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MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 18, 1918

Number 1826

CLEAR THE WAY.

Men of thought! be up, and stirring
Night and day:
Sow and seed—withdraw the curtain—
Clear the way!
Men of action, aid and cheer them,
As ye may!
There's a fount about to stream,
There's a light about to beam,
There's a warmth about to glow,
There's a flower about to blow;
There's a midnight blackness changing
Into gray;
Men of thought and men of action,
Clear the way!

Once the welcome light has broken,
Who shall say
What the unimagined glories
Of the day?
What the evil that shall perish
In its ray?
Aid the dawning, tongue and pen;
Aid it, hopes of honest men;
Aid it, paper—aid it, type—
Aid it, for the hour is ripe,
And our earnest must not slacken
Into play.
Men of thought and men of action,
Clear the way!

Lo! a cloud's about to vanish
From the day;
And a brazen wrong to crumble
Into clay.
Lo! the Right's about to conquer;
Clear the way!
With the Right shall many more
Enter smiling at the door;
With the giant Wrong shall fall
Many others, great and small,
That for ages long have held us
For their prey.
Men of thought and men of action,
Clear the way!

Charles Mackay.

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

DIAMOND CRYSTAL

*The Salt
that's all salt.*

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, 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



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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor

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THE DRY GOODS TRADE.

National war developments during the past week have served to change the views of many dry goods merchants. During the next six months the Government calls upon all to give their very best in the way of assisting the war plans that are afoot, and that means many radical changes. The changes forecast by the registration last Thursday appealed to merchants because many of them could see where draft calls would disrupt their organizations. With such possibilities ahead of them many could see new reasons for greater conservatism in forward purchases and in making long-term engagements of any sort.

The reduction of credit requirements urged by the Federal Reserve Bank of New York struck merchants with new force and it is doubly necessary now that there shall be no overbuying, a postponement of non-essential construction and expansion, a further reduction in stocks carried, and the taking of steps within the trade for the enforcement of all kinds of business and merchandise economies.

There will be more opportunity to buy knit goods from manufacturers, where cotton goods will serve, but all things point to a greater contraction in the supply of wool goods for civilian purposes. Silk is not on the list of priorities issued by the Government and that has served as a new warning that nonessentials in silks shall not be produced as in normal times. To do otherwise may force further Government restriction, a fact some conservative silk merchants have urged on the trade for months. Everything possible should be done within the trade to prevent any exploitation of luxuries that may provoke public demands for restrictions. The same thing applies to novelty production in many other lines of the textile industry.

A poorer crop outlook, a drive for

the Liberty Loan and constant agitation at Washington of legislation affecting revenues and incomes will tend to increase conservatism in the purchase of nonessential things, many of which go to make up the daily business of dry goods men. And this conservatism will be asked for in every channel, for more and more the popular desire grows that the business of war be furthered, to the exclusion of the business of peace. The harder the force of war is applied the sooner the works of peace may be undertaken. Wholesome energy and co-operation are going to be urged because so many million people are going to keep their minds on the sacrifices of fighters, and their eyes out for all those who will stand in the way of the Nation winning the war right.

The cotton goods trade has been setting its heart on an advance of fixed prices for yarns and cloths by the Government by October 1. The developments of the day, foreshadowing a stabilization of raw cotton prices through Government control for its own and its Allies' needs, make it very doubtful whether such a rise will occur. An advance may only tend toward widening a vicious circle of speculation and doubt at a time when a reduction would be far more popular. Throughout the trade the question is frequently asked: "Why should the trade strive for high profits on nonessentials, when war profits promised are good, and when the Government will take a larger share of them all, the higher the ratio of profits goes?"

Private cars are disappearing for the duration of the war. Some time ago, as active travellers on the track of the country, they became non-existent; dead storage claimed them very soon. Now, however, the Railroad Administration contemplates taking them out of camphor, ripping out all their beautiful mahogany, satin-wood, Circassian walnut interiors, and changing them into ordinary sleeping and chairs cars. Mayhap, even, the special that once flashed the famous Death Valley millionaire across the continent, to a world's amazement, will shortly accommodate the limbs of a lot of hard-fighting soldier boys. Your millionaires and railroad presidents will now admit that private-car travelling was always a bore, anyway. There is nothing like a seat in a really "thick" smoking car, listening to the tobacco-drenched gossip of the Average Man letting the world know what he thinks of his railway administration. Being forced to play Haroun al-Raschid will not hurt our railroad heads.

THE ALLOCATION OF WOOL.

A somewhat erroneous impression seems to have been created, designedly or otherwise, as to the purport of a statement from the Woolens Section of the War Industries Board the other day. What was announced was, not that there was an absolute lack of wool for civilian uses, but that none of that in the Government possession or control would be allocated for such purposes for the present. As a matter of fact, however, the mills—or the more important of them—still seem to have wool in quantity which is not being used for military requirements. The Woolens Section wisely refrained from giving details of the wool now in this country. It is a curious circumstance that no one representing the vast garment industries of the country is a member of the section, although that interest is a larger one in value of output and in numbers employed than is the woolen manufacturing industry. At the head of the section is an ex-selling agent of a woolen mill, and, now that its number has been added to, the new members also represent woolen manufacturers. So far as the general public is concerned, it has no representation in the section, unless a member of the Market Bureau of the Department of Agriculture recently selected as an adviser be so considered. To many, the exclusive composition of the section seems a drawback to its usefulness.

The sudden death of Samuel A. Freshney, district manager of the Consumers Power Co., is a great loss to the business interests of the city and the community as a whole. Mr. Freshney, unlike too many public utility officials, was as approachable as a merchant or banker. No one who had business to transact with him had to send in a card and await the pleasure of the recipient. Every caller was given an immediate audience, whether his mission involved a matter of cents or thousands. Having served as a traveling salesman in the early days of his business career, he realized the value of time to the man who has a mission in life and never threw unnecessary burdens on those who had occasion to call on him. While he weighed every proposition presented to him in the light of experience, and with due regard to the interests of his employers and the public, he reached his decisions quickly and stated them so clearly that there could be no mistaking the meaning he intended to convey. Kindness and courtesy were cardinal features of his career. He never offended any man, intentionally, and never uttered a word that would

wound the feelings of a woman or child. Liberal in his views on all questions of life and action, broad in vision, firm in method and lovable by nature, Mr. Freshney leaves an enviable record which will be recorded in history as one of the priceless heritages of the city.

Velvets, velveteens and various fur plushes have been very much in evidence in the fall trade in women's ready-to-wear garments, and local representatives of mills making these materials report that they are pretty well sold out for the rest of the season. There has not been the usual array of new novelties this fall, either in the way of weaves or of colorings, but business in staple lines and those fancies which have almost come to be looked upon as staples has been sufficient to keep factories working as hard as they could under present conditions. Few mills are seeking, or in fact will accept, further business for the present season and all are considerably more concerned with the question of keeping deliveries up to schedule than with anything else.

The assurance that cotton wanted by the Government will be priced in accordance with the President's suggestion, which is, of course, in line with the suggestions made by the chief of the War Industries Board, is taken to mean in the goods market that prices on cloths and yarns for the Government will be controlled in large part by the action on cotton. Anxieties among coarse goods and coarse yarn manufacturers have been multiplying since cotton went above 30c a pound, and the President's announcement has tended to relieve them.

Government workers are looking forward to a thorough combing out of many of those who were employed in various departments to help during the emergency of adapting industry to war conditions. Some of the workers in cotton goods sections expect to be invited to put on uniforms and get into more strenuous war work in the near future.

Merchants think that a great deal of needless waste occurs in the frequent demands for the submittal of bids when prices are known and when the Government has full power to apportion orders with those who can fill them.

The good business ideas in your trade paper will get business for you if you put them in practice. If the ideas don't fit to-day, file them away where they can be found when wanted.

HEAVY HAND OF HOOVER.

It Is Likely To Fall on Alleged Profiteers.

Washington, Sept. 16.—Using mathematics, philosophy and food prices in proper combination, the U. S. Food Administration has overcome a baffling difficulty in comparing nutritive values and prices of food on a large scale. For the first time, prices paid producers for all products, as a group, can now be compared on the proper basis with their wholesale prices even though many of the foods have passed through mills, canneries, packing houses or have been transformed by other manufacturing processes. Two formulas make the comparison possible.

Step by step commodity experts in the Food Administration have undertaken to reduce the "spread" in prices between producer and consumer, especially of the more important staple commodities. But obstacles encountered in determining the relative importance of different foods in the program of control seemed to baffle solution. Plainly it is of less consequence to have the price of eggs advance 20 per cent. than to have the price of wheat advance 1 per cent., because wheat means vastly more in keeping the Nation adequately nourished. But in other cases, the relationship was less obvious. Efforts to compare pounds of meat with bushels of potatoes, or cases of canned fruit with quarts of milk resulted in problems of amazing complexity.

Besides, the Food Administration had to consider international needs, nutritive values and price policies for maintaining adequate production. The additional war factor of quick decision made the need for a simple method of calculation imperative. If an inordinate rise occurs in the price of some staple food which is a mainstay of a nation's nutrition, the population will be undernourished. Such a condition must be forestalled.

Algebra and Index Numbers.
Dr. Raymond Pearl, the Food Administration's chief statistician, has now produced an algebraic method of using so-called "index numbers" in such a way that all foods, together with their prices and nutritive values, can be compared quickly. Here are some of the relationships already apparent and having popular interest. Some of the statements may seem familiar but the reader should bear in mind that these conclusions are not general observations but are derived mathematically from actual prices:

The level of prices received by producers fluctuates considerably more than does the wholesalers.

Prices paid producers are slower than wholesale prices in getting under way in any general change of price levels.

When the general rise in the level of food prices incident to the war began, in the latter part of 1915, the farmer was two months later in getting off the mark than the wholesaler.

But the lack of alacrity in starting was more than compensated for by the vigor and persistence of the climb, once it was under way.

The general level of producers' prices was 116 per cent. higher during May, 1917, than it averaged during the three years before the war.

The rise of wholesale prices of staple foodstuffs which had been continuous and at an ever-increasing rate since the autumn of 1915 stopped abruptly in May, 1917, when Mr. Hoover, with the approval of the President, began to attack the problem of food prices.

Prices to producers have continued to rise with some fluctuations but at a generally less rapid rate than prevailed in 1916 and 1917.

The general level of prices re-

ceived by producers in May, 1918, was 2 points higher than in May, 1917.

During the same period, the level of wholesale prices declined 14 points. A "point" is a figure derived by mathematical means and takes into consideration the relative amounts of different foods marketed and properly compensates for the various units of weight and measure.

The new method of calculation is useful in judging the merits and true food values of substitutes for staple products, and for checking up food data of various kinds. It contributes definitely toward removing the variable factor of human judgment and making food administration more nearly approach an exact science.

Output of Mill Feeds.

To acquaint farmers with conditions prevailing in the mill feed industry the Food Administration outlines developments that may be useful as a guide when purchasing feeds. Most of the European countries have gathered their harvests and are now grinding wheat. The foreign demand for flour from the United States has slackened and has been replaced by a considerable demand for American wheat.

Shortage of animal feeds prevails among all the Western Allies, which now prefer to purchase wheat rather than to buy flour and mill feed separately. Wheat can be loaded very rapidly aboard ship on the American seaboard by mechanical conveyors. This operation consumes much less time than loading the equivalent of wheat as flour and its by-products and saves space.

One result of this development is a temporarily light production of wheat mill feeds in the United States. It should be recognized, however, that even with normal production of such feeds, the demand was expected to exceed the supply since the schedule of fair prices established for feed at the suggestion of the Agricultural Advisory Committee has made it very cheap, much cheaper in fact than it is worth compared with other feeds of equal nutritive value.

The reduced output of wheat mill feeds is accompanied fortunately by an unusually large production of certain coarse grain products. Food Administration regulations provide for an extraction from barley of only 55 per cent. flour, leaving nearly 45 per cent. of the barley berry for feed which is remarkably rich and nourishing. Barley feed in itself is not a substitute for bran, but needs to be mixed with other light material, such as oat feed, to give bulk. There is an ample supply of oat by-products at prices averaging less than the cost of bran.

As a result of the large wheat crop the "Fifty-Fifty" rule requiring the purchase of equal amounts of substitute cereals with wheat flour has been modified and this is expected to increase the output of American flour mills and result in more mill feeds.

The Food Administration recognizes that the amount of brewers' grain is less than normal and distillers' grains have almost disappeared from the market. Corn by-products, although uncontrolled in price, are plentiful. The period for which these conditions are likely to prevail is undetermined, but the situation will be materially changed when foreign orders for flour from this country are again being filled.

Wheat Marketing Developments.

For the guidance of wheat growers in selling their 1918 crop, the Food Administration outlines developments in marketing conditions and suggests means of procedure during local car shortages. The movement of wheat to primary markets, for the period July 1 to August 23, 1918, was 105,500,000 bushels, which is nearly quadruple the movement during the corresponding time in 1917 when

28,750,000 bushels moved to market.

This enormous migration of wheat from producer to milling and consuming areas had made it difficult for growers to secure cars when desired. The movement of corn and oats, which is also greater than last year, has aggravated the grain-car shortage. Under these conditions certain elevators and grain dealers, it is learned, have sought to reduce the price paid for wheat to an extent that some offerings were below the price which farmers expected.

May Store Wheat Temporarily.

The Food Administration is now collecting data and information upon which to base conclusions as to what is a fair remuneration for a country elevator, dealer or operator to receive. In the heart of wheat producing areas where a large volume of business is handled, and where expense of operating is low, present conditions indicate that five cents per bushel is an ample charge. In other districts where facilities are not modern and where the volume of business is smaller, eight cents is perhaps not too much. In special cases the margins may fall outside this price range which is only suggested. Actual determination of a fair buying margin must depend on local investigation.

Farmers who are able to get cars are protected because they can ship directly to the Grain Corporation at the nearest primary market. Where cars are unobtainable the producer's best alternative is to store his wheat until he is offered an acceptable price by his local operator.

Farmers may learn from the Federal Food Administrator in their state what price is approximately fair and they will not be considered unpatriotic for holding their wheat until they are either offered a satisfactory price or can secure a car in which to ship to the Grain Corporation.

Avoid Mixing New and Old Grain.

When wheat is to be stored on farms, special care should be taken to clean the granary thoroughly and avoid mixing the new crop with old grain. A clear statement entitled "The Plan of Wheat Flour Control for the 1918 Wheat Crop" has been prepared by the Food Administration and has already received wide circulation through the press, official channels and the grain trade. It is now in the form of an eight page pamphlet which may be secured by persons having difficulty in marketing their wheat. In addition to discussion of the general plan, the pamphlet contains a list of the primary markets with fair prices, gives directions for shipping wheat to the Grain Corporation and discusses wheat grades over which the U. S. Department of Agriculture has jurisdiction.

Additional relief of the situation is expected to follow arrangements for the purchase of wheat by Buffalo, Cleveland and Toledo markets under control of the U. S. Food Administration. The prices to be offered at these lake terminals will directly reflect Government seaboard buying prices and will relieve dealers of present extraordinary risks in buying grain that must be stored, owing to the absence of Government buying at crowded terminals.

Cheapest Insurance Premium He Pays.

A Kalamazoo retailer, in renewing his subscription, writes as follows:

Kalamazoo, Sept. 17—I pay \$20 for a \$1,000 insurance policy on my stock on the assurance that in the event of my store and stock being destroyed by fire I will be indemnified to the extent of \$1,000.

Likewise, I pay \$2 for a yearly subscription to the Michigan Tradesman, not only to keep me thorough-

ly posted on wholesale prices and market conditions, but also to protect me against sharks and cheats who constantly prey upon the honest merchant, seeking to inveigle him into all sorts of questionable schemes by means of clap trap statements and catch contracts. The Tradesman has already saved me several hundred dollars in this manner because of its fearlessness in denouncing such concerns as the Partin Manufacturing Co. and the numerous fraudulent concerns located at Iowa City, Iowa, which prey on the credulity of the average merchant, invariably approaching him at a time when he is too busy to give the proposition due consideration. That is why I call the Tradesman the best insurance policy any merchant, large or small, can possibly possess. It is a positive protection against imposition and fraud, because I have learned, with much pleasure and satisfaction, that any scheme which has not been passed upon by the Tradesman will be promptly investigated by the editor in a much more thorough manner than any merchant can do it. I have received so much assistance along these lines that I would not hesitate a moment if the publication found it necessary, during the stress of war time, to increase its subscription price from \$2 to \$5 per year. Being a stockholder in local paper mills, I know something about the unparalleled advance in book paper, such as Kalamazoo mills make and the Tradesman uses, and it would not surprise me in the least if the Tradesman was soon forced to increase its subscription price as a war measure to enable it to keep its head above water. When that time comes I want to be the first merchant in Michigan to enroll my name as commending the advanced price, because no matter what price the merchant pays for the Tradesman, he is still ahead of the game. He gets more than he pays for every time, no matter how large or how small his business may be.

Abandon Use of Tin in Containers.

Chocolate and cocoa manufacturers have signified their willingness to effect substantial savings in tin and steel by packing their products in containers made of other material, as set forth in resolutions adopted by the Committee of Cocoa Bean Grinders and Consumers, in conference with the Food Administration.

Manufacturers will adopt new containers not made of tin or any other metal as soon as present stocks are used up, which must not exceed a period of five months at most, according to the resolutions. These containers will be square or oblong, instead of round, to save packing space.

It was further recommended that cocoa and chocolate, sweetened or unsweetened, in powdered form, shall be put up in packages not smaller than one half pound, or in packages of one, five, ten, twenty-five, fifty, or one hundred pounds, and barrels and cases. This eliminates certain sizes and will effect a saving of labor and material.

The committee requested that all cocoa and chocolate manufacturers in the country be notified by the Food Administration of its action.

Hell Not Hot Enough.

A place for the Hun,
A place in the sun,
A place where no water or shade is;
A place in the sun
For this son of a gun
A million times hotter than Hades.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Sept. 17—Thos. Schimmens, manager of the Soo 5 and 10 cent store, returned last week from a prolonged automobile trip through Michigan, Ohio and Illinois. Mr. Schimmens was accompanied by his wife and from all reports had a very enjoyable trip.

The bankers' convention held here last week was an enjoyable affair. They arrived just after a heavy rain, but the weatherman had it all fixed up so that the weather was ideal during their stay here. They visited the locks and were entertained by the Canadian bankers with a trip through the steel plant. They also enjoyed a luncheon at the Sault Club and dinner at the Country Club. They left here with many happy memories of the Soo.

"Some men can't be civil while wearing a corporation uniform."

Henry Stewart, the world walker of the Panama-California Exposition, was a Soo visitor last week on his way from Los Angeles to New York. He will go by way of the Panama Canal and from there back to Los Angeles where he expects to arrive by Christmas. He left there April 9. Since Feb. 1, 1910, he has walked 60,000 miles. Every day from the time he left, he has left a record in the hands of people he had never seen before. When he arrives at Los Angeles, he will write a book on his travels. Mr. Stewart was born in England. He must have been going some and will have to go some more.

The Soo lost one of her esteemed citizens in the passing away of ex-Mayor John G. Stradley. For many years Mr. Stradley had been afflicted with asthma and a complication of diseases. He had been confined to his home for the past six months.

He is survived by a widow and two sons. The remains were taken to Cresco, Iowa, the former home of the departed.

"Men with witty opinions are willing that anybody should weight them."

William Bertram, of Brimley, has sold his farm and household goods and is moving to Detroit to swell the population, which is much needed in that city. Mr. Bertram will be greatly missed in Brimley, where he is well and favorably known.

There will be more light in Trout Lake next week, as O. W. Smith, well known proprietor of the Trout Lake House, is installing a new lighting plant which will put more light on the subject. It will be especially enjoyed by Charles Hass, the Uneeda biscuit man, who spends much time at Trout Lake at night, writing his orders.

"In general, pride is at the bottom of all of our mistakes."

J. A. Roburg, who has been conducting a meat market on Spruce street for the past two years, has sold out to Bye Bros., who will continue the business after Oct. 1. Mr. Roburg expects to engage in business at Manistique. Bert Bye will conduct the business for Bye Bros. Fred Bye, senior member of the firm, is running the Soo Meat Market, which he has successfully conducted for the past year. Bye Bros. are both hustling young men and will undoubtedly make a success of the new venture.

Max Schoenman, who formerly conducted the Model clothing store, has removed to Cleveland, O., where he expects to engage in business. Mr. Schoenman made many friends while here who will regret his departure, but wish him every success in his new field.

The toll of war is beginning to show in the Soo, as some of our

home boys have been killed in action while others are severely wounded.

C. W. Black, for the past two years cashier for the Cornwell Company, has tendered his resignation to accept a position as credit man for the National Grocer Co.

From all accounts, the annual fair at Pickford last week was a great success. George Watson, one of the directors, did some acrobatic stunts which surprised the natives. While driving in the speedway in the 2:14 race, his horse turned a somersault, which was followed by Mr. Watson, doing the same stunt. He landed on his horse and was down in time to hold the horse's head, while the sulky was separated from the horse. This stunt alone was worth the price of admission.

William G. Tapert.

Brubaker Pays His Compliments to His Critics.

Mears, Sept. 17—Your last issue of the Tradesman gives me more publicity than Newberry received from any Michigan daily during the late campaign. I notice Jim Goldstein, Honest Grocerman and e. p. monroe (no capitals required in this case, as he is small potatoes) all had an idea that it was an opportune time to slam me. They are the kind of guys that we tie up in bunches and sell six for a nickel—dull market—slow sale.

These three have no kick at the present time. The scarcity of men is the reason some fellows who should be on the shelf hold their jobs.

Sorry, Jim, but I can't follow your advice and forget the lady barber. You see my wife reads the Michigan Tradesman and she won't let me forget.

No, brother Honest Grocerman, you will never have the honor of meeting Homer Bradfield. He is somewhat particular about his choice

of friends and acquaintances. Nevertheless, come up and see me in Mears, as you promise. I have a solid oak welcome awaiting you about 3 feet long.


You got me wrong, monroe. I did not mean that business was bum. It is too good and is working me to death. Don't worry, I still have a line of credit with Dick Prendergast and Perry Barker and you haven't noticed my name in the bankruptcy column yet. As to washing my face, no one ever accused you of having your face washed. Bet you a yellow cur against a piece of german money—and that is the meanest bet on record—that you have not saved two soap wrappers in the past decade.

Now, I wish you three knockers would say something real nice about me and fool the readers. To settle a bet, please inform me whether Monroe street was named after e. p. because it is crooked or simply to play a joke on Grand Rapids.


Chronic Kicker.

Handbags Are Popular.

Although the great bulky knitting bag of last season is now somewhat out of fashion, various handbags a trifle less cumbersome but still well suited for holding a few small packages are proving to be very popular. They are seen in various shapes, although perhaps flat oval bags are most sought. Beaded bags are liked but there are many others, of chiffon velvet, for instance, which also sell well. In this latter type, solid colors such as black, taupe, and various tans and grays figure extensively, while attractive combinations of several colors are also resulting in considerable business.



DANDELION




ALWAYS INSIST ON

the butter you sell having that rich, golden color produced by Dandelion

Brand Butter Color. Your customers expect it. Just specify

Dandelion Brand Butter Color




We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—State and National

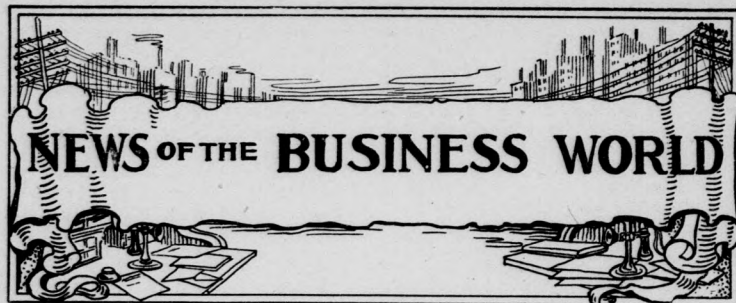
WELLS & RICHARDSON CO., BURLINGTON, VERMONT

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE





Movements of Merchants.

Eaton Rapids—Frank Rank has engaged in the harness and harness repair business.

Ishpeming—E. P. Lundin succeeds George H. Bell in the merchant tailoring business.

Eaton Rapids—Howard Rank has closed out his stock of bazaar goods and enlisted in the U. S. army.

Saginaw—The Winkler-Lucas Ice & Fuel Co. has been organized with an authorized capitalization of \$30,000.

Owosso — Mrs. George Frischke will conduct the meat market during the absence of her husband, who has gone to war.

Kalkaska—S. J. Poucher has purchased the D. N. McDonald meat market and will continue the business at the same location.

Corunna—Thomas Avery, recently of Imlay City, has taken over the Grand Central hotel and opened it for business, September 14.

Plymouth—The store building occupied by Campbell & Pettingill with their grocery stock collapsed Sept. 12, causing a loss of about \$20,000.

Plymouth—Fire completely destroyed the two-story store building and general stock of A. J. Lapham, Sept. 16, causing a loss of about \$40,000.

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

Sheridan—M. H. Gooch is closing out his general stock. The sale is being conducted by C. N. Harper & Co., of Chicago. The sales the opening day were \$1,100.

Dowagiac—Dennis Onen, hardware dealer, has enlisted in K. C. war work and will sail for France Sept. 23. The business will be continued by Miss Nellie Onen, his sister.

Ithaca—Henry E. Lewis has sold a half interest in his stock of general merchandise to C. M. Hays, formerly of Clare and the business will be continued under the style of Lewis & Hays.

Grand Ledge—L. Levinsohn, of Saginaw, has purchased the Peterson & Bryant drug stock and store fixtures and will continue the business until he can find a purchaser for the stock.

Belding—E. C. Lloyd, A. L. Spencer and Arthur Fitzjohn, of this place and J. C. Ballard, of Sparta, have organized the Ballard-Lloyd Co. to engage in the furniture, house furnishing goods, crockery, stoves and undertaking supplies and carpet business, Oct. 1.

Sault Ste. Marie—Bert Passmore and Harvey Paquin have formed a co-partnership under the style of Passmore & Paquin, Inc., and engaged in the shoe business at 317 Ashmun street.

Wexford—K. D. Connine has purchased the general stock formerly conducted many years by Connine & Son and will continue the business at the old location. The purchase includes the bank building and fixtures.

Lansing—Charles H. Sheldon has removed his grocery stock from 721 East Franklin avenue to the store building occupied by Frank Wimble, who recently sold his grocery stock to Mr. Sheldon. Mr. Wimble will engage in war work.

Manufacturing Matters.

Detroit—The Stuart Foundry Co. has been incorporated with an authorized capital stock of \$100,000.

Detroit—The Detroit Heat Treating Co. has been incorporated with an authorized capitalization of \$10,000.

Alpena—The Beck Malting & Brewing Co. has changed its name to the Beck Creamery, Cold Storage & Beverage Co.

Grand Haven—The Smith Baking Co. has sold its stock and equipment to J. Biegel, who will continue the business under his own name.

Owosso—The Connor Ice Cream Co. has purchased the Hauck hotel building and will convert it into a garage for its trucks, a shipping and store room.

Adrian—A sizeable addition is being put up at the plant of the Page Steel & Wire Co., to be used as a warehouse and storage room. The extension will cost between \$5,000 and \$6,000.

