basis of replacement prices, provided the goods are replaced at once at replacement prices and this practice is continued during the period of high prices caused by the war.

It will be considered profiteering if manufacturers, wholesalers, retailers or other dealers having a regular stock of farm equipment, sell out at replacement value when prices are falling. Manufacturers, wholesalers, retailers or other dealers desiring to sell out without replacing should sell at cost price plus a fair usual profit.

It will be considered hoarding if any manufacturer, wholesaler, retailer or other dealer holds, contracts for, or arranges for a quantity of farm equipment in excess of the reasonable requirements of his business for sale by him over a reasonable time. Manufacturers, wholesalers, retailers and other dealers finding themselves inadvertently in this position should sell at cost plus a fair usual profit.

## "Big Business" and the War.

In spite of any graft or profiteering of which individual concerns may have been guilty during this period of disturbed conditions and swiftly rising prices, the unprejudiced observer must admit that the big business men of the country as a class have shown the utmost willingness to shoulder their share of the National burden.

None have been quicker than the so-called "wealthy classes" to ac-

knowledge their peculiar responsibilities in the present crisis.

As a rule, the prosperous and wealthy have heartily endorsed the principle of super-taxation. And beyond this they have given freely of their wealth, their time and their own flesh and blood—as the casualty lists will show.

One good result of this terrible war is the demonstration it affords of the truly democratic spirit of our whole people.

The incorrigible hog and the ineffable snob we have always with us—likewise those who raptly adore the divine right of dollars. But they are an inconsiderable minority, and conspicuously so among those who have already got their dollars.

America is a real democracy. And this war proves it.

## Make Your Letters Say We Will Win.

Get the victory punch into your business letters.

Pessimism is more infectious than a cold. One doubter can give the chills to a room full of people. The germ of this disease often creeps into our correspondence and does more harm than the spoken word.

Especially in the case of mail sent to foreign countries, the color of our thoughts is searched for eagerly between the lines we write. The business man abroad—whether a neutral or an ally—is quick to see any weakness. The flag ought to be kept flying in all letters that leave the country.

The same is true of business letters in America. All our correspondence should carry a positive, vital confidence, and a purpose to see the war through to victory. We are going to win. Let your letters show you know it.

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

Buffalo, Sept. 4—Creamery butter extras, 47¢@48¢; firsts, 46¢; common, 42¢@44¢; dairy, common to choice, 42¢; packing stock, 33¢@35¢.

Cheese—No. 1, new, fancy, 27¢; choice, 26¢.

Eggs—New laid, 50¢@57¢ for fancy and 45¢@47¢ for choice.

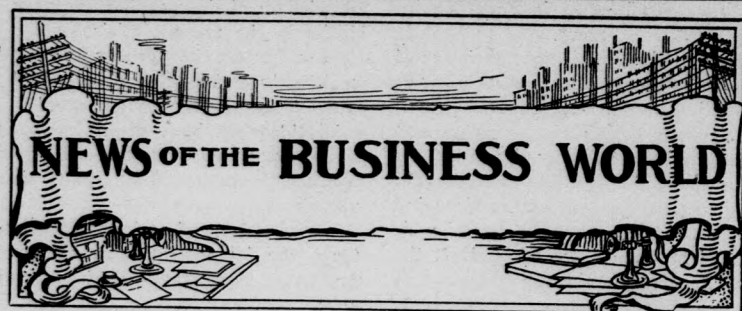
Poultry (live)—Old cox, 25¢@26¢; fowls, 32¢@36¢; chicks, 33¢@38¢; ducks, 32¢@35¢.

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

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







### Movements of Merchants.

Lowell—A. A. Scott has closed his restaurant and cigar stand and retired from business.

Oakley—S. G. Babbitt has opened an ice cream parlor in connection with his general store.

Whitehall—Mrs. M. G. Hollis has engaged in the millinery business in the Springer building.

Nashville—Fred G. Baker has engaged in the clothing and men's furnishing goods business.

Owosso—Harry Utchenik is closing out his stock of groceries, having been called for military service.

Holland—Mrs. Nellie Toren, milliner at 34 East Eighth street, has sold her stock and store fixtures to Mrs. Adam Clark, who has taken possession.

Kalamazoo—The Dunkley Company was defeated in the U. S. district court of Los Angeles, Cal., in its patent infringement suit against the Pasadena Canning Co.

Kalamazoo—The largest life insurance claim paid in Kalamazoo during 1917 was one for \$60,000 on the life of Lester Salomon, former manager of the Home Furnishing Co.

Holland—James Van Dyke has sold his grocery stock and store fixtures to A. F. Schuiling and Roy Decker, who have formed a copartnership and will continue the business at the same location under the style of the North Side Grocery Co.

Belding—Rogers & Neely, furniture dealers and undertakers at Gladwin, have purchased the Charles S. Foster bankrupt stock of furniture and store fixtures and removed it to Gladwin. Arthur Fitzjohn has purchased the undertaking stock and balm equipment and will continue the business under his own name.

### Manufacturing Matters.

Bay City—Fire damaged stock at the plant of the Chicago Creamery Package Co. to the extent of about \$10,000 Aug. 30.

Augusta—The flour mill of William Bowen & Son, in Augusta, was recently repaired and additions built. The mill will soon have a capacity of fifty barrels a day.

Manistee—The new plant of the Cooper Underwear Co. in Manistee, is expected to be ready for occupancy one month earlier than anticipated, which means that it will be in operation probably by the middle of October. The plant will cost more than \$50,000.

Detroit—The Paige-Detroit Motor Car Co. henceforth will be on a 24 per cent. dividend basis, as the result of a new dividend of 2 per cent.,

payable Sept. 10, notification of which was given the Detroit Stock Exchange this week.

Bay City—The Wilson Body Co. has made the first payment of \$25,000 under an agreement with Bay City people that the company should pay for the erection of its plant in that city in annual instalments. At the same time the above amount was paid, the company paid the first year's interest on the total cost of the plant.

Carsonville—Leading business men in Carsonville are working out plans for the establishment of a new canning industry in the town. The concern is to have a capital stock of \$50,000 and will employ fifty to seventy-five men and women. The Messrs. O'Connor, Williams and Reed are at the head of the citizens' committee in charge.

Tecumseh—H. Brewer & Co. have received war orders from the Emergency Fleet Corporation covering manufacture of bilge and ballast water pipe and fittings for thirty-seven 3,500-ton ships and for seventy-two 5,000-ton ships. This order will keep the plant busy for a long time, although other Government orders are being filled.

Fordson—Henry Ford has acquired a site for the Fordson State Bank, recently chartered, and the building to be erected will be one of the first in the new town of Fordson. The land was bought, it is reported, for \$15,000, which, according to old-timers in the vicinity, is a big price. Not so, however, in the mind of some realty people, who say that it is a bargain and that within two years the property will be worth at least three times the price paid for it. As a matter of fact, there is hardly any property in Fordson or within walking distance which has not increased in value from 20 to 200 per cent. recently.

War correspondents writing from the Flanders front have mentioned the great masses of flaming scarlet poppies that spring up within a few months after each battle on the blood-soaked fields. An appropriate flower for the battlefield is the poppy, for, looked upon in some parts of the world as the symbol of death, many profess to see a happier sign in the old superstition that the markings in its center are the outline of the cross. There appears to be a real connection between these flowers and the blood which has been poured out, for the same thing has been mentioned by historians who have recorded the stories of the countless battles fought in this "cockpit of Europe."

### Confine Christmas Buying To Useful Articles.

The Council of National Defense authorizes the following statement:

The Council of National Defense has heretofore emphasized the necessity of restricting Christmas buying during the coming fall for certain specific reasons which it has stated. These reasons are, in brief, the necessity for saving labor and material in the manufacture and sale of Christmas gifts and of saving the transportation and delivery facilities necessarily involved in the large volume of Christmas purchases.

After conference with representatives of leading industries and retail interests concerned, it is found that the manufacture of goods for the coming holiday season has been substantially completed, that the transportation of the goods to the point of sale is also largely done and that much of the material used for Christmas purchases, especially in the manufacture of toys, is the waste material derived from prior processes of manufacture.

The retail interests represented at the conference have agreed not to increase their working force by reason of the holiday business over the average force employed by them throughout the year and not to increase the normal working hours of their force during the Christmas season. They also agreed to use their utmost efforts to confine Christmas giving, except for young children, to useful articles and to spread the period for holiday purchases over the months of October, November and December. In order to relieve the transportation facilities of the country from a congestion in the latter half of December which would be so hurtful to the interests of the Nation that it can not be permitted, the retail interests represented at this hearing have agreed to co-operate further in the campaign heretofore and now being carried on under the auspices of the War Industries Board to restrict deliveries and to induce their customers to carry their own packages wherever possible.

The retail interests to which reference has been made have further agreed to make an announcement to the above substantial effect in their advertisements commencing in early September and repeating same weekly thereafter. The above suggestions if faithfully and loyally put into effect throughout the country will make possible a continuance of the holiday custom without endangering the National interests thereby.

The Council of National Defense will co-operate in carrying out the suggested measures. It looks to organized business bodies of every nature and throughout the country actively to join in the movement as providing means whereby that co-operation between the Government and the people can be had which alone will permit the continuance of holiday business in such form, on such scale, and by such methods as are consistent with the National welfare. This announcement is defi-

nately conditioned upon loyal and thorough co-operation in spirit and in letter on the part of sellers and buyers throughout the country.

### Penalized By the Food Administration.

The first case of violation of food rules which has come to the attention of the Food Administration from Alaska is that of N. F. Zimmerman, grocer of Ketchikan, Alaska, who was found guilty of selling ten sacks of wheat flour and three sacks of sugar to a fish packing company in his section without first applying for and obtaining the necessary permits required for the sale of these commodities in excess of the regulations. Zimmerman's place was closed for three days and a sign reading, "Closed for violation of Federal Food Regulations," was displayed in the front of his establishment.

The Hellums Company, of Grady, Arkansas, ginners and retailers of cottonseed, has had its license suspended by the Food Administration for not obeying license regulations and for having made excessive profits. This firm was first permitted to contribute \$500 to the Red Cross in lieu of the revocation of its license but having failed to make the contribution, its license was revoked until further notice.

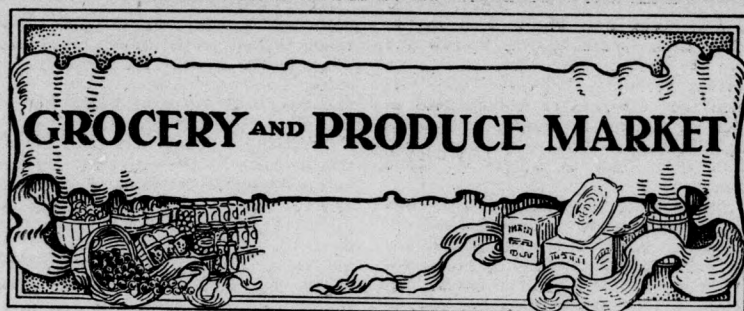
William Culber of 56-58-60 Commerce street, Newark, New Jersey, has been ordered to suspend business for two weeks from Sept. 2, for refusing to accept a car of onions which he had contracted for.

Prospective customers often fail to buy even after all reasons have been made clear to them and accepted by them. All of us who have had any experience as salesmen have noticed this tendency. In other words, the prospective customer obtains a definite knowledge of the merit of an article from the salesman, but fails to act on the knowledge, although he is thoroughly convinced he needs it. And, obviously, this is leaving out of all consideration the man who wants to buy but is without the money to buy; we are talking now of the man with the money whom the salesman meets every day, whom he absolutely convinces of the profit or pleasure to be derived from the use of an article, after which the prospect hesitates, delays and procrastinates in its purchase. He fails to act on definite knowledge.

The Deacon Ellis-Connor Smith gang which handled the Sleeper and Osborn campaigns in Grand Rapids and Kent county succeeded in carrying their bailiwick for their employers, but the methods they used and the weapons they employed were not such as to appeal to decent people generally. All of the old clap trap and grand stand tactics were brought into play, but even their questionable methods were not sufficient to land the candidates for county offices which the Ellis gang undertook to foist on the people.

Success will go a block out of its way to dodge a lazy man.





### Review of the Grand Rapids Produce Market.

Apples—Dutchess, \$1.50 per bu.; Maiden Blush, \$1.50 per bu.; Pound Sweet, \$2 per bu.; Wealthy, \$1.50.

Bananas—\$6 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The movement is upward on account of the Government having commandeered 60 per cent. of the creamery stock now in storage all over the country. Local dealers hold fancy creamery at 47c in tubs and 49c in prints. They pay 40c for No. 1 dairy in jars and sell at 43c. They pay 30@31c for packing stock.

Cabbage—\$3.75 per large crate and \$3.25 for medium.

Cantaloupes—Hearts of Gold from Benton Harbor command \$4 for standards, \$3.75 for ponies and \$2 for flats; Colorado, \$3.75 for standards and \$1.75 for flats.

Carrots—\$1.25 per bu.

Cauliflower—\$3 per dozen.

Celery—35c per bunch.

Crab Apples—\$1 per bu. for early varieties.

Cucumbers—Home grown command 85c per dozen for No. 1 and 65c per dozen for No. 2.

Eggs—Local dealers pay 39c for No. 1 candled cases included, delivered in Grand Rapids.

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

Grapes—\$3 per doz. for 4 lb. baskets of blue varieties.

Green Corn—20c per dozen.

Green Onions—18@20c per dozen.

Green Peppers—\$1.75 per bu.

Honey—26c per lb. for white clover and 24c for dark.

Lemons—California selling at \$9 for choice and \$9.50 for fancy.

Lettuce—Garden grown, 65c per bu.; home grown head, \$1.25 per bu.

Musk Melons—Benton Harbor Osage, \$2.50@3 per crate of 12 to 16; Honey Dew from Benton Harbor, \$3.50 per crate.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16½c.

Onions—Home grown stock now has the call, commanding \$2 per 100 lb. sack.

Oranges—California Valencias, \$10 per box.

Peaches—California Elbertas and Crawfords, \$1.75 for flats; home grown Prolifics and Ingals fetch \$3.50@4 per bu.

Pears—Clapp's Favorite, \$2.50 per bu.; Bartlett, \$3 per bu.; \$3.25 per box for California Bartlett.

Pickling Stock—Cucumbers, \$1.75 per ½ bu.; white onions, \$1.75 per ½ bu.

Plums—\$2@2.25 per bu. for Brad-

shaws and Green Gages; Guis, \$2.50 per bu.

Pieplant—\$1 per bu.

Potatoes—Home grown command \$3 per 100 lb. sack.

Radishes—15c per dozen.

Summer Squash—60c per bu.

Sweet Potatoes—\$3.50 per 50 lb. hamper.

Tomatoes—Home grown command about \$1@1.50 per bu.

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

Wax Beans—Home grown, \$2 per bu.

### Teuton Chivalry.

A British steamer recently met a submarine seriously disabled at sea. On the deck the crew, arms in air, appealed for rescue. The steamer stopped and the captain decided to pick up the men and then sink the U-boat.

"Are all hands there?" the British captain asked the German Commander before beginning the transfer. "Everybody," replied the German. "Here is the list of the crew."

According to this not a sailor was missing. Nevertheless, there was heard from the depths of the submarine a muffled pounding.

Upon going below there were found four British sailors locked in and bound hand and foot. The Germans had tried to send them to the bottom of the sea while they themselves were saved by a British vessel.

### Save Our Soldier's From Poison Gas.

Every merchant would do well to install a Liberty Peach Stone Barrel in front of his store. The Government wants these stones because it can use them in the manufacture of the filter granules which are essential in gas masks.

The Government insists that the stones shall be dry. If you are removing the stones from the peaches which you intend to preserve, please place the stones in paper bags and drop them in one of the barrels.

In addition to the stones from peaches, the Government can use the stones from apricots, plums and prunes, and also the shells of hickory and walnuts and butternuts.

Chester A. Brubaker, general dealer at Mears, was in town Tuesday to start his son off to the war. Mr. Brubaker is the Chronic Kicker of the Tradesman staff and pays his respects to two other correspondents of the Tradesman in his department this week.

A forgiving disposition is the first law of self-preservation.

### The Grocery Market.

Sugar—Purchases of raw sugar through the International Sugar Committee during the past week have been light, but the trade expects larger allocations later on, as it is believed that during the next two months practically all of the remaining stocks in Cuba intended for the United States will be moved. Much interest in the trade has been centered in developments at Washington, and with the price fixing out of the way business is expected to assume more normal proportions. Refiners still complain of their accumulating stocks of sugar and of the poor demand, although some improvement in the latter has been noticeable within the past few days, although it is far from normal.

Tea—The market is extremely quiet. Some look for an improvement in business this week. Meantime stocks are small and the market remains firm.

Canned Fruit—Southern offerings of No. 2 unpeeled pie peaches are on the basis of \$1.20 f. o. b. factory, with \$1.50 for No. 3s and \$5.00 for No. 10s. Standard No. 2s, in syrup, are held at \$2.00, and No. 3s at \$2.50. There are no spot goods offered.

Canned Vegetables—There is an increased demand for September delivery and a little enquiry for tomatoes also for October. Brokers are advising their customers to follow every decline down, but only in a moderate way, and conservative houses are not suggesting any large purchases for the present. Deliveries at the canneries are increasing rapidly and the outlook now is that next week will be the glut week. It may be postponed to the following week, but production undoubtedly will be a large one and it is expected to even exceed that of last year. Growers are not obtaining the high prices they expected at first except those who made contracts on a \$30 basis at the outset. Raw tomatoes have sold as low as 35c a bushel and have advanced later to \$1.50, ranging recently from 50c to 75c a bushel, but selling down again too close to the 35c mark. Canners are hoping to accumulate stock while the glut period is on. Orders for the Government are expected to be very large and even with the increased pack the general public may have to get along with fewer tomatoes than expected. Some offerings of future sweet potatoes have been made on the basis of \$2.05 for No. 3 f. o. b. factory.

Canned Fish—The salmon situation is a very firm one, with offerings on the spot chiefly in the way of goods that could not be exported. These are held at \$2.95@3.00 for red Alaska and \$2.05 for pink.

Rice—Quiet conditions still prevail in the local market for rice, but with stocks small prices remain steady.

Dried Fruits—Although still on a nominal basis the spot market is very strong for all dried fruit. Holders are not inclined to sell and are asking the full limit of what they think will pass the scrutiny of the Food Administration. Some jobbers say

they can not understand how costs could be figured on any basis that justifies present asking prices. However, owing to the competition of fresh fruit there is not much demand at present. The fact that Government requisitions are likely to absorb the greater part of the new pack of prunes and peaches is causing all dried fruit to be held with increased confidence. The interesting feature of the situation is how recent speculative operations in apricots are going to come out. Some seem to think that the Government will take this fruit to help out on peaches but there is considerable question as to whether or not they will be willing to guarantee excessive profits to present holders. Apricots are unlicensed and offer about the only opportunity for speculation that is possible at present. Raisins are in demand and although the crop is a large one Government requirements are likely to be heavy. The outlook for Amalia currants is not very promising from the market standpoint. There are large stocks still unsold on this market and the new crop is said to be a very good one so that losses are possible to the present holders.

Nuts—There is only a nominal market possible under prevailing conditions, owing to the absence of any important offerings of imported goods while awaiting the opening of the season for California nuts.

### Exact Status of the New Flour Ruling.

The retail dealer selling standard wheat flour is required to carry in stock either barley flour, corn meal or corn flour, and with each sale of wheat flour must sell 1 pound of such substitutes with each 4 pounds of wheat flour. No dealer may force any other substitute upon the consumer.

If the retailer has for sale, and the consumer desires them, the following substitutes may be sold on the basis of 1 pound with each 4 pounds of standard wheat flour:

Rice flour, oat flour, peanut flour, bean flour, potato flour, sweet potato flour and buckwheat flour.

Pure rye flour or meal may be sold as a substitute only in the proportion of at least 2 pounds of rye with 3 pounds of wheat flour.

Victory mixed flour shall consist of wheat and barley flour, wheat and corn flour, or wheat, barley and corn flours, and shall all be mixed on the basis of 4 pounds of wheat flour to 1 pound of substitutes.

Victory mixed flour may also consist of wheat and rye flour, and shall be mixed on the basis of 3 pounds of wheat flour to not less than 2 pounds of rye flour.

All victory mixed flour may be sold without substitutes, but at no greater price than standard wheat flour.

James M. Goldstein (A. Krolik & Co.) was in town a couple of days last week on the tail end of a fortnight's vacation spent with his parents at Lakeview. He was accompanied by Mrs. Goldstein.



### Gabby Gleanings from Grand Rapids.

Grand Rapids, Sept. 3.—We desire to correct some errors in our letter of August 14 concerning the names of the members of Grand Rapids Council who are in the service. We urge the writing of personal letters to these members and we feel it is important that their names be correctly given. The corrections follow. H. P. Gardy, not H. P. Brady; L. Lupetsky, not F. Lupetsky; Peter de Kraker, not Peter DeKroker; W. E. Wallace, not E. W. Wallace; August Kaser, not Albert Kaiser; A. F. Jaunaufth, not A. F. Januauth; J. A. Berg, not Jay A. Burg; John Thorough, not John Phorough; Thomas DeNeut, not Thomas DeNuit.

We are glad to note that a large number of traveling salesmen from Grand Rapids availed themselves of the opportunity to use the absent voters' privilege at the recent primary election. One of our members reports that his was the 94th ballot issued by the city clerk the Saturday previous to election and several more were waiting. It is safe to say that over 100 traveling men voted although absent. While this is a good showing compared to many voting places up state where less than one per cent. of the voting population took the trouble to go to the poles at all though within a stone's throw of them all day, yet it is hardly as good as should be expected of a good group of redblooded, patriotic citizens such as commercial travellers. If you recall, it was you fellows who were a big factor in getting this absent voters law through and now it would not look very well if you fall down on the job and don't make use of it. It will look as though you were not sincere. If you forgot it August 27 try and think of it in November. It is our duty as patriotic citizens.

If the friends of Commander Newberry spent as much money on his nomination as Lieutenant Governor Dickinson inferred they did, it was probably not so much to get Newberry in as to keep Ford out. If it accomplished the latter will say it is money well expended.

The Secretary reports that there is a certain percentage of the members of Grand Rapids Council who are continually and persistently delinquent in the payment of assessments and dues and who require the expenditure of an unnecessary amount of money in stamps to say nothing of the time and annoyance to the Secretary in sending out delinquent notices. The larger part of the members pay up promptly, but there are certain ones with whom this practice has become chronic, and we suggest that in the payment of No. 145 you get into the 100 per cent. efficiency class. Pay up on or before September 15th. It is better for you and better for the Order.

The meeting of No. 131 Council on Sept. 7 is important. Be on hand.

We are not disposed to be critical and doubtless there is a good reason for the recent request for the conservation of gasoline, but why make a Mississippi river dividing line? The necessity of one section of our country should be the necessity of all sections. We don't believe in Mason and Dixon lines, Mississippi river lines or drawing any lines in favor of or against one section of the good United States. If we need to conserve gasoline, make the ruling universal in the United States. It is our opinion that cards should be issued permitting the pleasure touring cars to buy a certain amount of gasoline each week for pleasure purposes. They can use this gasoline any time during the week as they see fit and when they use it up they will have to lay their car up and wait until the time arrives when they can buy a new supply. This will also give the man who is out of town and the man

who works each and every day in the week a chance so that he can take his allotment and get a little pleasure out of a Sunday drive, as Sunday is the only day that a great many of us have to enjoy our cars and our families. Our climate this side of the Mississippi allows us but six months of the year to enjoy pleasure riding in our automobiles and until this Mississippi river dividing line has been removed and the conservation of gasoline made universal throughout the country we shall feel that we are discriminated against.

Harold H. VanSyckel, who has for the past four years successfully conducted the Cash Grocery Store at Douglas, has left for Camp Custer to do his bit for Uncle Sam. If Harold is as successful in "getting" Germans as he was in getting customers for his store, he will be some soldier. His store will be managed during his absence by his father, F. P. VanSyckel.

J. I. Wernette, well known to Grand Rapids traveling men, moved to Los Angeles, California, a year ago and this year has gone into the canning business in California. Mr. Wernette reports that there is a big demand for all canned goods and that his factory is running to capacity and that the fruit packed is already sold. Mr. Wernette is very enthusiastic about the wonderful climate of Sunny California; the magnificent roads, the beautiful scenery and the business opportunities afforded by the state. His many Grand Rapids friends will be pleased to hear of his success in his new home.

William E. Haas, general dealer at Bauer, has just returned from his first vacation away from his business in twenty years. He, with his wife and children, joined some friends and motored to White Fish Lake, where they spent the week angling for the finny tribe. Will said he gained about five pounds in weight and looks about ten years younger, needless to say he had a nice catch of fish during his stay.

W. W. Barton, G. T. Avery and E. J. Ash, grocers of Three Rivers, recently attended a convention at South Bend, where the system of delivery was the general topic of conversation.