Houghton—They are working in "overettes" at the stave mill in Arnheim, near this place. Women, of course. They do not want it said that they wear "overalls," as this applies to men only, so they say. At the mill the women's work is declared to be as satisfactory as that of the men.

Detroit—The Liberty Starter Co. has been organized with a capital stock of \$50,000, of which \$25,000 has been paid in. The incorporators and stockholders are: William J. Hartwig, Clara Hartwig and Fred Hartwig. William Hartwig is secretary-treasurer of the William J. Hartwig Co., an old established concern dealing in electrical supplies.

Jackson—The Hackett Motor Car Co., which was organized two years ago to manufacture Hackett motor

cars, is now a thing of the past, interests in Grand Rapids having taken over the machinery and equipment. The building which had been occupied by the Hackett company may be taken over by the Briscoe Motor Car Corporation, whose war orders make it necessary further to increase its facilities.

Unlawful For Merchant To Treat Customer.

The Federal Trade Commission has just issued an order which makes it a violation of law to "treat" a customer in order to win his trade.

Cigars, liquor, dinners, candy, are all held to be "unfair" competition, according to the ruling of the Trade Commission, and render the firm giving them liable to severe penalties.

Merchants who do a credit business—should post a card in their stores, bearing some such inscription as this:

According to the ruling of the Federal Trade Commission, delivered Sept. 9, 1918, it is contrary to law for any merchant to give employees of customers, customers, or prospective customers any cigars, entertainments or other gratuity for the purpose of influencing the purchase of supplies.

Th's store will, of course, comply with the order of the Federal Trade Commission.

Accused of Unfair Methods.

The H. L. Hildreth Co., of Boston, makers of "Velvet" molasses candy, has been named by the Federal Trade Commission in a formal complaint which states the Commission has reason to believe the concern is practicing unfair trade methods in maintaining standard resale prices on its products. The concern is charged with forcing dealers to resell at prices dictated by it, and with refusing to sell "Velvet" to dealers who desire to resell to the public at their own prices.

The Berlin Fair.

On September 24, 25, 26 and 27, Berlin will celebrate its sixty-third annual fair. From all appearances this will be the largest fair ever held at Berlin. They have more free attractions than ever and some of the fastest horses known on the speedway. This fair has always been known as having fine races, and this year will surpass all.

Morning Sunbeams.

Bright, busy beams
Bringing blinks to me
Drowning my dreams
In your radiant sea
How do you know
When my eyes should ope?
Where did you go
For your cheer and hope?
Whence do you come
Soon as gone the night
Entering my home
With a flood of light?
Were you afraid
That the darkness deep
Captives had made
And a world would sleep?
Charles A. Heath.

Nothing surprises some men like their own success.

Peach Pit Drive This Week.

The American Red Cross has notified its chapters throughout the country of a War Department request to gather peach pits and other fruit seeds that may furnish charcoal needed in the manufacture of gas masks. Chapters will gather the seeds, and forward them to collection centers, whence they will be shipped to the gas-mask plants. Schools, churches, and Sunday schools will be asked to aid in the campaign, and letters requesting co-operation have been sent to the Department of Agriculture, the National War Savings Committees, the Boy Scouts, the Hotel Men's Association, and the Salvation Army.

By holding contests in the schools the Red Cross expects that every peach pit found by the children will be thrown at the Kaiser. Expense of carrying on the campaign will be borne by the War Department.

In each State several centers will be established for the reception of parcel-post packages of seeds from Red Cross agents in smaller towns or from farmers and other persons who are unable to forward the seeds to their own chapters.

The best material for gas masks is cocoanut shells, but it has been found that many other fruit stones and nut shells provide an excellent quality of charcoal or carbon. They include peach, apricot, cherry, prune, plum, and olive pits, date seeds and the shells of the brazil nut, hickory nut, walnut, and butternut. Materials may be mixed together indiscriminately, the announcement says, although all must be dried by oven-baking or sun-drying.

Kellogg Puts Out New Product of Corn.

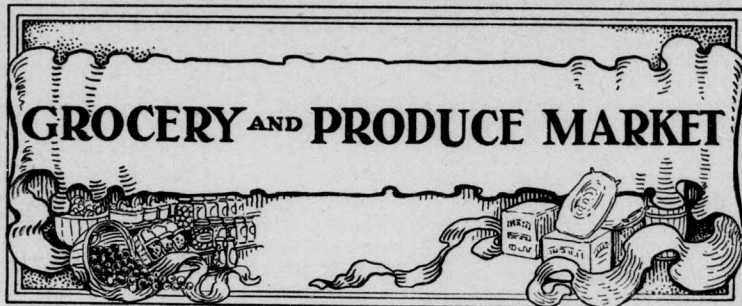
Consistent with the desires of the Government to utilize corn in as many products as possible, the Kellogg Toasted Corn Flake Company is introducing a new product called "Cornioca," which resembles and is to be used the same as tapioca but is made from the starchy part of corn. Its principal food value consists of carbohydrates, which form a very important part of our daily dietary.

Cornioca is made in two styles, granulated and pearl. Both styles are practically instant products, due to the fact that they are partially cooked and do not require much soaking, but are ready for immediate cooking. The following is a comparative analysis of cornioca and tapioca, but cornioca sells at a slightly lower price than tapioca:

	Cornioca	Tapioca
Moisture	11.5	11.4
Ash1	.1
Protein6	.4
Fat1	.1
Carbohydrates	87.51	87.9

There can no longer be a doubt about the Kaiser going down in history. He is hitting the down-grade pretty fast now, and without any stop-over privileges.

In Iceland they are paying \$80 a ton for coal. But there are other handicaps to living in that far-away country.



Review of the Grand Rapids Produce Market.

Apples—Maiden Blush, \$1.50 per bu.; Pound Sweet, \$2 per bu.; Wealthy, \$1.50; Wolf River, \$1.50; Strawberry, \$1.50@1.75.

Bananas—\$6.50 per 100 lbs.

Beets—\$1 per bu.

Butter—The market is very firm, due to extremely light receipts in all grades of creamery and a large consumptive demand. The average quality is showing up well and the stocks are very light. We look for continued high prices in the immediate future. Local dealers hold fancy creamery at 54c in tubs and 56c in prints. They pay 42c for No. 1 dairy in jars and sell at 44c. They pay 32c for packing stock. The Food Administration has issued an order prohibiting prints being put up in less than 1 lb. packages hereafter. The Administration has also promulgated a ruling fixing the credit-delivery store's profit on butter at 6c per lb. net, and the cash and carry stores' profit at 5c net. The ruling defines profit as "margin over delivered cost," which must mean, if it means anything, that the retailer is permitted to make 6c net—6c in addition to the cost of selling. That is not so bad; it amounts to about 10 per cent., which is somewhat fairer than the 10 per cent. gross which the retailer is allowed to make on flour.

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

Cantaloupes—Hearts of Gold from Benton Harbor command \$3.50 for standards, \$2.25 for ponies and \$1.50 for flats.

Carrots—\$1 per bu.

Cauliflower—\$1.75 per dozen.

Celery—30c per bunch.

Crab Apples—\$1.50 per bu. for early varieties and \$2 for late.

Cranberries—Early varieties are expected in about October 1. The price will range around \$9.75@10 per bbl.

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

Eggs—The market is firm, with quotations about the same. The receipts of eggs are light and the average quality fair. There is a good demand for eggs at this time. No material change is looked for in the immediate future. Local dealers pay 40@41c per dozen, loss off, including cases, delivered.

Egg Plant—\$2 per dozen.

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

Grapes—\$3 per doz. for 4 lb. baskets of blue varieties and 35c for 7 lb. baskets; \$2.50 per bu.

Green Corn—20c per dozen.

Green Onions—18@20c per dozen.

Green Peppers—\$1.75 per bu.

Honey—35c per lb. for white clover and 30c for dark.

Lemons—California selling at \$8 for choice and \$8.50 for fancy.

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

Musk Melons—Benton Harbor Osage, \$2@2.50 per crate of 12 to 16; Honey Dew, from Benton Harbor, \$3 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, \$9.75@10 per box.

Peaches—Elbertas from Utah command \$4 per bu.; Prolifics, Kalama-zoos and Banners range from \$3.50@4.

Pears—Clapp's Favorite, \$2.75 per bu.; Bartlett, \$3.75 per bu.; \$3.75 per box for California Bartlett.

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

Plums—\$3.50 per bu. for Green Gages and Black Diamonds.

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 and \$9 per bu. for Virginia.

Tomatoes—Home grown command about \$1.25 per ½ bu. for ripe; green, \$1.50 per bu.

Wax Beans—Home grown, \$2 per bu.

Deacon Ellis denies that he had any part in promoting the candidacy of Osborne for United States Senator. He says he voted for Henry Ford, because of the business relation he sustains with the Ford bank at Detroit. He also insists that he did not support any one of the four candidates for sheriff. He also denies that he has any aspirations to succeed Congressman Mapes, as was currently reported early in the year, before the political alignment assumed definite shape.

Harry C. Rindge (Rindge, Kalmbach, Logie Co.) leaves Friday for New York, whence he sails October 3, for France, where he will devote his time for some months to come in Red Cross work.

The Lynch Sales Co. has just concluded a special sale for Mrs. Muenk, dealer in dry goods at 1418 Gratiot avenue, Detroit.

The Grocery Market.

Sugar—The principal subject of interest to the trade this week is the announcement of the change in the price of sugar which will mean an increase of approximately a cent and a half in the cost to the retailer. In Grand Rapids the price of the jobber to the retailer on the new sugar is \$9.764. This will make the consumers price 11c a pound. This price is in effect since Monday, although wholesale grocers and retail grocers are expected to continue to sell supplies on hand at the old cost plus 35c a hundred for the jobber and a cent a pound for the retailer. Sugar other than bulk granulated will be based on this price in accordance with the standard list or differentials. The wholesaler or retailer will not be allowed to increase prices on any sugar bought before the advance, neither will it be permissible to average costs on any different lots of sugar.

Tea—Buyers want in tea appear to be of very modest dimensions at present, but as with few exceptions stocks of old goods are at an unusually low ebb, while new goods cost very much more now than present spot market values, the tone is naturally strong. The strength of the situation is enhanced by the fact that the Government is in the market for a large quantity, and particularly because requirements for the army will draw heavily on stocks that are in a state of marked depletion.

Coffee—The market continues very firm and shows a further advance of a small fraction for the week. The reason is, as stated last week, Government purchases, plus the need of replenishing stocks in Brazil and the fact that Brazilian sellers are holding very firm. The activity has produced some business. Milds are also a fraction higher in sympathy with Brazils and because they were too low.

Canned Fruit—This market continues on a nominal basis because of the lack of offerings either of spot goods or of futures.

Canned Vegetables—The entire market is very quiet and jobbers having covered their immediate requirements seem to be willing to hold off until the packing season is further advanced and costs are better known.

Canned Fish—There is very little salmon to be had on the spot but in a nominal way red Alaska is quoted at \$2.95 and pinks at \$2.05. Sardines are held at the full maximum.

Dried Fruits—The trade was anxiously awaiting further reports on Saturday as to how much damage had been done to prunes by the rains in Santa Clara county, Cal. That this would be considerable there was no disposition to deny because rain at this time is the last thing that is wanted in California. Furthermore, the prune crop has more than a money value this year because such a large part of it is wanted for the use of the army, and it was easily seen that if there should be any further curtailment of production it would be the civilian population that would have to bear the loss. So far as the army is concerned, it is a rationing proposition that has nothing

to do with commercial profits. In other words, it is the food that is wanted and must be had, so that the civilian population, if need be, must turn to other foodstuffs that are not so readily adaptable for feeding an army. There was also some anxiety for fear the rain might extend further south and do damage to raisins, but apparently this is not the case. Rain in the raisin area just now would be a calamity and would be more so as the drying season advances. In the meantime, there is a very strong spot market for all dried fruit. New crop apricots are on the way, which are expected to arrive the latter part of the month, but these are not yet being offered. Old crop extra choice Royals are being offered ex cold storage in twenty-five pound boxes faced at 17½c. There are some old crop fancy peeled Muir peaches offering at 15¾c. Stocks of fancy peeled have diminished very rapidly and there is practically nothing else offering until the new crop arrives.

Sugar Syrups—Business is kept within narrow limits by the paucity of offerings and there is nothing in the situation calling for special mention.

Molasses—Quiet conditions prevail, but are without influence upon prices, which are firmly sustained by the fact of light supplies.

Tapioca—The market is quiet, but firm, under restricted supplies.

Rice—Conditions in this market have not changed, supplies, except for a little foreign, still being lacking, while urgent enquiries come from all quarters.

Cheese—The market is very firm, due to a good home consumptive demand and moderate receipts. The average quality is good for this time of year.

Provisions—The market on lard is firm, with quotations ranging about the same as last week. There is a moderate supply and a good demand. The market on lard substitutes is firm and unchanged, with a fair supply and a good consumptive demand. The market on smoked meats is very firm, prices averaging 1@2c higher than previous quotations. There is a very light supply, with an active demand. Dried beef is firm, with quotations unchanged, with a light supply and a good demand. The market on barreled pork is steady, with quotations ranging about the same as last week. There is a moderate supply and a light demand. The market on canned meats is firm, with quotations the same as last week.

Joseph P. and John L. Lynch are conducting a nine day sale for Mandell Bros., dealers in dry goods and furnishing goods at 1407 Mack avenue, Detroit. The stock inventories about \$60,000. The sale starts September 19.

The Rindge, Kalmbach, Logie Co. has been awarded an order for 50,000 pairs of marching shoes for the U. S. Army. The order aggregates \$322,500, being at the rate of \$6.45 a pair.

Everybody expects everybody else to set a good example.

Gabby Gleanings from Grand Rapids.

Grand Rapids, Sept. 17—It is a matter of congratulation all round that Fred Z. Pantlind has taken the management of the Pantlind Hotel, thus lifting a heavy load from the shoulders of his father, who has naturally grown weary in the harness. The junior Pantlind possesses all the elements of a successful hotel man—experience under able teachers, affability, energy, resourcefulness, shrewdness and a disposition to shirk no task which will contribute to the happiness of his guests, the good of society and the well being of the city. The senior Pantlind has long looked forward to the time when his son would share the cares and responsibilities which have weighed so heavily on the father since he assumed the managerial direction of two hotels and he turns over the detail work to his son with a sense of relief and satisfaction, knowing that the wonderful record he has achieved in the past half century will not be dimmed by any act of his son and co-worker.

H. D. Bullen, who has served the Tradesman so long and acceptably as Lansing correspondent, fired by patriotic devotion to his country, has taken his place behind a lathe in a Lansing factory, where he is working ten hours per day, turning out war munitions for the U. S. Army. He has been offered several good road positions, but has declined them all, believing that he is serving Uncle Sam to better advantage behind the lathe than he would be selling goods on the road.

Thomas Ford, who went to France about six months ago as hut manager for the Y. M. C. A. and who has been located for some months in the open country, near an army camp, has been transferred to a village of considerable size, where he is located in a beautiful chateau.

H. J. Vermeulen, formerly engaged in the grocery business at Alma for several years, but for the past two years manager of the Conine general stock, at Wexford, has taken up his residence in Grand Rapids. He will resume the business of conducting special sales, in which he was quite successful for years, operating under the name of Stevens & Company.

Oscar L. Schutz, formerly on the road for the Michigan Tradesman, but more recently publisher of the Hardware Trade and the Twin City Commercial Bulletin, Minneapolis and St. Paul, Minn., has become sales manager of Butler Brothers' Minneapolis house. The appointment was made by L. C. Burr, manager of the Minneapolis house. Mr. Schutz used to call on Mr. Burr for advertising and strongly impressed him with his aggressiveness and his seemingly natural acquaintance with merchandising. Hence, when Mr. Schutz sold out the Commercial Bulletin Co., a few months ago, Mr. Burr saw an opportunity to get the kind of sales manager he wanted.

Selling conditions have undergone a wonderful change during the past two years, and as we converse with the traveling salesman to-day, we find that he is not the same man at all that he was two years ago. The salesman of to-day of necessity fills a good many different offices. The trade in general has gone through and is going through at the present time a reconstructional period, adjusting itself to the conditions as they exist to-day.

In this the salesman from his vast experience cuts quite a big figure. He is the instrument in the hands of the different commodity administrators of the United States, and it is largely due to his efficient work in advising his customers that the wishes of the Department are so successfully carried out.

The terms of sale have also changed since the beginning of the

war. Credit has been shortened and the sellers are calling for their money more promptly than before. The salesman's duty in this phase of the game is to enlighten his customers, advising them as to how to curtail his credits in order to pay his bills more promptly. In this day and age the modern up-to-date traveling man can count all his customers who do not discount their bills on one hand, and it is his business to continually shorten the average days outstanding on his account. For instance, if in July his average outstanding was 18 days, if in August he reduced it to 15 days, he has released 3 days' sales in cash, and this extra helps a lot in carrying on the war to a successful end.

Then, again, we see him as a student of human nature. This he is anyhow, but more so now than ever before. He must know his customers and handle them in such a manner that, unconsciously, his customer will see things in the same light as he does. He must impart his interest and enthusiasm to the customer so as to cause him to steer out of the old rut and old ways of doing business into the new way and up-to-the-minute plan.

The whole industrial world has been and is now undergoing and passing through a reconstruction period which is second to none in the whole history of the United States and, indeed, the whole world. In this work I am sure the traveling salesman shares quite a responsibility, and he has adapted himself to the circumstances; studied the various angles of the game; his customer's interests have been his, and to this end he labors diligently each day performing the tasks that each succeeding day brings forth to the best of his ability.

Do you know that if every grown person bought one Thrift stamp a day that we would be loaning the Government \$2,000,000 per day? Did you ever stop to think about it? Get the habit! Buy a stamp each day. You high-salaried guys buy 10—don't be so darn tight!

Clare Shaw, of Davy & Company, Evart, says he knows one article that the flour substitutes hurt the sale of materially to certain farmers and that is Blatchford's calf food.

The following two articles taken from the Biglow Magazine were thought good enough for our readers—attention:

Very frequently a salesman can learn much about his products; the selling reasons that appear, from the user or somebody very near to the user. In this case it happened to be a retail dealer. The other day at one of the Salesmen's Employers Conventions at the plant of one of the Middle West's big stove manufacturers the salesmanager and chairman of the meeting called on a likely looking young dealer from Erie, Pa., to tell why he sold more of their ranges than any other; why he rushed them to the exclusion of other makes.

"Well, in the first place," he said, "it will do all that any other ranges will do, but the main reason I push them is that they will go through the average door of the average house without having to be taken apart."

"I figure I save \$5 per sale by not having to take your stove apart and put it together again—in other words, I make \$5 more on your stove than on any other make at the same cost." All the other salesmen in the room jumped at least an inch out of their seats, so did the president of the company and other officials who were present. They all had been shocked with an idea; a dealer's selling reason for their product which had not occurred to any of them—a good profitable reason—a latent merit in their range they did not know about. This probably cost a

good many thousand dollars to assemble all these salesmen and dealers at this plant, but they will get it all back many times over from this one idea they obtained from this wide-awake dealer from Erie and which he expressed in less than a hundred words.

Goods have latent merits just as they have latent defects. We learn the defects quickly enough from the dealer, and we can learn the merits with equal haste if the salesman will just draw him out. An individual salesman need not await a convention to do this. Most salesmen and particularly salesmen of new devices should be certain to have created a desire in the mind of the prospect before they begin to demonstrate. The reason old successful salesmen seem to get orders so much more easily than the less experienced man is because they observe this rule. After the desire is created, the demonstration becomes a comparatively simple matter. The prospect gives his entire attention to the salesman's word. If he did not want the machine the demonstration would be wasted, he would pay no attention to it.

In the creation of a practically universal desire for automobiles, advertising has played a large part with pen and words. The shrewd auto men have pictured the joys of the automobile. True some manufacturers have contributed not a cent to this general publicity, yet have cashed in on it, but that does not alter the fact that somebody pays to create the desire. This same condition was once a fact in the bicycle business. A decade ago there was a universal desire for bicycles. The selling problem was merely one of demonstration. To-day the desire must be created if the volume of sales is to be maintained. In his present frame of mind the writer of this would not buy the best bicycle you could manufacture—he has no desire for it, and any salesman who would try to sell him one would have to create a desire before such things as brakes, easy-riding saddles and puncture proof tires would interest him.

The same things hold true with the phonograph business. A few large companies spent hundreds of thousands of dollars on general advertising, creating a desire for the phonograph. A hoard of smaller companies are now cashing in on this expenditure by a price appeal. The problem of their salesmen has been greatly simplified. Create the desire, then demonstrate the goods.

Remember we have two eyes and only one tongue. Do twice as much seeing as talking.

We can all save time and money by learning as much as possible from the experience of others.

D. F. Helmer.

Black and White Waists Sell.

Waists of georgette crepe in effective combinations of black and white are proving to be very popular, not only with women wearing mourning, but with others as well. In those waists designed more strictly for mourning wear black is made the predominating shade, with white delicately used for trimming. In others the whole front of the waist is white, embroidered perhaps with a floral decoration in black silk or beads. Frequently the white front hangs down below the waistline half way to the knees, forming the popular apron effect, and is edged with black silk fringe. Some high collared models appear, although the majority are collarless with the round neck effect, so much in vogue just now.

Jobbers to Restrict Profits.

Wholesalers of cotton fabrics have fixed maximum prices to be charged for them, after a conference with the Price-Fixing Committee of the War Industries Board. The purpose is to restrict the jobbers profits on these fabrics so that the consumers may not be too much exploited. Jobbers are asked, in a recently issued circular, not to ask more than the maximum prices on the articles named. It is added that "any jobber may sell these goods at as much less than these prices as he may desire, or as competition may require, and it is expected that in many cases they will be so sold. These prices are simply the maximum, which should not be exceeded under any circumstances." Laudable as is the action proposed, it is doubtful whether it will have much effect so far as concerns what the consumer will be obliged to pay. The reason is that jobbers' profits in this line have rarely been large. The margin on which they have usually operated has been a very reasonable one, and they have depended on a large volume of sales to make their business pay. This is so much the case that, in many instances, it is doubtful if the consumer would pay less if the jobber were wholly eliminated. In fact, it is quite possible that the consumer would have to pay more, in places remote from the centers of mill production, without the intervention of the jobber. The latter has been more and more obliged in recent years to justify his right to exist at all by performing a real service at a reasonable price.

Used in Fall Millinery.

Beaver cloth is an assured success in Fall millinery, according to The Bulletin of the Retail Millinery Association of America, as it is soft and flattering and lends a "dressy" appearance to even the plainest models. For facings, entire brims, on flanges and crowns, it is much used here on large and medium hats. Turbans and tams of beaver are popular, but The Bulletin says a large hat must be made in a combination of beaver and some other material, as the effect of a hat made entirely of beaver is too bulky. As the material blends well with fur, there is little doubt that it will be favored far into the winter. All the dark fur shades—brown, sand, taupe, and black—are popular.

The Bulletin says also that several of the wholesale houses are showing tinsel flowers. They are either in gold or silver, and in flat or natural effects. Sometimes three or four of these flowers are used on a hat. In some cases they lie flat on the brim. Others are used in small clusters, drooping somewhat off the brim at the side. Still others are combined with flowers made of materials to match the hat.

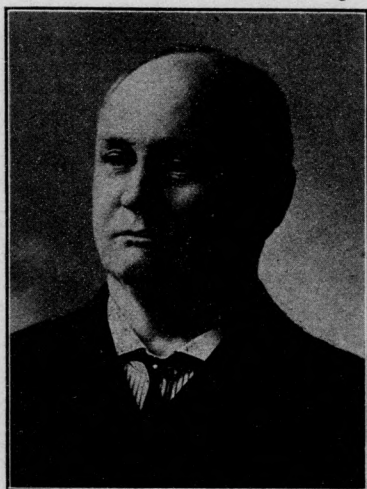
Stores and their advertising reflect the morals, manners, customs, habits and desires of the community. Brazen big type, blatant, extravagant advertising is evidence that your town has not reached the right stage in civilization.

GONE BEYOND.

One of the Old Wheel Horses of Trade.

Herbert Baker, the veteran traveling salesman, died at his home, 1210 Jefferson avenue, Sunday, Sept. 15. The funeral was held at the family residence Tuesday afternoon. Interment was in Oak Hill.

"Hub" Baker was born at a country house near Youngstown, N. Y., April 4, 1845. Working on the farm summers and going to district school winters constituted the greater part of his experience, until "war time," when he attended school at Wilson and Lockport, N. Y., graduating from the latter institution in 1866. Having arrived at the age of 21, he thereupon set about to see the world, his first move in this direction being to go to New York



The Late Herbert Baker.

City, where he worked for a year in the book and stationery store of G. W. & J. Cross. Tiring of that business, he came West, settling at Glenbula, Wis., where he spent three years learning the blacksmith's trade. For eight years subsequently he tilled a farm of his own near Flint. Then he went to Milwaukee and worked in the shops of the C. M. & St. P. Railway. Next he turned up in Grand Rapids, where he worked for a year for a Canal street clothing house. Forming a liking for the grocery business he entered the employ of John Caulfield, with whom he remained one year, covering the C. & W. M., North and South, the G. R. & I., South, and the Michigan Southern. On the advent of L. H. Randall & Co., he cast his fortunes with that house, taking the G. R. & I. and C. & W. M., both North and South. One year wound up the existence of that concern, and on May 12, 1884, Mr. Baker entered the employ of Shields, Bulkley & Lemon, with which house he remained until it was consolidated with the Worden Grocer Company. Since then he has traveled continuously for the latter house, with the exception of about five months early in the present year, when he was confined to his home by illness.

Mr. Baker owed his success as a salesman to indefatigable industry and persistent effort, coupled with

genuine integrity, which enabled him to command the confidence and respect of all with whom he came in contact. He was one of those men who "wear well," as the expression goes, and to this fact is to be attributed the decided success he attained and the friends he retained during his long career as a road salesman. The nickname by which he is universally known, Hub, was given him through no personal application, and the reason for its origin is a mystery. Possessed of an agreeable exterior, a big heart and a clear mind, Mr. Baker had every reason to look back upon his long career on the road with supreme satisfaction, which enabled him to face the final summons with the courage of a hero and the faith of a stoic.

Tribute of a Friend.

Mr. Baker celebrated his 71st birthday in Alden in company with his long-time friend, Charles H. Coy. On the evening of that day—April 4, 1916, Mr. Coy wrote the Tradesman as follows.

Alden, April 4—Genial Herbert Baker the well-known representative of the Worden Grocer Company, celebrated his 71st birthday at Alden to-day. After living the allotted three score years and ten, Hub now proposes to rip off another ten years, with good prospects of making the grade. Mr. Baker is as active and well preserved as the average man of 50, and when it comes to landing grocery orders for his house, he leads the younger salesmen a merry chase. Hub, as he is familiarly called, attributes his long and vigorous life to keeping good natured and cheerful. He is a natural optimist and the well-known Hub Baker smile is irresistible. Hub has a reputation for two things. One is that he never stuffed an order and the other is that he is the greatest story teller who travels out of Grand Rapids. His many friends on the road, as well as his many acquaintances among the retailers, wish him many more years of the best things of life. Mr. Baker first saw the light of day in the good old State of New York and came to Michigan in early life and has had a long experience as a traveling salesman. Recently he was asked, "How long have you traveled in Western Michigan?" He replied in his typical way, "Boys, it is a long, long time—so long that when I first commenced to travel in Western Michigan they had just commenced digging a hole to put Lake Michigan into."

Charles H. Coy.

Neckwear Business Improves.

Since Labor Day there have been a great many buyers of women's neckwear in town and they are placing some very substantial business, according to reports from several large manufacturers in this city. Large neck collars of fine quality organdie, made for wear on the collarless waists now in vogue, are very much in demand. They are made with openings on both shoulders, and frequently are trimmed with little frills of Valenciennes lace. Deep back collars of georgette trimmed with lace are also taken. Quite a few guimpes are selling, many of them with high collars.

Alimony may not be income, but it is a penalty for a man making a fool of himself.

Let the Work You Do Every Day Be Dedicated—

To the memory of the little boys in the invaded districts of Europe who have been crucified—that your own boy may not be in danger of being crucified.

LET the work that you do every day be dedicated—

To the memory of the babies of France and Belgium who have been impaled on bayonets and carried off over the shoulders of German soldiers—that your baby may never be in danger of a like death.

LET the work that you do every day be dedicated—

To the memory of the little girls of Belgium and France who have been carried into a slavery far worse than death—that your daughter may not be in danger of thus falling a victim to German barbarians.

LET the work that you do every day be dedicated—

To the memory of the mothers of Europe who have seen their children slaughtered and their husbands with bound hands driven away to a fate unknown, that the mothers here may not see similar processions in your own streets.

LET the work that you do every day be dedicated—

To the white-haired women of Belgium and France who have seen honest men dig their own graves—that the white-haired of your family may not suffer a like agony.

LET the work that you do every day be dedicated—

To the memory of the Allied soldiers who have been crucified upon doors because they fought for civilization and justice—that justice may be done you and yours.

LET the work that you do every day be dedicated—

To the memory of the beautiful cities, villages, orchards, and fields of Europe, now blackened wastes—that your own beautiful towns and fields may not be turned into places men will avoid.

LET the work that you do every day be dedicated—

To the memory of the once happy homes of Europe which the Hun burned after murdering the inmates—that your home may not become the funeral pyre of your family.

LET the work that you do every day be dedicated—

To the memory of the nations that have been crushed and scattered—that your own nation may not be destroyed and that your people may not be driven forth like the exiled multitudes who have died in the fields and the highways.

LET the work that you do every day be dedicated—

To the manhood that is in you—that you may not desert your brother who has gone to the battle-front, that you may not desert your nation now that it needs you, that you may not be tricked into imperiling the safety of your wife, your daughter, your mother when the smooth-tongued enemies of your country come whispering to you.

LET the work that you do every day be dedicated—

To the manhood that is in you, that you shall have no remorse when broken men come back from the battle-front—so that empty sleeves and sightless eyes shall not as instruments of your own conscience reproach you by day and haunt you by night because you at home failed to support our men while they fought in France.

This space contributed for the winning of the war by

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

THE KAISER'S SPEECH.

Those who know the Kaiser personally say he is either a clever actor or a consummate hypocrite. But the speech he is just reported to have made at the Krupp Works in Essen does not give any alternative; he is both. As an actor he administers an oath to German labor that it fight and hold out to the last. As a hypocrite he compares the present war with the unending struggle between Good and Evil, with Germany, of course, the Good.

About twenty years ago a German philosopher published a pamphlet to prove that conscious self-deception is the essence of art enjoyment. He aroused some controversy at the time, but as he was apparently only amusing himself with psychological trickery, he soon lost his vogue. Current events, however, show that the state of mind he described is very common in Germany. Germans have, on a colossal scale, been practicing deception, both of others and of themselves, for many decades. Hence in 1914 it was easy for all Germany, at a word, to inoculate itself with an almost genuine conviction that it was fighting a "defensive war."

The imitativeness and absorptiveness of Germans are a commonplace. The Kaiser's subjects show a facility in appropriating other people's property, mental or physical, and treating it as their own, that might excite admiration if it did not excite feelings quite different. Pillage and exploitation of conquered countries is only one phase of what Germans would call "aneignen." With equally innocent acquisitiveness they appropriate other people's ideas. In this way everything good and worth while is, or becomes, German. Naturally all evil remains with non-Germans.

In the Allied countries we each individually have a solemn conviction, without having been commanded thereto by an All Highest Emperor, that to-day, if ever, we are engaged in a war in which the powers of Evil are ranged against the powers of Good, and that Germany is the Evil. Now this conviction looks so interesting to the German Kaiser that he immediately absorbs it unto himself, converts it into German property, and calls upon his "Gott" to witness that it is Germany that is fighting for the Right.

Says the saintly Kaiser, "We only know the honest wrath which deals the enemy the blow, but when he lies prostrate and bleeding we extend to him our hand and see to his recovery." (Pity he does not offer as proof the prisoners of war, the enslaved civilians, the murdered and outraged children and women.) In Germany alone are the qualities of mercy and of humanity to be found!

Envy, quite naturally, is the attribute of the Allies. Lazy and over-prosperous nations who wished to recline comfortably on their laurels were aroused by the "industrious," "meditative," "assiduous," "imaginative" Germans, until they began to fear for themselves, and hence came most bitterly to envy the Germans!

Germany's enemies alone entertain

hatred which "manifests itself only among peoples who feel themselves beaten. If, therefore, such terrible hatred exists among our enemies, it owes its origin to the fact their calculations have been wrong." Far be it from Germany to mobilize its national hate, now against England, now Russia, now Italy, now America! It is reserved for us, feeling ourselves beaten, to hate the patient, peace-loving, Gott-fearing Germans!

CANNED GOODS SITUATION.

The general feeling among tomato buyers is that prices will not go lower. There has been this feeling for some time but the present levels have been maintained now for several days but only in a nominal way because buyers have shown little disposition to enter into further contracts on the basis of \$1.85. Although attempts have been made by brokers to put business through at \$1.80 they have not succeeded except in a few instances. Now, however, it is reported that the big packers are buying and the market has stiffened. Considerable discussion is coming up just now as to the legitimacy of prices that formerly prevailed. When the market was at \$2.10 it was claimed that this price represented a definite parity with the price of the raw material, which canners had contracted for at \$30 a ton. The market for raw material has since fluctuated considerably, but the point is made that with canners paying 50 cents a basket, which is held to be the equivalent of \$30 a ton, they are now willing to sell at \$1.85. Thus there is a discrepancy of 25 cents a dozen on what are believed to be similar costs and the argument is therefore that either the \$2.00 price was too high or that canners are selling at a loss in accepting \$1.85. The general belief is that \$2.10 was too high and that there may be some rebates coming to buyers at the end of the packing season.

If Gray's bard had had longer vision he would have delighted in predicting to the ruthless king the day when the United Kingdom would pass under a Welsh statesman. Welshmen take such joy in honoring Lloyd George that they are now accused of regarding England as a mere appendage to their own country. The deep sense of nationality cherished there is evinced by the figures on the surviving users of the various Celtic tongues, presented at the recent Birkenhead Conference. In Scotland there are about 200,000 who speak Gaelic, in Ireland about 600,000, but in Wales some 2,000,000 speakers of Welsh. That is, there are four times as many Welsh-speakers as Irish-speakers, and ten times as many Welsh-speakers as Scotch-speakers of Gaelic. Prof. Gwynn Jones pointed out also that the Welsh have excelled in bringing their language up to modern literary, civic and commercial demands, and that while, on the one hand, newspapers in Welsh flourish, on the other some English critics have declared the best contemporary Welsh poetry is better than any in English.

MUST USE BETTER SEED.

Before the war, food production in this country was not keeping up with the increase of population. The late James J. Hill predicted that there would be trouble unless special measures were adopted to stimulate agriculture. Much has been done since that time, especially in the increase of acreage of wheat and other cereals. Now Luther Burbank comes forward with a way of increasing the wheat crop by many more millions of bushels without the expense of a dollar for labor or fertilizer. In his latest circular, entitled "Burbank's New Standard Grains," printed at Santa Rosa, Cal., he relates how, eleven years ago, he asked himself the question why the wheats of the United States and Argentina were so inferior to those grown in Australia, Canada and Italy. Investigation led him to the conclusion that what we needed chiefly was not better soil or methods of culture but education in the use of good seed, and he set himself the task of growing superior wheat specially suited to our soil. He pays enthusiastic tribute to William Farrar, of New South Wales, who "died fifteen years ago unnoticed, unacknowledged, unpaid and unappreciated, not having lived to see the marvellous forces which he had set to work, but now a \$500,000 monument is being erected in memory of this pioneer in Australian wheat improvement." Burbank's own experiments have been "expensive beyond the imagination of ordinary growers," for every kernel had to be planted by hand and harvested and threshed with the old-fashioned sickle and flail, but now he has ready several improved varieties, one of which yields nearly twice as much as the ordinary wheat. He is probably not over-sanguine in expecting that these, and his new varieties of oats and barley, will go so far toward revolutionizing the grain trade as his improved white potatoes and deciduous fruits have done to revolutionize their markets.

COMMIT THIS TO MEMORY.

Every dollar's worth of unsalable merchandise in a retail store to-day was at one time salable, and at a profit. Lack of attention put it in the scrap heap, and the longer it remains there the less valuable it becomes. One day in the week should be set aside for inspection of your entire stock. Goods that are not moving should be displayed. A little reduction in price at the proper time will enable you to turn it into cash without taking a big loss. Don't complain that you are not making money unless leakages of this nature are carefully looked after.

The gasoline situation is not so bad, according to the figures furnished by the Fuel Administration to the Senate, as such headlines as "Gasoline Supply Fast Running Low" would indicate. It is not the supply, but the reserve, that is "running low." Dr. Garfield states that the stocks on hand at the beginning of this year amounted to 8,400,000 barrels, and that the estimated stocks

on August 1 were 7,800,000 barrels. The year's production, according to the figures for the first half year, may be set at roughly 85,000,000 to 95,000,000 barrels. The news summary says that Dr. Garfield's figures indicate "a deficiency for the year of about 1,000,000 barrels"; that is, a total reduction in stocks on hand of that amount. One-eighty-fifth or ninety-fifth of the annual production is not such a deficiency but that it can be made up by such requests as that recently issued for motorless Sundays. The disquieting part of the figures deals with the summer months, when the consumption of gasoline reaches its "peak." Between January 1 and April 1 we increased our gasoline-naphtha stocks from 8,400,000 to 11,000,000 barrels, and it is the heavy demand since April 1 which has brought us to our present enforced economy.

"Down with the furnace-man," is the Fuel Administration's cry to the patriotic householder. Every ton of coal should be carefully nursed by the person most interested in seeing that it gives the last heat-unit to his family. Furnace-men pile up the furnace at five o'clock so that it may last all night. What interest have they in economy? They have not had to beg on bended knee for the few tons of coal the dealers have deigned to give them. They have not had to beseech drivers and shovellers with tears in their eyes and cash in their hands to put the coal away in the bins. They are not threatened with being frozen out of house and home when the coal gives out. Dr. Garfield need not worry. Householder will do his own stoking this winter; he will have to use, not a shovel, but a teaspoon, while feeding the furnace, and he will weigh each lump as though it were sugar. The question which presents itself to tenders of furnaces is: Does Dr. Garfield himself live in a residence where he has to do his own furnace-feeding or in a steam-heated flat?

There could be nothing more light-hearted than the German Admiralty's admission that U-boats are being sunk almost as fast as they are being built. Sitting snugly in a swivel chair, a Von Tirpitz thinks it feasible to point out how German seamen must go on throwing themselves into the hungry North Sea day after day so as to keep sinkings of British, American, French and Italian ships at the current minimal figure. But what will the German people, whose sons cannot sit in swivel chairs and figure out profits and losses in terms of human lives, think of this Admiralty confession? It is one thing to take a chance, with thousands of others, in battle, or even, on occasion, to volunteer for a forlorn hope; but it is quite another thing to be deliberately drafted for a service that spells sure death. Such a cold-blooded proceeding, freely admitted, will hardly be calculated to blow patriotic enthusiasm, already gray ashes, back again to a glowing flame.

USEFUL CHRISTMAS GIFTS.

That the Council of National Defense desires not to work a hardship on anybody, whether retail dealer or store patron, is evident from the careful manner in which it prepared its recent statement to the trade. All that the Council is endeavoring to do is to bring about a restrained, rational, eminently sensible Christmas; and this is a good thing not only for the duration of the war, but for all time.

All good things under the sun have been abused. This was especially so of our beautiful Yuletide. Prior to the war these abuses had become so flagrant that a decided reaction had set in. And there were many local associations of retail dealers—especially in the larger cities throughout the country—that were interested in suppressing some of the evils incident to our manner of Christmas shopping. This high governmental endorsement of a constructive program on the part of retail dealers will be of tremendous value in putting across some much-needed reform measures.

Take, for example, the idea of useful gifts. Why should anybody ever buy gift commodities of an impractical, showy nature—something merely to look at and enjoy for a moment, and then cast aside as useless? The time and effort spent in the production of such commodities are wasted. The money spent in purchasing them is squandered. The enjoyment afforded by the giving of them vanishes with the occasion. And the whole idea underlying such gifting is wrong. Time and again in the columns of this paper and many other trade publications of this country this silly sentiment has been rebuked and retail dealers have been urged to encourage a more sensible kind of giving. The rapidly increasing cost of living during the period just preceding the outbreak of the war lent encouragement to this campaign for practical Christmas giving; and now that we are in the midst of the war, and the demand for the utmost conservation of man power, material, and transportation is upon us, the 1918 holidays should be a period of practical giving.

The "shop early" idea has been before the public for several years; but this year it should receive an emphasis which hitherto we have been unable to put upon it. Delayed holidays' shopping means, for the dealer, crowded aisles, increased overhead during the shopping period, confusion, mistakes of clerks, items handed over the counter but not charged—clear losses to dealers—and many other inconveniences and disadvantages too numerous to catalogue. And why all this? Simply because people in every hamlet, town and city throughout the country had gotten into the habit of postponing their holiday shopping till December—often until the very last week preceding Christmas. There was no reason for it. It was just a silly, unjustifiable habit. In order to accommodate himself to it, the dealer had to take on extra holiday help and keep his store opened until ten or

eleven o'clock in the evening. He and all his salespeople were dead tired at the end of the day, and by the end of the holiday period many of them were almost nervous wrecks. For many a poor, dog-tired salesman or salesgirl, the very word Christmas was another name for hard work.

The Government has now said that the people may have their Christmas holidays, and they may buy their gift commodities, but they must use a little common sense in their buying: they must buy, for the most part, sensible commodities, and they must shop early. The dealer must not employ extra help for the holiday period, and he must keep his store open no later than his usual hours. People can just as well buy their holiday merchandise some time during the months of October or November as later. It will be far better for them as well as the store, if they will do so. If they do not and persist in having the same old unreasonable Christmas, more drastic measures may be taken by another Christmas.

The President's trip to the Pacific, now abandoned, would have consumed not less than a half-month of his time, and the communities that flooded the White House with invitations cannot mingle much surprise with their disappointment. It is a penalty the Nation pays for its size that it cannot see its leaders in wartime as England sees Lloyd George or France Clemenceau. We shall not lose a Presidential message to the people, for Mr. Wilson can find other opportunities to deliver speeches whenever he sees fit. We need count no loss to the Liberty Loan campaign, for the loan will succeed without the stimulation of a Presidential tour. What we lose is a translation of the unified and heartfelt sentiment of the country into an ovation expressive of the enthusiastic popular support of the war—aims the President has done more than any one else to define. But we can do without any such symbol of National feeling. It is a time for the uninterrupted application to war tasks, of which the President gives an example. It is to be hoped that the President's example will be followed by Crown Prince McAdoo. In the first place he cannot talk worth cold beans. In the second place he is needed at his desk to decide the many great questions which are arising daily and should be settled without delay.

War exigencies have been made the pretext for many changes in commercial ways and for putting an end to abuses which merchants themselves had countenanced and were afraid to discontinue. These ran all the way from extended credits and absurd discounts to indiscriminate permission in permitting the return of goods that had been sold. Now the self-same merchants who encouraged the pernicious practices are thankful at having a plausible pretense for stopping them, and it will be a long time,

if ever, before they are resumed. Not the least of the objectionable things was the getting out of a needless multiplicity in styles of articles. All along the line manufacturers were getting out too many sorts. There were too many varieties of pots and pans and tools and screws just as there are too many kinds of hats and shoes. Sometimes the variation was a matter of whim or caprice, the desire to make something different. At other times the idea was to meet or create some freak taste or desire. Rivalry of competing manufacturers emphasized the evil and made it costly to the dealers as well as to the public. Now a great deal of this has been stopped in obedience to the suggestions of the War Industries Board, and none are gladder than those who were originally responsible for the existence and continuance of the practices now abandoned.

There was just enough of a reminder of the approaching Autumn in the weather of part of the past week to stimulate retail buying. But, as a matter of fact, the merchandising season is governed much by the date of school openings which bring many families back to the cities. Children's clothes have to be replaced and, quite naturally, the buying for their elders has to be considered at the same time. It is as yet too soon to determine what effect the increased prices will have on the volume of buying, although indications are that that will be reduced. Delays in purchases for men's wear are expected until after the results of the registration for the new draft are known. A factor likely to aid in early buying, especially as concerns luxuries and the higher-priced articles of wear and household adornment, is the prospect of a tax on such purchases. Buying in the primary markets is rather at a lull for the present. There are too many uncertainties as yet as to costs of production, and then, too, there is a very wise conservatism on the part of banks against loaning on speculative purchases while prices stay at their present high level. Quite a close tab is also kept on collections which continue to be very good.

Except Holland and the three Scandinavian countries, practically all of Germany's merchant marine outside German harbors in August, 1914, has been seized either by enemy or indignant neutral nations. Chili and Peru are the latest to take control of German shipping interned in their harbors, following Spain's example. At the present time a very large part, placed by some at nearly one-half, of her whole merchant tonnage has been taken from Germany and put, either directly or indirectly, at the Allies' disposition. While the war goes on these sequestered ships daily prove of aid and comfort to Germany's foes. After it has ended, she will then have to start her commercial life over again, as it were on crutches, much handicapped in the international race.

BEASTLY AND BRUTAL.

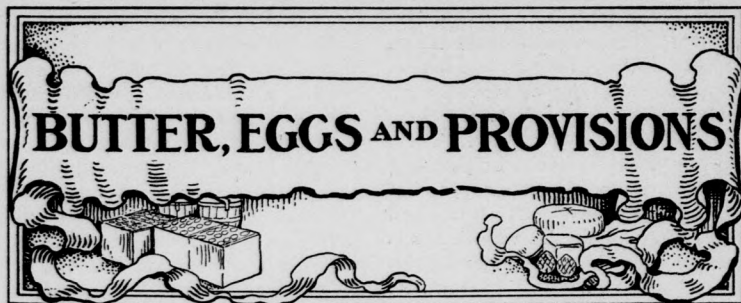
All the German princes, including the Crown Prince, are known to be rotten with disease which unfits them for association with decent people. It was an abomination for Crown Prince Rupprecht to marry the young Princess of Luxemburg. He was the death of his beautiful first wife, partly from reasons which the Tradesman would not think fit to print, partly neglect and general unkindness.

His wife was the only beauty among the Bavarian royal women. Many of the young German Princesses are pretty, but quite inane. Princess Rupprecht had a dark, spirited face, full of intelligence, but tragic and sad. Her unhappy story is quite well known in Europe and is the subject of constant talk and indignation. Germans of the brutal type—which includes all members of the royal family—liked Rupprecht; he was 100 per cent. male, and a "good fellow," but no woman defended him. As a husband he was below even the German standard which God knows is bad enough.

Crown Prince Rupprecht, by the way, believes that he is entitled to the throne of England through his descent from the Stuarts. So, when this war ends, he will be disappointed in more ways than one.

Federal authorities are not quite certain whether it will prove practicable for all our men in the army to vote in the coming elections. The soldiers and sailors stationed on this side of the Atlantic are not to be deprived of their right to cast ballots. They can all be reached easily enough, and the public is willing to await final news of returns until their votes can be counted. With the men in France or on the high seas, the situation is different. Yet, even here, every effort should be made, every facility should be availed of, so that a man who is fighting in the trenches somewhere in France, or standing watch on a patrol boat in the North Sea shall have the opportunity to express his will as a voter. During the Civil War the Government considered it the part of wisdom to permit the men who were preserving the union to have their say in the final decision. So now, although the political issue this fall is much less momentous than that of 1864, the soldiers and sailors are entitled to every possible opportunity of exercising their prerogatives of citizenship.

Bismarck acknowledged and regretted that English was the language of North America. Attempts were made by Germans in America to modify this great fact, but Germany has now rendered them abortive. The language of Shakespeare, of Chaucer, of Milton, of John Bunyan, of Wordsworth and of the Scriptures, is the language of North America—and nothing can change this mighty fact. Those who are living on this continent must accommodate themselves, and their prejudices to this fact.



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.

Basis of Returns Established By Food Administration.

The U. S. Food Administration has issued a further statement in regard to the relations of shippers and receivers of produce as affecting the basis and character of returns.

The statement follows:

Dealings between receivers and shippers of poultry, eggs, butter, and other produce have been the source of many disagreements because of the absence of a definite understanding as to how the commodity was to be handled and sold for the shipper. The greatest difficulty has resulted from the lack of an agreement between the receiver and the shipper as to whether the goods were to be sold on commission or were bought by the receiver, which has opened the possibility of giving a receiver an unfair advantage.

A statement on this point has already been made, but a more detailed explanation of the stand of the Food Administration seems desirable.

In receiving goods shipped in to him a licensee handling produce acts in one of two capacities—either as an agent of the shipper in selling commodities or as a purchaser of the commodities from the shipper. Some licensees are engaged in both forms of business and confusion has arisen in the minds of shippers as to exactly how their shipments are to be handled. Licensees should be guided by the following principles:

1. If the licensee acts as an agent for the shipper in disposing of goods he must render an account sale showing the sales made for the account of the shipper, the amount deducted by him for compensation, and any other charges. In some cases it is the practice for commission merchants to take to their own account goods which are consigned to them as agents. Where an agent so takes to account, it is required that this fact be noted on the account sales. The shipper will then know the nature of the transaction. This requirement is in addition to any obligation at common law resting on the receiver to obtain the consent of the shipper to such a transaction. Licensees who handle commodities for shippers for a certain compensation even though not expressed in terms of percentage or called a com-

mission, are none the less commission merchants, and must comply with the regulation governing commission merchants.

2. If the licensee is not acting as agent for the shipper, and the intention is that the licensee shall purchase from the shipper, this should be clear to the shipper as well as to the receiver. The use of expressions by the receiver in connection with such a transaction which would lead the shipper to believe that the receiver is acting as an agent for the shipper is misleading and unfair.

Purchases are made under different arrangements as to price, usually in one of the following ways:

(a) The receiver agrees to pay the shipper a definite price upon arrival of the goods.

(b) The receiver agrees to pay the shipper a price having a definite relation to the market price on the day of arrival.

(c) The receiver agrees to pay the shipper a price to be determined by the receiver on the day of arrival.

Such agreements are not prohibited by the Food Administration. In the third case (c) it is clearly implied in the agreement that the price to be paid by the receiver shall not be arbitrary but shall be reasonable under the circumstances. The Food Administration will so construe such agreements, and the parties should so understand them.

Where a dealer is handling commodities in several different ways, the only method of making clear the nature of any particular transaction is a definite written or oral understanding. Cases, however, have been called to the attention of the Food Administration where a licensee never does any commission business, always purchasing outright. In such cases the nature of the business may be entirely clear to the shipper without a definite written agreement. The buyer should show by a memorandum of purchase exactly what the nature of the transaction is, including the purchase price and any deductions permitted by the contract of purchase, and he must not use any expression which will lead the shipper to believe that the transaction is an agency transaction. In order to avoid misleading statements the Food Administration has insisted that the licensee shall discontinue the use of the term "net return basis" to describe purchases. "Net return basis" implies that there is a gross return and that something has been deducted to reach a net return. It is an expression applicable to an agency transaction and not to a purchase.

SERVICE **PIOWATY** QUALITY

Largest Produce and Fruit Dealers in Michigan

Fancy Figs and Cluster Raisins

Beautiful stock. Write us for prices and place orders promptly.
This is very necessary.

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

Branches: Saginaw, Bay City, Muskegon, Lansing, Jackson, Battle Creek, Kalamazoo, Mich., South Bend and Elkhart, Ind.

E 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

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

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

Farmers Should Select Their Seed Corn Now.

Written for the Tradesman.

D. R. Van Atta, county agricultural agent for Ohio, is urging farmers to adopt preparedness for next year, by selecting their seed corn at once. Looking ahead to next year's crop is very important at this time in order to avoid the unfortunate conditions that prevailed last spring.

Now is the proper time for farmers to select their seed corn, says this authority on corn; for, by selecting their seed corn now, they can avoid the shortage that occurred last spring. Many farmers last spring paid as high as \$10 a barrel for seed corn, and were lucky to get it even at those figures, but there will be no old corn left to fall back on for seed as was done last spring.

It is the patriotic duty of every farmer throughout the country to do his part in helping to avoid a general seed corn shortage. Every one who fails to select his seed corn this fall and properly care for it during the winter is running the risk of not having good seed next year, and is also endangering the security of the country, for food is absolutely essential to the winning of the war, and good seed is the first prerequisite to a good crop for next year.

The importance of corn can hardly be overstated. Indeed we may say that corn is king among the crops of the United States, and in order to produce next year the biggest corn crop in the history of America, corn growers should select their seed corn at the earliest possible moment.

Many farmers seem slow in realizing the tremendous importance of good seed corn. As a matter of fact many of them hardly give it a thought until a few weeks before planting. This was the situation with many of them last spring. When they went out to the old rail pen to select their corn, or to the crib with the leaky roof, they discovered that they had no corn that would germinate properly. The early frosts and freezes had almost ruined it. Much of it had to be left standing in the shock until late in the winter.

Good seed corn was scarcer last spring than it had been for years, and that in spite of the fact that we had an immense corn crop in this country. As a result farmers had to take such corn as they could get for planting. Much of it was very inferior. Corn grown in one locality would be secured for seeding land in some other state, and it often happened that it was too large for the soils in which it was planted, or too late to mature in the climate. And as a result there was a shortage in many instances due entirely or for the most part, at least, to improper seed.

Frank Fenwick.

Ohio Packing Company Contributes to Red Cross.

The Columbus Packing Co. distributed among its officers and employees for their personal use 500

pounds of sugar secured on certificates for use in curing meats.

All of this sugar issued to officers and employees for personal use and still in their possession is to be returned at once to the place of business of the company and will be distributed to consumers on canning certificates issued by the Franklin County Food Administration Committee at cost price. In addition to ordering the return of the sugar, the Food Administration suggested that as a further penalty it could suspend the license of this company for a certain period of time. In lieu of that penalty, however, the company agreed to donate \$500 to the Columbus Chapter of the American Red Cross.

No More Half-Pound Prints.