R. T. Heely of Moore Park, has bought the Howard stock of groceries and is moving his stock across the street into the Howard store. He has taken on the office of postmaster at Moore Park.

E. T. Smith, of the firm Smith Bros., of Coats Grove, is acting as station agent at Woodbury while the regular agent is laid up in the hospital.

George C. Sausman and wife, of Fremont, recently made a trip by auto to Illinois. Mr. Sausman reports Illinois as a very interesting country and that he thoroughly enjoyed his two weeks' vacation taken in this way.

An old colored man named Zeno has a savings account in a Southern bank. One day the bank failed and Zeno was very much perturbed, although he didn't know it by that name. He hung around the bank just to be near his money and when the receiver asked him why, he answered "Cause I've got some money in that ere bank and I wants to get it." Well, replied the receiver, "don't you know that the bank has to be thoroughly examined before any of the depositors can get their money? Banks have failed before. This isn't the first time that banks have busted." Sure ah knows that. I heard of banks busting fore this but this am the first time a bank ever busted right square in my face. Finally the receiver announced that the depositors would be paid in alphabetical order. Unfortunately a mistake had been made in figuring and when they got down to the W's the money gave out and Zeno lost his savings. However he was not discouraged. After a couple of months he had some more

money saved up. He took it to another bank where he was known and told the cashier he wanted to open a savings account. "Alright Zeno" replied the cashier, "we will be glad to open an account for you." "Zeno nothing," said the darkey quickly. "My name ain't Zeno no more. My name is Aaron."

Sitting Bull, an Indian chief was once taken to New York straight from the plains of the West. He was shown all the wonders of that great city—skyscrapers, underground channels, elevators and telephones. At the conclusion of the tour, he was asked to name the most wonderful thing he had seen. The party were standing in a hotel room. Sitting Bull walked over to one corner of the room and pointed to a water faucet. That, he said is the greatest. To the mind of the Indian who had suffered from thirst on the sands of the desert the most wonderful thing in New York was the supply of water in every man's house. Those things which habit induces us to accept as a matter of course is often our greatest accomplishment.

John Thirty, representing Armour & Company, has been in the habit of carrying his little sack of sugar with him to ensure an adequate supply. However, the anxious eyes of his fellow travelers had been concentrated on this little bag of sugar for some time. It happened at Mesick that like Lot's wife of old John looked back, and lo and behold, his little sack of sugar had turned into a little bag of salt and salt don't do his coffee any good anyway. It is funny how things happen.

Within fifty miles of Grand Rapids there is a hotel which serves a meal for 75 cents which is well worth \$1 of any man's money, except for the wretched service which prevails in the dining room. The food is good, the cooking is superb and the portions are ample, but the red headed head waitress is so crazy to impose her company and conversation on the young men who enter the dining room that she permits transient guests of middle age and past to wait many minutes at the door before she directs them to proper seats. Instead of noting whether the guests are properly served, she hangs around the tables occupied by male guests exclusively, making herself so obnoxious that she actually drives people away from the hotel. Flies are so thick in the dining room that no one can eat with any degree of comfort. If the r. h. h. w. would let the young men alone for a few days and devote her spare time to the elimination of the fly nuisance, she would incur the lasting gratitude of the guests of the hotel.

One feature of the average hotel which strikes the occasional guest as peculiar is the manner in which the management overlooks proper provision for a second guest in a room. As a matter of fact, rooms are nearly always provided with towels for one guest on the theory that the room will be occupied by one person. If a guest is asked to "double up" or is accompanied by his wife, the clerk never thinks of asking the housekeeper or the girl on duty to add to the towel supply. As a rule, the short supply is not noticed until one of the occupants of the room starts to take a bath. Then it is about as easy to raise the dead as to secure an additional equipment of towels for the use of the second guest in the room. A little more attention paid to this feature of hotel keeping would add to the pleasure and satisfaction of guests and increase the respect in which landlords generally are regarded by their patrons.

One of the most persuasive men in America—the head of a giant corporation—gives this as the chief secret of his success in molding the minds of men in interviews, or of the public in advertisements: "I always try hard," he says, "to mix recognized truths with the particular points I wish to get accepted, so that the listener or reader,

in admitting the one class of assertions, unconsciously admits the other. This builds up in the listener's or reader's mind the conviction that he is reasoning out his conclusions himself, and absolutely convinces him."

Throwing a young man upon his own responsibility is the only way to cultivate his confidence in his own powers and to bring out what originality and initiative there are in him. The trouble with many older men who are training young men for executive positions is that they want them to become exact reproductions of themselves. This new raw material may not fashion well into the old style garment and to attempt to so fashion it may result in hampering the aspirant in the development of his own initiative and through it lifting a business out of a rut. "About once in ten years a firm must get in some new blood," said a far-sighted executive, "or else it will go to seed." If new blood is compelled to run through old, hardened arteries it will lose all its red corpuscles. The idea back of transfusing the new blood is to have some of the moss grown, back number methods superseded by later day ideas. Men who have been at the head of an enterprise for years are apt to get into a rut. Holding the head of a department responsible for results and permitting him to accomplish those results in his own way is, broadly speaking, the principle to be followed. The wise man who has an embryo executive in training will study his pupil's characteristics and seek to give them direction, rather than to hold him down to hard and fast rules. If he sees that the young man is approaching a curve in the road at too high a rate of speed he can advise that some of the power be shut off and the turn taken under less momentum. But never to let a young man speed up and feel the exhilaration of his own daring will cut off his enthusiasm. To compel him always to jog along in old ruts will destroy all his originality. What would a man without originality have done in business since the war commenced? How often it has been said that former landmarks have been obliterated and that business men have no precedents to guide them?

Those Mexican roughnecks across the border are reported as "again quiet." What's more, some of them whom our cavalrymen administered treatment are going to stay quiet.

In regard to marrying, one woman says: "I believe in letting a man marry whom he really wants." Yes, and it's the easiest way. Let him alone. If he is making a mistake he'll find it out—when it's too late.

Dr. Garfield's request to curtail the use of automobiles is all very well, but what profits a man if he saves gasoline and wears out shoe leather?

The capture of Ham is not only important, but gratifying significant that the Allies will, ere long, be in possession of the whole hog.

The remarriage of an actor and an actress who were divorced three years ago merely shows that their original union meant home, and they discovered, as have others, that there's no place like it.

As a move against Germany the British parliament has passed a law forbidding the import of dyes for ten years after the war. At the beginning of the war Germany controlled the dyes of the whole world. But in four years the dye making industry has been successfully developed both in America and England, so that never again will the world have to depend upon Germany for its coal tar colors.

If Germany is boycotted after the war, she will not be the first country that has been so treated. Many years ago the British boycotted Bolivia. It was in 1865 that the then president of South America republic ill-treated the British minister by tying him on a mule, face to tail, and parading him around the capital. For this offense official



England blotted Bolivia off the map, and for 35 years she remained ostracized. From a commercial point of view Bolivia was almost ruined, and not until many years later did she recover from her punishment.

D. F. Helmer.

#### Late News From Metropolis of Eastern Michigan.

Saginaw, Sept. 3.—Mr. Taylor, of Taylor & Co., who conducts a grocery at Second and Carroll avenue has purchased the grocery stock of Otto Rohde, Sixth and James avenue, and will continue the business at the same place. Mr. Rohde has spent over thirty-one years at the profession and is one of the few successful men. His success he attributes to being a careful buyer, constant attendance to business, clean stock and a fair deal to his customers. He has always been active in convention affairs, taking a great interest in the betterment of the grocery business and, although he is out of the game now, he will be found at the next convention to be held in Saginaw, doing his bit to help entertain the delegates.

L. W. Yuncker, grocer on Sheridan avenue, is closing out his grocery stock, retiring from the business.

B. N. Mercer, although defeated for the Republican nomination for sheriff of Saginaw county, can feel proud of the race he run, it being his first attempt in trying for office. He made a clean fight and judging by the vote cast, had good backing, especially from the commercial men. Ben's a good loser and will be heard from again.

Saginaw has sent her first ship, the Panchta, to the Atlantic. She's a beauty and well we can feel proud of her. A sister ship is almost ready to sail and three others are under construction.

The new man power bill just passed will put thirteen million men at the service of their country if needed. Wonder how old Bloody Bill likes the news?

D. A. Bentley and William J. Brydgis, of the firm of D. A. Bentley & Co., wholesale produce merchants of Saginaw, spent a part of last week and this in Detroit attending the State fair.

Mr. Pohlman, member of the firm of Rimmann & Pohlman, Court street grocers, left for camp Monday. Mr. Rimmann left over a month ago. The business will continue under the management of Miss Rimmann, a sister.

R. F. Wolpert, Potter street grocer, who recently enlisted in the naval service, is at the Great Lakes naval station. Mrs. Wolpert is continuing the business.

L. H. Smith, grocer on Gratiot avenue, was asked to donate \$25 to the Red Cross by Food Administrator Symonds for disobeying the flour substitute law.

C. S. Borland, for several years manager of the Saginaw branch of the National Grocer Co., has resigned. He has been Secretary and Treasurer of the Wolverine Glove Co., of this city, for some time and expects to now give his entire time to the glove business. The Wolverine people are doing a wonderful business, not only in Michigan, but in many other states. Otto H. Stim-bauer, formerly buyer for the National Grocer Co., is the new manager. This will come as pleasant news to the many manufacturers sales agents with whom he has done business the past few years. Otto, as he is known to all, did not get this position handed to him on a silver platter, but through his untiring efforts in helping make his concern bigger and greater. He started several years ago at the bottom and, without a doubt, had in sight the position he now so worthily holds. Congratulations and best wishes from the traveling fraternity.

Patrick O'Toole, traveling sales-

man for D. A. Bentley & Co., spent last week at Wenona Beach with his family.

Great preparations are under way for making the Saginaw county fair the most successful ever held. The Saginaw Board of Commerce is working hand in hand with the fair management and it is bound to be a success. It is to take place Sept. 23 to 28.

Many Saginaw mothers breathed a big sigh of relief Tuesday morning. Why? Why, because school started and Johnny and Mable can pester the school marm for the next eight months.

The writer just received a letter from William J. Leppim, formerly salesman for the National Grocer Co. He was at an Atlantic seaport, having just arrived from France and expected to leave on a return trip any day. He states his first trip was wonderful and to his liking. He enlisted in the service about ten weeks ago.

For the best in the land, come to Saginaw. Labor in abundance. We need help to supply our factories and keep them running. It is only another way to fight Bloody Bill.

L. M. Steward.

#### Brubaker Interested in the Lady Barbers.

Mears, Sept. 3.—Even though I am most up to my ears in work—at least so far as the tip of my big nose—and have time to read only the main war news in the dailies, I do manage to read all the good, sensible and solid matter in the Tradesman. The last issue, as usual, was superb, but accidentally I read some of the foolish trash stuff which will get by your censor once in a while. I refer to the dig given me by that long-legged disciple of the grip who gets his half earned weekly stipend from some big Grand Rapids wholesale house.

Referring to the lady who had recently got married and changed her name from Brubaker to Monroe. I can't see where E. P. has anything to gloat about. I don't know either party, nor does he. But the fact that her name was Brubaker establishes her identity as a lady.

I do know that a Monroe had the honor of being President of the good old United States, but what has that to do with E. P.? He will never be president of anything unless it be a gas plant. I know several Monroes who are in the penitentiary and I don't recall any more at present but what should be there.

By some strange coincidence, my wife also is Mrs. Laura E. Brubaker.

I noticed also several weeks ago a writer, unknown—signed his name Honest Groceryman and I think his initials were D. I. S.—made some erroneous remarks about me in connection with a barber shop in Grand Rapids run by some female ladies. That was a libelous libel, as I can prove by Homer Bradfield and his whole relations that I have not had a hair cut in over a year. I expect to go to Grand Rapids the coming week and would like to know the address of that barber shop.

Furthermore, I suggest that Homer Bradfield take the same helpers on his trips among the trade in the future as he has the past two weeks and his sales will increase a hundred fold. We never imagined a fellow like Homer could have such a nice family.

Well, Stowe, I must cut it out. If war is —, so is business.

Chronic Kicker.

#### His Hour of Quiet.

"On Sunday's, the after-dinner nap is my favorite hour of the whole day."

"I thought you never slept after dinner?"

"I don't, but my wife does."

## More Powerful Than Cannon

There is one army more powerful than all the cannon on earth! It is behind the counters of the retail stores of this country.

Are you in command of part of it, you owner, manager or director of a retail business? You certainly are and you must launch it against the Powers of Evil now intent upon the destruction of everything worth your while as a business man.

## Sell War Savings Stamps

Money will win this war and nothing else will. Valor without equipment is of no avail. Strategy without strength is of no avail. Money loaned our Government will assure them all for our armies—ships, guns, munitions, food, clothing, medicines, hospitals.

Give the order. Your clerks and store associates will do the rest. They are fighters every one. They couldn't be soldiers in the greatest army in the world if they were not the army of retail sales people.

Contributed to the winning of the war by

**WORDEN GROCER COMPANY**

**GRAND RAPIDS—KALAMAZOO**



**WAR-TIME SHOE PROGRAMME.**

It is apparent from the news report of the conferences in Washington last week between a large committee of retailers, manufacturers and wholesalers of shoes and the War Industries Board that the Government is considering a drastic and, to many, an unreasonable plan of price fixation, difficult of execution without serious and permanent injury to business, for securing greater economy and conservation in the manufacture and retailing of shoes. This new policy involving the shoe industry which the War Industries Board now has under consideration is said to be necessary because of a new economic situation arising from war-time conditions which requires immediate and drastic measures to meet.

For weeks there has been more or less talk in Washington of the need of standardizing grades of men's and women's shoes under Government supervision and manufacture and fixing the price and the profit under which they would be sold as a means of preventing profiteering and conserving labor, materials and capital. This is the plan which is now in operation in England, where it is admitted it has been a failure.

It was generally believed that the regulations and restrictions which have been imposed upon the industry as conservation measures would satisfy the recognized need for economy. Apparently this view is not shared by the War Industries Board, for it is proposed to inaugurate a new Government policy, which will become effective just as soon as the War Industries Board can draft a new plan based upon suggestions which have been placed before the Board by representatives of the shoe industry. The new plan will supersede the War Industries' programme for restricting styles and materials for spring and summer, 1919, shoes.

The discussion of a line of war-time shoes has widened and other alternative propositions have been advanced. Among them are, establishing standard retail prices; stamping the retail price on all shoes; establishing a maximum price of \$10 and prohibiting the sale of any shoes at a higher figure; of regulating the retailer's profit; of grouping together manufacturers of certain grades and permitting them to make lines of shoes to be retailed between certain fixed prices, for example, between \$4 and \$6, and so on through a price range beginning at say \$4 and not exceeding \$10 for the highest price shoe.

It will be observed that all of these propositions involve the retailer in a manner that few, if any, ever thought would arise even during war times. It is certain, regardless of the practicability of any of the various plans, that whatever one is finally approved by the War Industries Board it will call for manufacturers and retailers to make great sacrifices as their contribution to the winning of the war.

The War Industries Board has

invited the selected representatives of the manufacturing, wholesaling and retailing branches to submit a new conservation programme and this is now before the board for consideration.

We are of the opinion that whatever sacrifices the Government calls upon the shoe industry to make the object can be achieved without introducing war-time shoes. We believe that still further restrictions of styles and materials will produce the result which the Government desires. We have already gone a long way in reducing styles, in eliminating colors and cheerfully accepting other restrictions. But the industry can make still greater concessions by which the Government can secure the result it has been said could only be achieved by the introduction of war-time boots. Washington correspondents report that the manufacturers accepted practically all of the recommendations suggested by the committee of retailers and that this plan, with additional suggestions from the manufacturers has been handed to the War Industries Board.

If the retailers have gone far enough in their recommendations, as we believe they have, it would seem that there is no occasion for the Government insisting upon a policy of price fixation. When the War Industries Board walked into the no man's land of price-fixing it probably did not realize the terra incognita it had entered. The accumulated wisdom of the ages has not devised a perfect system of arriving at values. Markets and exchanges are sensitive and more or less efficient devices for determining prices. Experience has proved that raw materials quoted in open markets and sold only for cash are more susceptible of price-fixing than manufactured articles upon which labor is expended and upon which terms and datings are given. In our industry the task of fixing the prices of hides and skins was difficult but not impossible. There was a much more complicated problem in sole leather, but it was finally overcome for the reason that sole leather is a semi-raw material. The prices of upper leather are in the vortex and likely to remain there because of the complication of tannages and finishes.

Following the chain along we should say that fixing the prices of shoes at the factory with any degree of equity is improbable and that establishing fixed retail prices for shoes is impossible. Of course, rulings can be made which would have the full force and effect of law, and it is thus possible for the authorities to declare that shoes must not be sold for more than a dollar a pair. In that event the manufacturers would have to stop while the Government took over the factories and taxed the people to obtain the amount over a dollar the shoes cost.

There have been exaggerated and false charges of profiteering in shoes, but Chairman Baruch is authority for the statement that profiteering is not involved in the Government's new

policy. It was reassuring to learn from Washington of the quick and unanimous approval given by the men who were conferring with the Board to the suggestion advanced by one member that they might not like to have their business investigated by the Federal Trade Commission. Their spontaneous acceptance of the suggestion was a striking demonstration of their patriotism and of their honesty in dealing with the people.

A price fixation policy that would treat fairly and equitably any large number of retailers or manufacturers is thoroughly impracticable. The shoe industry is spread over the United States. Conditions of doing business and the cost of operating vary in every locality. A fixed price that would be fair to one section would be most unfair to another. Under such a policy many retailers and manufacturers would be forced out of business. We recognize that "business as usual" can not prevail during war times, but we can not accept the view that present conditions require the inauguration of a policy by the Government that will kill business.

We are engaged in the greatest war of all time. Our war aims are altruistic. Shoe manufacturers, shoe wholesalers and shoe retailers are as patriotic as any other set of manufacturers and merchants in the land. The question is not one of loyalty or of profiteering, but of how best to carry on the war successfully with the least incidental injury to a legitimate business.

The greatest measure of conservation and economy can be achieved by further voluntary regulations restricting styles and materials, cutting to the bone if necessary, but to adopt a policy of price fixation, when it is admitted by the Chairman of the War Industries Board that the question of profiteering is not an issue, but on the other hand that release of man power and capital are the principal objects to be achieved, would be a mistake and an injustice when it is possible by other means for the Government to secure the measure of economy it says it requires from our industry, which more than any other since the beginning of the war has voluntarily given up more than the Government has asked or expected.

**LABOR UNION BOYCOTTS.**

People who have resided in this city twenty years or more and who have taken pains to note the parades of union labor men presented on labor day can not fail to note many changes as the years have gone along. Particularly is this the case with the flamboyant boycotting notices which formerly adorned the hats and were prominently displayed on signs and banners carried by the various crafts participating in the parades. The absence of such manifestoes now indicates that the union dupes have finally learned a bitter lesson—that it does not pay to advertise those who refuse to bow to union domination and that every attempt to destroy a man's business by unfair

means and clandestine methods invariably results in his becoming a rich man.

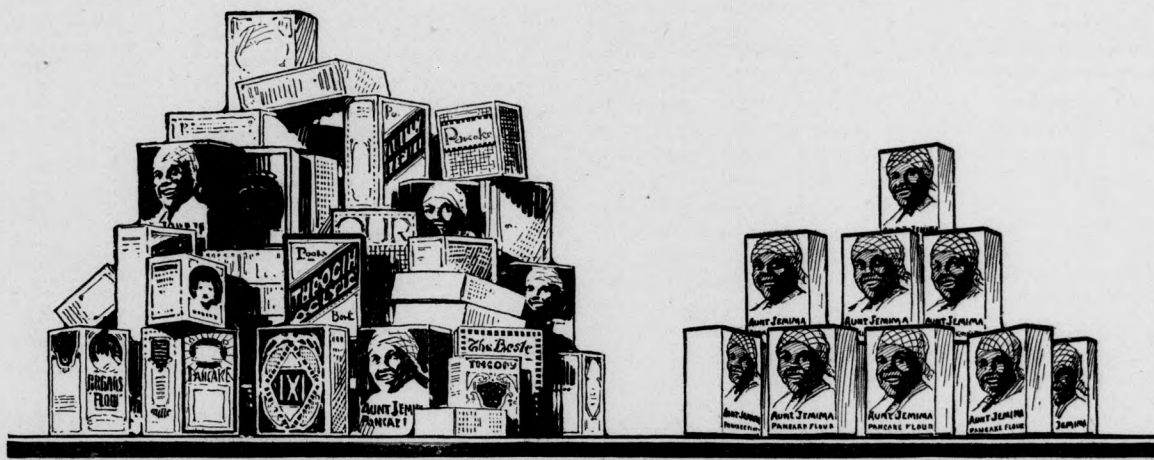
One year the union leaders had every organization in the parade display a sign urging the people to boycott George Morse because he refused to close his store at an hour demanded by the union autocrats, who in those days imagined they had as much power as the Kaiser—the power of (business) life and death over their victims. George Morse smiled significantly as he saw the signs and noted the effort made to destroy him, because he realized that that day marked the beginning of his good fortune. His trade increased immediately and kept on increasing until he soon found himself on the sunny side of Easy street. He insisted that the boycott was worth \$10,000 a year to him and the fact that he was able to retire from trade a few years ago (with the boycott still in force) with over a quarter million dollars to his credit shows that he even underestimated the value of union labor hatred and malevolence. When directed against a business man who refuses to be dictated to by the grafters and sluggers of the union labor propaganda.

About the same time the union leaders undertook to crush G. J. Johnson because he refused to employ union cigar makers at prohibitive wages. On a certain labor day every man who walked in the procession bore a card on his hat reading "Boycott S. C. W. Cigar." That night there was not an S. C. W. cigar to be had in the town—every man who had read the sign immediately purchased an S. C. W. to see what there was about the brand which entitled it to be boycotted. Finding it a wholesome cigar, superior to the filthy cigars turned out by the diseased members of the cigarmakers' union, men who wanted their money's worth kept on smoking Johnson cigars until his factory contained ten times more workmen than all the union cigarmakers in the city. Mr. Johnson retired from business a year or so ago, rich beyond the dreams of his boyhood days, while the diseased wretches who undertook to destroy him are lying in unmarked graves in the potter's field or eking out a miserable existence in the county poor houses or the venereal wards of charity hospitals.

Every boycott ever instituted as the result of graft or malice on the part of venal and unscrupulous union leaders has resulted in the defeat of the schemers and the moral and financial triumph of the persons attacked.

The Great Lakes naval training station makes about a hundred dollars a day from the ten to fifteen tons of waste paper which accumulate in that period. A force of from 65 to 100 men are engaged in gathering and bailing the daily crop, and there are eighteen waste-paper houses in each of the camps. Soon they are going to sort it down into finer grades—"artcraft" and so on—and old shoes will be eliminated.





## WHICH WILL BE THE MOST PROFITABLE TO YOU?

**THIS OR THIS**

To put all the money you have to invest in pancake flour for the season in half a dozen brands—and have some of five of them left on the shelves at the end of the season.

To put half the amount of money into *one* highly advertised, very popular brand, the kind people like and ask for, and turn your money over three or four times.

Which method gives you the most profit for the money invested? Think it over.

**The Aunt Jemima  
Mills Company  
St. Joseph, Missouri**



**Keep this fact in mind—**

There are 36 packages of Aunt  
Jemima to the full case—not 30.

Each package contains 20 ounces—not 16.

Don't be fooled.

Copyright 1918, Aunt Jemima Mills Co., St. Joseph, Mo.





### The Bright Side of Wartime Garb.

Scarcity of certain beautiful materials peculiar to evening clothes, consumers' needs modified by war, and the National necessity for conservation of all fabrics, are leaving their hallmarks upon dress garments. Face to face with these profound modifiers, more intense each month, deprived of the inspiration of many Parisian designs, manufacturers are nevertheless displaying remarkable intuition in providing styles adapted to present requirements of American women.

Demi-dress models of gowns are still going strong, and influenced no doubt by the Parisian models that have crept past the fashion blockade, as it were, predominate in black. One handsome frock just allowed on view was composed of Chantilly lace over a scant foundation of extremely soft, filmy satin. The drapery hung towards the front and balanced on the left side, while the back proclaimed the Premet panel in its elegant, long straightness. In the surplice corsage, over a dull silvery net, a gorgeous red rose flamed among the tiny spangles. Surely a wonderful frock for the woman past her early charms.

Another quite the latest and far more youthful design is of peach-blow crepe de Chine, a very scant base finished with three two-inch straight bands on the bottom of the skirt so narrow as to almost hobble. These three bands gave the effects of tucks, and over them dipped an apron effect, almost an over-skirt, scalloping up to points on each side and a bit longer in front than in the back. The modish fringe style was wonderfully simulated in two rows of uncurled ostrich also peach-blow in tone, one row just touching the top of the other, and both headed by the tiniest bias bands of the crepe. These feathers had just enough body and spring to stand out and give a delightful swish to the otherwise droopy skirt, almost a farthingale effect. So simple was the bodice with all its edges picotted that the long, straight sleeves might have been merely an extra epidermis.