The following special rule governing manufacturers, dealers, brokers and commission merchants in butter, has been issued by the U. S. Food Administration:

"Rule 5. Manufacture and Sale of Prints of Butter Weighing Less Than One Pound Prohibited. On and after September 15th, 1918, no licensee shall manufacture or sell units of butter in print form that weigh less than one pound; provided, that this rule shall not prevent a retailer from cutting a unit weighing one pound or more and selling a portion thereof to a consumer."

Cold Storage Eggs Defined.

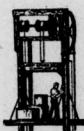
The Food Administration announces the following revised definition of cold storage eggs to apply under its existing rules and regulations:

"For the purposes of the regulations governing wholesalers, retailers, and all other dealers in cold storage eggs, cold storage eggs are eggs that have been held in a cold storage warehouse for thirty days or more at any temperature, whether above or below 45 degrees Fahrenheit."

It wasn't flag-waving and speechifying that raised the splendid crops with which our land is blest to-day. It was digging, toiling, sweating—all in accordance with a wise plan and high-strung resolution. Nature does her part when we do ours. Resolve, plan, work and stick to it—that alone will win the war.

Knox Sparkling Gelatine

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



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

TAKING INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich.

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License Number G-17014

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

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

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

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

Uncle Sam

Wants the
Whole Dairy Family

Bossy her father and brothers—the man, woman or child who feeds and milks her—the man, woman or child who makes her milk into butter, cheese, ice cream, condensed milk, milk powder or any other shape or form, and the man, woman or child who used her milk in any form, all the folks who make or sell machinery and equipment she makes necessary

to go to the

National Dairy Show
Columbus, Ohio

October 10th to 19th

Where he is going to deliver to each one

A great war message

On the team work he wants to do with the dairy people

And how he wants

The dairy people and the consumers of their products

To work together.

This is a call of duty and opportunity.

GO

MOORE'S LAXATIVE COLD TABLETS

The best known treatment for COLD and GRIPPE contains BROMIDE OF QUININE, retailing 25 tablets for 25 cents.

Right now is the time to get in your winter supply. We can furnish you with a full line of Proprietary Medicines as well as a complete line of staple drugs.

We specialize on Grocery Drug Sundries and have made a study of the needs in this line of General and Grocery stores, we can therefore give the best of satisfaction and service.

THE MOORE COMPANY
TEMPERANCE, MICH.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters
Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

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



Washington Activities As Viewed By a Grand Rapids Man.

Washington, D. C., Sept. 18.—The more one sees of Washington departments the more one is impressed with the colossal size of the business of running this war. Take one instance alone—the S. O. S.—“Service of Supplies.” From confusion and intricacies when the army was young in the present war to efficiency which now renders it almost perfect, efficiency is the record made by the Quartermaster General’s department. As fast as a division is formed at any of the cantonments, rations and supplies of all kinds are listed, so much for each man for a certain period, and thereafter at certain periods these rations and supplies are issued automatically. The procuring of these is an immense job. With 1,600,000 men now in France, what will it be when we have 4,000,000 men in France. This brings us into the divisions of purchasing, production and transportation, all of which have been reduced to a complete system, but one can well see that it takes an army of capable men to take care of the multiplicity of detail in order that our army promptly receives the food and supplies necessary for its subsistence. To this end everything is being speeded up in all departments, as prompt service is imperative. If the service over here and “over there” is not up to the mark, the wires sizzle with remarks of the higher officers. Excuses do not go. The men at the head are like the city editor of a morning paper who when a reporter tried to explain why he fell down on a story said, “H—I, I can get a boy for \$3 a week to make excuses. What I want is results.” The consequence is that all departments here in Washington, so to speak, are on their toes working from 8 in the morning until 6 at night for the general employees, and no limit for the lieutenants, captains, majors, colonels, etc., in charge of the various branches of the “S. O. S.” The ordinance department is another division of the service which is performing a gigantic work. The office building at 9th and B streets is more than two blocks square and the various departmental divisions occupy more than a thousand rooms where thousands of clerks and stenographers are employed. It is a veritable beehive of clerical industry.

Although not officially stated, it can be said that the policy of the Government is to send into active service the younger set of men, commissioned and civilian, and replace them with the older men who are qualified in the various branches of industry and commerce to fill the various desk positions through the transfer to active service of the present incumbents. Men of experience and ability will find no trouble in entering the Government service, but the Government cannot afford to make mistakes and will probe into the careers, character and qualifications of the applicants. It is also said that men of ability who are above the draft age will be eligible to desk positions.

Secretary of the Treasury McAdoo has made a sensible proposition to

Congress regarding the proposed war tax bill, and that is that Liberty bonds be partially exempted from sur taxes. His proposal, disclosed in a letter to Congressman Kitchin, holds that it is well to stabilize the market price of bonds, and hints that a higher rate of interest will be necessary hereafter if the high sur taxes are to be applied to the income from Liberty bonds. It is believed Congress will heed this recommendation, as the elimination of the bond income will make a broad and liberal market for Liberty bonds.

Another development of great interest not of, but interwoven with the financial, is the definite announcement that Congress will at this session give the American people relief from the high cost of living. The first step in a comprehensive programme destined to lower food costs, chiefly, will be the introduction of a bill putting the country’s meat supply in the hands of the Government. This measure comes as a result of disclosures made by the Federal Trade Commission of the large profits packers are making and the methods by which they make them. It will open the whole question of the soaring cost of living which to-day is causing Congress much concern. Other measures will follow, aimed at other evils. The eyes of Congress have been opened to the tremendous drain upon the pockets of the breadwinners, where legislators themselves are victims of the profiteers. Thousands of letters are pouring in to them, the general tenor of which is that a patriotic Nation, willing to give “until it hurts,” is being forced to “give up” or go without food necessities. The bill to take over the packing houses probably will be opposed by President Wilson and Food Administrator Hoover. President Wilson has indicated to the Federal Trade Commission that he believes legislation of this kind is not necessary at the present time. Members of the Commission do not agree with the President and Mr. Hoover. The bill has been drafted. Some of its sponsors are about to begin long speaking tours in the approaching Liberty loan campaign, hence for the present the bill will not be pressed for enactment until late in the session.

The Farmers’ National headquarters are up in arms regarding the water power bill which has already passed the House. Representing the bulk of agriculturists in the country, George P. Hampton, managing director of this organization, has written a letter to the President, in which he says, “We ask most earnestly that if by any chance the water power bill with the recapture and the long term lease is passed by Congress, you will veto it. We feel it would be unjust to our soldiers and sailors to commit the Government in any way to a policy of leasing the natural resources. The pending water power bill will make life harder for every returned soldier.” The bill provides that natural water power sites owned by the Government may be leased to private individuals or corporations for development on long term leases.

The writer overheard, in one of the principal hotels here, a spirited

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

Going to France?

If you are going to France with the Government forces, you can relieve your wife and family of all business cares while away by placing your financial affairs in the hands of this Company.

There are many things we can do for you—collect and receive your income from all sources and deposit it to your credit so that you or members of your family may draw checks against it—take care of the payment of your insurance premiums and your taxes—place your securities and valuables in safekeeping.

In short, we will take entire charge of the business management of your affairs and in addition will gladly give you or your family any advice or suggestions developed from our twenty-eight years of trust and investment experience.

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

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

Audits made of books of corporations, firms and individuals.

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.

discussion on the Sunday gasoline saving order issued by the Fuel Administration. A gentleman from New York City said if Fuel Administrator Garfield would look around him he would discover some gross inconsistencies and cited one instance of a Wall street banker who travels between his home and his office in a high priced, high powered machine. The round trip covers 60 miles and he consumes about one gallon to six miles and each round trip consumes 10 or more gallons. For six working days at least sixty gallons are consumed. At 27 cents a gallon the cost is \$16.20. There is a clerk in the financial district who maintains a ford. He goes to church Sunday and is wont to give the family a Sunday afternoon outing. He travels about 60 miles Sunday at the rate say of 20 miles to the gallon. This clerk consumes three gallons a week at the cost of 81 cents. "Fuel Administrator Garfield's order," this gentleman concluded, "says in effect, It is highly consistent for the banker to consume ninety gallons during week days, but the banker's clerk must under no circumstances consume three gallons on Sunday." This interested me because I am in the three gallon class.

Paul Leake.

The Supreme Peril—It is Germanism Still.

Yes, although we lick military Germany out of its boots we may yet be conquered by industrial Germany after all. This is the biggest menace that confronts America to-day. You hear a lot about "interlocking directorates" among our own "captains of industry" through which many industries are said to be controlled and ruinously exploited by a favored few. This is one of the standard bogies which some of our adroit politicians love to "view with alarm" for two weeks before election day.

But do you realize that Germany for over a generation has been working unceasingly to get just this kind of a strangle-hold on American industries? And she has gone a long way toward success.

At the outbreak of this war she practically dominated our metal market through the American Metals Co. and its branches. Their heavy interests in a few of the more valuable and indispensable metals would eventually have put our vast iron and steel industries practically at the mercy of German capital if war had not waked us up. And this is only one item. The same practice has been going on steadily and progressively along many other vital lines of American industry and commerce. And Germany is now planning after the war to resume this "commercial invasion" business at the same old stand.

Shall we go to sleep again and let her do it?

Now is the time to wind up the American Big Ben and set it to go off loud and continuous on the day we have the enemy back of the Rhine.

A venomous spider among the nations, Germany persistently gathers up and spins anew the broken strands in her impalpable—almost invisible—web of intrigue, her tireless effort to ensnare all people in her skein.

We must begin now to sweep the whole mess out of the door.

FOOLISH FRITZ.

Written for the Tradesman.

I have so often wondered
Why! Fritz you're such a fool
If the facts you've fully pondered
Though you are of German school,
As to believe the specious stories
Which the Kaiser tells his folk
And cannot see he glories
In making truth a joke.

The world is so enlightened
No matter where you go—
From southland to those brightened
With eternal caps of snow
That the gink in Africa's jungle
Or the dub in Arctic zone
Would never err nor bungle
On the dog that wants the bone.

Pray what's the hallucination
What is the dose of dope
The mental aberration
Hot-air or pure soft soap
That a race who should be wiser
Than the Eskys round the pole
Are hoodooed by a Kaiser
Who would a world control.

You have a land of plenty
Where stretches far the Rhine
If ten times as rich or twenty
We'd gladly say 'twas fine.
But somehow your old Kaiser
Like he'd nothing else to do
Pretends to put you wiser
Lest we take it all from you.

And in his crazy night-mare
He comes to think as true
The bunk he gives in o'er-share
And passes out to you.
'Stead of some one wanting Deutschland
What does the old Hun do
But just turns loose his war band
Seizes France and Flanders too.

It's time the German nation
Inspects the Kaiser's head
And for their own salvation
Get a saner one instead.
His works belie his story
See the France-Belgian land!
It is your shame! not glory—
And the Kaiser's malled hand.

Charles A. Heath.

New Policy of War Financing.

Enough has leaked out of the conferences attendant on the switching of control over war savings efforts to indicate that the change marks an entirely new policy of Government finance. The fourth Liberty loan was too nearly organized and at hand when the new policy was adopted to permit of any marked change in its floatation, but following the campaign the tendency will be toward financing the war by continually increasing sales of short term securities which only at distant intervals are converted into long term bonds.

The first manifestation of the tendency is to be a continual war savings certificate drive, in which the effort will be to draw from every self-sustaining person in the United States a stated weekly investment in savings securities; instead of an occasional drive for stamp sales, a stated proportion of the income of every patriot will be diverted to war savings.

This development is expected to do away entirely with the sale of Liberty bonds on weekly payment plans. Such bonds will be sold only under the Government plan of four, five or six payments, spread over a comparatively short time. It is also planned to do away with \$50 bond sales, and possibly, although not probably, with the \$100 bond.

The \$50 bond costs the banks and the Government more in time and expense of sales explanations and handling, coupon cashing and conversion details than the \$1,000 bond. By eliminating it the person whose patriotism is appeased by buying a \$50 bond twice or three times a year might buy a \$5 savings certificate every week. There are only two

operations in handling the savings certificate. The sale and payment five years thereafter.

An ultimate development of the present program is expected to be the popular sale of Treasury certificates, such as are now sold to the banks, although they would be of somewhat longer maturity and would be handled similar to the method of selling short term British bills.

This is a sour world for the man with a sour disposition.



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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

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

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst Cashier

Commercial Credit Co. Obtains Re-traction From Tradesman.

In the issue of Michigan Tradesman June 26, 1918, on page 14, under article entitled "Fraudulent on the Face," correspondence between Commercial Credit Company, Baltimore, and our editor E. A. Stowe, regarding certain notes of Partin Manufacturing Company, was published, together with comments.

After receiving letter of June 24, published below, from Commercial Credit Company, we find upon investigation that Commercial Credit Company purchased certain notes from Partin Manufacturing Company for value and in good faith, and being innocent holders, we know of no reason why they are not entitled to collect same from the makers, as this Company, as well as several Michigan merchants, was also imposed upon. We also are satisfied that Commercial Credit Company is doing a legitimate semi-banking business and that neither the Company nor its officers would knowingly become a party to any fraudulent transactions.

In view of the above, this paper and Mr. Stowe, its editor, admit their error and hereby retract derogatory statements against Commercial Credit Company in the article referred to, and especially the following in Mr. Stowe's letter of June 24:

"I do not believe you can find a jury in Michigan who will award you a verdict on such fraudulent notes, in the face of your own admissions and with a full knowledge of all the circumstances connected with the fraudulent transactions in which you voluntarily became an accomplice by seeking to profit by the ill gotten gains sought to be obtained by your partner in crime."

The following letter of June 24 to us from Commercial Credit Company was received after our issue of June 26 went to press, and is as follows:

Baltimore, June 24—Were it not for the misstatements in yours of the 20th, I would not dignify same with a reply. Your narrow view of an ordinary commercial transaction at the time it took place seems founded upon your desire to retain the patronage of your subscribers by encouraging them not to live up to their signed obligations.

These notes were not only not fraudulent on their face, but adequate consideration for same was acknowledged by the signers thereof. Whether such was or could be given was a matter between the signers and Partin Mfg. Co. They were negotiable paper, which any purchaser for value is justified as regarding as worth a hundred cents on the dollar, according to the credit, at the time, of the signer and of the Company, both of which were then good.

In handling negotiable paper, it would be absurd for us or banks before buying or discounting same, to make enquiry of the signer thereof, as to whether or not he expected, for any reason, to contest its payment, which seems to be your idea.

We made it plain in our letter of the 10th that we paid value in good faith for the notes and your statement that we "voluntarily became an accomplice by seeking to profit by the ill gotten gains sought to be obtained by your partner in crime" is, in plain language, a lie, as well as that

we are "a party to a fraud of this character."

We do need you to intercede for us before the Almighty, as you will have trouble enough taking care of yourself if you are generally as careless with the truth and facts as you have been in yours of the 20th. You assume that we paid little or nothing for the notes, but were the "tool" of the Company to collect same and then divide the plunder with the Company, even in spite of our sincere effort to give you the real facts.

In the eyes of the law, a man must suffer who, by his negligence, or carelessness, makes it possible for a third party to be imposed upon. These merchants, by signing notes acknowledging value received, which they now deny, made it possible for these notes to be negotiated, and they, not we, should pay the penalty. How you can figure that such merchants should not pay a cent, while we, as innocent victims of their stupidity, should sustain all the loss is beyond understanding.

Your ideas of business ethics, fulfillment of business obligations, and even fair-mindedness, make it unnecessary for us to waste any further time with you in this matter, except to say that if you dare publish your letter to us of June 20, 1918, we will be obliged to sue you for libel.

A. E. Duncan,
Chairman of the Board.

The Scientific American, reviewing an account of Garabed Giragossian's machine, wonders that such an "invention" could gain the ear of Congress. The reason is not far to seek. Congress would have a short memory if it forgot that its failure to extend adequate financial support to S. P. Langley choked his experiments with the aeroplane. Some members probably recall that Ericsson presented his design of the Monitor to incredulous officials, and that the ship was launched by private capital. Yet Ericsson was a distinguished engineer, the builder of great Swedish canals, when he came to America. Sir Hiram Maxim was neglected and flouted by officers of our Government, but was received in England warmly, and made as great a success there as Hotchkiss in France. Simon Lake has recently told of the repeated discouragements he met in trying to place his submarine plans before the authorities; and declares that he regards Secretary Daniels's establishment of a civilian board to pass on inventions offered to the navy as one of the prominent achievements of the Administration. It is not strange that Congress is so uneasy lest some great discovery be lost through its neglect that it is ready to chase veritable will-o'-the-wisps.

The most shrill clamor for \$2.50 wheat cannot object to the President's action in placing the guaranteed price for the 1919 crop at \$2.20. He refers tolerantly to the difference of opinion, declares that it cannot be settled definitely until we know what next year's farming costs will be, and announces his intention of appointing a commission next spring to determine whether an advance over \$2.20 is just. The wheat grower may prepare a maximum acreage in confidence that he will be dealt with generously. The President mentions the great loss the Government might incur if peace came and Australian and Argentine

wheat were released while we maintained a price high above the world's market rate. But in justice to the farmer, we shall have to go on facing this risk. The commission next spring cannot concern itself with the question whether peace may come by early fall, but must take up solely the question of the farmer's costs in raising his 1919 crop. The farmer is for war purposes devoting his main energies to a crop that might suddenly become almost a drug on the market; he is to be assured a reasonable profit no matter what the war's changes.

"If America cannot see that our duty to our country lies first of all in our duty to our neighbors then we are blind indeed to the basis of real patriotism, which is only neighborly kindness."



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!

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

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

LAVISH BUYING.

Credit Not Conducive To Unnecessary Purchases.

Not much approval is being given in retail dry goods circles of the suggestion that steps be taken, as a war-time economy, to put a restriction on consumers purchasing on credit. Most of the apathy toward the suggestion appears to be based on the opinion that this would by no means ensure economy, but that it would possibly have the effect of injuring business without doing the Government or any one else any good.

"Without in any way entering into an argument regarding cash versus credit buying by consumers as a general proposition," said a well-known retail merchant, "I think there would be nothing gained by restricting sales of merchandise on charge accounts, either by putting an extra cost on the goods, as has been suggested, or in any other way. Merchandise has been sold on credit far too long to admit its being stopped or curtailed without disrupting business very seriously. Every one knows that all business is founded on credit, and removing this factor in consumer buying would practically be removing the keystone of the arch of retail trade.

"Suggestions regarding the curtailment of retail credits all appear to be based on the idea that this method of doing business is, in itself, wasteful. This is not so. If a store's credit department is properly run, the element of waste is insignificant.

"From my knowledge of the present situation I would say that credit men in this and other cities are voluntarily eliminating those things which tend toward waste. They are making determined efforts to force slow accounts into line, and, failing this, are cutting them off the list. As to opening new accounts, the tendency on the part of most credit men at this time is strongly conservative. So marked is this tendency in some cases that there have been conflicts of opinion on the subject between them and the 'men higher up.'

"Selling on credit is one of the greatest stabilizers of business that I know of. It has often been said that the cash customer is anybody's customer, but that when a customer had a charge account continued patronage of the store granting it was more or less assured. If the same customer has accounts in several stores the result is virtually the same, for sooner or later the point will be reached where one store will be patronized for garments, another, possibly, for millinery, a third for shoes and hose, and so on.

"In any event the buyers and merchandise men of these stores are given definite bases on which to work, and the loss through over or under buying that is prevented in this way is sufficient, in my opinion, more than to offset any waste that legitimately may be charged against the charge account method of doing business. It does away with the need of excessive clearances, for the buyer, knowing the business he did at a given

time on a given line of goods in one season, and being at least fairly able to gauge demand through the number of people who regularly patronize his department, is able to make his purchases without any great fear of a sudden and marked increase in this patronage. Likewise, it guards against underbuying, and the need of going into the open market and restocking a popular garment or article at a higher price, which in itself is often a source of loss at a time like this.

"Unfortunate as it may be, there are and will continue to be a great many persons in this country who will not voluntarily heed the pleas that are being made for wartime economy and general conservation of resources. A great many of these persons are women, and they can be divided into at least two general classes. One of these is the type of women, who, either through their own efforts or through the high wages made by their husbands or sons, have more money to spend now than they ever have had, or are likely to have again. The other is the class of butterfly women who think the war is 'awful,' but let it go at that. Many of the latter have plenty of money to spend, and both classes referred to are spending it freely.

"Now, a point that I think should be brought home as forcibly as possible is that a great deal more of the so-called luxury or wasteful buying is being done by persons who have been used to paying cash for their purchases than by those who have charge accounts. In most of the Allied countries, especially in England and the United States, the war has, generally speaking, made the poor more able to indulge in the comforts of life and the rich less so. I have heard any number of little stories of the fulfillment of life-long desires for certain luxuries on the part of women who formerly hesitated over the spending of an extra dollar, but who now are in a position more or less to run amuck in a financial way. In spite of their present excess of ready money many of these women would have difficulty in qualifying for a charge account. Yet, apparently, the credit method of doing retail business is being made the 'goat' of their expenditures.

"As to the butterfly class of women, patriotism is secondary to their creature comforts. The country may need money, but they think they need new dresses, and they get them. They work on the theory that 'George' will lend the money that the Government needs. Many of these women have charge accounts, but what would happen if their purchases on these accounts were limited in any way? They would either split up their purchases among several stores or they would pay cash. In this way they would buy just as much as ever, and possibly more.

"Naturally, to pay cash, the customer has got to have the 'ready money' with her, and if she is well supplied with it she is more apt to let it go quickly than if she had the

restraining influence of a large bill for purchases to meet at the end of the month. In other words, when she pays cash day by day the fact that her expenditures are large in the aggregate are not brought to her attention with the same force as it is when the things she has bought have to be paid for in a lump.

"Also, to have money with which to pay for cash purchases it is necessary for the customer to carry it on her person. This not only encourages her to give way to a sudden whim to buy an expensive bit of merchandise, but it means that the money has most likely been withdrawn from a bank. If all the charge business in this city, and throughout the country as well, were suddenly abolished and all transactions placed on a cash basis, necessary withdrawals from banks would doubtless be of such size as to hamper their operations very seriously. It would mean that there would daily be great sums of money carried around in handbags and pocket-books that otherwise would be at the service of the banks until monthly bills for merchandise bought were rendered.

"All in all, it would seem as if the purposes of the Government would best be served by stronger appeals for conservation on the part of consumers rather than by attempts at regulating methods of conducting retail business. If people want to spend money they will do it. This fact existing, the method of spending it—cash or credit—counts little."

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources
10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

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

No membership fee charged.

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

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

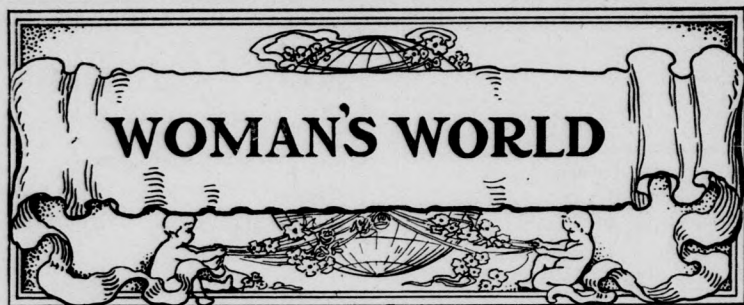
Since our organization we have saved our members Thousands of Dollars, and can do, proportionally, the same for you.

Home Office, Grand Rapids

The Eyes of the Army

The difference between failure and success is often a matter of observation. Our boys will win because they are quick to see. A chance to hit does not pass unheeded.

If you don't watch the Business Wants Department of the Michigan Tradesman you will probably miss many a chance to advance your interests.



Christmas Gifts for the Boys "Over There."

Already the first advertising for Christmas business has appeared. Marshall Field & Co., Chicago, have put out an advertisement urging immediate purchase of Christmas gifts for boys at the front, ensuring certain delivery, and those stores that have not yet advertised Christmas goods for the boys "over there" are beginning to think of ways and means. Certain it is that the advertising, strong advertising of Christmas presents for the men in the service, should begin soon, and it is up to the stores as far as the consumer is concerned, to do their utmost in getting the presents delivered to the boys.

In order to satisfy the customer regarding delivery of goods, Marshall Field have advertised that a receipt will be brought back after the goods bought of them for Christmas gifts have been delivered. They also maintain a War Bureau, where information relative to military or Red Cross activities may be secured.

Many plans will probably be worked out for the development of the early Christmas business, plans which will provide for shipment of merchandise, probably through a Paris office, or representative.

An interesting idea that has strong advertising value is one which may be adapted somewhat along the lines followed by John Wanamaker, New York, in the establishment and operation of their Gift Plan Bureau. It will be remembered that this bureau takes the name and address of a customer who wants to know what a friend would like to have for Christmas, and sends an enquiry to this friend, keeping the name of the customer secret and giving the customer the information after it has been secured.

Now, along this same idea, why should not the stores offer to collect the presents which different people want to send to the men abroad, offering to hold shipments until the last possible moment, at which time all the gifts for that individual would be sent at one time, asks Women's Wear. In other words, if Mrs. Jones is going to send a present to her son, George, who is over at Brest; and Fanny, his sister, intends sending him something, and so does Mrs. Smith, his aunt, why should not the store offer to send these presents at one time, thus saving for itself the duplication of the work of shipping, and also acquiring a splendid hold on the trade of all the friends and relations of George Jones. Mrs. Jones,

knowing of the service, and knowing that her sisters and brothers and other relations contemplate sending something to George, is apt to tell these people of the service that So-and-so is rendering, and the friends are more likely to go to that store.

Together with such a service might be incorporated a war service similar to that offered by Marshall Field & Co., keeping clients in touch with the positions of troops and camps, as far as such information is obtainable, informing them of the best and shortest way of sending packages, how such packages should be addressed, and how goods should be packed, how long it takes to get to the various headquarters of the army abroad and at home, and similar information which the consumers may want to obtain. This would entail no great difficulty on the part of the store supplying such information, much of it being obtainable from Post Offices and the War Department in Washington.

The point is to find some outstanding qualification which will make a strong impression on the consumer's mind as a reason for buying the goods at a certain store. The advantages of obtaining such a distinctive talking point are many. First, the indelible impression of service, the impression being strengthened by the fact that the service is in connection with someone near and dear who is fighting for democracy; then the advantage of getting a foothold on the business of groups, of getting people to talk to their friends about the store and the service that it is rendering.

Profiteering, as the exacting of excess profits in war times is known, is decidedly out of favor. Talk on all sides is heard of manufacturers of articles essential to the carrying on of the war exacting exorbitant profits, and the same accusation, to a certain degree, is being made against the retailers. Service of the kind referred to tends to offset such ideas; in fact, sets the consumer thinking in the opposite direction, provided there actually is no profiteering going on.

The fundamentals of the Christmas gift business, as far as gifts intended for abroad are concerned, are certainty of delivery and care in making delivery. Reputation—which cannot be built over night—is a strong factor in securing such business, for the consumer must have supreme confidence in a store before he will entrust to it the deliverance of his gifts for the boys "over there," and so everything in the merchandis-

ing and advertising of such goods that will help build the impression of certainty becomes a strong factor in securing and maintaining business.

Another plan for the development of Christmas business that will probably be developed is that of making up combination packages of various kinds, including not only sweetmeats and smokes and reading matter, but combination packages of articles of apparel. Khaki shirts and ties, probably, or dozens of woolen socks, or combination wrist warmers, sleeveless sweaters and sox, and other combinations of the same nature, might be packed together in a neat "Service Box" and readily sold. Articles of utility will be strongly in demand, of course, but knick knacks and luxuries of camp and army life will certainly not be ignored. The men's departments, it is easily seen, will receive an unusually large share of Christmas business, and war will be reflected throughout the gift purchasing in all departments, even the women's. That there is big business to be done there seems little doubt, and the more the stores strive by originality of idea and method to get the business, the bigger and better and earlier the Christmas business will be.

Necessity of Retail Merchants Keeping Accounts.

Washington, D. C., Sept. 18.—The revenue act now pending in Congress is expected to produce \$8,000,000,000. This means a tax on the average of more than \$76 for every man, woman and child in America. The average per family is nearly \$340.

In many businesses taxes will be one of the largest items of expense. It is of the utmost importance, therefore, that every concern in business, large or small, whether corporation, partnership or individual, shall maintain an exact record of its receipts and expenses, in other words, keep accurate accounts. Taxes should be considered as an expense of the year for which they are assessed rather than for the year in which they are actually paid and the necessary reserves should be provided for at once.

Because of the large amounts to be collected, the Bureau of Internal Revenue will be compelled to check the income tax returns filed by taxpayers more closely than heretofore. The retail merchant who is able to place before the Internal Revenue Inspector book records showing exactly how he arrived at his statement of net income will greatly facilitate the Government's task of collecting the war revenues and save himself annoyance and expense.

No special system of accounts is prescribed by the Internal Revenue Bureau but the books should show in detail inventories, purchases, sales, capital investments, depreciation and similar items required in making up the income tax return. Every merchant should study the income tax law and regulations and see to it that his accounts are kept in a manner that will enable him to determine his net income for taxation purposes.

Aside from the necessity of keeping systematic accounts in order to comply with the Government's requirements, every progressive merchant should adopt an approved accounting system for the good of his own business. In no other way can he further his financial interests more effectively. It has been proven time and time again that accurate

accounts are absolutely essential to success in business. The merchant who has a good accounting system is able to eliminate waste and unnecessary expense and can so control his purchases and his credits as to greatly lessen the chance of failure. The inventory, which cannot be taken without some form of accounts, is the compass of a business. Without it the direction in which the business is heading either for success or failure cannot be determined.

In the complexities of modern business costs must be calculated with certainty in order to determine what the selling price of an article should be in order to yield a reasonable profit. This is impossible without books of account.

The profits of a business or the losses of a business cannot be determined without book records; and now that the Nation requires every citizen to contribute to the war budget within his means and income, the returns cannot be made with any degree of accuracy without books of account and annual inventories.

The bad debt loss of the Nation, which runs into large figures annually, is due in large measure to inexperience and inability. If the merchants would keep even the simplest books of account the bad debt wastage would be reduced materially, for inability and inexperience are usually marked by the absence of an accounting system.

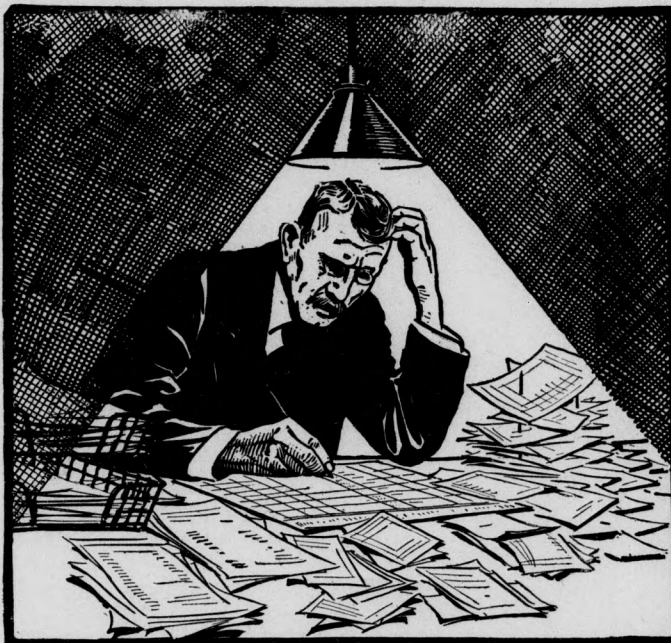
Owing to the withdrawal of man power from industry it is essential that every business man be more frugal and exert himself more effectively to conduct his business efficiently. Extra effort put forth in carrying on the business so as to increase volume at less expense, will decrease the chance of failure, increase the earnings of the merchant as a reward for his effort, and enable him to share more liberally in the governmental financial program made necessary for the successful prosecution of the war.

The man who knows the exact condition of his business from day to day has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen especially in these war times to keep in such close touch with his business through record keeping and otherwise as to maintain the greatest efficiency and render to his Government every cent due in taxes.

Daniel C. Roper,

Commissioner of Internal Revenue.

The rat is gradually being ranked as one of man's worst enemies. Not so many years ago it was discovered that rats spread the bubonic plague. Now it appears that they are also suspected of carrying infant paralysis. Dr. Mark Richardson, in a lecture before the Association of American Physicians, now published by the American Journal of Public Health, argues that poliomyelitis is spread by rodents. He finds the occurrence and course of this disease very similar to that of the bubonic plague, and has traced a certain number of cases directly or indirectly to apparently infected rats. Should his conclusions prove sound and bear the test of further investigation, then another fearful scourge of mankind will have been subdued. For it is not impossible to reduce and keep reduced the rat population, with its burden of infected fleas. Decidedly, unless scientists suddenly discover some benefit derived by mankind from his continued existence, the rat's knell has been sounded.



Without a National Cash Register



With an up-to-date National Cash Register

A man should not do the work a machine will do for him

A National Cash Register does 15 necessary things in 3 seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our newest model makes the

records which a merchant needs to control his business.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

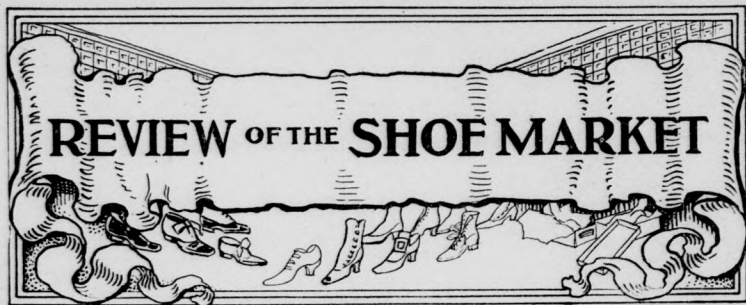
Dept. 10705, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name _____

Business _____

Address _____



Liberty Shoes as a Wartime Measure. Written for the Tradesman.

As the reader of these pages is doubtless aware, there has been considerable talk of late concerning the introduction of the so-called Liberty Shoe. Hitherto the War Industries Board has made certain radical recommendations concerning the manufacture of shoes, especially with reference to styles and colors, and to some extent concerning materials, trimmings, and finish; and now comes the decree from the same source that war conditions require the introduction of standard shoes. It may be said that there is a plan on foot to standardize, not only shoes, but clothing of other kinds such as hats, suits for men and boys, and many other wear commodities.

During the latter part of August certain representative shoe manufacturers were called to Washington to confer with the members of the War Industries Board concerning the introduction of a standard type of footwear, and it is said that these representatives of the shoe industry were not at first favorably inclined to the proposition, but later were convinced that the introduction of the Liberty Shoe, as well as other standard lines of wearing apparel, was necessary as a wartime measure. From members of the War Industries Board the word has come that the Government believes the time has come for action; that the suggestion had been given to shoe manufacturers some time ago, but they were not inclined to look with favor upon the plan; and that now, if the industry opposed the idea or refused to submit a program for Liberty Shoes, the Government would go ahead and draft a plan of its own for making and selling standardized footwear.

It is evident from this that the Government is in earnest. And the serious light in which the Government considers this matter is doubtless based upon a comprehensive knowledge of the metes and bounds of available shoemaking material now on hand. Being very much in earnest, the Government apparently demands quick action; and so a committee has been appointed with power to act. The committee is composed of ten representatives from the National Shoe Retailers' Association, one representative of the Mail Order Business, seven representatives of the National Shoe Wholesalers' Association, and sixteen representatives of the National Boot and Shoe Manufacturers' Association.

It would require entirely too much space to name the members of this

committee and indicate their official status with the firms with which their names are associated, but they are men prominent in the shoe industry of this country. They are big, brainy, level-headed men—who are not only thoroughly loyal to our Government and anxious to do all that they can in order to help win the war, but they also know the shoe business from the ground up. We may say, therefore, that the War Industries Board will have the benefit of the very best specialized talent in seeking to draft some sort of a program for the production and distribution of a standard type of shoe for the duration of the war.

The Purpose of the Liberty Shoe.

If any one is disposed to ask, "Why a Liberty Shoe anyhow?" the answer is, "For economy's sake."

Conservation is the idea back of the whole project: first, to conserve the materials of which shoes are made, and then by making them on certain standard lines, make it possible for the consumer to get them at the least price consistent with the cost of production and distribution.

The subject is, to be sure, a vast one, and there are many things to be considered.

For one thing (and this is one of the first things that comes into one's mind as he considers the introduction of the Liberty Shoe), what will become of the large stocks of shoes now on the shelves of retail dealers throughout the country if the impression should be created (intentionally or unintentionally) that patriotic citizens must wear only Liberty Shoes? Manifestly any Government sanctioned program with reference to the Liberty Shoe that would make unsalable present stocks of excellent footwear would be an anomalous situation. It would defeat the very purpose of conservation. We may be sure that the Government will not do anything to help gum the works in this fashion.

The introduction of the Liberty Shoe will doubtless be deferred long enough to allow retail shoe dealers to sell their present stocks; or it will be introduced gradually—tentatively—and along with present accumulations of shoes; and introduced and exploited in such a way as not to kill the value of this good merchandise



Right now when YOU NEED THEM, and when they are so HARD TO GET, *we have on the floor the*



Black Bullseye and Arrow Short Boots

SIZES 6 to 9

PRICE \$3.95

THEY ARE
AND WILL GO FAST

DO IT NOW!

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.

which shoe dealers have bought in good faith. Certainly the Government owes it to the industry to see to it that no scarehead impressions get out which might work irreparable injury to honest, patriotic men who carry stocks of footwear merchandise.

And one can readily see how such impressions might be scattered abroad. Newspapers are eager for the sensational stuff; and from many occurrences during recent years we know that they often get an entirely wrong slant on matters associated with footwear. And the tide of patriotism among the American people is rising higher and higher; so that the Liberty Shoe idea, if not wisely and prudently broached, might conceivably defeat its own purpose and throw many hardworking small retail shoe dealers into bankruptcy.

I think I know the temper of the men composing the American shoe industry, and something also of the spirit of the men who retail shoes; and I believe they are thoroughly patriotic. They want to see the war won. And they are perfectly willing to do anything in their power to help win the war. And it may also be assumed that the Government appreciates this, and would not seek to harm them (directly or indirectly) by any injudicious or hasty program concerning the distribution of standardized footwear; but in view of the readiness at which certain types of minds jump at conclusions, and especially in view of the eagerness for sensational matter on the part of the average newspaper, it behooves those who are promoting the Liberty Shoe to safeguard against misunderstandings and wrong impressions.

Cid McKay.

Activities in Michigan Cities. Written for the Tradesman.

The cement plant at Bellevue is running full blast, with 200 employees.

This is the week of Clinton county's sixty-fifth annual fair at St. Johns, the fair closing Sept. 21.

Benton Harbor now has Liberty barrels and the people are helping the Government by saving peach, plum and other fruit pits.

Battle Creek will adopt the skip-stop plan on its street car lines as a war measure.

This week the Michigan Central and Pere Marquette freight offices in Lansing were combined and all business is being done at the Michigan Central office on East Michigan avenue.

Lansing reports increasing use of the motor truck and the motor bus for freight and passenger business in and out of that city. Many traveling salesmen are using the motor car now. The Reo Motor Car Co. maintains regular motor truck freight service between Lansing and Detroit, using six trucks and meeting the boats from Cleveland and Buffalo at the Detroit docks. The cost of delivering materials to the Lansing factory is said to be about the same as freight charges, but the big advantage lies in the ability to get material without delay.

A National truck owners' confer-

ence will be held in Detroit Sept. 19-20 under the auspices of the Detroit Board of Commerce. The purpose is to educate as to better methods.

Saginaw will be the scene of the county fair Sept. 23-28 and the agricultural exhibits promise to be the largest ever seen there.

Bankers of the Upper Peninsula met at Sault Ste. Marie Sept. 12 and elected Fred S. Case, of that city, as chairman of Group 1 of the Michigan Bankers' association. There were interesting addresses by President Harmon of the Upper Peninsula Development Bureau, State Highway Commissioner Rogers and others.

Almond Griffen.

Nashville Proud of Her Record.

Nashville, Sept. 17—Nashville, the smallest town in the Battalion, feels proud of her record in the State troops. The various companies were recruited and the Battalion organized by Major H. L. Rockwood, of Nashville, who is now in active service in the Y. M. C. A. in France, and Nashville therefore feels that she is really the mother of the Battalion.

Furthermore, we feel proud of the record our former members have made and are making in the active service for our country. Thirty former members of Company 6 are now in active service in the National army, most of them already in France, and more than half of them enlisted. All of them are doing splendid work and give credit to Company 6 for the help it has been to them in military training.

The company now has fifty active members and is drilling regularly and showing fine improvement.

Capt. Fred White, who has been captain of the company since its organization, has resigned to enlist in the service, and the company is now officered as follows:

Captain—J. Wm. Dollman.

First Lieutenant—J. F. Bement.

Second Lieutenant—E. L. Appel-

man.

Do you give your customers better values than your competitors? If you do, why keep the fact locked within your own breast? They may find it out eventually, but why keep them on the hunt when a little honest advertising will get them now?

Do You Want to Sell Your Store?

PROFITABLE SERVICE rendered to Retail Merchants with a record of having closed out stocks of merchandise netting more than 100 cents and better. All Size Stocks Handled. For particulars mention size of stock and object of sale.

C. N. HARPER & COMPANY, Inc.
905 Marquette Building CHICAGO, ILL.

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.

SERVICE SHOES

that will stand up under all conditions and tests are good ones on which to build your business.

The H. B. Hard Pan (Service) Shoes

have stood the test of time. Season after season they have been subjected to the severest test that any shoe could be put by thousands of out door men in every walk of life.

They have stood up and today they are regarded as the standard in service shoe values. Dealers who have handled the H. B. Hard Pan shoe for years say it is more widely and favorably known than any other line they have ever had.

From the very first the aim of our factory has been to produce the best service shoe the market offered. By using at all times the very best of materials we have been able to maintain the high standard of quality in our line.

Your fall trade will demand a large number of service shoes. Prepare for that business now by laying in a supply of the H. B. Hard Pan Service Shoe.

You cannot go wrong on this line.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Registered

MANY of you have just REGISTERED FOR SERVICE in the Army. But how about the service at your store? You have a duty there. BUSINESS MUST be kept going as usual. You must anticipate your needs earlier than ever. Hirth-Krause Co. will help you. Place your order with our representative next time he calls if you have not already done so.

Hirth-Krause Company

Tanners and
Shoe Manufacturers
"From Hide to Shoe"

Grand Rapids, Michigan

WARTIME IN RETAIL STORES.

Business Is Adjusting Itself to New Condition.

No institution, probably, has been affected by the various wartime changes in industry, transportation, and labor so much as the department store. As an ultimate outlet of National production it has found its difficulties growing daily, its purchasing and order placing undergoing radical innovations, its railroad and ocean transportation curtailed, its delivery work helped and handicapped by turns.

The greatest snag struck by the merchandise men of the big stores has been lack of goods. One store has found this to be especially true of woollens, another of silk, a third of shoes, a fourth of cotton, a fifth of rubber material. For each there is definite reason.

Talk about the wool shortage has become ancient history. According to the majority of store managers interviewed in the preparation of this article, it should more truly have been called a fable. Nevertheless, it is to-day difficult to get woollen goods at anything near the prices paid, say, a year ago. The cause of this is the talk about a woollen shortage at a time when the country is ready to take up war effect talk of any kind. Fearful of being left without material to carry on their work, a vast number of manufacturers and merchants stocked up on that product. The prophecy of a wool shortage was fulfilled, but not in the manner expected. The shortage to-day, such as there is, is due in the main to the fact that instead of the wool being in the stores of the city, where it can be sold in the form of finished products to the purchasers, it is stacked up high in the warehouses of the fearful. In order to make them part with any of it, the retailers have to pay exorbitant prices, which, in turn, must be met by the patrons of the stores. It is interesting to note that, while our own woollen merchants are bemoaning the dearth of the commodity, England, whose suffering is said to be even greater along that line, is shipping us great quantities of woollen hose. Yet the department store merchants are being handicapped by the rumor-created shortage.

In the matter of silk it has been not so much that the material alone has been difficult to get as the fact that labor to turn the material into the finished article has been scarce. What with the constant drafting of men and shifting of women in the different industries, the production of silk blouses, gowns, and underwear has fallen. The natural result is that the prices have risen. But, provided they are willing to pay the prices asked, the stores find they can stock up in sufficient quantities to meet the demand.

The average man and woman have felt the rise of prices in shoes sufficiently to appreciate that somewhere something is wrong in the leather situation. As a matter of

fact, there are two or three places in the shoe industry which have, so to speak, had holes punched in them. First of all, the leather shortage has been felt to a great enough extent to give rise to such rumors as those relating to paper and fibroid substitutes. There is no question that the armies of the world are making unheard-of demands upon the leather output of the world. South America, Italy, France, all of these, are now using most of their leather for military purposes. Shoes for soldiers' puttees, aviators' outfits, and belts are pushing the needs of the civilian to the wall. That is the biggest cause of the shoe shortage. The next is the labor shortage. There are few men to make civilian footwear that should be made. A good number of the workers have been drafted. An equal number have left for more lucrative war industries. Those who stay in the field demand a wage increase, and, what's more, they get it. The merchant who orders to-day a carload of shoes very often does so at an open price. The consumer and the merchant have to face the result.

A third factor which enters into this, as well as other commodities, is the railroad situation. Even if a merchant has placed his order, even if he has been assured that it is going to be filled, even if the manufacturer has filled his end of the agreement by shipping the goods, the merchant is not yet assured that he will have the shipment at the time he most needs it to fill the demands made upon his store. Cars are shoved off into sidings, waiting for a chance to continue to their destinations. One New York store has a large order of shoes that has been on its way since January and is completely lost track of.

The cotton situation, although of some moment, is not as intense as the others. What shortage is being felt here is due in the main to two things—the labor situation and the Government's use of the product. The labor question is controlled mostly by women. The spirit of labor unrest is reported to be great among them. As a direct result women have to pay increased prices for things that women refuse to make at lower ones. The merchants are doing almost no importing of cotton products. All that are bought here are made here. There has, however, been a pronounced rise in the cost of the raw product. The Government is using and exporting large quantities of cotton for use in the making of gunpowder. This naturally curtails the allotment for civilian industrial use. But again, the merchant finds he can get the material provided he is willing to pay for it, and again he is forced to jack up his prices to unprecedented heights.

In the same manner the call upon rubber goods made by the Government has meant that the people at home must do without it or sing to the tune of a higher pitch in price. In regard to rubber the merchants are meeting real difficulties in getting the finished products. What

with Government motor trucks needing constant re-tiring, Government troops needing rubber ponchos, rubber trench boots and minor rubber accessories, the supply, never in excess of the demand, has been pretty well depleted.

What has been said of the chief commodities is true of innumerable others. Some of the merchants, appreciative of the coming shortage in many lines, have stocked up on all sorts of merchandise. One of them finds to-day that his supply of hose is greater than it ever was before in the history of the store. His was simply a method of what may perhaps turn out to be undue preparedness. He is receiving stocks of hosiery that he ordered just as soon as he began to suspect there would be a shortage. They are coming in at the price that was current at the time of ordering the goods, and he is reaping a profit that is far above that which the other stores are counting on.

According to the opinion of the administrator of one of the other stores, the theory of this man is all wrong. The business of the department store merchant is to buy and sell, not to gamble. More lucrative gambling can be done on the stock market at Wall Street. Some day this man may be caught with a quantity of goods which he will be unable to dispose of. The man who suggested such an outcome is one of the most highly trained and efficient in his line of industry. He is more interested in bringing the prices down where they are approachable by the man and woman of ordinary means than he is in elegance of appointments or service. He has instructed his heads of departments not to try to get the better of impending shortages which may prove to be so many bubbles of rumors, but to play safe and, if necessary, sell at prices below cost and at a par with other stores. The brief he holds against high prices is that of hoarding.

Ocean and railroad transportation have had no little share in adding to the difficulties of wartime work in department stores. Importation of expensive materials has ceased to a great extent. This, however, has not been considered of as great importance among the saner merchants as

the cessation of imports of things which have been considered necessities. The matter of gloves is a case in point. France was at one time the greatest source of supply of this dress accessory. To-day finished products of any type do not find their way into the holds of ships, and we get hardly any of them. There are no ships for commerce that is not necessary commerce.

To a much greater extent, however, is felt the lack of sufficient railroad facilities in our own country.

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Handkerchiefs for the Holidays

Permit us to suggest that you look up your Handkerchief stock for the holiday business.

We believe we can fill your requirements. Many novelty box numbers with a splendid stock of staple goods. Let us submit samples, or come in and inspect our line.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

The case of the shipment of shoes, above cited, is typical. Since the Government priority ruling, it has been no unusual thing for a department store to have to wait months for a shipment of goods necessary to its success. In one instance several carloads of paper and twine were being held up in yard after yard, so that goods considered more important for the welfare of the Nation might be sent on. This situation has become a matter of deep concern with the store managers, who are fast getting down to the point where their supply of wrapping paper is giving out. What that will mean in embarrassment to the firm can be readily appreciated.

The deferment of shipments of wearing apparel means but one thing. The consumer has to pay increased prices for the small supply that the merchant has to sell. The trouble, however, is adjusting itself.

Apart from the labor shortage affecting the prices and supply of material, the stores have had to contend with a labor shortage among their own ranks. In one department of seventy young women, seventeen of them left within a month. Such shifts mean a constant turnover of new people. They also mean less efficient service. The spirit of wartime activity and unrest has got hold of the store workers, as it has taken hold of workers in other industries. It is no unusual thing for two or three young women from Macy's, for instance, to leave for Lord & Taylor's, and on the same day for two Lord & Taylor girls to apply for work at Macy's. Lack of stability and "sticking quality" seems to be the undermining influence at work with this type of worker. Want advertisements are constantly calling attention to the innumerable opportunities open for young women these days, and the girls are constantly shifting, trying out new jobs, giving each new place too short a trial to find themselves.

One of the larger stores has decided to turn to its educational department for a solution of this difficulty. It will be a matter of educating the girl or woman to a sense of responsibility and self-appreciation. A knowledge will be given her of where she fits into the scheme of running a department store, and how and where she can better herself. All along, according to the man whose store will inaugurate this method, it has been a case of hit and miss training, done on the surface and not striking very deep. The girl is told how to make out a slip, whom to relieve, to what department head she is responsible, and other things of that sort.

With the men it has been more a matter of vacancies due to the draft than anything else. The solution there is the hiring of older men and married men, and, where these give out, the inauguration of woman service. Already some of the stores are contemplating using women on their delivery wagons, as shops are doing in England.

The delivery question at one time

loomed large before the mind of the department store head. Most of the stores have met the problem by introducing the one-delivery-a-day system. That is, where formerly a store sent out two or three wagons into a certain district, it is to-day sending one, a full one. Previously the wagons used to go out at the allotted times, no matter how light the loads were. Several of the stores are finding the system working well. Not only does it mean fewer wagons, but fewer men. Other shops, however, find that the one delivery too greatly overloads the wagons, and that any gain in labor is lost in time, and that customers are dissatisfied.

A factor that has effected economy and helpfulness is the co-operation of those women who are learning how to carry home small parcels. According to the figures kept by one firm, there has been a decrease of 20,000 packages a month. The tendency of this is to cut down prices. With the ever-increasing cost of labor and fuel, the matter of delivery is one that must be taken into consideration when the merchant figures his costs and selling prices.

In answer to the question whether people were buying to as great an extent as before, the answer usually given by the department store men last week was: "No, but more wisely. The matter of utility is one that is being considered these days. A woman will perhaps spend more on one garment, but will make that garment serve two purposes. For instance, there is every indication that the evening gown will not be seen often this winter; or certainly not as frequently as before. The women will spend more on their afternoon gowns and have those serve the double purpose of afternoon and dinner service. The same is true of street clothes. The tendency is toward the better, the more staple, the more quiet. Utility is the criterion more than dash of style. The popular priced suit of \$29.90 is going by the board, in the opinion of the store men, and the serviceable suit of \$40 or \$50 is coming into its own.

"This same economy is being felt in the children's department," remarked a manager. "The doll of \$25 that was beautiful and easily breakable has given way to the doll of \$4 and \$5 which can be thrown about and handled carelessly. In the same manner the \$40 and \$50 doll house and garage and stable have gone. The American toy industry is taking steps in the direction of the practical and educational. The children are made to profit by the war."

All in all, it has been a matter of adjustment on the part of the department store merchant. He is beginning to find himself under new conditions. He does not feel that the war has greatly impaired his business. He says the percentage and amount of profits are about the same as in the pre-war period. It has been a hard pull, but an interesting one, and business goes ahead, even if it is, not quite business as usual.

A Confession Which Reveals a Great Truth

At a recent banquet in Boston of the Retail Credit Men's Association, a Boston merchant urged as war measures—

1. The shortening of all credit terms.
2. Every credit sale be assessed an extra price.

He said it was the duty of every merchant to *sell no dollar's worth that will interfere with the Government's war plans*, and added that as the Government had been unable during the past year to spend all it wanted to for the war, there must be an actual shortage of products to win the war.

The Cost of Credit.

In arguing for an additional price that will discourage credit purchases this merchant stated that in his store it cost the house 10 cents for each credit transaction.

If the mere work of crediting every credit transaction in a Boston store costs 10 cents, the cost in Michigan cannot be less. *It may be much more.*

A Pertinent Question: Who Pays That Cost? All the Store's Customers Pay the Cost.

For the merchant must add the cost of credit transactions to the price of the goods he sells if he hopes to remain in business.

Therefore it is quite plain that not only the privileged credit customer pays the cost of credit, but the cash customer, too, must pay an equal part of the cost of doing a credit business.

QUALITY

SERVICE



Retails for 10c a Cake

Simply wash goods with Aladdin, the dyeing will take care of itself.

Will not injure the most delicate fabric. No boiling. Will not stain hands.

Put up three dozen assorted colors to the carton. Or can be had in solid colors of one dozen cakes to the box.

Try a three dozen carton. It will help increase your notion sales.

Price to dealers 75c a dozen cakes.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SERVICE

QUALITY



Handling Bicycles as a Hardware Side Line.

Written for the Tradesman.

Although there has been much talk this summer of the bicycle "coming back," in most communities it has always been with us. As witness the stream of bicycles to be seen any day at noon hour or six o'clock on the streets leading from almost any factory. This condition is perhaps more pronounced in smaller communities where there are no local street car lines; but there is ample evidence for the man who looks around him that the bicycle is as staple as Shanks' Pony itself.