Now these two models were chosen for word pictures because they both so exactly personify what American manufacturers are doing to impress simple elegance on their fall models of evening frocks.

Long sleeves certainly prevail. But on many youthful models we run across kimono sleeves, extremely short and untrimmed around the bottom, the square, chopped-off-short line being the thing. These armlets give the quaintest possible effect to those frocks that feature butterfly bows of tulle, chiffon

or net placed high exactly in the middle of panel backs, sort of an obi effect that precisely sets off and complements the kimono sleeves.

Also quaint little bunches and sprigs of posies are coming back. We find them poised lightly on the shoulders of debutante frocks, snuggling into the corsages of some grande dame's demitoyette, accenting the chic point of some Paris solitaire that slipped in with its piquant drapery past the port, and pointing the very ends of shirred net or chiffon panels that fly off tangent from ever so skimpy skirts. So chic boxy skirt of the garment being quilted models, so trim and narrow the foundations, and so free the panels, that they look for all the world like beautiful little maypoles with their winders fluttering in the breeze. Manufacturers have not been slow to develop this variety into dance frocks, where the real action of these airy panels comes into full play.

Evening wraps are certainly taking the flowing shapes of the ubiquitous army capes we have seen dashing cross-country all summer. As always such wraps must be loose in order not to crush beautiful frocks underneath. But the novel picturesqueness lies in their flow and spaciousness when put up in gorgeous materials. One of the new models from Paris has insets of Georgette in triple thicknesses, or better still, in thinnesses, of harmonizing tone, which, by the way, was a rich, old brick red. Two such insets give the effect of shimmering bands about the body of the wrap, while a rich contrast is obtained in a square, voluminous collar of tailless ermine. The fabric being heavy satin, a delectable lining was achieved in plaited, finely plaited, chiffon about two tones lighter than the outside.

Another late model proclaimed its beauty in Joffre blue satin hung on a rectangular collar of the fabric, the boxy skirt of the garment being quilted around the bottom in inch-squares of dull gold threads. This ornateness matched the collar in that the entire rectangle was a mass of dull gold squares of stitchery. Underneath all this color and adornment a lining of finely hand-tucked black silk voile gave "tone" to the garment.

### Sheetings Now Uniform In Width.

In figuring the new prices on wide sheetings the weights have been the basis of calculation, as specified in the Government list. Heretofore these had not been given consideration on the market, and, as a result, some variation is to be found between the different widths which is not quite the

same as that noted when the goods were merchandise according to costs and the market's absorbing power. The wide goods prices announced last week range from 39c to 49c on the 6-4 bleached and from 34c to 42c on the same width brown. On the 10-4 they range from 62½c to 75c for bleached and 56c to 70c for brown.

The new wide goods lists are, as forecast, about on a par with the last previously issued basis. Buyers, who have noted that 4-4 goods were considerably lower when brought to the Government figure than they were before, would be wrong to expect a similar reduction of wide goods. Mill agents point out that the 4-4 had been selling at around 92c per pound before the Government action, while wide goods had not exceeded 81c or 82c on the average. As the 4-4 goods had advanced proportionately more, they had a greater reduction to make than wide goods to line up with the established maximum.

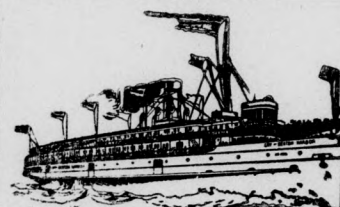
The lines priced during the week were, in the opinion of commission men, a better purchase than they were a sale. Especially is this true because of the higher raw cotton level. It is understood that only a limited yardage is available in some quarters. Certain houses will not longer accept unassorted orders for their wide goods because there are some widths which they can not deliver for any month this year.

Knit goods spring openings are still held in abeyance. Manufacturers are frank in criticising the level of cotton

yarn prices as too high and they hesitate to operate ahead until confident that that is the best that they can do. It seems, somehow, to be expected that the new week will bring developments which will clear up some of their difficulties.

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.



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.**

### QUALITY

### SERVICE

Fall house cleaning time is here. This means that many new curtains will be needed, and as most housewives prefer making their own curtains the sale of scrims and marquisettes will be good for some time to come.

We have on hand for immediate shipment an extensive line of these goods. Prices and styles are right. Much lower in price than the next season will show.

**Grand Rapids Dry Goods Co**

Exclusively Wholesale

**Grand Rapids, Michigan**

**SERVICE**

**QUALITY**



## The Ways and Wares of the Dainty Shop.

Written for the Tradesman.

Perhaps it isn't very definite to call it the Dainty Shop, but really I cannot think of any other phrase that fits it quite so well, for of all the spic-and-span little stores of the type which I have seen in my journeyings to and fro on the earth, this is facile princeps, as the doughboys are learning to say over in Flanders. In it there is an assemblage of minor articles from many sources—little necessitous commodities such as one thinks of suddenly, and at the last moment; convenience accessories—time and temper-savers of ever so many kinds; luxurious little personality commodities within reach of the most modest purse; and all that bright array of odds and bobbles too numerous and diverse to catalogue even in the most sketchy way in these pages. However our little lady of the Dainty Shop manages to arrange all these things in order in her numerous counters and bins and cases and cabinets; and do it without seeming to crowd anything; and do it, furthermore, as if the physical place for every blessed little inconsequent thing answered to a sort of psychic pocket in her own most orderly mind—is quite beyond the tether of my masculine comprehension. All that I can say is that she is able to do it just because she is our little lady of the Dainty Shop.

Our little lady of the Dainty Shop is perhaps fifty. But she doesn't look it. That is doubtless because there is a perennial girlishness about her spirit. It crops out—this strangely winsome girlishness of her—in her alert little movements, in her flashes of wit, and in her smiles. And in her laughter it peals out. It would do you good to hear our little lady of the Dainty Shop laugh. Just as a confidence—I think there are a good many people of our ward who make it convenient now and then to drop in and buy trinkets of one sort or another of our little lady of the Dainty Shop, chiefly to hear her laugh.

### A Tidy Little Shop.

The little lady of the miscellaneous lines maintains, as I am sure you would agree with me the moment you saw it, a most tidy and orderly shop. It's a trick of arrangement that sets the Dainty Shop somewhat apart from the common run of small stores in which novelties and tid-bits of merchandise are assembled and offered for sale. It takes really a very high order of genius to make a place of that kind appealing to the eye. Where one is selling beautiful lines of jewelry or luxurious and costly furniture or bric-a-brac and art products for the home or stylish and seasonable appareling, it's easy enough to arrange window displays and interior trims and so arrange one's stock as to make the store inviting to the eye; but the case is different with a vast collection of miscellanies. But the little lady of the Dainty Shop has overcome this inherent difficulty. She has contrived

to make her little shop really beautiful and attractive.

What is the secret of it? It is genius—which, I believe some one had defined as an infinite capacity for taking pains; and suitable accessories, such as shelving properly divided into compartments of the right size and relation to each other, interior cases and cabinets, and a sense of color values and some other matters into which we will not go far without running into technical matters.

As the writer has an impression that the editor of this journal would frown down upon anything of a severely technical nature, and savagely blue-pencil that sort of palaver, he'll play it safe by sticking to explanations of the simpler sort. The little lady of the Dainty Shop has provided her little store with shelving suited to the lines: i. e. she has had the compartments made small. This cost very little more than having just the old, traditional arrangement. It makes the merchandise fit better; and, for another thing, it does away with empty wall spaces, which never did look inviting. And why should a merchant display these sporadic splotches of barren wall? He isn't selling them, is he? If you'd offer to buy a bunch of empty wall splotches, he wouldn't sell them. Maybe he would if he could, but of course he couldn't. Every where you look in the Dainty Shop, you see merchandise.

And there are glass counter cases, and cabinets—also of glass. One of the cabinets confronts you as you enter the door. It is seven feet in height, four feet wide, and two feet in depth. It stands on a marble base eight inches high, and it has glass shelves. It contains the more aristocratic of the miscellaneous lines. But it does not contain always the same things, for it is trimmed as often as the little windows. And so are the showcases. And so is that other twin cabinet which sits to the right of the door mid-way of the counter case.

### Some Principles of Grouping.

"Mrs. Dumont," I said, as I snipped off the end of a Mi Favorita, for Mrs. Dumont dispenses some excellent cigars along with her multitudinous other lines, "there is a matter that has been puzzling my poor brain greatly. It concerns the arrangement of your stock. I—"

"Yes," responded Mrs. Dumont, brightly—for it always delights her for people to seem interested in her little store.

"How is it," I began, "you can arrange all this—you have tooth paste and shoe polish and kiddy cars and you and the Lord only know how many thousands of other things—and yet it is all so disposed as to not offend the eye, but rather look pleasing. How d'you do it?"

The little lady studied for a moment, and then said: "You have seen mosaics, have you not?"

"Yes," I answered.

"And how are they built up?" she asked.

"Oh, out of all sorts of bright lit-

tle bits of colored glass, or whatever material is used in securing the tessellated effect," I answered.

"Exactly. Well, that's the way I try to arrange my stock. If you'll notice there is a kind of color scheme. It isn't perfect. But there are possibilities. I try to make the most of them."

"But how do you know where things are? I have observed that dealers and clerks in other shops of this kind seem to have difficulty, at times, in locating the goods called for. Do you, ever?"

"No, indeed!" she exclaimed. "There is a logical arrangement. I have a little diagram in which I have blocked out certain areas. To each of these areas I assign certain classes of merchandise. From the lines included in this area I select certain ones that have what I call display value; i. e. they are made in colors or they come in containers which carry colors or type displays. So you see"—and she smiled whimsically—"there is a sort of system in my madness."

Charles L. Garrison.

Greet your competitor with a smile and a good word when you meet him on the street. Quite likely he is every bit as good a scout as you are.

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.

## The Goods! Net Prices!

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

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

**Where can I get the goods?**

Items listed in this catalogue have the goods behind them.

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York    Chicago  
 St. Louis    Minneapolis  
 Dallas

## WAR ECONOMY

There is a very strong indication that the Government will request hosiery and underwear manufacturers to discontinue packing certain medium and lower grades of their goods in straw board cartons. We advise our customers to save their boxes as they will be a scarce article in the future.

Any sacrifice that can be made in this direction will be a great help to the Government in the War Program.

**Quality Merchandise—Right Prices—Prompt Service**

## Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## Use Citizens Long Distance Service

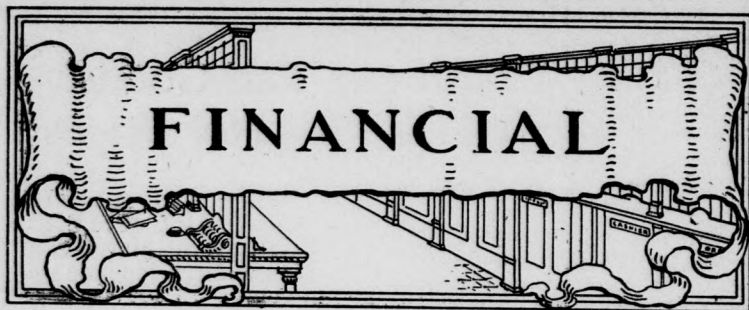


To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all Intermediate and Connecting Points.

Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

## Citizens Telephone Company





### The Tale of a Tall Grass Town.

The advertising manager of one of the largest mail order houses told a story of a town in Kansas which has been standing still for twenty years. He said that he had lived there during his boyhood and that when last summer he went there for a visit he found the same poorly kept streets, the same old hitching posts in front of the stores, the same broken down wooden sidewalk; the same old-fashioned store buildings; some of the displays, looked so dusty and fly-specked that, without any great stretch of imagination, one might think they had not been changed once in the twenty years.

Stagnation showed itself wherever one might look. The public buildings were in bad repair; the grass on the court house square looked as if it had never been cut, except possibly for hay.

One of those to whom he told this story remarked: "I'll bet you sell a lot of stuff here." The advertising man said, "Yes, we do. It is one of our best territories in Kansas."

And it was no wonder, as I found out when last fall I stopped off to see a business acquaintance. I talked with a banker, several of the storekeepers—there are no real merchants—I talked with the station agent, I talked with farmers—in short with practically every class of people living there—and from every one I heard nothing but criticism of the town, its business men, its newspapers, its farmers—everybody was "knocking"—not a good word for any one or anything connected with the town.

The retailers were at odds with each other; competitors would not recognize each other on the street. The town was full of cliques, all out with an axe for the others. Not a redeeming feature to the place. When I talked with a farmer he would tell me that the retailers were in a combination to hold up prices on what he wanted to buy, and that the elevator men and provision buyers were in another combination to cut down prices on what he had to sell.

Although the town lies in one of the best parts of Kansas, land is worth but little more to-day than it was twenty years ago, while only fifty miles away farms have advanced from ten to twenty-five dollars an acre and in some cases even doubled in value. Everybody distrusted his neighbor and always looked for an opportunity to get the best of him—usually with the result that both of them lost out.

Less than two hours journey west on the Santa Fe, I stopped at another town. It had grown in ten years from a mere village to over ten

thousand inhabitants. Its streets were well paved. The sidewalks were broad and laid in concrete. The stores were housed in fine buildings with modern fronts and equipped with handsome fixtures. The business section was brilliantly illuminated with electric lights mounted on handsome candelabra. Everything showed that the town was up and doing, even to the point of the classy automobile bus that carried passengers from the handsome depot to the hotel.

The banker on whom I called the next morning, told me how the town had grown from its small beginning to its present prosperous condition.

One of the local retailers had a son who after several years spent in other places returned to take charge of his father's business. This young man had learned a great many things during his absence. His views had broadened. He had found out that the most successful stores had gained their success by putting their chief effort on the selling end. He knew, of course, that goods must be carefully bought, but he had seen that the real merchant while being a good buyer devoted a great deal of money and thought upon the matter of emphasizing the "Service giving" features of his store.

So when he took charge his first step was to remodel the store. A modern front was put in. He was a clever window dresser and at first he trimmed his own displays, but while doing so he trained a couple of his salesmen to do the work and soon let them look after this part. He commenced to advertise in the modern way—using attractive illustrations, describing his wares in an interesting and persuasive manner and—something hitherto unknown—quoting a specific price on each item. The older retailers shook their heads over all these innovations and predicted that his new-fangled ideas would soon break him. Such a preposterous scheme as naming his prices in black and white for all his competitors to slash would soon drive every one of his customers away, and the expensive store front and the costly fixtures, certainly, must add tremendously to his selling expenses.

The fixtures, the new front, the window displays, the advertisements—all of them cost money—and of course, the people who bought from him would have to pay for it, they argued to their customers.

But not strange to say—the young fellow didn't go broke. People seemed to like his new way of offering merchandise, and before long he found it necessary to enlarge his store, inci-

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

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

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

## GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

## 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 Aalderen, 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



dentally taking over the stock of one of his competitors. He was now thoroughly established. His business was prospering, but he could see far enough ahead to realize that unless the town grew very much faster than it had done before and the surrounding territory became better settled he would soon reach his limit.

He knew that, singlehanded, he couldn't overcome the difficulty which faced him. So he went after the other retailers and after much hard work succeeded in having a commercial association formed. He was wise enough to see that in order to get the best results and to have everybody boosting, the association must include in its membership every class which had an interest in the upbuilding of the community, and this was the basis upon which the association was formed. Preachers, lawyers, doctors, real estate men, the newspaper editors, the hotel keeper, the station agent, and a number of farmers, as well as practically every retailer, became members.

But he also realized that unless the association had a definite purpose it would soon die or at least go to sleep. So each member was deputized to look after certain things; committees were appointed the chairmen of which made it their business to see that the purpose for which they were appointed was accomplished.

The first object was to improve the little park around the court house. The money was secured by public subscription, and here again the wisdom of getting everybody interested was proved. Even the school children were encouraged to pay their pennies, and when the work was completed the stores were closed and a celebration was held in which the children took a prominent part; short speeches were made—and another proposition made for which the association stood sponsor.

The new work consisted in having the approaches to town improved. The roads were of the common dirt variety, poorly graded, badly drained, and in the spring and fall were almost unpassable, so this was something in which the farmers could be interested. The village board issued bonds to cover the work done within the town limits, and the country board helped along by voting an appropriation—with the result that every road leading into town was put into good condition, properly graded, culverts built and surfaced with gravel. With this as an object lesson it was an easy matter to push the road improvement farther out, and in a few years, the entire country was honey-combed with well constructed highways.

In the meantime the association had taken up other issues. The two railroad companies serving the town were induced to build a fine union depot instead of the two old frame buildings located half a mile apart. The business streets were paved and handsome electric light posts erected. The retailers, by the open interchange of ideas in the special committee, learned to look upon each other in an altogether different spirit than had been their custom. They improved their stores, their stocks became more up-to-date, their methods of selling were changed. It was no

longer the rule to treat the customer as a person who looked upon them with distrust. They had learned to know the farmer as a man who was as well posted on progressive methods in his field as they were in theirs. Meeting him in the association they came to appreciate him as a brother business man who was as vitally interested in the upbuilding of the community as they were.

With all these improvements it was only natural that outsiders should hear of the town. It became known as a good place in which to trade—not only as a place where one could buy to advantage, but also where the products of the farm could be sold at a good price. So people came from a distance—to buy and sell.

But still the association found work to do. It was discovered that a large stretch of land contained a kind of clay which was especially suitable for the making of fine bricks, and a stock company was organized to operate a plant. This gave employment to a number of men who were thus added with the families to the inhabitants of the town. Little by little other industries were established until now the factory employes number almost two thousand, many of which came from other places.

With the growth and prosperity of the town which has now reached the "city" stage and counts over ten thousand people within its limits, the farmers in the surrounding territory found a greater demand for fresh produce, so that they were able to raise more profitable crops which in due course made their land more valuable, so much more that many an acre is now worth \$100 where ten years ago it would not have brought \$50.

And all this was accomplished because the retailers in this town were broad enough to bury their prejudice against each other and pull together for the good of the town. By their co-operation they were able to infuse the same spirit into the farmers.

Co-operation always wins out and always yields greater returns to the individual co-operator than his efforts—single handed—can ever produce.

A. George Pederson.

The Nation is not to have a general swearing-off of drinking on next New Year's Eve. Financial considerations seem to have been at the center of this decision, the billion dollars of war tax on liquors included in the estimate of the Ways and Means Committee being too large to be sacrificed, and the alternative of an impost on tea and coffee not being regarded as altogether satisfactory. Ultra-Prohibitionists ask what is the point in postponing war-time prohibition until the war may be on its last legs. Among themselves they confess that the task of drying up the country will be much harder after return of peace. Just now we are ready to give up anything that anybody assures us is interfering with the winning of the war; the better we like it, the greater is the probability that it is the very thing that ought to go. But when the menace of the Kaiser is past,

there will be a renewal of the tendency to pursue not only liberty, but also happiness. Senator Sheppard may be trusted to have put the case for war-time prohibition forcibly before the President, who nevertheless remained unconvinced. It is even reported that Mr. Wilson would have preferred to extend the postponement to January 1, 1920—in other words, to the Greek Kalends. But a reprieve of six months would satisfy almost any condemned man.

## 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



## Fourth National Bank

United States Depository

### Savings Deposits

### Commercial Deposits

3

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3½

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

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

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

LAVANT Z. CAUKIN, Vice President  
ALVAIT. 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



## SOLDIERS OF THE SOIL.

## They Take Rank With Our Fighting Men.

The farmer and his city friend stood at the head of the lane where it topped the hill and ran its way down through the fields. Before the two men, as far as the eye could see, lay field after field, corn and wheat mostly, still freshly green in the early summer air.

"That will help win the war won't it?" questioned the farmer, a sweep of his arm taking in the cultivated miles of ground. "I haven't a son to go to war, and I'm not going myself, but I sometimes think I've a right to put a service flag with a blue star in my front window, just the same as Mrs. Woodruff down the road, whose husband is in France.

"She's rightly proud of her service flag and her husband's uniform. I'm proud he's my neighbor. I'm proud of every friend I've got that's in service, you bet your boots I'd like to go myself."

"But someone has to stay home to grow food to feed the soldiers," suggested the city man.

"That's the very point," agreed the farmer. "The farm boys enlist and those of draft age must also go, leaving the older men and the half grown lads to tackle the heavy work of farming. We must grow more food than ever before and we haven't nearly the same number of men to work with that we used to have. We didn't have enough before the war, heaven knows, and now the cry is 'More Food,' and we've less men. The trouble is no one wants to work on a farm.

"There not much glory in it, and there is a lot of hard work, healthy work but hard for all that. There are no uniforms with gold bars and buttons and no parades and no lines of admiring girls. I think a uniform and insignia would be rather a good idea and parades of men with pitchforks. Only they wouldn't have time to parade."

"There is a movement on foot to call the farmers 'Soldiers of the Soil,'" his friend reminded him.

"Right," agreed the farmer, "but that's as far as it's gone. Why don't they go on with it? The papers talk a lot about 'the glory and the pomp of war' and enough of its adventure to make any red blooded man ache to get into the fracas. But where's the glory and the pomp of planting onions, or the adventure of killing potato bugs?"

The other man laughed.

"There is a lot of interest in planting and nursing a crop along, however, in creating a plant from a seed, in hardening your muscles in the open air. But the papers don't preach it. A lot of posters on the attractiveness of working the soil, a lot of stories about the real pleasures of farm life, a lot of inducements to enlist on the farm would do for the farmer what they did in the early days for the army. And failing that, a draft, something that would take men from desks and factories of businesses that are not essential at the moment, and putting them out on the farms. That would

do wonders for the farmer, the drafted men, and would speed up the food production of the world. But as I said, no one talks of the adventure of killing potato bugs."

"But killing potato bugs is just as important as killing Germans," the city man said.

"Exactly," the farmer agreed, "and right there is my kick. The space not taken up by a lot of city writers in lauding the soldiers, which is quite all right, is devoted to slamming the poor farmer. They say he is unprogressive, slipshod, inefficient, unorganized, careless, ignorant, and heaven knows how many other adjectives. Some of us farmers are, maybe, but most of us aren't. I guess every farmer would have his place equipped with fine stock buildings and silos and tractors and everything else, if he could afford the initial expense. That's one thing a lot of these critics don't take into consideration, the fact that most farming is run without capital. And you know how easy it is to run a business that way. Another thing is that about thirty-seven per cent. of the farms in the United States are operated by tenant farmers, and tenants have no interest in keeping a place repaired, and are generally not as good farmers as the owners who were born and bred to the trade of it.

"But it's unjust to the farmers to say that they are not organized. You'd be surprised how closely they are working together. I've got my place here on a win-the-war basis. I'm raising what Washington tells me I ought to raise to do my share. I'm working longer hours than men work in any other business. I have a harder time getting help than a man in any other business, and I don't know, yet, where I'm going to get off financially. If I make money, all right, that's what I'm hoping for, and if I don't, at least I'll know that I've done my level best to help win the war.

"I thought, some years ago, that I was getting out of this place all that it was possible to get. To-day, I'm producing more from it than on any previous season. How? By working longer and harder by taking greater care, by putting every available inch under cultivation, by plowing close to fences, by making every possible bit of earth do its share. I figure that's patriotism. If a man buys a Liberty Bond, and doesn't feel the hundred dollars or the thousand dollars he puts into it, he isn't so patriotic as the man whose bond cost him some sacrifices. Do you see?"

The city man nodded.

"But I don't think the way to make the farmer produce more food is to nag at him," the farmer went on. "I think a little bit of public encouragement, a little of that warm sympathy, the kind we send our fighting boys, is needed by the man with the hoe and rake. The farmer will work a lot faster under stimulation and praise than he will under nagging. Indeed, I think it would be a fine plan for the Government to give medals to the farmers whose places

produce an appreciable amount more of foods, than they ever produced in the past."

Reports from various states in the country, especially from the middle west, show just how much the farmers are getting together to put their farms on a win-the-war basis. In Indiana, for instance, the day after a state of war was declared, a campaign for increasing the number of silos was started. It was estimated that Indiana had about 218,000 farms and that the number of silos in the state was enough to supply only one-tenth of the number of farms. Ten thousand more silos, they decided, would furnish half a million more tons of palatable cattle feed. A campaign was also started to get the land owners to plant three million more acres of wheat in the fall.

Iowa, not to be behind, put in an extra million acres of corn, the estimated yield was to be 34,000,000 bushels. While the work among the "war gardeners" and the housewives was such that 40,000,000 quarts of canned foods were put up in the various homes, an increase of some sixty-five per cent.

From Michigan, reports showed that the "getting together" idea was being carried out in a business-like way. First, credits were established for the farmer to borrow on against his harvest, for the prices of seeds and such things were so prohibitive that many farmers would have been unable to plant their usual amount of ground, to say nothing of taking in more land! Then the men in

charge went after the labor problem. They found that some 15,000 factory hands had once worked on farms and that ninety out of every hundred were willing to be drafted back into farm labor again, if needed.