The bicycle is, as the Irishman once put it, the cheapest sort of horse. It requires neither oats nor gasoline. It does not take fright at trains or motor cars; and if the steering gear does go wrong—a rare thing—a barked shin is usually the most serious result. Nor does a man with a bicycle have to wait around while his wife and the youngsters all get dressed before he can take a ride.

To many a hardware dealer, the bicycle is an important sideline. It dovetails nicely into the regular hardware lines. The retailing of bicycles alone isn't a big enough item in most communities to carry itself. It must be done by the repair man, who is not qualified as a merchant, or by the hardware merchant, who naturally has the advantage of being a trained business man and a skilled salesman.

A good many hardware dealers do not handle bicycles at all. Others feature them to good advantage. Whether the line can be handled successfully depends on the individual circumstances of the dealer. A dealer who knows all about bicycles and likes and believes in the bicycle will usually make a success of this line.

An objection often advanced is that the handling of bicycles involves too much work. The labor entailed, however, is as a rule not as large, in proportion to the returns, as in many staple hardware lines.

Another objection is the amount of floor space required. "I can always find floor space for a line that pays," commented a veteran hardware dealer when I cited this objection.

Other dealers hold back because they regard the bicycle craze as an "exploded fad." Yet in every fair sized community there are hundreds of bicycles. The passing of the craze, years ago, resulted in the bicycle simmering down to normal. The result is that to-day the bicycle buyer is, not an enthusiast, but a

practical man. He is less difficult to please than he was. Instead of carrying a heavy stock of varied lines, the dealer nowadays can meet the demand with a comparatively small stock and need not carry more than one make. If the bicycle he carries is a good one, he can make sales without having a big stock.

The result is that the hardware dealer can get his share of the bicycle business without being compelled to tie up a lot of money in surplus stock or devote to the bicycle an undue proportion of store space.

The presence of a bicycle department in a hardware store does not necessitate a big plunge into advertising, either. The bicycle is now a staple. It is not necessary for the hardware dealer to displace other stock, to give an excessively large proportion of his advertising space to bicycles, or to devote so large a share of his energies to pushing this one line that the other branches of the business suffer. A few little items, however, are desirable where the bicycle is handled, to bring that fact home to the buying public.

For instance a permanent sign outside the store should call attention to the fact that bicycles are sold. An occasional window display is desirable. So, too, is an occasional bit of newspaper advertising. A corner of the store, not necessarily at the front, can be given to the display of your line.

A quite common advertising device is to suspend above the store a sign with a wheel attached. The wind causes the wheel to revolve, thus attracting the attention of passers by.

In working up trade, a repair department proves very helpful. This necessity is one which had deterred many hardware dealers from taking up the line at all. Nearly every hardware store, however, has a tin-smithing department, in a back room or upstairs; and the installation of a few machines in a corner of this room would provide facilities for handling bicycle repairs as well. I know of one instance where these limited facilities were sufficient to enable a hardware firm in a city of 40,000 people to do a thriving trade, both in bicycles and repairs.

Of course, if floor space is plentiful, a separate department will prove advantageous. But a repair department, although desirable, is not absolutely essential. In many instances a hardware dealer can make a good thing of an agency for a standard

make of bicycle without touching repairs at all.

In selling, the dealer should not be content to wait for business to come to him. While excessive advertising and display are not necessary, a little personal work will accomplish good results. It will pay the dealer to look out for bicycle prospects, as he looks out for paint and stove prospects in a score of other lines.

If the make of wheel you handle is a good one, each purchaser is pretty sure to be a missionary for your bicycle department. If your repair department is capably handled and does the right kind of work, the same thing holds good. The satisfied customer is your best advertisement; and each satisfied customer will tout the virtues of his wheel, and help to bring you new prospects. But it is an easy matter for you to help this process by asking the man who buys a wheel, or who comes back later to get a patch on his tire, if there are any other chaps thinking of buying bicycles. Jot down the names and addresses, see them personally if you can, or write or telephone them to call and see what you have to offer. Get the names and addresses also of prospects who come unsolicited, and if they can't be brought to the sticking point the first time, keep after them and see that they actually do call again. Tactful persistence will do a lot to make sales.

A well selected line of bicycle accessories will help to make this department a profitable one. Tires,

cement, valves, spokes, pumps, wrenches, bicycle lamps, bells, and other incidentals are all in demand by bicycle users who have learned to do their own repair work; and the dealer should cater to this class just as much as to the class who depend on him for expert help in case of accidents.

The line is one that will pay for intelligent pushing and handling. Whether war conditions will stimulate the popularity of the "poor man's auto" or not, the bicycle is in any event a staple article, and has a place that nothing else can fill.

Victor Lauriston.

Opportunity has a way of avoiding the man not always ready for business.

HARNESS OUR OWN MAKE

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

SHERWOOD HALL CO., LTD.
Ionia Ave. and Louis St. Grand Rapids, Michigan

The "Little Gem" Battery Egg Tester

Write for catalogue and prices.
We have the best.

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.
203-207 Powers Theatre Bldg., Grand Rapids, Mich.

Michigan Hardware Co.

Exclusively Wholesale

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Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

WE MUST DICTATE PEACE.

Germany Must First Be Brought to Her Knees.

Broadly speaking, there is only one way to obtain this security of the nations, this safety of democracy, this preservation of freedom and civilization, and that is by reducing Germany to a condition where by no possibility can she precipitate another war for universal conquest, with all its attendant horrors, upon an unoffending world. Again we are faced by details. How is this to be done? I see only one way in which it can be done, and I will enumerate the results, the hard facts, the essential conditions to which we must attain.

Belgium must be restored.

Alsace and Lorraine must be returned to France—unconditionally returned—not merely because sentiment and eternal justice demand it, but because the iron and coal of Lorraine must be forever taken from Germany.

Italia Irredenta—all those areas where the Italian race is predominant, including Trieste—must go back to Italy.

Serbia and Roumania must be established in their independence.

Greece must be made secure.

Most important of all, if we are to make the world safe in the way we mean it to be safe, the great Slav populations now under the Government of Austria—the Jugo-Slavs and the Czecho-Slovaks, who have been used to aid the Germans, whom they loathe—must be established as independent States.

The Polish people must have an independent Poland.

And we must have these independent States created so that they will stand across the pathway of Germany to the East. Nothing is more vital than this for a just, a righteous, and an enduring peace.

The Russian provinces taken from Russia by the villainous peace of Brest-Litovsk must be restored to Russia. The President, as you all remember, has announced the vast importance of sustaining Russia. If Germany continues to hold a large part of Russia, the world for years to come will be under the shadow of another great war which will surely be precipitated upon us when Germany has developed her Russian possessions to the point of yielding her men, money and supplies.

Constantinople must be finally taken away from Turkey and placed in the hands of the Allied nations as a free port, so as to bar Germany's way to the East and hold the Dardanelles open for the benefit of mankind.

We must not be beguiled into concessions to Turkey, with whom we ought now to be at war, in the hope of separating her from Germany. It would be a miserable outcome to have Turkey retained in Europe, a curse to her subjects and neighbors, a plague spot, and a breeder of wars. Her massacres must not under any pretense be condoned nor her iniquities rewarded. Let Turkey and Bul-

garia share the fate of their master and be so treated that they will be unable again to trouble the world.

Palestine must never return to Turkish rule, and the persecuted Christians of Asia Minor—the Syrians and the Armenians—must be made safe.

There must be compensation. For the lives of women and children and helpless old men no compensation can ever be obtained. But the things, including pictures, books, and works of art, which the Germans have stolen can be restored, and there can be money compensation exacted for the tribute money wrung from helpless towns and cities under the German lash. There must be compensation to Belgium and a partial compensation at least can be found in the disposition of the German colonies, which ought never to be returned to the Empire which has so abused all the most ordinary rights of humanity.

In no other way can we secure the safety for which we are fighting. In no other way can we justify the sacrifices we are making. To this supreme end our efforts must be addressed. I do not underestimate the difficulties. I do not underestimate the obstacles to be overcome. But the difficulties and obstacles must alike be crushed, set aside, and overridden.

The United States occupies, fortunately, a position in which she will be able to speak with a powerful voice. We seek no territory, no material gain for our own country. We seek only the safety of civilization and freedom and the assurance of our own absolute independence and our right to live our own lives and settle our own problems in our own way. There is no territory by which we could be bribed or influenced, no trade advantage by which we could be tempted. There is no personal profit which can turn us from the one great object. Our sole purpose is to put Germany finally and completely in a position where she can never again attempt to conquer and ruin the world as she has done in the last four years.

Complete and utter victory is all we Americans can gain from the war, and that victory we must have. In one word, we must go to Berlin and there dictate peace. This purpose can be accomplished. We shall do it, but we must be above all propositions of a bargained peace, all suggestions of negotiations; deaf to every voice which would divert us from the path; deaf alike to the whimper of the pacifist and to the wheedling or truculent appeal of the helpers of Germany. When Germany is beaten to her knees and the world is made safe by the arrangements which I have suggested, then, and not before, we shall have the just and righteous peace for which we fight. In this way, and in no other, shall we obtain it. We shall obtain it because we are going to win. Let us but be true to ourselves and we shall not then be false to any man.

Henry Cabot Lodge.
United States Senator from Mass.

The Other Man's Way.

A trunk dealer, just prior to each travel season, borrows the color plates of a railroad's latest vacation time table. He then prints up an imitation time table of his own, describing and pricing his newest goods in railroad phraseology, and pointing out that every trip must start from a baggage store. The breezy style of the folder ensures the customer's reading and using it. The railroad company also profits by having the style of its literature given increased circulation with the traveling public.

He Found Out!

A man down in Missouri put his hand in a mule's mouth to see how many teeth the mule had. The mule closed his mouth to see how many fingers the man had, and the curiosity of both man and mule was satisfied. We like to see everybody pleased.

Michigan State Normal College

YPSILANTI MICHIGAN

Courses in preparation for all types of school teachers from Kindergarten to High School, inclusive. Special courses in Music, Drawing, Household Arts and Physical Education.

Fall Term Classification
September 27 and 28, 1918

Write for Bulletin.

C. P. STEIMLE,
Secretary-Registrar.

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

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Gunther Bldg. - 1018-24 S. Wabash Avenue

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
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Fire Proof
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Warm in Winter
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Brick is Everlasting

Grande Brick Co., Grand Rapids
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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

\$3.50 \$3.50

To Chicago

Monday, Wednesday, Friday

From Chicago

Tuesday, Thursday and
Saturday Nights.

Boat car leaves Muskegon
Interurban Station 7:30 P. M.

Your Freight Business Solicited.
Following Morning Delivery.

Tickets sold to all points.

Goodrich
City Office
127 Pearl
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Powers
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**GOODRICH
LINE
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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



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

Making Traveling With Children Safe and Easy.

Because of the great need for cars, locomotives and men to carry supplies of every sort many families will stay at home this summer, rather than take pleasure trips which necessitate railroad travel.

If a trip with young children is an absolute necessity it should be carefully planned as far in advance as possible. It is necessary to remember that berths and seats can not now be reserved either by wire or otherwise, but must be purchased with the ticket. If then a change from one road to another makes it necessary to secure sleeping car accommodations again, the traveler will have to take her chances on getting berths and seats, unless she has sent the money on ahead and has either had the coupon returned to her or has had it put aside to be called for. In other words, the present regulations do not permit the reservation of space except when it is paid for on the spot.

Regular fare on day coaches is now 3 cents a mile all over the United States, and there is besides an extra charge of 1/2 a cent a mile for travel in Pullman or parlor cars. When to these charges the cost of the berth or parlor car seat, plus the war tax must be added, the total cost is materially in excess of the former expense for the same travel.

When these changes have been taken into account, and accurate information as to leaving and arriving times of all the trains and boats concerned has been secured, there are still many things for mothers to consider in starting on a journey with children. Food is perhaps her first problem. The easiest child to travel with is the young breast-fed baby. His food is all ready for him, and usually he sleeps most of the time—the train seems to lull him to sleep. The bottle-fed baby presents the greatest problem. His milk should be made ready before starting on the journey. If certified milk can not be obtained the milk should be boiled or thoroughly sterilized, and packed in

ice, after being cooled to 50 degrees. The porter will usually be able to have the milk kept in the refrigerator of the dining car, and to bring hot water when it is necessary to warm a bottle. These precautions are, of course, not so necessary when the trip can be accomplished in a single day, or even in twenty-four hours. For these trips it is possible to use dried or powdered or malted milk, and make each feeding as it is needed.

To keep restless children amused through a long journey the mother should provide them with simple occupations, such as cutting out pictures, or coarse knitting. Books, dolls, and other similar toys may be carried also. Unlimited patience will be the mother's best armament. A long journey is a fatiguing experience even for a seasoned adult and far more so for the restless child unaccustomed to long sitting, and probably more or less upset by the excitement attendant upon the preparations for the trip. The mother must keep herself as serene as possible, or her own nervous weariness will react still further upon the children.

Children are frequently overdressed for a journey. Very simply made little dresses of gingham, or any of the pretty cotton materials, or wash silk with bloomers to match, look very nice and will come through a long trip and still be presentable at the end. Mrs. Max West.

Keeping Pleasant Relations.

Instead of giving employees the annual bonus at Christmas or New Year's, when the money is taken as a matter of course, a Chicago business house distributes it on the first pay day after the usual summer "hot week." Accompanying the payment is a note thanking the employee for good attendance during a time that the firm recognizes as especially difficult for working. The novelty of the method is one reason perhaps, why the employees of this concern have such friendly relations with it.

Hands All Round.

Gigantic daughter of the West,
We drink to thee across the flood,
We know thee most, we love thee best,
For art thou not of British blood?
Should war's mad blast again be blown,
Permit not thou the tyrant powers
To fight thy mother here alone,
But let thy broadsides roar with ours.
Hands all round!

O rise, our strong Atlantic sons,
When war against our freedom springs!
O speak to Europe through your guns!
They can be understood by kings.
You must not mix our Queen with those
That wish to keep their people fools;
Our freedom's foemen are her foes,
She comprehends the race she rules.
Hands all round!

Alfred Tennyson.
[The above poem was written in 1852.]

MORTON HOUSE

GRAND RAPIDS

50 Rooms at..... 75c Per Day
50 Rooms at..... \$1.00 Per Day
50 Rooms at \$1.50 and \$2.00 Per Day

Two persons in a room 50c per day extra.

Special rates by the week.

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up

EDWARD R. SWETT, Mgr.
Muskegon :: Michigan

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
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GRAND RAPIDS, MICHIGAN

European Plan, 75c Up
Attractive Rates to Permanent Guests
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HOTEL GRANT

Mrs. W. Boosembark, Prop.

Newly Furnished New Management
Everything First-class
GRANT, MICHIGAN

A Quality Cigar Dornbos Single Binder

One Way to Havana

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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
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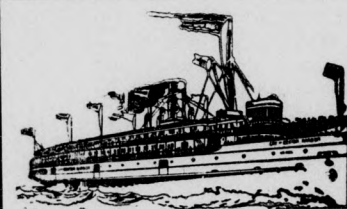
Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

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



THE SHORT LINE BETWEEN
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FARE—\$3.50 one way
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MICHIGAN RAILWAY CO.
(Steel Cars—Double Track)

Graham & Morton Line
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Boat Train

CONNECTING FOR THE BOAT
Leaves Grand Rapids Station
Rear Pantlind Hotel

EVERY NIGHT AT 9 P.M.

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

DECISIVE DEFEAT.

Germany Must See the Horrors of War.

From Arras to the North sea the Germans are practically back in the positions they have held since 1915. Their front is held together by the string of bases, admirably connected, which begins at Ostend and runs southward, including Roulers, Menin, Roubaix, Lille, Douai, and Cambrai. All of these are directly connected by rail and form an excellent chain by which effective and rapid distribution of materials can be made. This chain, however, fails when any one link in it has been broken, and, if it is desired to drive the Germans back in the north and inflict the maximum damage, this chain must be broken.

There is another point to this fully as important as the strictly military aspect of the situation, and that is the value of the Belgian coast as a naval asset.

The importance of both Ostend and Zeebrugge in the submarine campaign is generally recognized and has been emphasized by the efforts of the British to choke the channels of these ports. If this chain of military bases is broken it is entirely conceivable—indeed it is probable—that the Germans will have to fall back in Belgium, giving up all of the coast line and resting their flank on the Holland frontier instead. This will mean that the German submarines will have to operate from a German base, instead of a Belgian base. There is therefore a very cogent reason why the effort of the Allied commander should be made to break through this chain of bases and to isolate at least one of them from the others.

Again there is the importance of the French coal fields centering at Lens. Every ton of coal which France can produce locally releases that much tonnage between America and Europe and increases the fighting strength of America. Aside from this, an almost intolerable economic condition in France itself will have been very much alleviated. Practically all this coal land would be at once released by driving the Germans eastward towards Valenciennes and a great supply burden taken off the shoulders of the Allies.

These considerations argue towards a probable effort to break down the defenses along the Canal du Nord and to work across the plain of Douai with the idea of cutting in between Douai and Cambrai and capturing one or both of these bases.

The blow to inflict a decisive defeat upon Germany must come in another quarter, presumably in the east, about Lorraine. Until the war has been carried to German soil, until Germany is actually visited with the horrors of war, until she sees her cities torn to pieces, her industries under shell fire, her homes blasted until there is nothing left but the ugly naked walls—this is what must be done before the final surrender can take place, before Germany will even consider acknowledging defeat. To attempt to accomplish this by

driving the Germans out of France in frontal attacks would be ruinous. There is a much better way based on the superiority of the Allied positions.

This position is such that flanking operations are entirely feasible. We have become so accustomed to reasoning that Germany has had the advantage of position because of her interior lines that we have perhaps failed to realize that there is any other side to the question.

Germany's position is distinctly advantageous for some purposes. But as her opponents create sufficient bases on the outside of the circle back of their lines, when this entire perimeter has been so furnished with supply systems that any point of it can be reached within a short time the advantages which Germany has held cease to exist.

It is a much more expensive task; it can only be accomplished by a much more lavish expenditure of labor and materials. But it is entirely possible to neutralize Germany's advantage, except in the one particular of moving troops on short notice. Here Germany's advantage remains and must remain. But even if the Allies had this advantage it would not be of great value in the attack, and it is as an offensive force that we must regard the Allies now. Once they have selected the point of attack and have made their concentrations accordingly, it matters not from this viewpoint whether they are on the inside or the outside.

The very shape of the battle line is such that the only hope Germany could have of reaching her aim was by breaking the Allied line as she tried to do last March. The Allies, on the other hand, are in a position when an advance which in distance would appear insignificant as compared to that of the Germans would mean positive disaster to the German arms. That is why Foch remarked some time ago that as a military conception he would much rather have the Allied positions than those of Germany.

The fighting of the week, aside from the American attack in the Toul sector, has been of relatively minor importance.

The American attack is directed against Metz, the great German base in Lorraine, and strikes at the very foundation of the German positions in France. It is a move to flank the entire Germany army and send it hurrying back towards the Rhine.

The Tradesman does not mean that it is anticipated that any such grand objective is contemplated in this particular attack. But the ultimate object of this attack which is but the first of many that Germany will have to sustain in this particular theater, is just that. It is the valley of the Rhine, Strassburg, Gernersheim and Mayence that we are after, and towards which the American attack will eventually lead.

It is a move designed to flank the difficult country of the Ardennes and of Luxembourg, to reduce Germany west of the Rhine to the same pitiable state as are Belgium and north-

eastern France. It is the beginning, the first step in the move for a military decision.

Bottom Facts From Booming Boyne City.

Boyne City, Sept. 17—For the first time in many years the Michigan Tanning & Extract Co. has been hampered by lack of stock. With an adequate supply in transit, the tannery has lost several days in the past month.

The Boyne City Chamber of Commerce held its first annual meeting, at which the result of the choice of officers for the coming year was announced in the form of a war time banquet. A simple but appetizing dinner was served to the fifty members, accompanied by music by Fleck's orchestra, after which the president gave a short resume of the year's activities, in things accomplished, left undone and things to be done. The Secretary, Mr. Ackerman, gave a report of the financial condition and S. A. Fleming announced the officers elected for the coming year. The officers elected were: Chas. T. McCutcheon, President; William Capelin, Vice-President; W. F. Tindall, the "Strawberry Man," John Bergy, of Bergy Bros., Sabin Hooper, of the Peoples Bank, S. A. Fleming, of the Boyne City House Furnishing Co., and T. P. Pomeroy, veterinary surgeon, directors. After presentation of the officers, the meeting was turned over to Judge J. M. Harris, toastmaster, who after a little dig at our Secretary introduced A. F. Heintze, manager of the Traction Engine Co., who gave a very good talk about civic association work in general and the bright prospects of the Traction Engine Co. in particular. Mr. McAfee, of the Boyne City Silo Co., gave a very interesting address on the duty of the C. of C. to the boys of the community. Mr. McAfee was followed by Rev. R. W. Merrill, who, after his usual burst of calorified atmosphere, gave us a really good talk with a real idea in it, about the "Measure of a Man," in which he brought out the idea that our present advancement is the measure of the manhood that has gone before, and the position of the future of the community would be exactly the measure of the manhood of the present. After the formal addresses the meeting was made a free-for-all, in which any one who presented something was encouraged by the toastmaster, but the chestnuts were promptly squelched by the autocrat at the head of the table. The meeting broke up at an early hour, as is proper in these serious and strenuous times, with everybody smiling and sober.

The W. H. White Co. is moving its office building from State and Lake street to the B. C. G. & A. property at the depot on North Park street. The burning of the White Mill No. 1, and the abandonment of that site, left the office building entirely out of touch with all business of both the Lumber Co., and the B. C. G. & A. The building will be moved five blocks.

The present peace note of Emperor Carl of Austria calls to mind Gen. U. S. Grant's peace terms as expressed on several occasions, and we feel that the answer of the Allies should be, "Unconditional Surrender." Our Boys in France could answer this "feeler" without incurring any great expense for cablegrams. Maxy.

Can Compromise Partin Notes at 50 Per Cent.

The Commercial Securities Co., of Chicago, is reported to hold \$65,000 of the notes taken by the long-defunct Partin Manufacturing Co. from Michigan merchants and for which

no adequate consideration was ever rendered, due partly to the fraudulent character of the business and partly to the fact that the Partin Manufacturing Co. went into bankruptcy before it had time to carry out its agreements, if it ever intended to do so, which is a matter of very grave doubt on the part of the Tradesman. The holder of these notes, which sturdily asserts its right to recover thereon, is now offering to compromise the claims at 50 cents on the dollar—not 50 per cent. on the outstanding obligations, but 50 per cent. on the amount of the original contract. For instance, a merchant who uttered notes to the amount of \$900 and has already paid one \$150 note is given the privilege of regaining possession of the remaining \$750 in notes on payment of \$300, thus discharging an original obligation of \$900 by a total payment of \$450. In making this concession the manager of the Commercial Securities Co. states that he realizes that he can never recover on the notes in either justice or circuit courts, but that Supreme Courts always uphold his contention as to the validity of the notes and the liability of the makers; that in order to avoid appealing every case to the Supreme Court he is willing to give the victims of the Partin Manufacturing Co. the benefit of the costs and expenses he would otherwise incur in carrying the cases to the court of last resort.

Late News From the Celery City.

Kalamazoo, Sept. 17—Steve Mezak, of Mezak & Skof, on Fourth street, is improving after an operation at Borgess Hospital a week ago.

Marinus Besterwelt, of the Family supply house, on Water street, is the proud daddy of a new son, who arrived at his home Sept. 11.

E. H. Priddy, who for a number of years conducted a grocery at North West street and Kalamazoo avenue, has closed out the stock and discontinued the business.

A party of about thirty young ladies from the Upjohn office force enjoyed a corn roast excursion to the home of Miss Mary Buckhout, east of Galesburg. The writer was lucky enough to be at the Buckhout farm when the ladies arrived and must admit that they were some "corn roasters."

The offices of the C. K. & S. Railway will be discontinued after Oct. 1 and the business of the road handled by the M. C. Railway from its depot.

Mrs. C. E. Hickok, of the Baldwin & Hickok grocery, has returned from a two months' sojourn in the Adirondacks. Frank A. Saville.

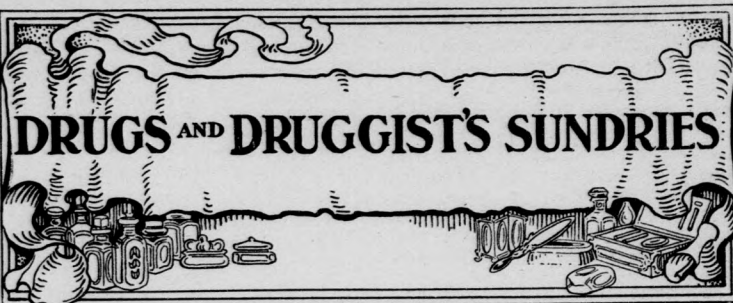
Flour Mills Penalized By Prescott.

Lansing, Sept. 17—Closing of three mills in Michigan has been ordered by the State Food Administration for failure to live up to regulations.

Max Bogacki, of the Bell River Milling Co., in St. Clair county was ordered to close his mill indefinitely until he puts in equipment to grind grains in accordance with food regulations.

The New Haven Roller Mills, Macomb county, was ordered to close for two weeks from September 16 to October 1 for failing to grind grains in harmony with regulations.

Thomas E. Neely, of Armada, was ordered to close his mill for a month beginning next Monday, for failure to live up to milling regulations.



Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.

Michigan State Pharmaceutical Association.
 President—J. H. Webster, Detroit.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—F. B. Drolet, Kalamazoo.

Michigan Pharmaceutical Travelers' Association.
 President—W. E. Collins, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

A Special Showcase for Display Purposes.

A prominent advertising expert makes the statement that all drug stores look alike. He admits that all department stores look more or less alike, also, but points out that the department store is always having a sale, or a drive, or employing somebody to give a lecture, or showing a picture, or doing something to attract public attention. Conceding all this, the goods on display are much the same in all department stores, and the same doubtless holds true of grocery stores, book stores, and hardware establishments. Of course, the contents of a drug store get somewhat familiar to its regular patrons. There's the candy case on one side; soaps next to it, perhaps, then toothbrushes, hairbrushes, stationery, and so on down the line. We have heard wags claim that they could tell when a cake of soap had been sold or a toothbrush shifted, but this can pass for what it is worth as local humor.

However, it is a very good idea to have a special showcase for display purposes. A case that can be placed in the center of the store and viewed from all sides fills the bill acceptably, but you can operate the plan with a case arranged along the regular side lines, if you so prefer. A case in the center of the store, however, is naturally apt to attract more attention, and we have seen very high cases used to advantage.

"Everything for the Bath." So read a large sign suspended over one of these special exhibition cases recently noticed. This case contained soaps, sponges, wash cloths, bath slippers, mats for the tub, flesh brushes, sea salt, toilet waters, attachments for showers, and various other articles pertaining to the bath. These had been assembled from the brush case, the soap case, the perfumery case, the rubber goods department, and so on. There you get the idea. In operating a special case, you take an article from a case here, another from a case on the other side of the store, ransack a closet

here, a drawer there, and thus assemble a lot of goods not usually shown together. You bring articles to light that may have been shifted out of sight, and this is good business. A suitable placard helps to attract attention.

"Vacation Needs." Under this placard you can bring together a lot of stuff—playing cards, safety razors, match safes, first aid kits, soaps, dentifrice put up in handy style, artists' supplies, fishing tackle, sporting goods of all sorts, toilet requisites, thermos bottles, wrist watches, in brief, anything you may happen to have in stock that might be useful on a vacation trip. Nearly every body takes a vacation, and this brings you into touch with all classes. The person contemplating a vacation does a good deal of thinking and planning. The subject is uppermost in the mind for a number of weeks and any display or placard having a bearing on it is almost sure to rivet attention. The observer immediately begins to ask himself a number of mental questions

"Could I use this on my vacation trip?"

"Do I need it?"

"Would it not add to the pleasure or comfort of the trip?"

And so on. Now when you have them "going" like that, the goods practically sell themselves. This illustrates perfectly the value of a special display. Very few individuals go prying around the store in search of something they want. But if you group goods under their eyes, they buy a great many things which they wanted and also a great many things which they didn't realize they wanted until they saw them.

An old department store man used to sing this ditty:

Man wants but little here below,
 He is not hard to please.
 But woman, bless her little heart,
 Wants everything she sees.

"Follow out that idea," he used to add, "and it will help you mightily in making a success of a retail store. Put the goods where they can see them."

Some lines, such as stationery and school supplies, we naturally keep together. You can give them a chance at the special case from time to time. Last fall we saw a beautiful display of box stationery. The druggist had added nothing to his stock, but showed the boxes spaced rather far apart, with brilliant autumn leaves scattered between. The same idea has been carried out with vines and fresh flowers. That is the way to interest people—break the monotony,

show them something different. We can easily disprove the claim that all drug stores look alike. Another good point about the special showcase is the fact that it gets the clerks interested in showcase dressing and display work. Gradually they will learn how to get striking effects, and when a clerk does accomplish something in this line he is likely to tell his friends about it, which helps to advertise the store. If he does nothing more he will hover around the case and attract attention to it in that way.

In shifting the goods, too, you get things cleaned up. A case filled with goods holds much dirt that does not appear on the surface. An occupied house may seem fairly clean, but when the people move out they are surprised themselves at the dirt they leave behind. Then there is a grand cleaning up. On the same principle, if you move your goods from time to time, you will keep them cleaner and the cases cleaner. Try a special showcase for display purposes. It has many good points.

Noel Standish.

These Tags Are Easily Read.

Price signs at different levels on a counter, one druggist believes, confuse the eye and are difficult to read quickly. His tags are of white cardboard of varying lengths. He lines up his display of articles and then fits the tags to them so that the figure at the top of each card lines up with the rest.

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.

You Will Benefit More



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)

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

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

Can American Dyes Compete with Foreign Products.

Many people have asked whether the American dyes are equal to the German dyes, formerly imported. The idea that we were not able to make dyes as good as the Germans originated because of conditions prevailing at the beginning of the great war. As the stock of foreign dyes became exhausted, the domestic dyer was forced to use any available dye, and he thereupon used, for cotton, dyes which were intended for wool, and vice versa, because the dyes which he required were not obtainable.

The making of colors is a highly specialized business. Colors are not alone made for particular shade, but for dyeing particular fabrics a certain shade, and they are further subdivided so that they dye a particular fabric for a particular purpose. We speak now of proper dyeing. Some colors will dye cotton, wool, or silk equally well, but they are rare and exceptional. The vast majority of colors will dye either cotton, silk, or wool properly; that is, will show a brilliant shade; will not fade in the wash, and they will have other necessary, good qualities. Cotton colors dye cotton; silk colors dye silk; wool colors dye wool.

If cotton is dyed with logwood black, a black will be obtained which might appear as good as a black obtained by dyeing with sulphur black, which is the proper black for certain cotton, but the logwood black will not be fast to perspiration, and will tend to crock, and will have many bad qualities which the sulphur black will not have. On the other hand, if you use the logwood black for silk or wool, it will be fast, and will stand slight acid or alkaline reactions, and will be bright, besides adding feel or hand; whereas if you use sulphur black for silk or wool the results would be very bad.

At this time, when the American aniline industry is assuming large proportions, and when new colors are being evolved constantly, it is important that our people should know the truth about this new American industry. It must also be remembered that aniline color manufacture is only one branch (although a very important one) of the organic chemical industry. The production

of explosives, illuminating and fuel oils, natural and artificial remedies for disease, photographic materials, margarine, soap, rubber, perfume, artificial silk, and celluloid, whether inflammable or noninflammable, is intimately connected with the principles and practice of organic chemistry, while the production of spirituous liquors, dairy produce, meat extracts, and cereal foods has undergone marked improvement in consequence of applying this branch of knowledge to its control. The general public should know that organic chemistry, which is a distinct section of science, and of which aniline color manufacture is only one branch, is expanding along proper lines in America. We may confidently hope, if given a reasonable time, to be able to compete in price as well as in quality with anybody throughout the world, proving we have proper protection, covering the cost of basic raw materials and labor.

The American chemist will not be found wanting, nor will the American concern engaged in this business lack the initiative and good management which have distinguished the American business man.

Alexander Alexander.

September.

Dear to my heart is the golden September
The melons, the peaches, the green
waving corn
And scarlet tomatoes that glow like an
ember
Reflecting the flame of the reddening
dawn.

Mellow with thoughts of the days we
remember,
Bright with the promise of coming
good cheer—
Colorful, comforting kindly September.
Golden September, the crown of the
year.

Goods of merit backed by consistent advertising make a combination hard to beat. The merchant who carefully selects this class of merchandise—and this only—for his stock has the game half won at the start. Industry, courtesy, common sense and knowing the facts about your business—complete an equipment that surely wins.

"We haven't got it," said with a satanic smile, has done more to decide people not to return to your store than anything that can happen. Why some salespeople persist in this supercilious attitude toward customers is one of the mysteries of merchandising.

WE ARE ACCEPTING CONTRACTS NOW FOR 1919 DELIVERIES OF

J. Hungerford Smith Co.'s

Soda Fountain Fruits and Syrups

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

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

We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs 10 00@10 25	Capsicum @2 15
Boric (Powd.) ... 18@ 25		Eligerson 4 00@4 25	Cardamon @2 10
Boric (Xtal) ... 18@ 25		Eucalyptus 1 25@1 35	Cardamon, Comp. @1 60
Carbolic 67@ 70		Hemlock, pure 2 00@2 25	Catechu @1 60
Citric 1 10@1 15		Juniper Berries 17 50@17 75	Cinchona @2 35
Muriatic 3 1/2@ 5		Juniper Wood 2 75@3 00	Colchicum @2 40
Nitric 10 1/2@ 15		Lard, extra 1 95@2 00	Cubebs @2 35
Oxalic 53@ 60		Lard, No. 1 1 85@2 00	Digitalis @1 90
Sulphuric 3 1/2@ 5		Lavender Flow. 7 25@7 50	Gentian @2 00
Tartaric 1 12@1 20		Lavender, Gar'n 1 25@1 40	Ginger @1 90
		Lemon 2 25@2 50	Guaiac @1 80
Ammonia		Linseed, boiled, bbl. @2 09	Guaiac, Ammon. @1 80
Water, 26 deg. 12@ 20		Linseed, bld less 2 19@2 24	Iodine @1 50
Water, 18 deg. 10 1/2@ 18		Linseed, raw, bbl. @2 07	Iodine, Colorless @1 75
Water, 14 deg. 9 1/2@ 17		Linseed raw less 2 17@2 22	Iron, clo. @1 60
Carbonate 19@ 25		Mustard, true, oz. @2 25	Kino @1 65
Chloride (Gran.) 30@ 35		Mustard, artifl oz. @2 00	Myrrh @2 50
		Neatsfoot 1 80@1 95	Nux Vomica @1 75
Balsams		Olive, pure .. 10 00@10 50	Opium @9 00
Copaiba 1 40@1 65		Olive, Malaga, yellow 7 50@8 00	Opium, Camph. @1 35
Fir (Canada) 1 25@1 50		Clive, Malaga, green 7 50@8 00	Opium, Deodorz'd @9 50
Fir (Oregon) .. 40@ 50		Orange, Sweet .. 3 50@3 75	Rhubarb @1 65
Peru 4 75@5 00		Origanum, pure @2 50	
Tolu 1 75@2 00		Origanum, com'l @2 50	Paints
		Pennyroyal 2 50@2 75	Lead, red dry 14@14 1/2
Barks		Peppermint 6 50@6 75	Lead, white dry 14@14 1/2
Cassia (ordinary) 35@ 40		Rose, pure .. 30 00@32 00	Lead, white oil 14@14 1/2
Cassia (Saigon) 90@1 00		Rosemary Flows 1 75@2 00	Ochre, yellow bbl. @ 1 1/2
Elm (powd. 35c) 30@ 35		Sandalwood, E. 18 50@18 75	Ochre, yellow less 2 @ 5
Sassafras (pow. 40c) @ 35		Sassafras, true 3 00@3 25	Putty 4 1/2@ 7
Soap Cut (powd.) 35c 26@ 30		Sassafras, artifl' 75@1 00	Red Venet'n Amer. 2@ 5
		Spearment 6 00@6 25	Red Venet'n, Eng 2 1/2@ 5
Berries		Sperm 2 85@3 00	Vermillion, Amer. 25@ 30
Cubeb 1 60@1 70		Tansy 5 50@5 75	Whiting, bbl. @ 3
Fish @ 60		Tar, USP 45@ 60	Whiting 3 1/4@ 6
Juniper 12@ 18		Turpentine, bbls. @ 75	L. H. P. Prep'd. 2 90@3 10
Prickley Ash @ 30		Turpentine, less 80@ 85	
		Wintergreen, tr. 6 50@6 75	Miscellaneous
Extracts		Wintergreen, sweet birch 4 50@4 75	Acetanalid 1 10@1 20
Licorice 60@ 65		Wintergreen, art 1 25@1 50	Alum 17@ 20
Licorice powd. . 1 20@1 25		Wormseed 15 00@15 25	Alum, powdered and ground 18@ 21
		Wormwood 7 50@7 75	Bismuth, Subnitrate 4 00@4 10
Flowers			Borax xtal or powdered 10@ 15
Arnica 1 20@1 25		Potassium	Cantharades po 2 00@6 50
Chamomile (Ger.) 70@ 80		Bicarbonate 1 25@1 30	Calomel 2 69@2 75
Chamomile Rom. 1 75@2 00		Bichromate 60@ 70	Capsicum 38@ 45
		Bromide 1 68@1 78	Carmine 6 50@7 00
Gums		Carbonate 1 35@1 45	Cassia Buds 45@ 50
Acacia, 1st 75@ 80		Chlorate, gran'r 65@ 70	Cloves 77@ 85
Acacia, 2nd 65@ 75		Chlorate, xtal or powd. 60@ 65	Chalk Prepared .. 12@ 15
Acacia, Sorts 40@ 50		Cyanide 4 50@4 66	Chalk Precipitated 12@ 15
Acacia, powdered 60@ 70		Iodide 4 50@4 66	Chloroform 97@1 04
Aloes (Barb. Pow.) 30@ 40		Permanganate 2 75@3 00	Chloral Hydrate 2 32@2 42
Aloes (Cape Pow.) 30@ 35		Prussiate, yellow @1 75	Cocaine 14 30@14 85
Aloes (Soc. Pow 1 25@1 20		Prussiate, red 3 75@4 00	Cocoa Butter 50@ 60
Asafoetida 2 75@3 00		Sulphate @1 00	Corks, list, less 40% @ 3
Pow. @3 00			Coppers, bbls. @ 8
Camphor 1 56@1 60		Roots	Coppers, less 3 1/2@ 4
Guaiac @2 00		Alkanet 3 25@3 50	Coppers, powd. 4@ 10
Guaiac, powdered @2 25		Blood, powdered 51@ 55	Corrosive Sublim. 2 35@2 40
Kino @1 00		Calamus 60@2 50	Cream Tartar 86@ 92
Myrrh @ 85		Elecampane, pwd. 15@ 20	Cuttlebone 75@ 80
Myrrh, powdered @ 90		Gentian, powd. 27@ 35	Dextrine 10@ 15
Opium 28 50@29 00		Ginger, African, powdered 25@ 30	Dover's Powder 5 75@6 00
Opium, powd. 30 00@30 50		Ginger, Jamaica 35@ 40	Emery, All Nos. 10@ 15
Opium, gran. 30 00@30 50		Ginger, Jamaica, powdered 22@ 30	Emery, Powdered 8@ 10
Shellac 85@ 90		Goldenseal, pow. 8 50@9 00	Epsom Salts, bbls. @ 4
Shellac, Bleached 90@ 95		Ipecac, powd. . 4 50@4 75	Epsom Salts, less 5@ 8
Tragacanth 3 50@4 00		Licorice 50@ 55	Ergot 2 00@2 25
Tragacanth powder 3 00		Licorice, powd. 50@ 60	Ergot, powdered 2 25@2 50
Turpentine 15@ 20		Orris, powdered 40@ 45	Flake White 15@ 20
		Poke, powdered 20@ 25	Formeldehyde, lb. 19@ 25
Insecticides		Rhubarb @1 00	Gelatine 1 75@1 90
Arsenic 15@ 20		Rhubarb, powd. 1 25@1 50	Glassware, full case 58%
Blue Vitriol, bbl. @11 1/2		Rosinweed, powd. 25@ 30	Glassware, less 50%
Blue Vitriol, less 12@ 20		Sarsaparilla, Hond. ground 1 00@1 10	Glauber Salts, bbl. @ 2 1/2
Bordeaux Mix Dry 20@ 25		Sarsaparilla Mexican ground 1 00@1 10	Glauber Salts, less 3 1/2@ 7
Heliolebo, White powdered 38@ 45		Sauils 35@ 40	Glue, Brown 25@ 35
Insect Powder 40@ 60		Squills, powdered 45@ 65	Glue, Brown Grd. 25@ 35
Lead, Arsenate Po 34@ 44		Tumeric, powd. 25@ 30	Glue, White 30@ 35
Lime and Sulphur Solution, gal. . 20@ 35		Valerian, powd. . @1 00	Glue, White Grd. 30@ 35
Paris Green 48 1/2@54 1/2			Glycerine 71@ 90
		Seeds	Hops 60@ 75
Ice Cream		Anise 42@ 45	Iodine 5 60@5 90
Piper Ice Cream Co., Kalamazoo		Anise, powdered 47@ 50	Iodoform 6 59@6 74
Bulk Vanilla 95		Bird, ls 13@ 19	Lead, Acetate 25@ 30
Bulk Special Flavored 1 00		Canary 20@ 25	Lycopodium 2 25@2 50
Brick, Plain 1 20		Caraway 75@ 80	Mace 85@ 90
Brick, Fancy 1 60		Cardamon 1 80@2 00	Mace, powdered 95@1 00
		Celery (Powd. 75) 65@ 70	Menthol 4 75@5 00
Leaves		Coriander 27@ 30	Morphine 15 45@16 00
Buchu 2 75@3 00		Dill 30@ 35	Nux Vomica @ 30
Buchu, powd'd 3 00@3 25		Fennel 1 00@1 20	Nux Vomica, pow. 28@ 35
Sage, bulk 67@ 70		Flax 11 1/2@ 15	Pepper black pow. 53@ 55
Sage, 1/4 loose 72@ 78		Flax, ground .. 11 1/2@ 15	Pepper, white @ 50
Sage, powdered .. 55@ 60		Foenugreek pow. 22@ 30	Pitch, Burgundy @ 15
Senna, Alex. 1 40@1 50		Hemp 9@ 15	Quassia 12@ 15
Senna, Tinn. 1 40@ 45		Lobelia 40@ 60	Quinine 1 28@1 72
Senna, Tinn. pow. 50@ 55		Mustard, yellow 45@ 50	Rochelle Salts .. 25@ 35
Uva Ursi 45@ 50		Mustard, black 30@ 35	Saccharine, oz. @3 25
		Poppy @1 00	Salt Peter 36@ 45
Oils		Quince 1 50@1 75	Selditz Mixture 48@ 55
Almonds, Bitter, true 18 50@18 75		Rape 15@ 20	Soap, green 20@ 30
Almonds, Bitter, artificial 7 00@7 20		Sabadilla @ 35	Soap mott castile 22 1/2@ 25
Almonds, Sweet, true 3 50@3 75		Sabadilla, powd. 35@ 45	Soap, white castile case @35 00
Almonds, Sweet, imitation 75@1 00		Sunflower 10@ 15	Soap, white castile less, per bar @3 75
Amber, crude 3 00@3 25		Worm American .. @ 25	Soda Ash 4 1/2@ 10
Amber, rectified 3 50@3 75		Worm Levant .. 1 20@1 25	Soda Bicarbonate 3 1/2@ 7
Anise 2 00@2 25			Soda, Sal 2@ 5
Bergamont 8 50@8 75		Tinctures	Spirits, Camphor .. @1 50
Cajeput 2 00@2 25		Aconite @1 65	Sulphur, roll 4 1/2@ 10
Cassia 4 25@4 50		Aloes @1 35	Sulphur, Subl. 5 1-10@ 10
Castor 3 40@3 65		Arnica @1 50	Tamarinds 16@ 20
Cedar Leaf 1 75@2 00		Asafoetida @4 40	Tartar Emetic @ 90
Citronella 1 00@1 25		Belladonna @2 35	Turpentine, Ven. 50@6 00
Cloves 4 50@4 75		Benzoin @2 50	Vanilla Ex. pure 1 60@2 60
Cocoonut 4 40@ 50		Benzoin Compo'd @2 30	Witch Hazel 1 35@1 75
Cod Liver 5 60@5 75		Buchu @2 40	Zinc Sulphate 10@ 15
Cotton Seed 2 05@2 20		Cantharides .. @3 90	
Croton 2 00@2 25			

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Canned Lobsters	Wash Boards		
Canned Peas			
Canned Peaches			
Raisins			
Olives			
Some Soups			
Mop Sticks			
Fibre Ware			
AMMONIA		Corn	
Arctic Brand		Fair	
12 oz. 16c, 2 doz. box	2 70	Good	1 85
16 oz. 25c, 1 doz. box	1 75	Fancy	
32 oz., 40c, 1 doz. box	2 85		
AXLE GREASE		French Peas	
Diamond, 1 lb., 4 dz., dz. 55		Monbadon (Natural)	
Mica, 1 lb., 4 dz., dz. 1 10		per doz.	
Mica, 3 lb., 2 dz., dz. 2 75			
Mica, 25 lb. pail	1 40		
BAKED BEANS		Gooseberries	
No. 1, per doz.	1 35	No. 2, Fair	
No. 2, per doz.	2 25	No. 2, Fancy	
No. 3, per doz.	3 60		
BATH BRICK		Hominy	
English	95	Standard	1 25
BLUING		Lobster	
Jennings'		1/4 lb.	2 10
Condensed Pearl Bluing		1/2 lb.	3 35
Small, 3 doz. box	2 55	Picnic Flat	3 75
Large, 2 doz. box	2 90		
BREAKFAST FOODS		Mackerel	
Cracked Wheat, 24-2	4 60	Mustard, 1 lb.	1 80
Cream of Wheat	7 50	Mustard, 2 lb.	2 80
Quaker Puffed Rice	4 35	Soused, 1 1/2 lb.	1 60
Quaker Puffed Wheat	4 35	Soused, 2 lb.	2 75
Quaker Brkfst Biscuit	1 90	Tomato, 1 lb.	1 50
Quaker Corn Flakes	2 90	Tomato, 2 lb.	2 80
Saxon Wheat Food	4 50		
Shred Wheat Biscuit	4 25		
Triscuit, 18	2 25		
Pillsbury's Best Cer'l	2 50		
Kellogg's Brands		Mushrooms	
Toasted Corn Flakes	4 20	Buttons, 1/2 s	@ 30
Toasted Corn Flakes	4 20	Buttons, 1 s	@ 50
Toasted Corn Flakes	4 20	Hotels, 1 s	@ 44
Individual	2 00		
Krumbles	4 20		
Krumbles, Indv.	2 00		
Biscuit	2 00		
Drinket	2 60		
Peanut Butter	4 40		
Bran	3 60		
BROOMS		Oysters	
Fancy Parlor, 25 lb. 10 00		Cove, 1 lb.	@ 1 20
Parlor, 5 String, 25 lb. 9 15		Cove, 2 lb.	@ 1 80
Standard Parlor, 23 lb. 9 00			
Common, 23 lb.	8 50		
Special, 23 lb.	8 25		
Warehouse, 23 lb.	11 00		
BRUSHES		Plums	
Scrub		Plums	1 50 @ 2 00
Solid Back, 8 in.	1 00	Pears in Syrup	
Solid Back, 11 in.	1 25	No. 3 can per dz. 2 50 @ 3 00	
Pointed Ends	1 00		
Stove		Peas	
No. 3	1 00	Marrowfat	1 50 @ 1 65
No. 2	1 50	Early June	1 75 @ 1 85
No. 1	2 00	Early June siftd	1 80 @ 2 00
Shoe		Peaches	
No. 1	1 00	Pie	1 50 @ 1 75
No. 2	1 30	No. 10 size can pie	@ 4 75
No. 3	1 70		
No. 4	1 90		
BUTTER COLOR		Pineapple	
Dandelion, 25c size	2 00	Grated	1 75 @ 2 10
CANDLES		Sliced	1 45 @ 2 60
Paraffine, 6s	14 1/2		
Paraffine, 12s	15 1/2		
Wicking	65		
CANNED GOODS		Pumpkin	
Apples		Good	1 50
3 lb. Standards	@ 1 60	Fancy	1 65
No. 10	@ 4 75	No. 10	4 25
Blackberries		Raspberries	
2 lb.	@ 2 25	No. 2, Black Syrup	2 40
Standard No. 10	@ 9 50	No. 10, Black	10 50
Beans		No. 2, Red Preserved	3 00
Baked	1 25 @ 2 25	No. 10, Red, Water	10 50
Red Kidney	1 25 @ 1 35		
String	1 50 @ 2 00		
Wax	1 50 @ 2 00		
Blueberries		Salmon	
Standard	@ 2 50	Warrens, 1 lb. Tall	3 35
No. 10	@ 9 50	Warren's 1 lb. Flat	3 45
Clams		Red Alaska	2 85
Little Neck, 1 lb.	1 60	Med. Red Alaska	2 60
Clam Bouillon		Pink Alaska	2 20
Burnham's 1/2 pt.	2 25		
Burnham's pts.	3 75		
Burnham's qts.	7 50		
CATSUP		Sardines	
Van Camp's, 1/2 pints	1 90	Domestic, 1/4 s	6 50
Van Camp's pints	2 85	Domestic, 1/2 Mustard	6 50
CHEESE		Domestic, 3/4 Mustard	6 60
Peerless	@ 31	Norwegian, 1/4 s	15 @ 18
Brick	@ 35	Portuguese, 1/2 s	30 @ 35
Leiden	@ 30		
Limburger	@ 30		
Pineapple	@ 30		
Edam	@ 30		
Sap Sago	@ 30		
Swiss, Domestic	@ 30		
CHEWING GUM		Sauerkraut	
Adams Black Jack	70	No. 3, cans	1 65
Adams Sappota	75	No. 10, cans	
Beeman's Pepsin	70		
Beechnut	70		
Doublemint	70		
Flag Spruce	65		
Juicy Fruit	70		
Sterling Gum Pep.	70		
Spearmin, Wrigleys	70		
Yucatan	70		
Zeno	70		
CHOCOLATE		Shrimps	
Walter Baker & Co.		Dunbar, 1s doz.	1 50
Gorman's Sweet	24	Dunbar, 1 1/2 doz.	2 80
Premium	35		
Caracas	28		
Walter M. Lowney Co.			
Premium, 1/4 s	35		
Premium, 1/2 s	35		
CIGARS		Succotash	
Peter Dornbos Brands		Fair	
5c Dornbos Sin. Bdr.	40 00	Good	1 90
5c Dornbos Perfecto	40 00	Fancy	
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	37 50		
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-	43 00		
plon	42 50		
Iroquois	42 50		
La Azora Agreement	42 00		
La Azora Bismarck	70 00		
Whaleback	42 50		
Worden's Hand Made	36 00		
B. L.	40 00		
Woodhouse & Co. Brands			
Tox	37 50		
Miss Detroit	43 00		
Special deal in quantities.			
CLOTHES LINE		Strawberries	
Per doz.		Standard	2 50
No. 40 Twisted Cotton	1 80	Fancy	2 90
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. 60 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		Tomatoes	
No. 20, each 100ft. long	1 90	No. 1 1/2	1 40
No. 19, each 100ft. long	2 10	No. 2	1 75
No. 20, each 100ft. long	1 00	No. 10	8 00
No. 19, each 100ft. long	2 10		
COCOA		Tuna	
Baker's	39	1/4 s, 4 doz. in case	4 50
Bunte, 10c size	38	1/2 s, 4 doz. in case	7 50
Bunte, 1/2 lb.	2 26	1 s, 4 doz. in case	10 00
Bunte, 1 lb.	4 01		
Cleveland	41		
Colonial, 1/4 s	35		
Colonial, 1/2 s	32		
Epps	42		
Hershey's 1/4 s	32		
Hershey's 1/2 s	30		
Huyler	36		
Lowney, 1/4 s	38		
Lowney, 1/2 s	37		
Lowney, 1/4 s	37		
Lowney, 5 lb. cans	37		
Van Houten, 1/4 s	12		
Van Houten, 1/2 s	18		
Van Houten, 1/4 s	18		
Van Houten, 1 s	65		
Wan-Eta	36		
Webb	33		
Wilbur, 1/4 s	33		
Wilbur, 1/2 s	33		
Wilbur, 1/4 s	33		
COFFEES ROASTED		COFFEES ROASTED	
Common	19	Rio	
Fair	19 1/2	Common	20
Choice	20	Fair	20 1/2
Fancy	21	Choice	21
Peaberry	23	Fancy	23
		Peaberry	23
COFFEES ROASTED		Santos	
Common	20	Common	20
Fair	20 1/2	Fair	20 1/2
Choice	21	Choice	21
Fancy	23	Fancy	23
Peaberry	23	Peaberry	23
COFFEES ROASTED		Maracaibo	
Common	20	Fair	24
Fair	20 1/2	Choice	25
Choice	21		
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Mexican	
Common	20	Choice	25
Fair	20 1/2	Fancy	26
Choice	21		
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Guatemala	
Common	20	Fair	25
Fair	20 1/2	Fancy	28
Choice	21		
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Java	
Common	20	Private Growth	26 @ 30
Fair	20 1/2	Mandling	31 @ 35
Choice	21	Aukola	30 @ 32
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Mocha	
Common	20	Short Bean	25 @ 27
Fair	20 1/2	Long Bean	24 @ 25
Choice	21	H. L. O. G.	26 @ 28
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Bogota	
Common	20	Fair	24
Fair	20 1/2	Fancy	26
Choice	21	Exchange Market, Steady	
Fancy	23	Spot Market, Strong	
Peaberry	23		
COFFEES ROASTED		Package Coffee	
Common	20	New York Basis	
Fair	20 1/2	Arbuckle	21 00
Choice	21	McLaughlin's XXXX	
Fancy	23	McLaughlin's XXXX	
Peaberry	23	package coffee is sold to	
		retailers only. Mail all or-	
		ders direct to W. F. Mc-	
		Laughlin & Co., Chicago.	
COFFEES ROASTED		Extracts	
Common	20	Holland, 1/2 gross bxs.	1 30
Fair	20 1/2	Felix, 1/2 gross	1 15
Choice	21	Hummel's foil, 1/2 gro.	85
Fancy	23	Hummel's tin, 1/2 gro.	1 43
Peaberry	23		
COFFEES ROASTED		CONDENSED MILK	
Common	20	Carnation, Tall	5 50
Fair	20 1/2	Carnation, Baby	5 00
Choice	21	Hebe, Tall	5 00
Fancy	23	Hebe, Baby	4 90
Peaberry	23	Pet, Tall	5 50
		Pet, Baby	4 50
		Van Camp, Tall	5 50
		Van Camp, Baby	3 60
COFFEES ROASTED		CONFECTIONERY	
Common	20	Stick Candy	
Fair	20 1/2	Horehound	22
Choice	21	Standard	22
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Cases	
Common	20	Jumbo	23
Fair	20 1/2	Big Stick	23
Choice	21		
Fancy	23		
Peaberry	23		
COFFEES ROASTED		Mixed Candy	
Common	20	Broken	22
Fair	20 1/2	Cut Loaf	22
Choice	21	French Cream	18
Fancy	23	Grocers	27
Peaberry	23	Kindergarten	27
		Leader	22
		Novelty	23
		Premio Creams	31
		Royal	21
		Special	21
		X L O	21
COFFEES ROASTED		Specialties	
Common	20	Auto Kisses (baskets)	26
Fair	20 1/2	Bonnie Butter Bites	30
Choice	21	Butter Cream Corn	30
Fancy	23	Caramel Bon Bons	25
Peaberry	23	Caramel Croquettes	24
		Cocoanut Waffles	25
		Coffy Tofy	25
		Fudge, Walnut	28
		Fudge, Choc. Peanut	27
		Honeysuckle Candy	23
		Iced Maroons	25
		Iced Orange Jellies	22
		Italian Bon Bons	24
		AA Licorice Drops	2 25
		5 lb. box	2 25
		Lo	