In Minnesota, the committees on food production started a publicity campaign last spring, a year ago, right after we entered the war, and when many crops were already planted, which resulted in a 10 per cent. increase in wheat and twice as much as that in corn. And publicity is like a seed, that once planted in the human mind, grows and flourishes from season to season.

Corn will win the war. It's the greatest crop the middle west produces, it's a real American product



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.



and ought to be a National dish. It was, in fact, with the Indians and the earlier generations, but with the increasing growth of civilization in the country and the adoption of European standards of living, corn became rather unfashionable. It was the "poor white's" bread, the orphan's breakfast, the negro's stand-by.

Europe does not know how to use corn, the United States does. Corn can not be shipped so easily as other grains, it will no keep so well under transportation. So, it's up to the United States to grow corn, and eat corn and more corn—and win the war.

There's no grain so universally useful. It produces an abundance of grain. It feeds humans, it raises cattle. Which means it produces more beef for home use and army use, more milk, more butter, more fats, of which the country is in sore need. It raises pigs, and pork and bacon are indispensable to an army, and the world is short of rich fats gotten from pigs. Completing the cycle, it produces more manure to go back and enrich the earth.

To most people, corn suggests mush and muffins, and possibly corn-starch pudding. But after reading the real story of the things that are made from this strictly American grain, one is reminded of the joke about the packing houses, where "every part of the pig is saved but the squeal." Every bit of the corn is used, grain, cob, pith and stalk.

It is altogether about the most valuable crop grown on American soil. The food administration reports a crop of 3,211,000,000 bushels of corn.

And it is all used. There are more than one hundred by-products made from corn—it is used in everything from rubber shoes to muffins, chewing gum to dynamite, candy to war vessels.

Possibly its most unusual use is in battle ships. For this, I understand, the pith of the corn stalk is taken, ground, compressed and fire-proofed, and put between the inner and outer skins on the ships. If the side of the ship is pierced by an ordinary shell, this compressed material gets wet and swells, and in two minutes closes the hole! Corn makes smokeless powder, corn makes frying fats and cooking oils, syrups, candy, breakfast food. It enters into the composition of writing paper and the very gum on the envelope probably is made from dextrine, which is another corn product. Both as grain and as stalk, corn is fed to live stock.

Corn enters into the manufacture of some whiskeys, and corn sugar and starch are used with malt from which beer is made. Corn on the cob, shaved off and boiled, or made into samp, is a vegetable, its syrups and starches make any number of desserts. The hot tamales of Mexico are made with corn and wrapped in corn husk.

Mattresses are still stuffed with corn husks, indeed these have been sold in Europe as well as here in the States. The stalks are used as thatching and bedding for animals.

Corn oil cakes are sold as cattle food, and corn oil mixed with rubber makes auto tires, surgical instruments, boots and mackintoshes. It is also used to insulate wires.

Corn cobs make excellent fuel, ground up they make good fodder for cattle. And they make corn cob pipes!

People who are apt to shake their heads and groan and talk about the fearfully high cost of foods should take heart and read some food prices that prevailed after the Civil War.

Flour sold at \$22 a barrel.

Butter in half ton lots at 72 cents a pound.

Coffee was 75 cents a pound.

Tea was \$2 a pound.

To be sure, in those days that problem of "Supply and Demand" was not as well understood, where now it ranks second to old "High Cost of Living," as a conversational topic. And they didn't have a Mr. Hoover then to stir up production and regulate prices and prevent "cornering."

In Germany, last July, they advertised cooking fat at \$4.50 a pound. And it's a safe bet that next July it won't be any cheaper. Whereas in New York city, popularly supposed to be high priced in everything, lard and other cooking fats average thirty cents a pound.

Paul Pierce.

#### Dogs and Cats—Pro and Con.

Written for the Tradesman.

In these days it is a crime to feed a worthless dog. A worthless dog is one which does not pay his board, whether pure bred or mongrel.

There is little need or excuse for keeping a dog in the city. There may be a number of good reasons for keeping a dog on a farm.

We hope the days of the wandering hobo is past. Many a farmer's family and property have been safely guarded against these miscreants by the faithful dog. Many a time the henroost would have been invaded by sneak thieves but for a dog. Straying stock have been discovered and kept from fields of grain by the dog. Burglars have been foiled, alarms given in time to save buildings from destruction by fire and families from death by the watchful dog. Many a boy has had a better companion in his dog than in the neighbor's boys and kept contented at home, instead of learning to rove about.

Many a man has found a dog a better friend and more helpful companion than the humans he would otherwise mingle with to pass away lonesome hours.

The increased tax on dogs is helping to diminish their numbers. Two, three, five dollars a year looks bigger to some men than all the value of food consumed. The poor man cannot obtain help from the town in winter if he owns a dog. That helps, too.

The careful dairyman will not have a dog to drive and worry his cows.

Good fences obviate the need of a shepherd—man or dog. The dog which will bark or growl at peaceable neighbors is a worthless nuisance.

The sheepkillers should be spotted and killed. More than half of the dogs could be dispensed with to great advantage.

Now, cats. It is too bad that cats will destroy useful birds. All homeless cats should be hunted and killed, also all unnecessary ones. Were it not for cats on the farm, buildings would be hopelessly overrun with mice and rats. A good cat will save in grain one hundred times the cost of her feed. With a number of farm buildings one man tending traps an hour or two every day could not keep down mice and rats as well as two or three cats. The cat is the best and cheapest means yet discovered for this purpose. It is not only grain that rats consume, but they mutilate harnesses, carriage cushions, grain bags, blankets, ropes, floors, partitions, barrels, boxes, undermine walls and floors, and so on.

No grown up person in these times should idle away time with unnecessary pets. The woman caressing a poodle and the bull pup leading an alleged young man by a chain are contemptible pictures in these days.

Minion.

#### Behoovered.

I live on corn and oats and rye,  
On open-faced and sweetless pie,  
Each recipe I meekly try  
In Hoover's menu book.  
I venerate that noble man  
And loyally support his plan,  
But, though I help him all I can,  
He is a darned poor cook!

#### The United Agency System of Improved Credit Service

### UNITED AGENCY

ACCURATE - RELIABLE  
UP-TO-DATE

#### CREDIT INFORMATION

#### GENERAL RATING BOOKS

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

#### Superior Special Reporting Service

Further details by addressing

#### GENERAL OFFICES

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



#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch Line 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., any where in the State of Michigan.

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

Home Office, Grand Rapids

Protect Yourself by Using

## EGG CANDLING CERTIFICATES

See advertisement on page 21.

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.

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

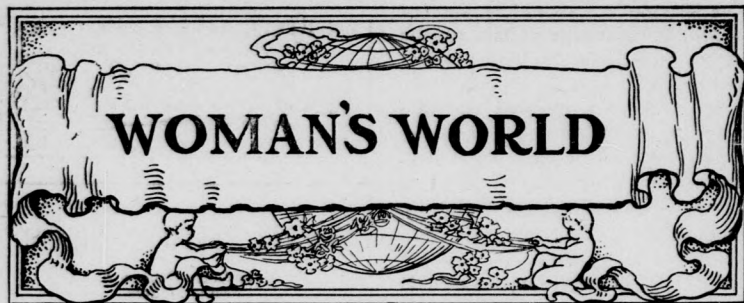
Sec'y

CLAY H. HOLLISTER

Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61





### Why Be Stingy With the Greatest Gift?

Two young girls, sisters, that I know very well—one of them to be married in a few weeks—were talking in my hearing about how they would treat their children. One of them said:

"Well, I know one thing that I shall do if I don't do anything else—I shall make them feel that they are welcome; that I am glad they have come to me, and want them around."

I was very much impressed by this saying, for I know well the atmosphere of the home in which they have grown up. To me, the remark was the reaction of a tragedy.

That home is one of comparative wealth; every creature-comfort that one could reasonably desire has been available. The father and mother are "nice people," cultured as regards education, of perfect manners toward the outside world. These girls have been to college; everything that one is supposed to have in that walk of life has been theirs. These parents would be vastly astonished if you were to suggest that anything has been wrong with their home. I doubt whether either of them would have sensed the significance of the remark of their elder daughter.

Yet that remark was a perfect fruit of the kind of home in which these girls have grown up. I think it is no wonder that this young woman vowed her service of affection to the children she hoped to have. For all her girlhood has been bare of the thing she had in mind. I have been in that home a good many times; never once have I seen between parents and children in that home the slightest outward sign of the affection that all would have professed if it had occurred to them to profess it.

If it had occurred to them. That is the crux of the matter. I wonder if it is to the Puritans that we owe our reticence in this regard. Sometimes it seems as if we of the Puritan blood thought there was a kind of indecency in any show of emotion. When we see it in others we suffer a sort of embarrassment, and deem it "vulgar," "common," "banal." It simply is "not done by well-bred people." And so we go on through life, starving in our inmost souls; in our heart of hearts envying those who are not suppressed as we have been. Only in the face of dire illness or death do we dare to release ourselves from the inhibition. It is "good form" to exhibit grief at the death of one we love; but how often in her life did we show the feeling that

justifies the grief? I heard a very witty lecturer say:

"After she is dead, we take flowers to her grave and say with the sobs we would have died rather than let her hear while she was alive: Here, dearest, smell these."

A woman who is slaving her best years away in the care of an invalid mother told me once that she would give a great deal to be able to put her arm around her mother and show her the affection that she felt.

"But I just can't do it." It never has been done in my family. From the very beginning it has been deemed 'silly,' 'undignified.' I can not remember my mother ever showing me the slightest physical sign of affection; or even kissing me unless I was going away somewhere on a train to be gone a good while. Even then it was a kind of polite ceremony. And yet, sometimes I think she would be grateful if I would do it now. But I just can't."

Probably you will say that this is an extreme case. I hope it is; but there are very many more of such than perhaps you realize.

Now, it all goes back—way back to the very beginning. I know it is very rarely that a mother—or a father either—does not show affection to the baby and the very little child. But somewhere that comes to an end. I shall never forget once hearing a father say to his fourteen-year-old boy when he returned from an absence and offered to kiss him:

"There, there! You needn't kiss me any more. You're too old for that now."

Something passed over that boy's face. I almost bit my tongue to keep from telling that father what a fool he was; that he was throwing away something very precious, and never in all his life would he find it again! I was witness to the fact that thereafter that boy was entirely polite and dignified with his father.

It is not always so, particularly among those peoples who have not been brought up in the Puritan tradition. My grandmother used to tell of seeing in a French railroad station two men fervently kissing each other, and exclaiming, almost tearfully:

"Good-by, my father!"

"Good-by, my son! My dear, dear son! I will see you again this afternoon!"

Well, there is a middle ground. But affection lives by what it feeds on. You can not ordinarily begin it with a song. It is a subtle thing. If you have little children now, you can see that it does not end. A son is never too old to kiss his father—if

he feels like it. The great thing is to see that he doesn't stop feeling like it! I don't take much stock in the idea that it is one's "duty" to love one's parents, or anybody else. Love doesn't go by rules. It is a live thing; a spirit; the Bible says that spirit, like the wind, "bloweth whither it listeth."

So, home-maker, if you would have love in your home, you must keep the atmosphere such that love can grow there; you must make it a place into which the spirit will "list" to blow. Take note, right now: Do your daughters know beyond any possible question that they are welcome—that you are glad they came to you—that you "want them around?" Do they hesitate to kiss you—just for no rea-

### 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.

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from the steady, persistent advertising of Mapleine, the "Golden Flavour" that is now as generally sold as vanilla or lemon, by keeping your stock up and displaying the goods in the new counter carton.

### Crescent Mapleine

Order from your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-214)



## Grocers Everywhere!

Watch your stock of Fleischmann's Yeast.

Fleischmann's Yeast will keep in a cool, dry place.

Take care of it. Caution customers to care for it.

Satisfied customers are your biggest asset.

## The Fleischmann Company

Fleischmann's Yeast

Fleischmann Service

## 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



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

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

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids



son at all except that they love you and want you to know it? Do you hesitate to show affection to them—even when they are not going away on a railroad train to be gone a good while? Why? What is the matter? Whose fault is it? Always they have been taking their cue from you. It is in accordance with a law of nature that a stream does not rise higher than its source!

And you, father, what day was it that you stepped on or froze to death that living plant of your son's affection for you? I think you would die for him; I know you have been sacrificing for him all these years; but why are you so stingy with the greatest gift of all?

The soul of a home, I think, is measured by the love and unity of spirit that abides there. When that is absent, the home is just a shell, an imitation, a mere roost and breeding-place for human animals. As soon as you step into such a house, you feel that something is missing.

And as soon as you step into the other kind of home you feel the presence of something indefinable, ineffable, precious, that makes you want to stay there always. In that place each member is loved and appreciated, and "wanted around"—and knows it!

In Froebel's "Mother Play" there is a "play" called "The Flower-Basket." Mother and children are picking flowers to put into a basket to be given to father on his birthday. Forethought and concerted family action in expression of love. And does Daddy ignore or despise the flowers, or wonder why they didn't give him something useful? Indeed, no, he is grateful and appreciative, talks about the blossoms, thanks each of the givers, and tells them all how much he loves them. Sentimental? Gushing? Yes, if that is the way you look at such things—God pity you!—but what wouldn't you give to have that kind of spirit in your home?

Well, there's plenty of it to be had. Here you are, all alive and under the same roof. And to-day is a new day.  
Prudence Bradish.

In the past decade, so statisticians say, the population of the United States has increased 18 per cent., but the stocks of meat-making animals have decreased 20 per cent. Even if there were no increased meat demand abroad, this changed ratio of man to meat would require that Americans eat not more than 70 per cent. as much meat as they did 10 years ago. If we take into account the war demand, it is readily seen that half the meat ration of 1908 is all that Americans can reasonably expect this year. While there is no quick way of increasing a meat supply, poultry would seem to be a logical source—provided the inexperienced don't use 10 calories of good grain to produce 2 calories of chicken meat.

All that stands between many merchants and failure is good clerks. If you do not have good clerks the fault is probably your own for poor choice or poor example.

#### Sugar Situation Handled Without Card.

Written for the Tradesman.

In our endeavor to stir up Washenaw county grocers to adopt the sugar card system, we pointed out that, without a sugar card in order to accomplish the ends sought by the July regulations, every grocer would have to keep a record of every sugar sale, names, residences, amounts, dates, etc., and that to prevent duplicate buying every grocer would have to report often to County Food Administrator, who must check over lists to find offenders. We thought the card system the easiest. However, the record system with weekly reports as outlined by us, has been adopted and seems to have had marked beneficial effects.

People know that they must confine purchases to their regular grocer and that they, not he, must worry if they exceed their allowance. By this method one serious difficulty has been obviated. Sugar cards would be lost and mislaid, unless permanently confided to the grocer's care, and if kept by him he might forget to check off sales. By this method no one can buy sugar on another's card and grocers must know the name of every purchaser. His responsibilities are now definite and limited and he has the satisfaction of knowing that his endeavors to prevent overbuying are effectual. Grocers feel that the sugar situation by this method is now actually under control, as it had not been since abundant supplies began to arrive in the spring.

Many people will now have more sugar, even at two pounds per month, than they have had in the past ten months. And it rejoices the patriotic heart to think that some are now getting less than half they used during the spring and early summer.  
E. E. Whitney.

#### Boston People Get Whale Meat.

Nearly 100 women tasted whale meat recently at the National Civic Federation Cottage on Boston Common, and pronounced it good. "It tastes just like steak," was the unanimous verdict.

The whale meat, which was new to everyone in the audience, was broiled just as one would broil steak. Butter was spread upon it and it was seasoned with salt and pepper.

Some of the large fish companies operating in the East have ordered carload shipments of whale meat from the Pacific coast, and the trade in all parts of the country is anxious to give it a trial.

#### Farmers Raising Own Food Supply.

Farmers are becoming more independent in regard to food supply than they have ever been since before the Civil War, in the opinion of a field man of the United States Department of Agriculture, who recently returned from an inspection trip in New York and the New England States. Farmers in that territory who have never before raised wheat, barley, and buckwheat are growing small patches of such crops for their own use.

## No waste— Quick handling

There is no need for the grocer to waste his time and his customers' in scooping, weighing and wrapping sugar. He can fill his orders instantly with the ready-wrapped

## Domino Package Sugars

They save paper and twine. They save loss through spillage and broken paper bags and through overweight.

**American Sugar Refining Company**

*"Sweeten it with Domino"*

Granulated, Tablet, Powdered, Confectioners, Brown

## Mr. Retail Grocer:

A large amount of money is being spent by this Company in forceful advertisements to the housewife to

## "Buy Coffee From Your Grocer Only."

The big effort is

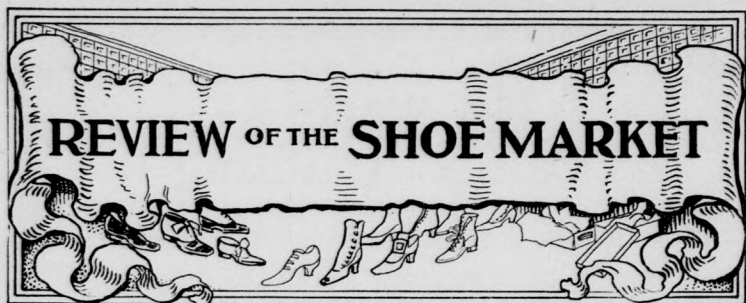
**Anti-Peddler  
Anti-Premium  
Anti-Mail-Order.**

Your co-operation, and it's needed, will yield you a good profit and bring you satisfied coffee customers.

Ask our representative or write for particulars.

**The Woolson Spice Company**  
TOLEDO OHIO





### Selling School Shoes in September.

Written for the Tradesman.

By the time this article appears in print it will not be too early for retail shoe dealers and all other merchants carrying shoes for children's wear to be planning to capture the early fall trade, to-wit the school trade.

Our schools opens, for the most part, during the first two weeks in September. The time of opening varies slightly with localities, but by the middle of the month they are pretty nearly all in operation. And the war is not going to interfere with our public school system in this country any more this year than it has other years of the present war. It is the desire of the Government to keep the schools going.

So, quite un mindful of the fact that we are engaged in the greatest war of all time, millions of carefree little folks the country over will flock to the little red schoolhouses of the countryside, the larger school buildings of the little towns and villages, and the big school houses of the city. And hundreds of thousands of these little people will require new shoes.

This is where the shoe dealer comes in. Let him spend some thoughtful hours within the next few days devising ways and means of capturing his share of this splendid new business. I call it new business advisedly. For the opening of the schools is a great event. It turns the minds of the people—younger people and parents as well as the little folks—to the thought of school and essential dress requirements of the children.

And, of course, shoes belong among dress essentials. The old ones that have been worn during the summer months are, as a rule, rather shabby by the time school opens. And as the opening is in itself quite an event in the life of the child of school age, it seems proper that the child should be outfitted in keeping with the occasion. And so much of this business coming all in a bunch caused me to use the phrase "new business."

#### The Ideal School Shoe.

Dealers should advertise their school shoes strongly.

But what is a school shoe, and how does it differ from any other type of a child's shoe?

The difference of course is more in fancy than in fact. The so-called school shoe is just a good, common-sense, comfortable, serviceable shoe.

It is advertised and sold as a school shoe because the occasion makes that sort of thing a good merchandising stunt.

You might call it an Ezee-Wunder Shoe or any other highfalutin thing you happened to think of, and it wouldn't change the nature of the shoe.

Wedge heel shoes for the smaller children, low flat heels for the older ones, and broad, comfortable toes with plenty of room for flexing toes inside the shoes; substantially-built, hard-wear shoes of any one of many different types—all these are good school shoes.

And no doubt you have them in stock.

They are the kind of shoes that you have found meets the requirements of little people.

You have more than an experimental knowledge of the lines. You've tried them out.

And you have confidence in the people who make them.

These, then, are the shoes that you should be pushing especially during the next few weeks.

#### Trims and Advertising.

A trim especially for the school shoe is a bully good stunt. The city dealers—some of the more progressive sort—arrange a neat window display.

Ideas for suitable trims are plentiful. The picture of an old-fashioned schoolhouse, poster size, is good for a background; or, if there's somebody about the shop handy with tools, a small schoolhouse model can be made out of packing cases and painted up and used effectively as a center piece. A single very large slate (single or double) with pencil attached to string, a large sponge, and maybe some other school accessories nearby, is a good eye-catcher. If a very large slate cannot be secured, a row of smaller ones. Baseball accessories for the boys (not too many of them) work into school trims nicely, for the boys think of play when they think of school; and the recess periods are big moments in the life of the child. Jumping ropes, hand balls and the like for girls, will serve to add an attractive feature for the little girls who may view your window. A bit of comedy element (if so desired) may be introduced by the traditional dunce-cap (which isn't being worn these days, but nevertheless serves to bring back



## See this one in our new TENNIS LINES

Now being shown by our salesmen



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### A HOOD SPECIALTY

One of the new "TAKERS"

Don't Fail to See It

**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.



memories of the time it was used.)

So much for the schoolday effect in your window. Somehow contrive to get it. It gives your window character and individuality—makes it appropriate for the occasion. But you will want to make the real feature of your window the merchandise you are selling. You'll want to display samples of your good school shoes.

And of course your newspaper announcements should feature school shoes for two or three weeks prior to school opening. Remember that mothers and fathers of forethought are getting their little people ready days and weeks before school opens. And the little people are not slow in reminding mother or father (or both) that a perfectly new pair of shoes must be forthcoming. So take time by the forelock.

Souvenirs.

And remember that simple, expensive little souvenirs help.

There are so many kinds—rulers, blotters, slate cloths, small scratch paper pads and the like for free distribution to all callers at your store (I mean callers among little folks, either alone or accompanied by parents), and more valuable souvenirs with each pair purchased. A small pencil box, a good tablet (for pencil or ink), or something in the line of toys or playthings—all make good souvenirs; and many others could be mentioned.

The writer realizes that the policy is one that has certain drawbacks as well as advantages; but, if your policy is ever to give these little extras to customers of your store, the fall season when you are disposing of school shoes would surely seem to be the proper time. And the little people are the ones who appreciate most the souvenir. Personally I am not at all strong on souvenirs for grown-ups; I believe we have passed the time when such things should be given. But for the little people I know of some leading metropolitan shoe concerns that give souvenirs and thereby make themselves strong with the little people.

But whether you do or don't, go after the school trade early, and keep after it strong. Cid McKay.

#### Loyal To Business First Essential.

I consider loyalty to the store and to me as manager the most essential thing in a new man, or in the old men, or in the development of employees. If I don't want to do a thing, and don't feel like doing it, and don't feel that my services are required, why I am not going to do much, and that is one of the first things I tell my men; that I expect them to be loyal to the company and to me as manager. Until the last year I never had much experience in that, but recently I have had that problem, and I tell the young men that I take it for granted they want to do the best they can for themselves, and next they want to do the best they can for us, and to do the best you can for yourself you have got to do for the other fellow. Then

next I tell them that I know enough to know that I don't know all about the business, and I say, I want you to know that you don't know anything about it, regardless of your experience elsewhere, as applied to our particular business, and it has been my experience that I had rather take a man that thought he didn't know a thing than to take a man that thought he already knew how to run the business. I then try to impress upon him that the first consideration after that is settled about loyalty is whether he wants to work for us under our system. That is the milk of the cocoanut. I say, do you want to use every bit of initiative and resources to get them customer's good will and get his business, as that is what we are here for? My own experience has been that if I could put myself in the other fellow's place I would do as I would like to be done by. Then to come right down to details, I put them on that side of the counter and let them get the viewpoint of a customer, and then I get on that side and I try to bring about a situation that would probably come up and see how he would handle it, and I want to emphasize that point of loyalty, and I find that if I can get a man interested and he can see that it is to his interest to take our interest to heart, then I know that I am going to get good results. Another basic principle I find good is to let the young man especially feel his responsibility. Pardon me for a personal reference: I have working for me to-day a 16-year old boy, who took the place of a man with five years of experience with us in our store. He was our boy on the wagon, and under the circumstances of the draft some of our men left us to go to war, and in going out to find men I found that other people wanted them also. I said, "Cliff, you come on in the store and go to work," and I found that I got good results just by putting responsibility on him. I try to look back in dealing with my men to the time when I started right there. I went to work at \$1.50 a day in the mines, and I went out of the mines into the store. So that is one of the basic principles I used in training my clerks and my help to get them to just do unto other as they would have them do unto them. J. E. Price.

### 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.

## Make Your Plans Now

to attend the

## Michigan Retail Shoe Dealers Convention

to be held in this city  
Sept. 10th and 11th

In these times of uncertainty every business man should keep posted as closely as possible. At this convention there will be speakers of national repute, who will bring timely messages that you should be present to hear.

We are now at our new location, 11-15 Commerce Avenue. Plan to visit us and make our office your headquarters while in the city.

### HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS

:::

MICHIGAN

NOVELTY SHOES sell early and at good profits. Get them out of stock in Welts and McKays in widths from A to D.

The demand will be heavier than usual and the supply short. What are you going to do about it? Send us your order at once and don't worry.

### Hirth-Krause Company

Shoes in Stock  
When You Want Them.

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.

#### Eggs and Poultry in the Food Programme.

In the expectation that there will be continuance of the exceptional demands for food occasioned by the war, the United States Government is preparing to continue the program for speeding up food production that was first launched in the autumn of 1917. Plans are now being perfected for the efforts at stimulation during the year from July 1, 1918, to June 30, 1919, and these plans contemplate even more extensive reliance than heretofore upon poultry and eggs as mainstays in the American menu.

On the theory that the American people must eat more eggs and poultry to make up for certain other food-stuffs that may be lacking, congress has been asked for increased appropriations to promote poultry and egg production. It is by no means certain, either, that as time goes on it may not be necessary for the United States to export to Europe increased quantities of these invaluable edibles and the authorities at Washington are laying their plans with an eye to this necessity.

During the initial year of this new governmental project for "speeding up" egg and poultry production the United States Department of Agriculture spent upwards of \$130,000 on this work. During the year to come even more extensive activity is planned, it being the intention to spend close to \$40,000 over and above the amount set aside last year. A goodly share of the additional expenditure will go for extra help—field workers who can carry the demonstrational and "missionary" work into sections of the country that have not been reached thus far. As has been the case during the past few months, the Department of Agriculture will co-operate with the state college of agriculture in each state to stimulate and increase poultry production along more efficient lines.

The first object of the campaign that has been mapped out for the year beginning July 1, is to induce on the part of poultry men a more careful selection of breeding stock to reproduce a larger percentage of good types of profitable producers. The second aim is early hatching so as to produce fall and winter layers. A recommendation that is to be "carried to the country" is to confine

mother hens to brood coops for at least two weeks after the chicks are hatched. Effort will likewise be directed to better provision of free range for both growing stock and layers in order that growth and production may be stimulated.

Various objectives that the department has before it in this new drive may be expected to have some influence, direct or indirect, upon the commercial trade. For example, the Government will discourage the marketing of all profitable pullets as broilers and of all well-matured pullets for meat. The caponizing of cockerels will be encouraged only when free range can be obtained and a special nearby market is afforded. On the other hand, the disposing of surplus cockerels as broilers is encouraged in order to conserve grain. Furthermore, the department will discourage the marketing of all profitable hens of the general-purpose class until the end of their second year, and of the Mediterranean, or egg class, until the end of their third laying year. When conditions permit, the feeding of a wheatless ration will be encouraged along the lines advocated during the past few months.

Discussing, the other day, the object of the new poultry products program George M. Rommel, chief of the animal husbandry division of the United States Bureau of Animal Industry, said: "The purpose of the poultry campaign is to increase production as far as it is humanly possible. Our poultry production has been decreasing instead of increasing. The cost of feed in the east has caused many farmers to discontinue poultry raising. It has driven poultry producers out of business, and we are hoping to increase the poultry supply by concentrating largely on the centers of heavy production, by urging suburban and city growers to raise poultry in their backyards, by extending the industry as much as we can into southern territory, and by every means possible to increase the amount of poultry on the market."

Asked whether, in his opinion, the invasion of the automobile has caused a decrease in poultry production, Mr. Rommel said: "There are some poultry buyers that think it has, and our poultry men are not a unit on that. We have discussed the subject considerably. Some poultry buyers claim they do not get as many eggs and poultry in their farming sections as they used to. The farm wife used to be the keeper of the poultry flock, and she depended on eggs, poultry

and butter to clothe the family and buy the groceries. Now that her husband has an automobile, some people think the farmer's wife puts in more time visiting her neighbors, and you can not much blame her."

That under present conditions the commercial poultry farm cannot be made a success and that the poultry and egg shipper must depend on farm sources for the bulk of his supplies was the significant admission of Dr. Rommel. Said Uncle Sam's expert: "The great bulk of our poultry production comes from the middle west and is raised on the farms—the farm flocks that are being maintained practically without any definite charge against their upkeep. They range over the farm and pick up waste grain. I do not believe the commercial poultry farm, where the feed is bought, can be made a business success; but it is perfectly possible for every farm in this country to increase the size of its flock of poultry without in any way noticing the slightest inroad on the farm income, but, rather, there will be an increase in profits."

"This thing of a poultry man, or any other kind of livestock man, buying all his feed is not a good economical proposition. It is false economics, and the sooner we find that out in this country the better. There is no profit in poultry if you buy all your feed at the price feed is at the present time. Here is the question: Why should a poultry man of New England or New York ask somebody to raise the feed for him?"

## 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.



#### 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

#### APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company  
Grand Rapids, Michigan

E. P. MILLER, President

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## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

**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

PEACOCK—"A BIRD OF A DRINK"  
(1 oz. with Carbonated Water—A 5c Drink)

"The Taste is a Winner"

Sold in 10 Gal. Kegs and Cans of 4-1 Gal. Glass.

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.



that he has to have for his poultry? At the present price of corn he can not do it."

Government officials insist that no man in the egg and poultry line need fear that Uncle Sam's present efforts to increase production will be of doubtful value because of employment of theorists instead of practical men to preach the gospel to poultry and egg producers. Only experienced, capable poultry men are sought for the field positions. Of the poultry and egg boosters who are now at work in encouragement of production, four have had experience of 30 years or more in the production of poultry; 17 have had 20 to 29 years' experience each; nine have been in the business for periods carrying from 10 to 19 years; and 18 have had from 5 to 9 years' experience. Indeed, the department will not take on for this educational and demonstrational work any man who cannot show a record of at least two years of successful poultry raising.

Although the primary purpose of the food production program, as its name would imply, is to increase the yield of edibles, the United States Bureau of Markets, a branch of the Department of Agriculture which deals almost entirely with storage and distribution, has been given a hand in the new undertaking and has under way or in prospect certain activities which will affect the egg and poultry trade. For example the markets bureau is considering the extension to eggs of its new system for the market inspection of perishable foods. As our readers possibly know, this branch of the Government is even now planning to undertake some important work in the inspection of butter and is being urged to extend the plan to eggs. In answer to a question, Charles J. Brand, chief of the Bureau of Markets, stated that his institution has not as yet attempted to work out with reference to eggs any such inspection system as has lately been arranged for butter—inspection to determine its score and pass upon its condition and marketability—but he did not say that such a plan might not be launched if the scheme with reference to butter proves satisfactory.

The United States Bureau of Chemistry also is edging in on the food production program with a drive to bring about better packing and shipping of egg and poultry products by means of demonstrations, etc. The work has been speeded up appreciably because the secretary of Agriculture has set aside an additional fund of \$20,000 to be expended for this purpose. Waldon Fawcett.

The United States Food Administration suggests that the over-feeding of poultry immediately preceding the sale thereof by producers is not only a waste of food but is the cause of a great number of birds dying. It is the desire of the Food Administration that licensees, when buying live poultry from producers, limit the amount of feed to 1 ounce to each 2 pounds of poultry.

#### Fish Flavor In Milk Products.

The fish flavor observed in milk and frequently in butter has been the subject of a great deal of investigation, but its origin has remained obscure. The evidence, according to the Scientific American, has heretofore been against bacteria being the direct cause of the trouble, and has indicated that changes in the product favored by high acidity and the presence of oxygen was responsible for the objectionable flavor. O'Callaghan attributed the trouble to oidium lactic. Weighmann considered the "fishiness" might develop from abnormal working and sometimes from the use of salt high in magnesium. Several experiments have indicated that specimens of fishy butter would not communicate their flavor to good butter placed in contact with them. There has been conflicting evidence as to whether the flavor occurred in unsalted as well as salted butter. The latest contribution to this vexed question has been recently made by B. W. Hammer, dairy bacteriologist at the Iowa agricultural experiment station. From a can of evaporated milk that had developed a fishy odor he isolated an organism that was capable of producing fishiness in milk into which it was inoculated. In milk so inoculated there was, besides the development of the fishy odor, a coagulation and a rapid digestion. The organism, however, did not produce fishiness when inoculated into butter, either directly, or into pasteurized or sterilized cream, before churning. The organism which appears to be closely related to the Proteus group has been named "Bac. ichthyosmium."

#### All German Bluff.

It is unwise to put too much faith in news of food riots in Austria and Germany which emanates from the enemy whose censorship is not prone to emit the publication of news which would give the allied world a true idea of the state of affairs in Hunland. Germany has spread stories to lure the allied people into believing that she is on her last legs. German propaganda of this kind was responsible for a lot of pacifists' talk in England. We must not permit these stories to lull the United States into relaxing for a moment its effort to produce and save every last ounce of food for our Army and the Allies.

The placing of too much faith in food-riot dispatches might have a tendency to discourage production or encourage wastefulness here. It is much better, therefore, to rate them as mostly Hun concoctions.

A recent report from Canada is to the effect that the local consumption of eggs is phenomenal. This applies, not only to the large consuming centers, but to country towns and villages. One shipper is said to have sent numerous lots to small towns in his neighborhood, something he has not known before in his many years of experience.

To fail to show appreciation of good work by any employe is worse than foolish. It is expensive.

## Labor Saving Devices Low Cost Feeds Low Cost Operation of Plants

Will be some of the things the United States Government Officials are going to exhibit and demonstrate at the

National Dairy Show  
Columbus, Ohio  
October 10th to 19th

The show should be a patriotic rally of all dairy people of America this year.

### Knox Sparkling Gelatine

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

## 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

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

## Use Tradesman Coupons

## 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

*Fiegler's*

## Chocolates

Package Goods of  
Paramount Quality

[and]

Artistic Design





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.

#### Became Converts to the Life Electrical.

J. Montgomery Briggs is a friend of mine. Three years ago he acquired Mrs. J. Montgomery Briggs, and two years later they accumulated J. Montgomery, Jr.

Last spring, by way of bringing up J. M., Jr., as an outdoor baby, they emigrated to a small suburban town, and I went down with them to admire the new home and assist in selecting the household hardware.

Coming as the family did from a steam-heated city apartment where the landlord provides the refrigerator and shirtwaists are stored beneath the bed, there was much to add ere the family possessions were complete enough to cope with the simple life as lived at Blissville-by-the-Bay.

So Briggs and I wandered into the local hardware emporium one morning, and when Briggs wandered out some time later we had purchased one refrigerator, two galvanized ash cans, one rotary ash sifter, one coal shovel, one coal hod, one coal scoop, a clothes line, fifty feet of garden hose and a reel to wind it on, a lawn mower, a path edger, a folding stepladder, twenty-four window screens, three screen doors and a few other things.

The manner in which the "few other things" were transferred to Briggs' ownership was what interested me and caused me to remain to interview the dealer while my friend hustled along to arrange for a charwoman.

When Briggs had become proprietor of the assorted vanload of property enumerated above, both he and I fancied that we were through, but the hardware man had other plans.

"Where shall I send them?" he enquired. Briggs gave the address. The dealer slid into his office for a second and returned with a smile.

"Your house has electrical fixtures in every room," he observed. "Would not it be a good idea to use one of these electric disc stoves to warm your shaving water and the baby's milk? You will miss the hot water supply and the gas range out here, you know."

Briggs, who had not thought of that, agreed.

"Now here's something which would come in handy to warm the baby's bedroom and take the chill off the bathroom when the furnace goes out or on one of the chilly days

that come during summer time," and the dealer introduced us to an electric heater.

"That sounds good," said Briggs. "I had forgotten that it's our job to heat the house mornings now."

So the electrical devices, which boosted the bill considerably, were added to the list of purchases.

"Run along," I told Briggs, "I want to buy a pocket knife, and will be back at the house by lunch time."

"Now," I said, advancing on the hardware man, with curiosity in my mind and a cigar in my hand, "how the mischief did you know how my friend's house was wired?"

The dealer accepted the smoke.

"Did you ever go duck shooting?" he asked.

I admitted the charge.

"Well, then you know the difference between a redhead and a canvasback. The redhead swims around waiting for his grub to float down to him, while the canvasback dives and digs up his. When I started this store I made up my mind that I was going to be a canvasback and dig up custom instead of waiting until people got down on their knees and begged me to show them things that they had finally discovered they needed—provided that the sheriff didn't beat them to it and sell me out first. Now one of the nicest lines to handle are those electrical devices. They pay a good profit, and while to the city family with hot water supply and an early-rising janitor to stir up the furnace they are mostly a fad, they take the raw edge off country living in a way that the new commuter doesn't tumble to until you've shown him. There's not much use in showing unless he can use them easily, so I make it a point to keep friendly with architects and the central station boys and find out just how residences in my territory are wired, and when a new tenant comes along I know how to talk to him."

"Some memory you have," was my admiring remark.

"Memory, my grandmother!" was the rejoinder. "Do you suppose I'm going to muss up my temper with a lot of details when I can buy record cards for a small amount per thousand. When your friend gave me his address, I simply looked the house up in my card index, discovered that he could use some electric fixings without tearing up the house to do it, and sold him what he needed without waiting for the doctor to prescribe them."

"But don't the electrical contractors keep you on the jump with competition?" I asked.

## 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.

### AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

### 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

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.

Jonas Ave. and Louis St. Grand Rapids, Michigan

## 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.



The dealer blew a scornful whiff of smoke heavenward and smiled.

"You will find one of those fellows down by the station—at least you'll find his shop, with a 'Back in an Hour' sign stuck in the window. If you want anything from him you can wait until he's at liberty to attend to you and if you don't want to cart the goods home yourself you'll get them when the helper isn't too busy to deliver."

"But does not the contractor get first whack when the houses are occupied?" I asked.

"He does not," said the dealer. "When a house is rented the occupant generally comes to me just as your friend did for household goods, while the contractor is off on a job. Before he wakes up I've sold the electrical devices and made the central station folks happy. And even if a house isn't equipped with outlets for appliances, I can sell a current tap or two which will allow Mr. Tenant to connect up fan, percolator, toaster, cooker or all the rest of the electrical family with his existing lighting fixtures without tearing up for alterations—which is something Mr. Contractor won't do until he sees that it's hopeless to expect the alteration job. Some of the electrical appliance manufacturers still stick to the contractor as an outlet for their goods. They say that only a man who is an electrical engineer can provide the proper equipment. They forget that while a hardware dealer is no ballistic expert he sells a powerful lot of ammunition. The cartridge factories figure out the proper loads and the dealer sells them—and you don't hear of many guns bursting from overcharges either. The electrical manufacturers figure out the proper apparatus for different voltages, and my job is to know what ours is and stock with goods to suit. The man who, in cold blood, will walk into an electrical contractor's office or the appliance sales office or the appliance sales-room of a central station and walk away with about \$20 worth of sundries neatly wrapped up is about as numerous as he who invades the sanctuary of a life insurance company and yells for the examiner to give him a clean bill of health, waving his premium all the while to accelerate matters. Well, the hardware dealer who is in touch with his customer's needs and can push electrical goods is to the manufacturer what the solicitor who keeps eternally on the job is to the insurance company."

"Don't the central stations kick at your competition?" I asked.

"Why should they?" countered the dealer. "The central station's business is to sell current. They only handle appliances to induce people to use juice instead of gas or coal; and the only time that they see the average subscriber is when he calls to kick about a bill or make a deferred payment about which there has been trouble—nice time to sell him something, eh? They only took up the selling game when the contractor fell down, and the more I sell the more their own business is helped, without the trouble of going into merchandising, which is really outside of

their line anyway. By the time your friend has the fly screens up he will begin to need an electric fan. Heres' a bully little folder telling all about a line that he can run on his current."

I took the booklet and my departure for the Briggs residence, foreseeing how, with that canvasback in town, the family of my friend would become converts to the life electrical.—E. T. Keyser in Hardware Age.

#### Other Ways To Do Our Bit.

Written for the Tradesman.

He who wants to do his bit can do so by doing without it.

A little patriotism would enable one to eat sweet apples grown in his own country instead of bananas which require ships and trains to transport them.

The grocer turns away the farmer who offers sweet apples because they are slow sellers. If he has sweet apples he does not display them to the best advantage, does not tag them with price cards, does not call attention to them, either by word or placard, when he should make a drive of them on purpose to help people conserve sugar.

And what does the farmer or fruit grower do? If he can spare the time and is determined to get pay for spraying and care of trees as well as gathering the fruit, he goes into the resident sections of the town and sells sweet apples from house to house, in amounts of half peck and upward. Ten or twelve dollars for a half day's work, aside from going to town and returning and buying a few necessities, pays well. And then he has the satisfaction of having saved so much food from wasting in the orchard.

No one can be guided entirely by the experience of former years. Time was when one could not get 25 cents a bushel for pears and could not give away sweet apples except to the boys and girls on the street.

If one is not near a school where it would take a whole load of apples it is good advertising to offer an apple to every boy and girl one meets.

One can get seven half-pecks out of a bushel and give generous measure and being guided by store prices can get a little more than he would to sell by the bushel. But many a fruit grower hates to peddle anything and only does so because local dealers will not buy. Some people prefer to buy from the wagon. They act on the assumption that the fruit is fresher or they think they can get it for less than when they buy of the grocer. Minion.

#### Not Too Small To Use.

All the delivery wagons of one dealer are equipped with large metal disks which fit over the wagon hubs. They are hung and weighted so they do not turn with the wheels; on each disk is an advertisement of the business. As the wagons pass through the streets, the lettering on the disks attracts a lot of attention.

Instead of insignificant space in all the local papers, use larger space in the one best, or alternate it in the two best.

#### Using Waste Heat From Gas Engines.

For a considerable time the waste heat from steam engines has been turned to good accounts, but there have been difficulties in using the exhaust gases from a gas engine, as they readily attack the metal of the conduits, says the Popular Science Monthly. However, the difficulty is being overcome, for a New Jersey candy factory has an installation in connection with a 60-horsepower engine which is used to heat the factory. The gases pass through an economizer made of cast iron, with the passages to the different sections staggered so that all parts are heated for the whole length. Water circulates in jackets surrounding the gas passages.

#### Down To the Weakest Link.

One of a chain of stores constantly reminds its customers of its size and vitality—and consequent purchasing power—by a slogan across the front of the store, part of which is change-

able. It reads "108 stores and still growing." The figure is increased with each additional store. Thus the least imposing of all the stores of this chain reflects some of the prestige that comes to a large organization.

#### The "Little Gem" Battery Egg Tester

Write for catalogue and prices. We have the best.

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

#### Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.  
Grand Rapids, Michigan

Protect Yourself by Using

#### EGG CANDLING CERTIFICATES

See advertisement on page 21.

## Automobile Factories will Turn to Munition Plants By January 1, 1919

### Mr. Automobile Owner:

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

When the committee call 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 burned or stolen, or lost money through a law suit brought against you on account of an automobile 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 fire-proof 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 is only \$1 for policy and 25c per H. P.

## Citizens Mutual Auto Insurance Company

HOWELL,

:::

MICHIGAN





### The Vicious Factory Catalogue Scheme.

Professional agitators have taken advantage in many various ways of the fear which so many retailers have of the mail order houses.

First comes one man who is going to "kill" the mail order competition by taxing them for doing business in Poudunk, Indiana, and ridiculous as his proposition is he actually manages to separate enough money from the retailer's bank account to keep him in comfort for quite a while.

Next comes the fellow who is going to fight the parcel post law. He collects a couple of dollars from every retailer who is foolish enough to believe that a petition from a limited number of retailers will have any influence as against the hundreds of thousands of consumers who will yell for parcel post without knowing anything about what its effects may be—and he lives in luxury for a while. Then we have the shining genius who is going to camp on the trail of those mail order fellows and make it too expensive for them to do business by ordering catalogues from them and then burning the catalogues. The genius collects some more of the retailers' money and has a fine time spending it.

But none of these professional agitators—or all of them put together—is to be compared in danger with the latest mail order "Giant Killer"—the "Factory Shipment" catalogue scheme which is now being exploited by a dozen or more distinct organizations.

All of these catalogue schemes are based upon one idea—that of furnishing to the retailer a certain number of catalogues which he is to distribute to the people in his locality. Various amounts are charged for the "privilege" of distributing these catalogues which bear the imprint of the local representative.

The publishers of these various catalogues claim to have arrangements with manufacturers of different lines of merchandise—none of which are known by established trademarks—by which when a retailer sends in an order for an article it will be shipped direct to the consumer. For his services in handling the order the publisher charges the retailer or the manufacturer a fee—and in some cases he collects from both. The retailer-agent makes a small profit on each order.

What is the effect of such a catalogue upon the consumer—for the effect upon the consumer is what governs the question as to whether it is a good thing for the retailers?

I have before me one of these catalogues. Its general appearance, the

wording of the descriptions, the illustrations—all are typical of this form of mail order house "destroyers."

On page 3 I read in the description of a steel range priced at \$27.95: "Another instance of great price reducing. In offering this particularly high grade One Profit All Steel Kitchen Range we wish to call your attention to the remarkable price reduction we have made for the benefit of our customers, etc., etc."

What is Mrs. Smith likely to think when she reads this fine description? What would you think if you were in Mrs. Smith's place?

One of two things:

Either, that Jones, the dry goods dealer who sent her the catalogue, in some way was in position to do better with her than Williams, the hardware man, and if she did want a kitchen range, wouldn't she be likely to buy it from Jones who would make \$6.00 profit on the sale, a little over 20 per cent. The profit, of course, was all right for Jones who had made no investment, but what about Williams? Would the transaction be likely to induce her to come to Williams in the future for such other items of hardware as she might want?

Or, if Williams had sent her the catalogue, wouldn't she be likely to argue in her mind that so long as Williams could do so much better on the stove if he didn't carry it in stock, possibly it would be a good plan to buy all the goods out of the catalogue, and what she couldn't get out of one she might get out of another—if need be out of the regular mail order catalogue? How would Mr. Williams like that kind of sentiment to sift through the people, to serve whom he had invested his money for goods carried in stock?

And did you notice those two word "One Profit?" Emphasizing on every page the idea that the middleman adds an unnecessary and therefore useless expense to the selling price of an article. Arguing for the method employed by the mail order houses. Telling people in so many words that the retailer is a back number and that the proper way for the consumer to buy is to go "direct." Can you imagine any better advance agent for the mail order house?

Every one of these catalogues—distributed by retailers in the false hope of stopping mail order competition—actually fosters the buying from catalogue instead of from retail stores—actually educates the consumer to look upon the retail stores as an out of date method of selling goods.

True, the individual retailer may get the profit on some sales which

may be induced by the catalogues, but the small profit which he does make does not recompense him for the customer who has been weaned away by himself and fortified in the thought that buying from catalogue is the most economical method.

The wholesalers and manufacturers selling through retail stores might possibly think that this was not a matter which concerned them a great deal. Let us see whether it does or not.

Every sale made through one of these catalogues means the loss of a sale from one of the regular stocks in the community and the gradual weaning away of a former customer of the retailers to the catalogue method of buying.

If the retailer stocks can not be turned over as often as before they must be reduced—which means smaller purchases from the wholesalers and manufacturers.

So after all, the catalogue has a very direct effect upon both wholesaler and manufacturer—an effect which in time will cut into their business very materially, unless steps are taken to show the retailer who has tied himself up with one of these catalogue concerns what a mistake he is making.

No reputable manufacturer, wholesaler or retailer can afford to be connected with any of these concerns—either as a source of supply or as a distributor of catalogues. Any manufacturer, wholesaler, or retailer who connects himself with one of them

thereby takes a step which is directly against the interests of those who believe in the retail store, the wholesale house and the manufacturer selling through these two as the most economical chain of distribution.

### Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

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

### HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

### HOTEL GRANT

Mrs. W. Boosembark, Prop.

Newly Furnished New Management

Everything First-class

GRANT, MICHIGAN

### New Hotel Mertens

GRAND RAPIDS

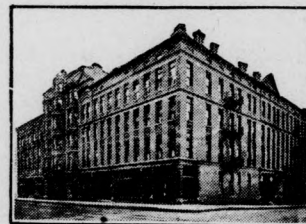
ROOMS  
WITHOUT BATH \$1.00

Union  
Station WITH BATH (shower or  
tub) \$1.50

MEALS 50 CENTS



### CODY HOTEL



IN THE HEART OF THE CITY  
Division and Fulton

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

CODY CAFETERIA IN CONNECTION



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Sept. 3.—J. L. Lynch, well known lumberman of Sheldrake, was a business caller here last week. Mr. Lynch has a unique steam vessel which is the only craft of its type on the fresh waters. It is famous for its carrying capacity. While it was not built for speed, it is causing much attention as an odd craft plying the fresh waters.

The Dixie Highway leading into the Soo, known as Ashmun hill, is now completed, after having been closed to the public for the past month. This is good news to the Soo motorists who have been obliged to make one of the worst detours in the Upper Peninsula while this piece of road was under construction.

The anti-Sunday pleasure motoring was a great success in the Soo this week, as it rained nearly all day and caused no inconvenience to the pleasure seekers and berry pickers who had made previous engagements. "Hope is a froth on a man's imagination."

Labor day was a huge success here Monday. Old Sol forgot to come out. In the early hours the weather man allowed the dust to settle, but before the hours of the parade, the rain let up and one of the largest parades held here in the past two years was pulled off. Many unique business floats were in evidence and the small boys were kept on the jump, picking up prizes (peanuts, bananas, etc., which were distributed en route by some of our business houses.

Arrangements have been made by the Board of Education to give us a grand opera treat this winter. The San Carlo Opera Company has been booked for performance at the High School Auditorium December 4. The proceeds from this entertainment will be devoted to a patriotic cause.

"The biggest man on earth began life in a small way."

The Soo is getting better now. It was necessary to build a new church at Pleasant Park to keep up the good work.

Joseph F. Martin, one of Bay City's leading druggists, is visiting relatives here. Mr. Martin is accompanied by his family. He notices many improvements here since his last visit.

Mosef. Yalomstein, proprietor of the Hub, one of our leading business houses, made a trip to St. Ignace last week in his new automobile. He went each way in three hours' time, which shows the splendid condition of the Dixie Highway between the Soo and the city of the straits.

Sam Kirvan, well known proprietor of the hotel at Eckerman, was a Soo visitor last week. Sam reports an exceptionally good season. He has a large number of cottages which he is renting to berry pickers and is reaping a harvest during the season, which keeps him in a happy frame of mind, his only regret being that he did not locate at Eckerman a few years sooner.

T. L. Derocher, of the Derocher Wrecking Co., at Detour, is doing a land office business this season, having secured the contract for building the breakwater at Harbor Beach, Mich. While labor is scarce, Mr. Derocher has not been handicapped to any great extent and expects to make up for the poor season last year.

P. J. Kelly, of Sheldrake, has resigned his position with the Bartlett Lumber Co. and left for the East, where he expects to reside.

Eugene Thibert, merchant at Bai De Wassi, was a business visitor here last week.

Deer seem to be somewhat plenti-

ful in Chippewa county this year. It is a common sight to see them feeding in the gardens and fields around McCarron. William G. Tapert.

## Late News From the Celery City.

Kalamazoo, Sept. 3.—What might have resulted in a more serious accident, occurred last Tuesday evening at Portage and South streets, when Carl Upson, son of Mr. and Mrs. A. H. Upson, of Upson's Cash Grocery, was run down by an auto driven by one of Armour & Company's employees. Carl came out of the wreck with a badly bruised and skinned arm and knee, with no broken bones, but his "bike" is only good for making shrapnel to lick the Kaiser.

W. H. Stover made a business and pleasure trip to Detroit for the week end. While there he witnessed the last ball game of the Cubs to be played until after the war is over.

Wednesday of last week, when nothing but rain could be seen on North Burdick street, the fire alarm was sounded and when the steamer, "Big Ben," of the Central fire station, turned the corner at Kalamazoo avenue he collided with the corner of the Niagara Hotel, resulting in a badly damaged front, breaking two plate glass windows of the drug store and causing the entire front of the building to settle about four or five inches. Some fire truck that!

E. L. and M. L. Stevens, proprietors of the Stevens-Buick garage and sales agency, have purchased the D. Waud building, on East South street, and will occupy the new quarters as soon as alterations are made.

Fred F. Morley, the genial pill and tonic artist of Oakland drive, is taking a much needed rest down in the Hoosier state, going by the way of "hank ford's overland express."

John Armenis, manager of the Paris cafe, has a real broad smile these days. Why shouldn't he? He's a brand new dad, with a seven pound boy, and all his friends are going to the christening on Thursday afternoon.

Mrs. Lester Shirley is again greeting patrons of her father's grocery on South Edwards street.

Ray Johnson, of the Johnson market and grocerteria, was at home sick a few days the past week. He just moved in from south of town and hasn't got used to city life yet, perhaps. Frank A. Saville.

There was dissatisfaction last fall over the disparity in sugar prices between different cities. Now the Government is moving to prevent such inequalities. Announcements that sugar will be higher refer to a step in the interest of even-handed justice. The Government has agreed with American growers that production costs would warrant a higher price to them, which means a higher price on American sugar. At the same time, sugar refined from the Cuban product of 1917-18, purchased at a lower price than the new American crop, is still reaching the market. If two retail prices were allowed, consumers who paid the higher price would be dissatisfied; if the Government simply asked all dealers to obtain the higher rate, some would reap an unjustifiable profit. The Sugar Equalization Board is therefore to purchase all sugars in storage or transit at the old price, and resell them to the holders immediately afterwards at the new. It will thus absorb the extra profit. The charges of "profiteering" in sugar last year fell through; no basis will be given for any this year.

## NEW RULES ON WHEAT FLOUR

## Fifty-Fifty Rule Superseded By Eighty-Twenty.

Washington, Sept. 2.—Pooling of food resources by the 120,000,000 people waging war against Germany, as arranged at the recent inter-allied food conference, calls for continued wheat conservation in America.

The food administration announced how this is to be brought about.

America must bear greater share of feeding the armies and civilian populations of Europe. Ten million tons of food were shipped last year, as compared with 3,000,000 in peace times. This coming year, 18,000,000 tons must be shipped.

To make this possible all the Allied nations have agreed that wheat bread used in the Allied countries shall contain at least 20 per cent. of other grains than wheat. America is pledged to the same programme.

This programme also means elimination of food supplies from Australia, India and South America. There is an immense supply of wheat and meats in these countries, but the necessity of utilizing every available ton of shipping to place America's armies in the field makes shipment of these supplies out of the question. Distance from New York to Liverpool is 3,036 miles, while from Australia to Liverpool is 6,258 miles, and from Bombay to Liverpool 10,680 miles. By concentrating upon food shipments from North America these immense distances are avoided and the shipping is made available for the transportation and supply of the American army.

"Victory bread" will become the only bread in the Allied world. In outlining the programme of wheat conservation, which takes place of all former regulations on the subject, the food administration says:

"Distribution and transportation circumstances in the United States render it necessary to rely very largely on the voluntary action of our homes to enforce this mixture. The 'victory bread' so made is wholesome and there is no difficulty in preparation. We desire to emphasize the fact that the mixtures outlined below are for wheat bread and the saving of wheat flour but they are not intended to displace the large use of corn bread.

"For this purpose regulations are formulated below, effective September 1, providing, first, for preparation and marketing by manufacturing and distributing grades of a mixed flour, complying with the international policy, which will be available for purchase by the household; second, in regulations covering the case where straight wheat flour is sold by retailers, that at the same time 20 per cent. of other cereal flours must be sold co-incidentally; third, requiring that all bakers' bread shall contain 20 per cent. of other cereals.

"The food administration relies upon the householders of the country to mix at least 20 per cent. of substitute cereals into the wheat flour at home for all uses. Corn meal for the use of corn bread should be purchased separately from combination sales.

"It is desired to ensure a supply of ready mixed flours on the market and to have millers and dealers encourage the use and sale of this flour, so that the country may be on a mixed flour basis without the necessity of retailers making combination sales of flour and substitutes.

"All such mixed flours made according to following recommendations should be labeled 'victory mixed flour' and are to be labeled with the ingredients in order of their proportion. No 'mixed flours' (except pancake flour) shall be made or manufactured except in the exact proportions as outlined below.

"Mixed wheat and barley flour in the proportion of four pounds of wheat to one pound of barley.

"Mixed wheat, barley and corn flour—eight pounds wheat to one of barley and one of corn.

"Whole wheat, entire wheat, or Graham flour or meal—at least 95 per cent. of wheat berry.

"All the above 'Victory flours' may be sold without substitutes, but at no greater price than standard wheat flour.

"The new regulations supersede the 50-50 rule. The retail dealer selling standard wheat flour, is required to carry in stock either barley flour, corn meal or corn flour, and with every sale of wheat flour must sell a combination of some one or more of these in the proportion of one pound of substitute to each four pounds of wheat flour.

"The following flours may be sold in combination in lieu of the above flours at the ratio of one pound to each four pounds of wheat flour—Feterita flour and meals, rice flour, oat flour, kaffir flour, milo flour, peanut flour, bean flour, potato flour, sweet potato flour and buckwheat flour. Pure rye flour or meal may be sold as a substitute, but must be sold in proportion of at least two pounds of rye with three pounds of wheat flour.

"In compliance with the general situation above, the following alterations are made in the regulations governing the baking trade:

"Rule 1.—Consumption of wheat flour in bakery products not to exceed 70 per cent. of the 1917 consumption is rescinded.

"Rule 2 a.—Wheat flour substitutes for bakers remain as heretofore with the exception of rye, which will be a substitute when used upon a basis of not less than 40 per cent.

"Rule 6 a.—Bakers will be required to use one pound of substitutes of each four pounds of wheat flour in all bakery products including bread, except class 3 a—crackers, in which only 10 per cent. of substitutes other than rye are required.

"Previous rules limiting licenses, millers, wholesalers, retailers, and bakers of 30 days' supply of flour will be changed to permit 60 days' supply. The rules limiting sales by retailers of wheat flour to an eighth of a barrel in cities and quarter of a barrel in sparsely settled districts are rescinded.

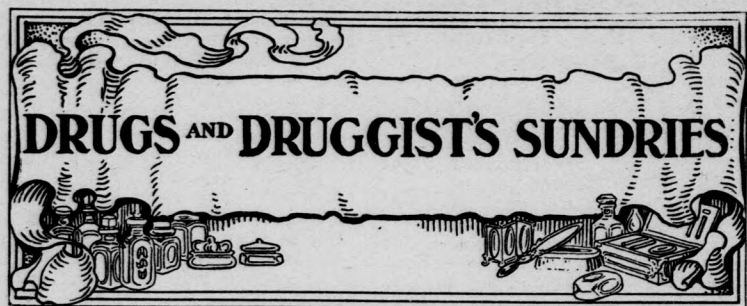
"Manufacturers of alimentary pastes and wheat breakfast foods are limited to their normal consumption of wheat or wheat flour with the understanding they are not to unduly expand their ordinary consumption of wheat.

"Rules prohibiting the starting of new plants ready for operation prior to July 1, 1918, are rescinded.

"Wheatless days and wheatless meals are discontinued."

Very satisfactory is the report that over 90 per cent. of the men in our army and navy have been insured by the War Risk Bureau. This would seem to be an astonishingly good record. Another excellent feature is that most of the men are asking for the maximum policy of \$10,000. The country has a right to congratulate itself on the complete success of our Government's insurance undertaking. And in this matter of insurance, when the war is over, the Nation will be in a better position than ever before. Not only shall we be relieved of the financial and political burden of an enormous pension system, but, in addition, thousands of men who never would have taken out insurance will emerge from the conflict amply insured against accident, illness, and death. There is no doubt that most of these men will continue the policies which covered them during the war, even in peace times.





#### 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.  
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#### Michigan Pharmaceutical Travelers' Association.

President—W. E. Collins, Detroit.  
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### What the War Means to the Druggist.

To-day we feel that we are not only "at war" but are now in the war. What is more, we know the war is just beginning to come home to us. Increased taxes, contributions to the Red Cross, the purchase of Liberty bonds and the departure of our boys for the army or the navy have held our attention. The advance in prices and scarcity of goods have been a ruling topic of war talk among pharmacists. Human nature remains constant and we accustom ourselves to the times even when great changes occur over night. We are just commencing to feel the stress of drain on the man power in pharmacy. The cry for drug clerks has a distress signal echo. We have not reached the most supreme phase of the war. The casualty list is as yet a minor matter. But we are on the eve of a new phase for us in the war. When this country is dotted with military hospitals, we will wait breathlessly for new developments. As the maelstrom comes home, we will realize a new phase of the war situation.

Make up your mind to a Long War and a Hard War.

Pharmacists are looked up to in any community as persons well posted on general affairs. The customer feels that it is a reasonable assumption that his druggist can give him good advice, no matter what the enquiry may be. First of all, reach the conclusion that the end of the war is not in sight and also realize that the hardest struggle for this country is yet to come. Such a point of view rests on a solid foundation of logic. A few days ago, a St. Louis family discovered a hen's egg which had ridges on it forming the capital "p". The conclusion was at once reached that peace is coming in the immediate future. This is a good illustration of the position in which those stand who predict an early peace. Their foundation support is as thin as an egg shell. Will Drug Stores Become Places for Compounding and the Sale of Drugs?

We can see how it is possible as

the years of war pass by for the general department store business so common in drug stores of to-day to drift into separate lines and leave what little real pharmaceutical work we have to a few stores devoted exclusively to the manufacture, compounding and dispensing of medicines. We are on the eve of radical changes in many branches of human activity. Will the pharmacist come into his own? Just where he stands to-day is difficult to determine. Only recently, did a graduate of a reputable school of pharmacy fail in securing a good paying position with a large drug store because he could not satisfactorily draw a glass of ice cream soda. He was licensed as a pharmacist, applied for a position as a pharmacist and was turned down by a proprietor who was a pharmacist because he was not expert in the soda water business.

What will become of your Drug Store if you are Drafted?

Perhaps it will be closed. Some stores have already gone out of business on account of the draft and, no doubt, many more will meet a similar fate as the war progresses. While this is a personal loss, it is of National concern. Your store is not, the only one, thus far, left to serve soda water and the restaurant can furnish sandwiches. The general stores are permitted to handle patent medicines and the grocers will look after the sale of Epsom Salts and the like. The notion stores will take care of the sundries. What else have you in the way of business? You may have a prescription trade and are the only one qualified to dispense medicines in your community as a skilled pharmacist. If such is the case, you have a right to consider the interests of the public as the closing of your store might prove to be a calamity in the neighborhood. Possibly, you can be of more service as a druggist at home than as a soldier at the front. If there is any doubt in your mind, take the matter up with your local exemption board. According to Provost Marshal Crowder, the exemption boards have authority to grant exemptions in cases of "industrial necessity." That gentleman has also indicated that a drug store may be an "industrial necessity." We can see how a real dispensing pharmacy can be a necessity to the public but we feel that the service is professional rather than "industrial." Druggists are not slackers and do not object to military service. But it may be in the interest of our country for a druggist to continue giving real pharmaceutical

service where he is established in business.

Write the Boys in the Service.

Every druggist must know personally a number of young men from his community who have entered the service. We little realize how anxiously they look for letters from home. Write to each one. It will cheer them and make them more serviceable to our country. This is one way of doing your bit at home. You know the editors of the country papers. Show them letters you receive from those in service. Personal references in home papers and in drug journals cheer the soldiers and comfort the relatives at home. I quote from a letter in which a college of pharmacy boy says, "Have a drug journal give me a write-up and send my mother a marked copy, for she sure will be proud to read something about her son in the army. Such an item would cheer her up and she is now sick." We who are at home and even those of us in editorial work do not comprehend the far-reaching and beneficial effect of these personal items. Henry M. Whelpley.

#### Baby Trade Bulges the Bank Book.

The trade that makes a pharmacy a success or failure, the trade that the druggist should value most and work the hardest for—that really means the biggest number of dollars to his credit at the First National, is repeat trade.

That is, trade that comes to your store for everything wanted in the drug line—customers that simultan-

eously think of your drug store when any drug store want comes to mind. This is the trade that makes or breaks you.

And there is hardly a more valuable lever which the druggist can employ in obtaining the most profitable and consistent repeat trade than supplying comforts and luxuries for the baby.

This calls to mind the fact that "Baby week" was observed throughout the United States in May, and that in some portions of the country it was "Baby month," instead of "Baby week." Last year, baby week was observed in forty-seven states and 700 towns and under the direction of the Children's Bureau in Washington and the Federation of Women's Clubs, it is planned to honor the baby much more generally and intensively this year than last.

Time was in the South Sea Islands when mothers used to slay their children just prior to their death, that the youngsters might wait on them in the other world. In China, history tells of many thousands of mothers drowning their babies to save them the suffering they knew was in store. In India, mothers for centuries fed half of their children opium that they might die happily and evade the trials of life, and in Greece, children were carried to the mountain peaks and left that the Gods might take them in their innocence.

But to-day the baby is the most important member of the family circle. Anything for the baby bears an especial interest for the parent and is sincerely appreciated.

## 1918 Holiday Goods

### Druggists' Sundries, Books, Stationery, Etc.

OUR entire line of samples covering holiday goods, staple sundries, books, stationery, etc., will be on display in our sales room in Grand Rapids on and after September 5th. The very large and well assorted stock is not only the best that we have ever displayed, but the magnitude of the same and the quality of our purchases will convince our customers and buyers that we were never better prepared than today to meet their requirements.

As previously announced this line was bought with the keen appreciation of present conditions and times. We ask our customers to make dates with our salesmen as has been the custom during the last few years. We advise early buying and prompt shipments.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids, Michigan



**Marking Prices vs. Selling Goods.**

Good advice to dealers about marking their selling prices is being plentifully offered in current trade journals. Convenient percentage tables are given which save much laborious figuring. But there is not sufficient emphasis laid on the vital points of successful merchandizing.

To bank a good total net profit in cash at the end of the year is the all-important objective in any business. No amount of figuring will enable a dealer to do this unless it is backed by sensible buying, a low expense margin, quick sales and prompt collections.

You hear a lot about averages, but "average" is a slippery word.

A grocer can figure his average turn-over, his average selling-expense, his average profit—and this is all right for a working basis, but every line of merchandise has an average of its own—and its selling price ought to be figured on a separate basis.

For example if the average turn-over of the dealer's whole stock is four times a year it is plain that a line which turns only once a year involves four times the average overhead expense, while a line that turns twelve times involves only one-third the average overhead. The dealer must remember this and mark the different lines accordingly if he wants to make his average profit.

But buying right and selling right are more important than correct figuring. A dealer must pick out and stock the lines that turn quickly and

then turn them quickly if he wants to make money.

He should cut out the slow-selling duplicate lines which tie up his capital and increase his cost of doing business.

The quick-sellers give the dealer quick cash. He can buy closer, take advantage of discounts and sell cheaper while he makes the same net profit per sale. And he makes a larger total profit for the year.

Also the lower prices he offers enables him to make a larger proportion of cash sales and to insist on prompt payment of credit accounts.

In short, stocking the right goods in the right quantity at the start, and cutting out the others, opens the way for every other move that helps to make a profitable business.

**Swedes Invent New Ignition Cap.**

A new ignition cap of a high quality has been invented by the Stockholm Superphosphate Company, according to a dispatch from Consul General Albert Halstead of Stockholm quoting the Aftonbladet. The new detonation cap does not contain quicksilver but copper, and is said to have shown itself greatly superior to the one previously made by this company. The making of these caps has already begun at the company's explosive mill where the output at present is 3,000 a day. The company has under construction, however, a new mill where the manufacture during the coming fall will be sufficient to supply the country's requirements of ignition caps.

**WHOLE-SALE DRUG PRICE CURRENT**

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

<b>Acids</b>		<b>Cubebs</b> ..... 10 00@10 25		<b>Capsicum</b> ..... 12 15	
Boric (Powd.) ..	18@ 25	Eligerson ..... 4 00@4 25		Cardamon ..... 12 10	
Boric (Xtal) ....	18@ 25	Eucalyptus .... 1 25@1 35		Cardamon, Comp. .... 11 60	
Carbolic ..... 66@ 70		Hemlock, pure .. 2 00@2 25		Catechu ..... 11 60	
Citric ..... 1 10@1 15		Juniper Berries 17 50@17 75		Cinchona ..... 12 35	
Muriatic ..... 3 1/2@ 5		Juniper Wood ... 2 75@3 00		Colchicum ..... 12 10	
Nitric ..... 10 1/2@15		Lard, extra ..... 1 95@2 00		Cubebs ..... 12 35	
Oxalic ..... 53@ 60		Lard, No. 1 ..... 1 85@2 00		Digitalis ..... 11 90	
Sulphuric ..... 3 1/2@ 5		Lavender Flow. 7 25@7 50		Gentian ..... 11 50	
Tartaric ..... 1 12@1 20		Lemon ..... 1 25@1 40		Ginger ..... 12 00	
<b>Ammonia</b>		Linseed, boiled, bbl. @ 2 09		Guaiac ..... 11 90	
Water, 26 deg. ....	12@ 20	Linseed, bld less 2 19@2 24		Iodine, Ammon. .... 11 80	
Water, 18 deg. ....	10 1/2@ 13	Linseed, raw, bbl. @ 2 07		Iodine, Colorless .... 11 50	
Water, 14 deg. ....	9 1/2@ 17	Linseed raw less 2 17@2 24		Iron, clo. .... 11 60	
Carbonate ..... 19@ 25		Mustard, true, oz. @ 2 35		Kino ..... 11 65	
Chloride ..... 1 90@2 00		Mustard, artifl. oz. @ 2 35		Myrrh ..... 12 50	
<b>Balsams</b>		Neatsfoot ..... 1 80@1 90		Nux Vomica ..... 12 50	
Copaiba ..... 1 40@1 65		Olive, pure ..... 10 00@10 50		Opium ..... 11 75	
Fir (Canada) ..	1 25@1 50	Olive, Malaga, yellow 5 35@5 50		Opium, Camph. .... 11 35	
Fir (Oregon) ..	4@ 50	Olive, Malaga, green 5 35@5 50		Opium, Deodora'd .... 11 50	
Peru ..... 4 75@5 00		Orange, Sweet ..... 3 25@3 50		Rhubarb ..... 11 65	
Tolu ..... 1 75@2 00		Origanum, pure ..... 12 50		<b>Paints</b>	
<b>Barks</b>		Origanum, com'l ..... 7 75		Lead, red dry .... 14@14 1/2	
Cassia (ordinary) 35@ 40		Pennyroyal .... 2 50@2 75		Lead, white dry 14@14 1/2	
Cassia (Saigon) 90@1 00		Peppermint ..... 6 00@6 25		Lead, white oil 14@14 1/2	
Elm (powd. 35c) 30@ 35		Rose, pure ..... 30 00@32 00		Ochre, yellow bbl. @ 1 1/2	
Sassafras (pow. 40c) @ 35		Rosemary Flows 1 75@2 00		Ochre, yellow less 2 @ 5	
Soap Cut (powd.) 35c 26@ 30		Sandalwood, E. L. .... 18 50@18 75		Putty ..... 4 1/2@ 7	
<b>Berries</b>		Sassafras, true 3 00@3 25		Red Venet'n. mer. 2 @ 5	
Cubeb ..... 1 60@1 70		Sassafras, artifl' 75@1 00		Red Venet'n. Eng 2 1/2@ 5	
Fish ..... 60		Spearment ..... 5 25@5 50		Vermillion, Amer. 25@ 30	
Juniper ..... 12@ 18		Sperm ..... 2 85@3 00		Whiting, bbl. .... 1 1/2@ 3	
Prickley Ash .... @ 30		Tansy ..... 5 00@5 25		Whiting ..... 1 1/2@ 3	
<b>Extracts</b>		Tar, USP ..... 45@ 60		L. H. P. Prep'd 2 90@3 10	
Licorice ..... 60@ 65		Turpentine, bbls. @ 70		<b>Miscellaneous</b>	
Licorice powd. .... 1 05@1 10		Turpentine, less 75@ 80		Acetanalid ..... 1 10@1 20	
<b>Flowers</b>		Wintergreen, tr. 6 50@6 75		Alum ..... 15@ 18	
Arnica ..... 1 50@1 75		Wintergreen, sweet birch 4 50@4 75		Alum, powdered and ground ..... 16@ 20	
Chamomile (Ger.) 70@ 80		Wintergreen art 1 25@1 50		Bismuth, Subnitrate ..... 4 00@4 10	
Chamomile Kom. 1 75@2 00		Wormseed ..... 15 00@15 25		Borax xtal or powdered ..... 10@ 15	
<b>Gums</b>		Wormwood ..... 6 50@6 75		Cantharides po 2 00@6 50	
Acacia, 1st ..... 75@ 80		<b>Potassium</b>		Calomel ..... 2 69@2 75	
Acacia, 2nd ..... 65@ 75		Bicarbonate ..... 1 25@1 30		Capsicum ..... 38@ 45	
Acacia, Sorts ..... 40@ 50		Bichromate ..... 60@ 70		Carmine ..... 6 50@7 00	
Acacia, powdered 60@ 70		Bromide ..... 1 68@2 05		Cassia Buds ..... 45@ 50	
Aloes (Barb. Pow) 30@ 40		Carbonat e ..... 1 50@1 60		Cloves ..... 77@ 85	
Aloes (Cape Pow.) 30@ 35		Chlorate, gran'r 65@ 70		Chalk Prepared .. 12@ 15	
Aloes (Soc Pow 1 25)@1 20		Chlorate, xtal or powd. .... 60@ 65		Chalk Precipitated 12@ 15	
Asafoetida ..... 2 75@3 00		Cyanide ..... 45@ 75		Chloroform ..... 97@1 04	
Pow. .... @ 3 00		Iodide ..... 4 50@4 75		Chloral Hydrate 2 32@2 42	
Camphor ..... 1 47@1 50		Permanganate 2 50@2 75		Cocaine ..... 14 30@14 85	
Guaiac ..... @1 75		Prussiate, yellow @ 75		Cocoa Butter ..... 50@ 60	
Guaiac, powdered @ 2 80		Prussiate, red .. 3 75@4 00		Corks, list, less 40% 50@ 60	
Kino ..... @ 1 80		Sulphate ..... @ 90		Copperas, bbls. .... @ 3	
Kino, powdered .. @ 85		<b>Roots</b>		Copperas, less .. 3 1/2@ 8	
Myrrh ..... @ 90		Alkanet ..... 3 25@3 50		Copperas, powd. .. 4@ 10	
Myrrh, powdered @ 90		Blood, powdered 46@ 50		Corrosive Sublim. 2 35@2 40	
Opium ..... 28 50@29 00		Calamus ..... 60@4 00		Cream Tartar .... 86@ 92	
Opium, powd. 30 00@30 50		Calceolampane, pwd. 15@ 20		Cuttlebone ..... 75@ 80	
Opium, gran. 30 00@30 50		Gentian, powd. .... 27@ 35		Dextrine ..... 19@ 15	
Shellac ..... 85@ 90		Jinger, African, powdered ..... 25@ 30		Dover's Powder 5 75@6 00	
Shellac, Bleached 90@ 95		Jinger, Jamaica, powdered ..... 35@ 40		Emery, All Nos. 10@ 15	
Tragacanth ..... 3 50@4 00		Jinger, Jamaica, powdered ..... 23@ 30		Emery, Powdered 8@ 10	
Tragacanth powder 3 00		Goldenseal, pow. 8 50@9 00		Epsom Salts, bbls. @ 4	
Turpentine ..... 15@ 20		Ipecac, powd. .... 4 00@4 25		Epsom Salts, less 5@ 8	
<b>Insecticides</b>		Licorice ..... 50@ 55		Ergot ..... @1 50	
Arsenic ..... 15@ 20		Licorice, powd. .... 40@ 45		Ergot, powdered 1 75@2 00	
Blue Vitriol, bbl. .. @11 1/2		Orris, powdered 40@ 60		Flake White ..... 15@ 20	
Blue Vitriol, less 12@ 20		Poka, powdered 20@ 25		Formaldehyde, lb. 19@ 25	
Bordeaux Mix Dry 20@ 25		Rhubarb ..... @1 00		Gelatin ..... 1 75@1 90	
Hellebore, White powdered ..... 38@ 45		Rhubarb, powd. 1 25@1 50		Glassware, full ca. 55%	
Insect Powder .... 40@ 60		Rosinweed, powd. 35@ 40		Glauber Salts, bbl. @ 2 1/2	
Lead, Arsenate Po 34@ 44		Sarsaparilla, Hond. ground ..... 75@ 80		Glauber Salts, less 3 1/2@ 7	
Lime and Sulphur Solution, gal. .. 20@ 35		Sarsaparilla Mexican, ground ..... 1 00@1 10		Glue, Brown ..... 25@ 35	
Paris Green ..... 48 1/2@54 1/2		Squills ..... 25@ 40		Glue, Brown Grd. 25@ 35	
<b>Ice Cream</b>		Squills, powdered 45@ 65		Glue, White ..... 30@ 35	
Piper Ice Cream Co., Kalamazoo ..... 95		Tumeric, powd. .... 25@ 30		Glue, White Grd. 30@ 35	
Bulk Special Flavored 1 00		Valerian, powd. .. @1 00		Glycerine ..... 71@ 90	
Brick, Plain ..... 1 20		<b>Seeds</b>		Hops ..... 60@ 75	
Brick, Fancy ..... 1 60		Anise ..... 42@ 50		Iodine ..... 5 60@5 90	
<b>Leaves</b>		Anise, powdered 47@ 45		Iodoform ..... 6 59@6 74	
Buchu ..... 1 85@2 00		Bird, ls ..... 13@ 19		Lead, Acetate ..... 25@ 30	
Buchu, powd'r'd 2 00@2 10		Canary ..... 20@ 25		Lycopodium ..... 2 25@2 50	
Sage, bulk ..... 67@ 70		Caraway ..... 75@ 80		Mace ..... 85@ 90	
Sage, 1/2 loose .. 71@ 78		Cardamon ..... 1 80@2 00		Mace, powdered 95@1 00	
Sage, powdered .. 55@ 60		Celery (Powd. 65) 55@ 60		Menthol ..... 4 75@5 00	
Senna, Alex ..... 1 40@1 50		Coriander ..... 27@ 32		Morphine ..... 15 45@16 00	
Senna, Tinn. .... 40@ 45		Dill ..... 20@ 25		Nux Vomica ..... @ 30	
Senna, Tinn. pow. 50@ 55		Fennel ..... 1 00@1 20		Nux Vomica, pow. 28@ 35	
Uva Ursi ..... 45@ 50		Flax ..... 11 1/2@ 15		Pepper black pow. 53@ 55	
<b>Oils</b>		Flax, ground ..... 11 1/2@ 15		Pepper, white ..... @ 50	
Almonds, Bitter, true ..... 18 50@18 75		Foenugreek pow. 22@ 30		Pitch, Burgundy ..... @ 15	
Almonds, Bitter, artificial ..... 7 00@7 20		Hemp ..... 9@ 15		Quassia ..... 12@ 15	
Almonds, Sweet, true ..... 3 50@3 75		Lobelia ..... 40@ 50		Quinine ..... 1 28@1 72	
Almonds, Sweet, imitation ..... 75@1 00		Mustard, yellow .. 38@ 45		Rochelle Salts ..... 59@ 65	
Amber, crude ..... 3 00@3 25		Mustard, black .. 25@ 30		Saccharine, oz. .... @ 3 25	
Amber, rectified 3 50@3 75		Mustard, powd. .... 35@ 40		Salt Peter ..... 36@ 45	
Anise ..... 2 00@2 25		Poppy ..... @1 00		Seidlitz Mixture .. 48@ 55	
Bergamont ..... 8 00@8 25		Quince ..... 1 50@1 75		Soap, green ..... 20@ 30	
Cajeput ..... 2 00@2 25		Rape ..... 15@ 20		Soap mott castile 22 1/2@ 25	
Cassia ..... 4 25@4 50		Sabadilla ..... 35@ 45		Soap, white castile case ..... @35 00	
Castor ..... 3 45@3 65		Sabadilla, powd. 35@ 45		Soap, white castile less, per bar .... @ 3 75	
Cedar Leaf ..... 1 75@2 00		Sunflower ..... 10@ 15		Soda Ash ..... 4 1/2@ 10	
Citronella ..... 1 00@1 25		Worm American ..... @ 25		Soda Bicarbonate 3 1/2@ 7	
Cloves ..... 4 50@4 75		Worm Levant .. 1 20@1 25		Soda, Sal ..... 3@ 5	
Cocanut ..... 45@ 50		<b>Tinctures</b>		Spirits Camphor .. @1 25	
Cod Liver ..... 5 60@5 75		Aconite ..... @1 65		Sulphur, roll ..... 4 1/2@ 10	
Cotton Seed ..... 2 05@2 20		Aloes ..... @1 35		Sulphur, Subl. 5 1-10@ 10	
Croton ..... 2 00@2 35		Arnica ..... @1 50		Tamarinds ..... 15@ 20	
		Asafoetida ..... @4 45		Tartar Emetic ..... @ 90	
		Belladonna ..... @2 85		Turpentine, Ven. 50@4 75	
		Benzoin Compo'd @2 40		Vanilla Ex. pure 1 60@2 00	
		Buchu ..... @2 40		Witch Hazel ..... 1 35@1 75	
		Cantharides ... @2 90		Zinc Sulphate ... 10@ 15	

## Moore's Mentholated Horehound & Tar Cough Syrup

Dealers should now be placing their orders.

Be on the safe side.

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

**THE MOORE COMPANY**

TEMPERANCE, MICH.

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

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

**J. Hungerford Smith Co.'s**

## Soda Fountain Fruits and Syrups

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

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

We also carry a full-line of Soda Fountain Accessories.

**Putnam Factory Grand Rapids, Michigan**

Manufacturers of

**Putnam's "Double A" Chocolates**



# 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	
Brooms Sardines Cheese Codfish Star Soap Vinegar		70 4 oz. pkgs., per case 5 25 Bakers Canned, doz. 1 20	
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85		CHEWING GUM Adams Black Jack ..... 70 Adams Sappota ..... 75 Beeman's Pepsin ..... 70 Beechnut ..... 70 Doublemint ..... 70 Flag Spruce ..... 65 Hershey Gum ..... 55 Juicy Fruit ..... 70 Sterling Gum Pep. .... 70 Spearmint, Wrigleys ..... 70 Yucatan ..... 70 Zeno ..... 70	
AXLE GREASE Diamond, 1 lb., 4 dz., dz. 55 Mica, 1 lb., 4 dz., dz. 1 10 Mica, 3 lb., 2 dz. dz. 2 75 Mica, 25 lb. pail ..... 1 40		COFFEES ROASTED Rio Common ..... 19 Fair ..... 19½ Choice ..... 20 Fancy ..... 21 Peaberry ..... 23 Santos Common ..... 20 Fair ..... 20½ Choice ..... 21 Fancy ..... 23 Peaberry ..... 23 Maracaibo Fair ..... 24 Choice ..... 25 Mexican Choice ..... 25 Fancy ..... 26 Guatemala Fair ..... 25 Fancy ..... 28 Java Private Growth ..... 26@30 Mandling ..... 31@35 Aukola ..... 30@32 Mocha Short Bean ..... 25@27 Long Bean ..... 24@25 H. L. O. G. .... 26@28 Bogota Fair ..... 24 Fancy ..... 26 Exchange Market, Steady Spot Market, Strong Package Coffee New York Basis Arbuckle ..... 21 00 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or orders direct to W. F. Mc- Laughlin & Co., Chicago. Extracts Holland, ½ gross bxs. 1 30 Felix, ½ gross ..... 1 15 Hummel's foil, ½ gro. 85 Hummel's tin, ½ gro. 1 43 CONDENSED MILK Carnation, Tall ..... 5 50 Carnation, Baby ..... 5 00 Hebe, Tall ..... 5 00 Hebe, Baby ..... 4 90 Pet, Tall ..... 5 50 Pet, Baby ..... 5 50 Van Camp, Tall ..... 5 60 Van Camp, Baby ..... 3 60 CONFECTIONERY Stick Candy Horehound ..... 22 Standard ..... 22 Jumbo ..... 23 Big Stick ..... 23 Mixed Candy Broken ..... 22 Cut Loaf ..... 23 French Cream ..... 26 Grocers ..... 18 Kindergarten ..... 27 Leader ..... 23 Novelty ..... 23 Premio Creams ..... 31 Royal ..... 21 Special ..... 21 X L O ..... 21 Specialties Auto Kisses (baskets) 26 Bonnie Butter Bites ..... 27 Butter Cream Corn ..... 30 Caramel Bon Bons ..... 25 Caramel Croquettes ..... 25 Coconut Waffles ..... 24 Coffy Toffy ..... 25 Fudge, Walnut ..... 23 Fudge, Choc. Peanut ..... 23 Fudge, White Center ..... 25 Honeysuckle Candy ..... 25 Iced Maroons ..... 25 Iced Orange Jellies ..... 22 Italian Bon Bons ..... 24 AA Licorice Drops ..... 2 25 5 lb. box ..... 2 25 Lozenges, Pep. .... 29 Lozenges, Pink ..... 29 Manchus ..... 22 Molasses Kisses, 10 lb. box ..... 26 National Mints 7 lb. tin 30 Nut Butter Puffs ..... 25 Star Patties, Asst. .... 29	
BAKED BEANS No. 1, per doz. .... 1 35 No. 2, per doz. .... 2 25 No. 3, per doz. .... 3 60		CHOCOLATE Walter Baker & Co. German's Sweet ..... 24 Premium ..... 35 Caracas ..... 28 Walter M. Lowney Co. Premium, ¼s ..... 35 Premium, ½s ..... 35	
BATH BRICK English ..... 95		CIGARS Peter Dornbos Brands 5c Dornbos Sin. Bdr. 40 00 5c Dornbos Perfecto 40 00 5c 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 ..... 42 50 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.	
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box ..... 2 55 Large, 2 doz. box ..... 2 90		CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 80 No. 50 Twisted Cotton 2 25 No. 60 Twisted Cotton 2 90 No. 80 Twisted Cotton 3 00 No. 50 Braided Cotton 2 25 No. 60 Braided Cotton 2 60 No. 80 Braided Cotton 3 10 No. 50 Sash Cord ..... 3 25 No. 60 Sash Cord ..... 3 75 No. 60 Jute ..... 1 50 No. 72 Jute ..... 1 75 No. 60 Sisal ..... 1 75 Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat ..... 7 50 Quaker Puffed Rice ..... 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes ..... 4 50 Saxon Wheat Food ..... 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 ..... 2 25 Pillsbury's Best Cerl 2 50 Kellogg's Brands Toasted Corn Flakes 4 20 Toasted Corn Flakes 4 20 Toasted Corn Flakes Individual ..... 2 00 Krumbles, Indv. .... 4 20 Krumbles, Indv. .... 2 00 Biscuit ..... 2 00 Drinket ..... 2 60 Peanut Butter ..... 4 40 Bran ..... 3 60		COCONUT ¼s, 5 lb. case ..... 38 ¼s, 5 lb. case ..... 37 ¼s, 15 lb. case ..... 36 ¼s, 15 lb. case ..... 35½ 6 and 12c pails ..... 4 35 Bulk, pails ..... 27 Bulk, barrels ..... 25 70 8c pkgs., per case 5 25 70 4 oz. pkgs., per case 5 25 Bakers Canned, doz. 1 20	
BROOMS Fancy Parlor, 25 lb. 10 00 Parlor, 5 String, 25 lb. 9 15 Standard Parlor, 23 lb. 9 00 Common, 23 lb. .... 8 50 Special, 23 lb. .... 8 25 Warehouse, 23 lb. .... 11 00		CONDENSED MILK Carnation, Tall ..... 5 50 Carnation, Baby ..... 5 00 Hebe, Tall ..... 5 00 Hebe, Baby ..... 4 90 Pet, Tall ..... 5 50 Pet, Baby ..... 5 50 Van Camp, Tall ..... 5 60 Van Camp, Baby ..... 3 60	
BRUSHES Scrub Solid Back, 8 in. .... 1 00 Solid Back, 11 in. .... 1 25 Pointed Ends ..... 1 00 Stove No. 3 ..... 1 00 No. 2 ..... 1 50 No. 1 ..... 2 00 Shoe No. 1 ..... 1 00 No. 2 ..... 1 30 No. 3 ..... 1 70 No. 4 ..... 1 90		CONFECTIONERY Stick Candy Horehound ..... 22 Standard ..... 22 Jumbo ..... 23 Big Stick ..... 23 Mixed Candy Broken ..... 22 Cut Loaf ..... 23 French Cream ..... 26 Grocers ..... 18 Kindergarten ..... 27 Leader ..... 23 Novelty ..... 23 Premio Creams ..... 31 Royal ..... 21 Special ..... 21 X L O ..... 21 Specialties Auto Kisses (baskets) 26 Bonnie Butter Bites ..... 27 Butter Cream Corn ..... 30 Caramel Bon Bons ..... 25 Caramel Croquettes ..... 25 Coconut Waffles ..... 24 Coffy Toffy ..... 25 Fudge, Walnut ..... 23 Fudge, Choc. Peanut ..... 23 Fudge, White Center ..... 25 Honeysuckle Candy ..... 25 Iced Maroons ..... 25 Iced Orange Jellies ..... 22 Italian Bon Bons ..... 24 AA Licorice Drops ..... 2 25 5 lb. box ..... 2 25 Lozenges, Pep. .... 29 Lozenges, Pink ..... 29 Manchus ..... 22 Molasses Kisses, 10 lb. box ..... 26 National Mints 7 lb. tin 30 Nut Butter Puffs ..... 25 Star Patties, Asst. .... 29	
BUTTER COLOR Dandelion, 25c size .. 2 00		CONDENSED MILK Carnation, Tall ..... 5 50 Carnation, Baby ..... 5 00 Hebe, Tall ..... 5 00 Hebe, Baby ..... 4 90 Pet, Tall ..... 5 50 Pet, Baby ..... 5 50 Van Camp, Tall ..... 5 60 Van Camp, Baby ..... 3 60	
CANDLES Paraffine, 6s ..... 14½ Paraffine, 12s ..... 15½ Wicking ..... 65		CONDENSED MILK Carnation, Tall ..... 5 50 Carnation, Baby ..... 5 00 Hebe, Tall ..... 5 00 Hebe, Baby ..... 4 90 Pet, Tall ..... 5 50 Pet, Baby ..... 5 50 Van Camp, Tall ..... 5 60 Van Camp, Baby ..... 3 60	
CANNED GOODS Apples 3 lb. Standards ..... @1 60 No. 10 ..... @4 75 Blackberries 2 lb. .... @2 25 Standard No. 10 ..... @9 50 Beans Baked ..... 1 25@2 25 Red Kidney ..... 1 25@1 35 String ..... 1 50@2 00 Wax ..... 1 50@2 00 Blueberries Standard ..... @2 50 No. 10 ..... @9 50 Clams Little Neck, 1 lb. .... 1 60 Clam Bouillon Burnham's ¼ pt. .... 2 25 Burnham's pts. .... 3 75 Burnham's qts. .... 7 60		CONDENSED MILK Carnation, Tall ..... 5 50 Carnation, Baby ..... 5 00 Hebe, Tall ..... 5 00 Hebe, Baby ..... 4 90 Pet, Tall ..... 5 50 Pet, Baby ..... 5 50 Van Camp, Tall ..... 5 60 Van Camp, Baby ..... 3 60	
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## GELATINE

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

## HERBS

Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

## HIDES AND PELTS

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
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## JELLY

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

## JELLY GLASSES

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

## MAPLEINE

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

## MINCE MEAT

Per case	3 95
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## MOLASSES

Fancy Open Kettle	60
Choice	58
Good	50
Stock	45
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 40
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 40
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 40
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle,	
No. 2 1/2	5 65

## MUSTARD

1/2 lb. 6 lb. box	30
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## OLIVES

Bulk, 1 gal. kegs 1 50 @ 1 60	
Bulk, 2 gal. kegs	@ 1 40
Bulk, 5 gal. kegs 1 25 @ 1 30	
Stuffed, 5 oz.	1 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

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

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

## Small

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

## Gherkins

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

## Sweet Small

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

## PIPES

Clay, No. 216, per box	
Clay, T. D. full count	30
Cob, 3 doz. in box	1 25

## PLAYING CARDS

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

## POTASH

Babbitt's, 2 doz	2 65
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## PROVISIONS

Barreled Pork	
Clear Back	51 00 @ 52 00
Short Cut Clr	48 00 @ 49 00
Bean	37 00 @ 38 00
Brisket, Clear	55 00 @ 56 00
Pig	
Clear Family	25 00

## Dry Salt Meats

S P Bellies	31 00 @ 32 00
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## Lard

Pure in tierces, 27 1/2 @ 28	
Compound Lard 24	@ 24 1/4
80 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. tubs	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

## Smoked Meats

Hams, 14-16 lb.	30 @ 31
Hams, 16-18 lb.	29 @ 30
Hams, 18-20 lb.	28 @ 29
Ham, dried beef	
sets	37 @ 38
California Hams	21 1/2 @ 22
Picnic Boiled	
Hams	31 @ 32
Boiled Hams	41 @ 42
Mince Hams	20 @ 21
Bacon	38 @ 46

## Sausages

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

## Beef

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

## Pig's Feet

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

## Tripe

Kits, 15 lbs.	90
1/2 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 90

## 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 @ 26
Country Rolls	28 @ 29

## Canned Meats

Corned Beef, 2 lb.	4 50
Corned Beef, 1 lb.	3 75
Roast Beef, 1 lb.	6 50
Roast Beef, 1 lb.	3 75
Potted Meat, Ham	
Flavor, 1/2	55
Potted Meat, Ham	
Flavor, 1/2	55
Deviled Meat, Ham	
Flavor, 1/2	53
Deviled Meat, Ham	
Flavor, 1/2	1 00
Potted Tongue, 1/2	55
Potted Tongue, 1/2	1 00

## RICE

Fancy	
Blue Rose	10 @ 11
Broken	

## ROLLED OATS

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

## SALAD DRESSING

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

## SALERATUS

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

## SALT SODA

Granulated, bbls.	1 80
Granulated, 100 lbs. ca.	1 90
Granulated, 35 pkgs.	2 00

## SALT

Solar Rock	
56 lb. sacks	50

## Common

Granulated, Fine	2 10
Medium, Fine	2 20

## SALT FISH

Cod	
Large, whole	@ 15 1/2
Small, whole	@ 15
Strips or bricks	18 @ 21
Pollock	@ 14

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

## Lake Herring

8 lbs.	
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## SEEDS

Anise	38
Canary, Smyrna	18 1/2
Caraway	80
Cardamon, Malabar	20
Celery	50
Hemp, Russian	9
Mixed Bird	12 1/2
Mustard, white	30
Poppy	80
Rape	15

## SHOE BLACKING

Handy Box, large 3 ds.	5 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

Acme, 100 cakes	5 50
Big Master 100 blocks	6 00
Chimax	5 00
Queen White	5 90
Oak Leaf	5 50
Queen Anne	5 50

## Proctor &amp; Gamble Co.

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

## Swift &amp; Company

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

## Tradesman Company

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

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

## Scouring Powders

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

## Washing Powders

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

## Soap Powders

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

Oak Leaf Soap Powder,	
24 pkgs.	4 25

Oak Leaf Soap Powder,	
100 pkgs.	5 50

Queen Anne Soap Pow-	
der, 60 pkgs.	3 60

Old Dutch Cleanser,	
100s	3 70

## SODA

Bi Carb, Kegs	3 1/4
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## SPICES

Whole Spices	
Allspice, Jamaica	@ 10
Allspice, Iz. Garden	@ 11
Cloves, Zanzibar	@ 55
Cassia, Canton	@ 20
Cassia, 5c pkg. doz.	@ 35
Ginger, African	@ 15
Ginger, Cochin	@ 20
Mace, Penang	@ 20
Mixed, No. 1	@ 17
Mixed, No. 2	@ 16
Mixed, 5c pkg. dz.	@ 45
Nutmegs, 70-8	@ 50
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	@ 21 00
Nutmegs	@ 36
Pepper, Black	@ 35



### What Makes a Nation Friendless?

There seem to be people in Germany who realize that she is a friendless nation to-day and is likely to have only enemies before she has been thoroughly beaten and impoverished. There is likely to be a growing number to realize this and they are beginning to cry out, after having been long silenced by fear of penalties for speaking the truth. The Vorwaerts of Berlin, which has been an advocate of popular government in time past, but has tried to justify the government to which it had to submit, has just given vent to agony over the deception the ruling power has practiced upon its victims, and asks why Germany in the days of trial and defeat has "no such friends" as came to the relief of Belgium first, then of France and of the Entente Allies as a whole, until "finally America sprang" to the side of England "when danger threatened her."

After propounding this question, the Vorwaerts says that the natural inclination is to support the weakest side, but Germany has become that "in this war" and has not gained any sympathy. "Why?" The answer is said to fill a column, but only a brief characterization is cabled over in these words: "She has always been bragging and still brags about her strength. She judged and judges everything and everybody in terms of force. So it is concluded in this jeremiad that Germany is in danger, and that she has, by reason of her false policy, no friends." That seems to be a solemn fact, which everybody else understands. If the German people will only wake up to it and get rid of the evil spirit that has possessed their government so long, they may gradually win friends for their nation. Then the world will rejoice and be glad and there may be lasting peace, but not until then.

### Bicycles and Motorcycles War Essentials.

The bicycle and motorcycle are pushing the war truck very hard for position in the rank of war essentials. Once used almost exclusively for pleasure, they have now become so important that even the Director of Steel Supply, whose word is law for thousands of big manufacturers, feels obliged to show them some consideration.

Representatives of the bicycle and motorcycle industries recently appeared before the Priorities Commissioner and other representatives of the War Industries Board to discuss the needs of the producers. It was developed in the meeting that, in recent years, bicycles have come to be used, particularly in industrial centers, as a method of transportation to and from places of employment and that their pleasure use, formerly so prominent, has become relatively unimportant. It was shown that it would be unwise to deprive users of bicycles of this privilege.

In the case of motorcycles it was demonstrated that the output of the factories is now absorbed almost entirely by direct Government purchases and that the small remainder

is devoted largely to essential commercial purposes.

It was decided, however, that in the manufacture of both bicycles and motorcycles, there were opportunities for substantial savings in the use of steel and rubber, and representatives of both industries pledged themselves to effect those savings through a program of conservation to be worked out with the Conservation Division of the War Industries Board. Subject to those pledges and the carrying out of the conservation plan, it was considered necessary to recognize these industries as "entitled to their reasonable requirements of materials."

### Less Than Ten Per Cent. in Good Condition.

In a survey of the slaughter houses in this vicinity, State Inspector Remus found only seven out of eighty-two in perfect condition. The most sanitary establishment of the lot is one owned by Samuel Brice, the colored string butcher. Forty-four of the houses were forbidden to continue business in the present premises and twenty-two have already started construction on new buildings erected on plans which meet the approval of the inspector. No better work has been undertaken in this locality for many months than the cleaning up of these insanitary slaughter houses by Mr. Remus, who appears to have done his duty in this respect with thoroughness and dispatch.

### Machine Gun Production.

In speeding up of war industries no progress, it is said, is more promising than in the case of machine guns. Before the war this weapon was made to the extent of five per month. It is now being made at between 1,000 and 1,100 per day, and this is only a beginning. The principal American producer is the Marlin-Rockwell corporation, which is turning out 500 machines a day. It has orders for guns valued at about \$31,000,000.

Among the poultry experiments now being conducted on the Government farm at Beltsville, Md., are a number of feeding tests in which the value of vegetable protein is being compared with beef scrap. One pen of chickens fed a mash containing 20 per cent. beef scrap produced in five and one-half months an average of 63 eggs per hen. Another pen fed a mash consisting of 10 per cent. peanut meal and 10 per cent. beef scrap produced an average of 53.4 eggs per hen during the same period. The hens in a third pen which were fed a mash consisting of 10 per cent. soybean meal and 10 per cent. beef scrap averaged 44.4 eggs for the period. In other pens cottonseed meal and velvet-bean meal were fed as part substitute for beef scrap with the result that the hens produced a fair egg yield, although not as high as the hens in the first pen mentioned. In these times of high prices and needed release of wheat feeding experiments involving the use of other products are especially important.

### TO THE MEN OF THE DRAFT.

Men of the Draft!—The great Mother has spoken;  
Ye are her chosen, her Sons of the Quest,  
Strong mid her strongest, unaged and unbroken,  
Sorted and sifted from out of her best—  
Out of her worthiest sorted and sifted,  
Probed to the cores of you, meted and weighed,  
Knighthood, anointed, ennobled, uplifted,  
Men of the Draft! for the Great Crusade.

Little she reckes of the blood that is in you,  
Latin or Teuton, English or Pole—  
Your blood is her spirit in muscle and sinew;  
Your blood is her freedom in body and soul!  
Ye have drunken your fill at the breast of her power;  
Ye were weaned into life as a man she had made;  
By birth-right or breast-right ye stand at this hour  
Hers and the Lord's for the Great Crusade.

Her creed is your creed through all symbols and letters;  
Her God is your God of the common man's right,  
Who shatters the thrones and unrivets the fetters  
And captains His freemen wherever they fight.  
Her vow is your vow that unborn generations  
Shall live by that right as they will, undismayed,  
Till the Peace of the Lord is the Peace of the Nations,  
By your work and His will in the Great Crusade.

But we, the Unchosen, your comrades, your brothers,  
How shall we speak to you? How shall we say  
The word that shall be as our wonderful Mother's  
Aflame in the souls of us men that must stay?—  
The word that is quick with her meaning and teaching  
From our hearts overworn to your youth unafraid,  
The word that shall image her groping and reaching  
Toward the hope of the world in the Great Crusade?

No mortal has uttered the infinite yearning  
That urges her sons to eternal unrest,  
The dumb thought that lives as an ache and a burning,  
Though we drank its white truth with the milk of her breast—  
Though we look on its face in the youth you are giving,  
Though we throb with its joy in her banner displayed,  
In the deaths of her mighty, the lives of her living,  
In her clarion call to the Great Crusade.

Yet this thing we know—where her banner is flying,  
Flinging its flame o'er the leagues of the strife,  
There's a light that shines clear to the eyes of the dying;  
There's a promise in death that is sweeter than life;  
There's a dream of an earth ever freer and higher;  
There's a vision beyond it undarkened by shade  
Of the mystery hid in our Mother's desire,  
The soul and the goal of the Great Crusade.

Men of the Draft!—Ye go forth to the testing,  
To prove to the Mother the thing ye are worth—  
Ye will meet it as men do, half praying, half jesting,  
The highest adventure of man upon earth!  
Ye will face it as men do, half jesting, half praying,  
As a job to be done, or a game to be played,  
Through the blood and the dirt and the wounds and the slaying,  
Right through to the end of the Great Crusade.

Yet ever the will of our Mother within you  
Shall be iron and flame as you fight toward the goal—  
The blood of her spirit in muscle and sinew,  
The blood of her freedom in body and soul!  
And the strength that ye drank from the breast of her power,  
Her faith, and your faith, and the vow that ye made,  
Shall captain you on to the ultimate hour,  
Her triumph and yours, in the Great Crusade!

William Samuel Johnson.



### Learned a Lesson From Traveling Salesmen.

"I have always felt unfriendly toward visiting salesmen until an insurance representative taught me differently," says a merchant who has two thriving country stores and one city store.

"One day this man walked in and enquired right to the point if I wanted any insurance. I told him I was insurance poor, and, furthermore, I didn't have time to bother with salesmen; that when I wanted anything I sent for it. Well, he looked around the store a bit and finally he asked me where I got the fine idea of sorting out each product into separate shelves. I had my canned goods on one shelf; my cereals on another, and so on. When I didn't reply to him he said: 'I'll bet a traveling salesman told you that.' Of course one had told me. Then he complimented me on the arrangement of my cigar case and my method of giving receipts. 'A traveling salesman told you that, too,' he volunteered to me.

"And so on. With each remark he made it clearer to me that many of my improvements were the results of ideas contributed by traveling salesmen, and that it would be good policy for me to give each visitor the courtesy of an interview because each one had an idea to impart. His conversation with me not only helped him out of a hole; it also changed my whole attitude toward visiting salesmen. That man's method would work, I should think, for any salesman who sells anything to retail merchants." Clarence T. Hubbard.

### Compulsory Candling Improves Egg Quality.

Although in the past the importance of candling eggs has been repeatedly pointed out, the practice has been, for the most part, a voluntary matter among country egg buyers. As the result only a few, comparatively, candled and producers who sold eggs of poor or doubtful quality received as much for them, in many instances, as was paid in the same locality for the fresh, first-quality product—an obvious injustice with no incentive toward improvement in quality. The general level of prices to producers was consequently depressed in order to make up for the losses from bad eggs which had little or no market value. Experience during the summer months of the past five years, according to Government specialists, shows that about 25 per cent. of all eggs were a total loss, and 40 per cent. materially depreciated in food value. The Food Administration has made candling compulsory. The Food Administration, in line with this, has specifically requested producers to offer for sale eggs known to be fresh and to support the general plan of paying for eggs on the basis of quality, thus ensuring justice to all.

### Olive Oil Has New Competition.

Whether the Spanish government has been moved to modify its embargo against olive oil by competitive conditions or not, there is more or

less evidence that old Mother Necessity, in the midst of war, is rapidly discovering substitutes for olive oil heretofore unsuspected, and some of them likely to prove serious competitors.

Once upon a time the olive oil was regarded as the only source of good edible oil, but many years ago cottonseed oil came into good repute, followed later by peanut oil and copra oil, corn oil, soya bean oil and various other nut oils. Under the impetus of the chemists skill they have been steadily improved in quality and are now quite acceptable. More recently, due to embargoes and the general appreciation of vegetable fats as food, there have appeared oils pressed from the kernels of peach and apricot pits, which are declared fully equal to olive oil, and finally comes news that an acceptable oil is being pressed from grape and raisin seed.

Even the mineral oils are claiming recognition as edible products. We are also discovering new products made by treating edible oils with hydrogen gas, and solidifying them so that they are made usable in place of lard, butter and other animal fats. All in all, the vegetable oil industry looks to be one to which the war has brought blessings rather than adversity.

### Good-Egg Campaign.

The good-egg campaign of the United States Food Administration is bearing fruit, and bad eggs are as scarce as hens' teeth in many sections of the country.

The rigid rules laid down for the candling of eggs on June 1 have provided a safeguard which has reduced losses to an astonishing amount. One company in Tennessee reports that the quality of eggs which it handled in the first ten days of June showed a marked improvement and that it looks forward to a virtual elimination of loss from spoilage.

Prior to June 1 they had been losing about twenty-one eggs in every case. At the time of their report this loss had been reduced to an average of four to each case.

—Bakers' Review.

### Indian Pipes.

Written for the Tradesman.

Slender stems like frost abright—

In the dim-lit forest shade—

With an opalescent light

Are you the pipes the Indians made?

Snuggling close each other so

With your pearly heads adown,

Surely fear you cannot know

Wearing such a spotless crown.

Are you flower or fantasy?

Ghost-plant some would feign call you;

Through your very self I see

But your heart I wish I knew.

Shunning sunlight—timid thing

From the leaf-mould in decay,

What's the message you would bring

Where was life one yesterday.

Bearing not on high your head

Altogether boastfully

O'er the ashes of the dead

Claiming yours the victory,

Rather bending low your face

Whispering to a sordid earth

Life will ever claim its place

Time and tide reveal its worth.

Every age is made to serve—

Sordid days or sordid dust;

Every one, as they conserve,

Lives again, for live we must.

Charles A. Heath.

## 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.

To Trade—680 acres improved land for general stock merchandise. Price \$25.00. Address Box 292, Purcell, Oklahoma. 897

Extraordinary Chance—Complete up-to-date hardware stock in live town 25 miles from Port Huron. Inventory from \$10,000 to \$11,000. Terms cash. Good business established. Correspond with Patent, Box 25, Capac, Michigan. 898

Wanted—A merchant for a general store in one of the best farming communities in Michigan. Nice building. Cheap rent. Address, F. J. Lawrence, General Delivery, Hastings, Mich. 899

For Sale—\$425 double-door, Mosler Fire and Burglar Proof Safe, 54 x 38 x 31 outside. Will sell cheap. Lenmar Manufacturing Co., Saginaw, Michigan. 901

For Sale—Hall safe, 24 x 24 x 37 outside. Big bargain. Lenmar Manufacturing Co., Saginaw, Michigan. 902

For Sale—Armand Hotel in Osage City. A fine hotel containing 18 rooms. Strictly modern. Hotel and cafe combined. Opposite Santa Fe depot. Address Armands Hotel, Osage City, Kansas. 903

Punctureless automobile tire, with or without casings. Substituting compressions of an elastic body throughout and against the periphery of the tire for compressed air. It is a mechanical equivalent to a pneumatic tire in appearance and action, except punctures are impossible. The United States and Canadian patents are for sale. Address enquiries to B. A. Lange, 406 Market Street, St. Louis, Missouri. 904

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

For Sale—\$18,000 stock of dry goods, furnishings and shoes, mostly at the old prices. Established business in good manufacturing district in Detroit. Seven year lease at cheap rent. Good reason for selling. Address No. 888, care Michigan Tradesman. 888

For Sale—Good established grocery business located on one of the best corners on Gratiot avenue, Detroit. Rent reasonable. Will take \$2,000. Reason for selling, am expecting to be in one of the next drafts. Address No. 889, care Michigan Tradesman. 889

Your window is your greatest asset, our colored current event cartoon service attracts 200% more people to your window. It brings you greatly increased publicity which results in increased sales. Write for particulars. Experienced advertising men, write us regarding our salesmen's proposition. Paramount Advertising Corp., 1475 Broadway, New York City. 894

Store For Sale—The Hub clothing, gents' furnishing, store. Up-to-date. One year old. Down-town location. Reasonable rent. Good reason for selling. The Hub, 119 Michigan Ave., Detroit, Michigan. 896

Fine bakery; two good restaurants for rent or sale (terms). Splendid locations, modern equipment, living rooms. Write now. Box 127, Chrisman, Illinois. 873

Wanted—Registered pharmacist or experienced drug clerk. Good wages, hours and steady position for right party. Schröder's, Grand Rapids. 877

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

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

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

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

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

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

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

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

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

### HELP WANTED.

WORK SHOE SALESMAN—For Milwaukee line exclusively work shoes of high grade wide variety and at competing prices. Just Michigan open. Established trade. Want good mixer, persistent, self-confident man on straight commission basis. No side line. Appointment subject to personal interview. State qualifications and references in first letter. LUEDKE SCHAFER BUTTLES CO., Milwaukee, Wis. 900

Wanted—Clerk for general store work; from 4 to 6 years' experience or more. If within draft age must be classified in class 3 or 4 or later. Position steady. Salary \$100.00 per month. Give references. C. E. Murray, Midland, South Dakota. 890

### POSITION WANTED.

Wanted—Position as traveling salesman after Sept. 10. Tobacco line preferred, but other lines considered. Not in draft age. Best references. Address No. 895, care Michigan Tradesman. 895

### SEE NEXT PAGE.

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

## Economic Coupon Books

They prevent disputes.

They save book-keeping.

They limit the line of the customer.

They give the merchant interest on past due accounts.

They put all credit transactions on a cash basis.

Free Samples on Application

Tradesman Company

Grand Rapids - Michigan



## PACKAGE GOODS VS. BULK.

## Economy That Lies in the Carton Container.

I firmly believe that package goods are more profitable to the retail grocer than bulk goods: First, as a money maker; as a convenience, as a silent salesman, and as a sanitary feature.

No doubt my friend who holds the negative view will tell you by the conservation of material, such as paper, tin, glass, etc., that enter into the make-up of packages necessary for the marketing of the products of our country, that millions of dollars will be saved the American people in the buying of food products at lower prices in bulk than in packages.

Also, no doubt, he will picture the retail grocer becoming a millionaire from extra profits derived from the sale of bulk goods and he may go farther and make the statement that our present war with Germany may be won through the same source of revenue. But, let me tell you, he is not thinking or seeing straight if he puts up any such argument as a money saver for the customer and a money maker for the retailer; expecting thereby to win this war for a world-wide democracy.

The American people must, of course, conserve their wastes; not only in food stuffs, but money. But they can best do it by purchasing their food products in packages only, at the right prices, at up-to-date cash-and-carry grocery stores; also save money by carrying their purchases home, not asking for service, but doing their own service. Saving the time of charging goods by paying cash is one way the American buying public can make and save money. The retail grocer can make most money by selling well-advertised attractive-looking packages. They require in many and many cases no salesmanship, but just a display, they talk for themselves.

And, as to winning the war, we are asked: "Are you going to win the war with packages?" I say yes; with 10,000,000 sons, the pride of American youth; "packages" with hearts, soul, brain and blood enclosed; human "packages" that, hurled against the German Hun will wipe from the face of the earth Prussian militarism and make the world safe for a free and independent democracy. And every package will be marked "Made in America."

But let us take up the argument in favor of packages. First, as a money-maker: I will offer in evidence a picture of an up-to-date, perfectly arranged cash-and-carry package grocery somewhere in New York State. Marked exhibit "A" for identification as against one that your imagination would have to create—as none exists—an all-bulk-goods grocery store. In the up-to-date package store you will find a well displayed, price marked, general stock. The fact of it being so eliminates about 50 per cent. of your overhead in clerk hire. A clerk can wait on from two to three customers in the cash-and-carry store in the same length of time he would use in waiting on one charge-and-delivery

customer in the other kind of store.

Also count the time wasted in following charge customers around the store, because they do not know just what they want but are willing to take your time for a small order on which you make ten or fifteen cents profit, with cost of twenty cents to deliver. No money in that; just a money loser.

Second, as to convenience. Hardly any argument necessary on that part, when you think of the time wasted and the money lost in weighing and doing up packages of food, saving nothing of por shrinkage. It recalls the old days of the hand-grinding coffee mill and the many sales you lost while customers waiting saw you had from three to five pounds of coffee to grind and went out of your store to buy elsewhere. Compare it to the up-to-date electric coffee mill of to-day. While it is doing its work you are waiting on the extra customer and getting the extra profit.

Third, as a silent salesman. We go through schools and colleges to acquire the art of languages. But did Mr. Salesman ever learn the language of the little jar, the tall bottle and the attractive, labeled can and package? They have a language all their own. Their silent talk is a money-maker for the grocer. I never go into a well displayed grocery store without getting in conversation with the packages rather than with the proprietor; as the proprietor has his collective stock to sell the packages has its personal self to sell. It says to you: "Don't I look good to you?" There never was a time in the history of business when packages of all kinds are crying out to be brought forward to the front, cleaned up and converted into cash. For who? You Mr. Grocer, if you will only listen to the language of the silent salesman, the package.

Fourth—As a Sanitary Feature—"Cleanliness is next to Godliness." applies to what we eat as well as to our Saturday night bath. The cleanliness of packages with food in them, protected from the thousand and one dirty conditions of the average grocery store, appeal to everyone. Looking back over forty-seven years of business career as a retail grocer I view with pleasure the passing of the old time grocery store with its sawdust floor, display of fish kegs and boxes in the most conspicuous and prominent part of the store, filled with all kinds of food stuffs that we had to put up in paper, having no bags. Those were the "good old days" of bulk goods, my opponent says:

Yes, like the passing of an old friend where the spider wove his web and the festive fly made life unbearable to its occupant they have passed to the storehouse of memory and the great American people now sit in the luxurious lap of modernism. So passes the old time grocery, fly specks and all, relegated to the storehouse of memory never to return because it had to make way for the modern, up-to-date, cash-and-carry package store.

Living in the 20th century one may

graciously bow to the greatest of all centuries, for in it we have seen the advent of many great things of wonderment, beside which other centuries sink into insignificance. Even nature has done its bit in giving us the seedless apple, orange and lemon. And man, not to be outdone, has given us the meatless, the wheatless, the heatless and the coal-less days, but may we never see the return of the packageless store. J. Walter Duncan.

## Panne Velvet Most in Favor.

Panne velvet promises to be one of the leading materials in women's hats for the coming fall season, according to the bulletin of the Retail Millinery Association of America. It is most popular at the present time, at any rate. Black, brown, navy, purple, and taupe are the colors most frequently seen in this fabric, while light shades are used for facings. Velvet is also used but, as velvet has been more or less of a staple material and has been used extensively for so many years, panne velvet is a needed change, it is felt, and will probably lead this season. It is employed both in tailored and in dress hats and for the draping of turbans and crowns of various shapes. At present panne velvet sells best when combined with another material, but the prediction is that later in the season solid panne will be most wanted.

## Tapestry Business Still Good.

The tapestry industry is reported to be doing a fairly substantial business, although like many others its clientele is undergoing a revision. Those of wealth, on whose patronage manufacturers depended for business in former years, are too occupied with war bonds and other funds, charities, income taxes, etc., to devote much attention to the less essential matters of household decoration. The business now being done by tapestry houses comes from those of wealth in the country whose affluence is of more recent growth and whose dwellings are still to be furnished up. From such sources demand has been very good, and if volume of business has not increased it is holding its own in a very satisfactory manner.

## Full-Length Panels Liked.

There has developed during the summer months quite a vogue for dresses with sweeping full-length panels hanging from the shoulders down to the bottom hem of the skirt. This feature has been seen in everything from the gingham or calico dress to the most elaborate summer evening gown. It is now attaining equal prominence in fall lines. While it by no means monopolizes the fall style field, this feature seems destined to a prominent place in the well dressed woman's wardrobe during the coming season, just as it figures conspicuously in the orders already placed by discriminating retailers everywhere.

You may think that your personal character has nothing to do with the sale of goods in your store, but it does have a good deal to do with the confidence people feel in your goods.

## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Sept. 3.—John J. Hauser, who conducted a saloon and soft drink parlor at 104 Ionia avenue, Grand Rapids, has filed a petition for adjudication in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities, \$2,492.75 and assets consisting of household goods valued at \$250, which are claimed as exempt. The creditors of said bankrupt are as follows: Dr. W. A. Dorland, Grand Rapids \$ 50.00 Henry Smith, Grand Rapids ..... 2.50 G. R. Taxi Co., Grand Rapids ..... 10.00 Sanitary Milk Co., Grand Rapids ..... 5.00 Dr. Thos. C. Koon, Grand Rapids ..... 6.00 Houseman & Jones, Grand Rapids ..... 17.00 Dr. A. V. Wenger, Grand Rapids ..... 50.00 E. J. Curry, Grand Rapids ..... 42.00 Geo. Hanna, Grand Rapids ..... 6.00 John Noel Company, Grand Rapids ..... 3.00 Lewis Electric Company, Grand Rapids ..... 2.25 Holy Rosary Academy, Bay City ..... 101.00 Donovan Credit Clothing Co., Grand Rapids ..... 30.00 Dr. Louis Barth, Grand Rapids ..... 20.00 St. Mary's Hospital, Grand Rapids ..... 5.00 Collins Ice Company, Grand Rapids ..... 30.00 Dierdorf Cigar Co., Grand Rapids ..... 33.00 Woodhouse Co., Grand Rapids ..... 35.50 A. L. Joyce & Son, Grand Rapids ..... 8.50 National Grocer Co., Grand Rapids ..... 25.00 Goodspeed Realty Co., Grand Rapids ..... 27.50 Radcliffe & Co., Grand Rapids ..... 5.00 Wurzburg Company, Grand Rapids ..... 125.00 Arthur W. Hess, Grand Rapids ..... 47.50 Siegel Co., Grand Rapids ..... 115.00 Consumers Ice Co., Grand Rapids ..... 30.00 Druke-Lynch Co., Grand Rapids ..... 100.00

The following are debts of Dekker & Hauser, a copartnership of which petitioner is and was a member, and for which he is now contingently liable and asks discharge, so far as his individual liability is involved.

John Grabel, Grand Rapids ..... \$ 18.00 Anna Knoonhuizen, Holland ..... 300.00 C. A. Scheuffer, Grand Rapids ..... 18.00 Julius Loser Company, Chicago ..... 400.00 Greenbaum Bros., Louisville ..... 200.00 Furniture City Brewing Co., Grand Rapids ..... 505.00 G. R. Brewery Company, Grand Rapids ..... 60.00 Peterson Brew. Co., Grand Rapids ..... 25.00 Furniture City Brewing Co., Grand Rapids ..... 35.00 Heyman & Company, Grand Rapids ..... 300.00 Walter Hotham, a machinist of the city of Muskegon, has filed a voluntary petition for adjudication in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities, \$413.50, assets, \$250, claimed as exempt. Following are the creditors of said bankrupt: John W. Jackson, Shelby ..... \$370.00 Shroeder Bros., Shelby ..... 32.50 Harrison Lumber Co., ..... 10.80

The United States Food Administration considers the practice of slaughtering so-called broiler turkeys, weighing 2 to 4 pounds each, which is approximately one-fourth of the weight of the matured birds, wasteful. This department of the Government is appealing to hotels, clubs and restaurants, where this class of poultry is mostly consumed, to discontinue the service of these small birds. It is the request of the Food Administration that dealers refrain from purchasing immature birds and also that they encourage producers to allow them to grow to proper size, thereby increasing our meat supply.

On guard against the pink bollworm of cotton and other insect enemies of plants, the Department of Agriculture has undertaken the largest fumigation project ever attempted. Five fumigation houses will be erected along the Mexican border, at great cost, and in these, freight cars, motor-trucks, and wagons entering the United States can be treated with hydrocyanic-acid gas.

## BUSINESS CHANCES.

Wanted—To buy a small second-hand elevator. State cash price and send full particulars at once. Hilderley & Sprague, Hersey, Michigan. 905



# The Master Cigar



Manufactured only by the

## G. J. Johnson Cigar Co.

Grand Rapids, Michigan



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It is to your interest to give your trade to the loyal manufacturer.


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are carrying especially prepared copy  
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**Get into the game and help.** No article sold in the grocery store affords more opportunity for saving food than Baking Powder.

**A good way to help the Food Administration—**sell Calumet Baking Powder with corn and other coarse flours. You will save wheat for the Government. You will save time and trouble for yourself. You will be sure of satisfactory results. The Government has selected **Calumet Baking Powder** for the Army and Navy. Your jobber will sell you **Calumet**, or you can write us for our Special Quantity Discount Deals.

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**YOU SAVE WHEN YOU BUY IT**  
—A moderate priced Baking Powder of greatest merit. Honestly made. Honestly sold. Economical in every way. Every particle is full of actual leavening value. A full money's worth.

**YOU SAVE TIME WHEN YOU USE IT**  
—You save time when you use it. Calumet is all baking powder. It begins to raise bakings the instant they are put into the oven. You don't have to keep "peeping" to see if bakings are all right. You know they are. Calumet is *sure*—never fails. That's economy. And true economy—is cost—in use—in time.

**YOU SAVE MATERIALS IT IS USED WITH**  
One trial will prove it and show you in results why millions of shrewd, thrifty housewives prefer Calumet to all other brands.

The unfailing strength of Calumet guarantees perfect results. Not only saves flour—sugar—eggs, etc.—but saves Baking Powder. You use only a teaspoonful—you use two teaspoonfuls or more of most other brands.

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1/4 Lb. 10c  
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