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

HERBS	
Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

HIDES AND PELTS	
Hides	
Green, No. 1	16
Green, No. 2	15
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

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

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.	
20 oz. per doz.	4 50

HORSE RADISH	
Per doz.	90

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

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

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

MINCE MEAT	
Per case	3 95

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

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 45
Stuffed, 14 oz.	3 00
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 1 1/2 oz.	5 50
Queen, Mammoth, 2 1/2 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

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

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	12.7
Red Crown Gasoline	23.7
Gas Machine Gasoline	44.2
V. M. & P. Naphtha	23.7
Capitol Cylinder, Iron Bbls.	39.4
Atlantic Red Engine, Iron Bbls.	26.4
Winter Black, Iron Bbls.	14.3
Polarine, Iron Bbls.	44.4

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

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 65

PROVISIONS	
Barreled Pork	
Italian Bon Bons	25
Clear Back	50 00@51 00
Short Cut Clr	45 00@46 00
Brisket, Clear	55 00@56 00
Pig	
Clear Family	35 00

Dry Salt Meats	
S P Bellies	31 00@32 00

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

Smoked Meats	
Hams, 14-16 lb.	@33
Hams, 16-18 lb.	@32
Hams, 18-20 lb.	@31
Ham, dried beef	
sets	37 @33
California Hams	21 1/2@22
Picnic Boiled	
Hams	35 @40
Boiled Hams	44 1/2@45 1/2
Mince Hams	20 @21
Bacon	40 @50

Sausages	
Bologna	13
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
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

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

Uncolored Oleomargarine	
Solid Dairy	23@26
Country Rolls	25 @29

Canned Meats	
Corned Beef, 2 lb.	6 50
Corned Beef, 1 lb.	3 75
Roast Beef, 2 lb.	6 50
Roast Beef, 1 lb.	3 75
Potted Meat, Ham	
Flavor, 1/4s	55
Potted Meat, Ham	
Flavor, 1/4s	95
Deviled Meat, Ham	
Flavor, 1/4s	52
Deviled Meat, Ham	
Flavor, 1/4s	1 00
Potted Tongue, 1/4s	55
Potted Tongue, 1/4s	1 00

RICE	
Fancy	
Blue Rose	10@11
Broken	

ROLLED OATS	
Monarch, bbls.	10 25
Rolled 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 %s	3 00

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

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

Lake Herring	
8 lbs.	

SEEDS	
Anise	38
Canary, Smyrna	18 1/2
Caraway	80
Cardamon, Malabar	1 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	50
Copenhagen, 10c, 8 for 64	
Copenhagen, 1 lb. glass	60

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

Proctor & Gamble Co.	
Lenox	5 05
Ivory, 6 oz.	6 15
Ivory, 10 oz.	9 95
Star	5 15

Swift & Company	
Swift's Pride	5 00
White Laundry	5 65
Wool, 6 oz. bars	5 85
Wool, 10 oz. bars	9 40

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

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

Washing Powders	
Snow Boy, 100 pkgs.	5 55
Snow Boy, 50 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
Rob-No-More	5 50
Nine O'Clock	4 00
Lautz Naphtha, 60s	
Oak Leaf Soap Powder, 24 pkgs.	4 25
Oak Leaf Soap Powder, 100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 70

SODA	
Bi Carb, Kegs	3 1/2

SPICES	
Whole Spices	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochin	@20
Mace, Penang	@30
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-80	@50
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	@45

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

STARCH	
Kingsford, 40 lbs.	9 1/2
Muzzy, 48 1lb. pkgs.	9 1/2
Kingsford	
Silver Gloss, 40 1lb.	9 1/2
Gloss	

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

Retail Grocer Has a Big Clerk Problem.

Help is the big factor that worries business men mostly, and with the new draft of from 18 to 45 merchants will soon have to shape their business whereby they can meet this condition. Old men are, of course, out of the question in the grocery business, hence what is left? The answer is women, or say children up to 18 years of age.

Of the first, women, the field is limited as far as the grocer is concerned. First, because the other lines of business have already drawn heavily from this supply, and the demand is increasing and will continue so. Any girl of ordinary intelligence can get from twelve to fifteen dollars weekly. This rate is not prohibitive in grocery circles, provided one could get them to do general clerking. Compared with other positions where the hours are from, say 9 to 5 o'clock, with Saturday half-holiday, and with a large demand and easier work, one should not be surprised if the supply is small; that is natural, for labor is the same everywhere, seeking the least work and the largest pay.

Again, it is an open question whether women, taken as a whole, are physically able to do general clerking in a grocery. What we understand as lifting is, of course, not for them. Getting goods from high places is also out of their class. Window cleaning and dressing, and other items of store work are beyond them. I also am of the opinion that women customers prefer to have men wait on them.

I grant you that there are exceptions, such as some of the high class chain grocery stores, department stores, etc., but the force of habit and long custom again shows itself here and proves that men would do better. As a "clerk" covering an order route to get orders the women clerk meeting the madame or the cook, etc., would no doubt get into an occasional argument, and the peculiarities of the sex would here have an opportunity to have it out, with diplomacy thrown to the winds, and perhaps a lost customer.

What, then, is the remedy? The available young women are out of it because of temperament, other fields, physical nature unable to stand the strain of the usual grocery hours, etc. What is left us in this field up to 18 from among the boys? In the class of from, say 15 to 18 years, there is a correspondingly heavy demand in other fields, and I have in mind a number of instances where 19 or 18-year-old boys, just out of school, are getting salaries quite out of the scale usually paid by grocers. From say 14 to 16 we are controlled by so-called child labor laws.

No one will contend that there is much of a field even in this class, for after all, they are children and are unfit, physically as well as inexperienced. But I find that in Washington, as well as in New York, there is an ever increasing demand to let down the bars in this respect and

modify the existing laws for a period up to at least six months after the close of the war. Then, if found impractical, it can be repealed, etc. This meets the demands made by the grocers for many years, without success; but it appears as though war will open up a way to meet the condition just as it has in many other cases. Thus it is that the grocer will soon have to meet this new condition, and we are all agreed that the outlook is not very encouraging.

Grocery labor conditions have been unsatisfactory since before the war, and since then have been hit perhaps the hardest of any line of trade. If things should shape themselves so that the grocer could get some of this "child labor" and be lucky enough to fill in with a girl clerk, some of his labor troubles might grow less; but even if the order taking is done entirely by telephone and delivery is made by a boy of say 14 to 17, the problem of managing the store is still hard, for he has to go to market and get back early, as usual, at which time he has to depend upon, perhaps, some young woman to have the store open for business. He is only human and has his limitations. His trade must be supplied, and on time.

Who knows but that the whole matter will shape itself into such a state that will permit of an entire new system of hours and delivery, such as will be compulsory under conditions made by war? Many imagine that bread is only good if baked at night and delivered fresh and hot for breakfast. It is all a matter of habit, and bread baked and delivered during regular working hours should, and no doubt will, be a change we will see in the near future. Berries and other fruits are not absolutely necessary to the extent that the consumer must have them for breakfast, and just from market. A way can be found whereby an afternoon market for grocers could be arranged all the year round, and even in summer the home icebox can be used to keep fruits overnight for serving at breakfast.

A way may also be found whereby the delivery of all grocery orders between 9 and 12 o'clock may be changed so as to permit of an "all-day business." This is possible because many of the orders are for the evening meal. Thus, if this can be changed about and the day's business evenly divided, it will be possible to meet these new conditions much easier than if we retain the present system, which is continued, not because it is the most practical but rather because it has become a habit.

In fact, it begins to look as if we were ready for some radical changes in the grocery business, and war conditions may force us to find a way whereby these old-time habits of business slavery will be broken and in their place we will adopt a new order of things, and for the better. I suppose many of my readers will shake their heads and say: "It can't be done." But I will predict right here and now that within a year the progressive, far-seeing grocer will, if

he continues in the general grocery business, be forced to adopt some of these changes or he will be forced to give up market produce, etc., and sell only dry groceries along chain store lines.

J. S. Brown.

Put Bread in Ice Box.

The National Bakers' Service Board has sent out a bulletin to state chairmen urging them to give all possible publicity to the plan of keeping bread in the ice box and for bakers to urge this on their customers, in the interest of conservation. Mr. Win M. Campbell, chairman of the board, writes that "experiment by good authorities has shown that the plan of keeping bread in the ice box is effective in preventing mold." The bulletin containing the suggestion is headed with the words, "Hot weather and the bread problem." It is as follows:

"With the arrival of summer heat the question of keeping bread in its best possible state arises. It is of especial interest this year because of the use of substitute cereals and the necessity of preventing any possible waste through bread drying out or through its spoiling in warm, moist air. Keep the bread in the ice box.

"Wrap the loaf or any unused portion in the waxed paper in which it reaches you or in other clean waxed paper and place it in your ice box. That is the best place to keep it in hot weather and there it will remain in fine, fresh condition longer than when kept in the warm air. Careful wrapping will prevent its coming in contact with moisture or absorbing odors from other foods in the box.

"Try it—the ice box is the place for your bread in the summer time!"

New Fall Millinery.

Among the new fall millinery that has been introduced here, according to the bulletin of the Retail Millinery Association of America, is a "tam" made of navy blue serge in a collapsible effect, the entire hat being embroidered with narrow black silk braid. This model, although it wholesales at \$10, is said to be a big factor in the business of the house which brought it out. The bulletin goes on:

"Bowl-shaped turbans, which are also very popular, are made of velvet or duvetyne, and combined with a novelty ribbon in a three-tone effect

—gold, silver, and velvet. Half of the ribbon is of silver tinsel and half is of gold, both edges being of velvet. The turban is round, with a thick roll reaching up to the top of the crown, giving it a real bowl shape. Some turbans of this type have lace veils drawn from the top of the crown and hanging loose around the face. Sometimes they are of the same color as the hat and sometimes they are of a contrasting hue. Hats and scarfs of angora cloth, which make very attractive sets, are also being sold at wholesale."

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.

Mr. Merchant:

Do you wish to reduce your stock, or do you want to get out of business?

Stevens & Company
Sales People

Men who know how to raise money for you.

Call us up or write.

Citiz. 5025, Barnhart Bldg.
Grand Rapids, Michigan

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



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

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Sept. 16—Walter Hotham, a machinist of Muskegon, 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 bankrupt's schedules show liabilities amounting to \$413.30 and no assets. Following is a list of the creditors:

Secured Creditors.
Brunswick Balke Colander Co.,
Muskegon \$525.00
Unsecured Creditors.
Tofick Sayig, Grand Rapids \$200.00
Ellis & Bashara, Grand Rapids 152.11
Mike Azkoul, Grand Rapids 50.00
Ahmad Alley, Grand Rapids 80.00
Harry Thomasma, Grand Rapids 8.00
Holland Cigar Co., Grand Rapids 42.00
Woodhouse & Co., Grand Rapids 10.00
Dr. A. Sevensma, Grand Rapids 14.00
Peterson Brewing Co., Grand Rapids 21.00
Fisher & Marshman, Grand Rapids 180.00
Goodspeed Real Estate Co., Grand Rapids 180.00

In the matter of Earl Walker, bankrupt, Vestaburg, a final meeting of creditors has been held. The trustee's report and account was approved and accepted and the funds on hand distributed for certain administration expenses and a first and final dividend of 7 per cent.

In the matter of The Fair, bankrupt, Grand Rapids, the final meeting of creditors has been held. The matter of the claim against John W. Kingsbury was abandoned as worthless. Trustee's report, showing balance on hand of \$7,474.14; additional receipts of \$31.25; total, \$7,505.39; disbursements, \$5,359.14; balance on hand, \$2,146.25, was approved and allowed. Administration expenses were ordered paid and a final dividend of 2.4 per cent. was declared and ordered paid.

In the matter of Calvin C. Brattain, bankrupt, Cedar Springs, a final meeting of creditors has been held. Trustee's report, showing balance on hand \$308.27 was approved and allowed. Order for distribution entered, administration expenses and a final dividend of 12 per cent.

In the matter of Simon Olthof, bankrupt, Grand Rapids, a special meeting of creditors has been held. The trustee's account, showing balance on hand of \$196.40, was allowed. Second report of trustee, showing balance of \$2,049.03, was allowed. A first dividend of 5 per cent. was declared and ordered paid.

St. Joseph, Sept. 9—In the matter of John M. Brown, bankrupt, Baroda, the trustee filed his supplemental final report showing the distribution of all the funds in the estate, whereupon an order was made by the referee discharging the trustee and closing the estate; also a certificate was entered recommending the discharge of the bankrupt. The record book and files were returned to the clerk's office.

In the matter of the Boers Shoe Co., a copartnership, bankrupt, Benton Harbor, the trustee filed his third report and account showing on hand the sum of \$482.72, right of action for recovery of property against the Rice Hutchins Co., of Chicago.

Sept. 10—In the matter of Bart Foley, bankrupt, Dowagiac, the trustee filed his supplemental final report showing the disbursement of all funds, whereupon an order was entered by the referee discharging the trustee and closing the estate. No cause to the contrary having been shown, a certificate was made by the referee recommending the discharge of the bankrupt. The record books and files were returned to the clerk's office.

In the matter of the Thermophore Manufacturing Co., a corporation, bankrupt, Kalamazoo, the trustee filed a report showing sale of the stock in trade, goods on consignment, machinery, equipment factory, etc., to Herbert I. Markham, of Chicago, for \$14,650. Unless cause to the contrary be shown, the sale will be confirmed by the referee Sept. 16.

Sept. 11—In the matter of Huram M. Warner, bankrupt, the final meeting of creditors was held at the referee's office and the trustee's final report and account was considered, approved and allowed. A final dividend of 39 8-10 per cent. was declared and ordered paid to all unsecured creditors, making the total dividends of 44 8-10 per cent. The trustee was authorized not to interpose objections to the discharge of the bankrupt. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's

discharge and no cause having been shown, it was determined that such favorable certificate be made. The final order of distribution was entered, whereupon the meeting adjourned without day.

Sept. 12—Richard Heystek, a contractor of Kalamazoo, filed a voluntary petition and the matter, in the absence of the district judge, was referred to Referee Banyon, who entered an order adjudging the petitioner bankrupt. The petition discloses no assets whatsoever and the following are scheduled as creditors: First National Bank, Kalamazoo \$1,500.00
S. H. Buurma, Kalamazoo 1,700.00
C. H. Stearns, Kalamazoo 100.00
Wolverine Cement Co., Coldwater 200.00
Metropolitan Brick Co., Canton, O. 85.00
Basmer Lime Stone Co., Dayton, O. 200.00
Solt Bros., Rawson, O. 400.00
L. Folk, Rawson, O. 35.00
Celery City Lumber Co., Kalamazoo 31.00
Kalamazoo Lumber Co., Kalamazoo 45.00
Hersfield Bros., Kalamazoo 35.00
Arnd Bros., Kalamazoo 28.00
H. Johnson, Kalamazoo 20.00
Globe Construction Co., Kalamazoo 90.00
Southern Michigan Brick Co., Kalamazoo 40.00
Tolhuizen & Mersen, Kalamazoo 50.00
Pioneer Asphalt Co., Chicago 162.00
Ritter & Son, Rawson, O. 30.00
J. D. Buss, Kalamazoo 15.00
Hotop Plumbing Co., Kalamazoo 8.50
Arnold & Co., Rawson, O. 4.00
W. Monday, Kalamazoo 150.00
Dr. Thomas Van Werk, Kalamazoo 100.00
C. W. Apgan, Rawson, O. 78.00

Sept. 14—The Dentler Bagger Co., engaged in the manufacture of grain baggers, measures and registers, filed a voluntary petition and the matter, in the absence of the district judge, was referred to Referee Banyon, who entered an order adjudging the petitioner bankrupt. An order was also entered appointing Charles F. Brown, of Vicksburg, custodian. The following liabilities and assets are scheduled:

Preferred Creditors.
Village of Vicksburg, taxes \$ 90.90
W. W. Scott, Vicksburg, mortgage 2,500.00
Unsecured Creditors.
Locke Steel Belt Co., Bridgeport, Conn. \$ 131.00
National Mill Supply Co., Fort Wayne, Ind. 13.20
C. H. Dutton Co., Kalamazoo .. 56.28
J. E. Kimble, Lockport, La. 6,000.00

Assets.
Property, equipment, machinery, etc. \$4,597.45
Stock in trade, fixtures, furniture, etc. 3,801.44
\$8,398.89

Promoting Consumption of Gulf Fish.

During July there were issued under the joint auspices of the Food Administration, the Bureau of Chemistry, and the Bureau of Fisheries, three illustrated posters giving information regarding the sea mullet, the sea catfish, and the crevalle, three fishes of which large quantities are available for shipment from points on the Gulf of Mexico.

These posters, which will be followed by others as required, were designed especially for use in Nashville, Louisville, and Indianapolis, communities in which the co-operating Government agencies have arranged to supply fish in carload lots, shipped under Government direction from the Gulf coast.

The bureau's representative, who may be termed a sales agent, is doing excellent service in these cities and advises that it now appears that these centers will use a minimum of eight carloads of these fish per month. As soon as the market is established, the work will be transferred to other centers.

Up to July 24, six carloads of "Government fish," as they are locally called, were shipped to these centers during the month, shipments being made from Punta Gorda and Gasparilla, Fla. Among the fish which are being shipped are mullet, red snapper, sea catfish, pompano, grouper, and various species of bottom fish.

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.

Wanted

Male and female help for Government contract work. Good wages. Steady work. Write for full particulars.

Western Knitting Mills,
Rochester, Michigan.

Hardware For Sale—Only one in town of 1,500. Good reasons for selling. Will consider some real estate in exchange. Address Box 911, care Michigan Tradesman. 911

To Trade—Fine 80-acre farm, modern improvements, for hardware stock in clean, live town. O. A. Keeler, Shelby, Michigan. 912

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. 913

For Sale—A good 80-acre farm, 8 miles west of Adrian, Michigan. Splendid location. Good 8-room house, good cellar, cistern, never failing well, fair barn and new garage and granary combined. Gravel loam soil, all tillable. This is one of the best productive farms in Lenawee county. Address Mrs. R. M. Nevins, 751 Prince St., Grand Rapids, Michigan. 914

For Sale—Largest and best equipped grocery business; established 12 years in growing suburb in Minneapolis. A fine winter business with population tripled during the six summer months. Owner is in the draft, in deferred class. Investigation will convince you this is an unusual opportunity; substantial increase in business during last twelve years. First time offered for sale. A bargain if taken at once. Will take five to six thousand dollars to handle. Address Box 67, Excelsior, Minnesota. 915

For Sale—Country store and stock. Good business. No delivery. Paul Brink, Grant, Michigan. 916

For Sale—Up-to-date job printing plant in the oil region of Kentucky. Write for full particulars to T. M. Morrow, Winchester, Kentucky. 917

Will pay cash for all kinds of merchandise. Parties wishing to close out their stocks of merchandise will get good prices from us. Give full particulars with first letter. Sam Marks, 24 W. Hancock, Detroit, Michigan. NOTICE—Will also buy all kinds of machinery. 918

To Rent—Any part of 4-story brick building and basement 40 x 100 feet, southwest corner of Louis St. and Market Ave., Kennedy block; desirable location for retail store, storage, or light manufacturing; space will be arranged to suit tenant; steam heat, electric lights and elevator. For terms, apply Fred J. Brogger, 76 No. Market Avenue, Grand Rapids, Michigan. 919

Cash Registers—We buy, sell and exchange all makes of cash registers. We change saloon machines into penny key registers. Ask for information. The J. C. Vogt Sales Co., Saginaw, Mich. 906

For Sale—One Butcher Boy refrigerator 8 x 8 x 10 feet, new; also 120 gallon Bowser oil tank; new counter and scales. A bargain if sold soon. Box 25, Manelona, Michigan. 909

For Sale—160 acres good land, about half improved; good little house, fair out-buildings, good well and windmill fairly well fenced; in Osceola county, three miles from good market, 1 1/2 miles from crossing station for railroad motor cars, gravel road to market except 1/2 mile. \$50.00 an acre is cash price. Will exchange for merchandise. Reason for selling, too much to look after. Address Geo. N. Lanphere, Ithaca, Mich. 910

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—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

BUTCHERS

ALL AROUND BUTCHERS AND HELPERS ON CATTLE KILLING FLOOR. STEADY WORK AND NO LABOR TROUBLE. WRITE US FOR PARTICULARS.

THE E. KAHN'S SONS CO.,
519 Livingston St.,
Cincinnati, Ohio.

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

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

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

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

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. 757

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

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

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

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 SCHAFFER BUTTLES CO., Milwaukee, Wis. 900

SEE NEXT PAGE.

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

Plush Robes

\$5 to \$40

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.

Grand Rapids,

Michigan

KICK OVER THE TRACES.

Manufacturers Rebel Against Over-nice Federal Rulings.

The food trades have shown no disposition to rebel against the reasonable rules of the Food Administration, created to make our available supply of food go far in winning the war—in fact they have even tolerated with comparative complacency regulations which would have been considered hardships in normal times—but when the counsel of the specialty manufacturers tells his members professionally that the Federal Trade Commission is wholly wrong in regard to price maintenance, and the counsel of the flavoring extract men advises his members to “go to it” disobeying the regulations against the use of saccharine, it looks as though a defi had gone forth.

The plain fact of the case is that these are not times for hair-splitting niceties in the fact of genuinely serious trade problems, and in both respects the determination of the fight comes in protest against rulings that do not bear the stamp of great public necessity, or of even importance, as compared with the great problems which food manufacturers and distributors are seeking to solve. Little commissioners with preconceived notions and hobbies have simply put the screws on in sore spots and are evidently finding the trade unwilling to be trodden upon.

There is need—great need—for conserving sugar and manufacturers have sustained Mr. Hoover in all of his efforts to that end. But such things as soda water flavors find some sweetener absolutely essential and if sugar is to be barred, they insist on the right to use something that will accomplish the same end and yet be harmless.

Saccharine has never yet been proven harmful; in fact scientists and the N. Y. Supreme Court have found it harmless as commercially used. However much justification there may have been in normal times for preventing its use for sophistication, it would seem as though the same tolerance might be shown by food law officials as is exercised by other branches of the Government toward such things as mixed flours, substitutes, etc., which were taboo in the halcyon days of Dr. Wiley and others, but principally as elements of professional and official pastime and controversial calisthenics.

The matter of maintained prices may be just as legitimate a principle now as ever, but of what relative importance is it to justify the Federal Trade Commission prosecuting manufacturers for refusing to sell distributors whom they do not care to have handle their branded goods? It is all of the same type of hair-splitting that seems to delight little commissioners, who might better be doing big things, such as Mr. Hoover and the rest are.

And, by the way, Mr. Hoover is reported to be about to “kick over the traces” again, if the Federal Trade Commission insists on having Uncle Sam take charge of the meat packing

industry. It shows the quality of sportsmanship possessed by Mr. Hoover; the kind of fellowship and squareness that has made the trade recognize in him a leader they are willing to follow to any extreme he bids them. What a contrast with little politicians, trying to gyrate around the surface of large problems!

Mr. Hoover is reported to believe that the Federal Trade Commission plan of seizing the packing business is wholly impracticable, unnecessary, dangerous and the height of bad fellowship. Whatever else may be said of the packers, they have loyally stood by the Government in its efforts at food conservation, and at feeding the army and the world abroad. Mr. Hoover is said to appreciate this support keenly, and his emissaries in spreading the story of what has been accomplished have freely referred to the immense emergency expansion of our meat supply as one of the marvels of our war preparations.

It seems to Mr. Hoover, therefore, as highly ungrateful, to say the least, to place packers on the pillory just now for public scorn; worse yet to undertake the very doubtful expedient of having inexperienced Governmental functionaries—probably politicians—undertake so important an administration at this time. Rumor has it that he has told the President plainly that it is all a big blunder, and that if it is put across now he will quit the Governmental service altogether. And, despite opinions that differ with his on the merits of the question, the whole trade is showing signs of applauding his qualities as a “pal,” who stands by those who stand by him in a trying and vital ordeal.

Somewhat the same spirit was shown a few days ago by Mr. Hoover's right hand aid, Mr. Whitmarsh—and indicates that, when put to it, tradesmen are capable of just as loyal service and official probity as anyone else, even though they be in the much-maligned food trade.

Mr. Whitmarsh is active manager—or was until he went to Washington to work for a dollar a year—of Francis H. Leggett & Co., of N. Y. But the fact of being Vice-President of the company did not in the least deter him from awarding his own concern a fine of \$1,400—or rather accepting its penitential sacrifice of a gift to the Red Cross—because it had been found technically guilty, through a blunder of an employee, of selling barley flour at 12 per cent. profit, when the rules allowed only 10 per cent.

Some French Walnuts May Come.

The exportation from France of walnuts of the 1917 crop to England and to the United States, provided shipment is made on or before Sept. 30, will be permitted without special license, according to a recent Ministerial decree reported by the American Consul General in Paris. The prohibition against exportation of the 1918 crop still remains in force.

A cheerful lie makes more friends than a solemn truth.

Need for Early Holiday Shopping.

The need for early Christmas shopping will this year be more imperative than it ever was before. The large department stores of this city and of the entire country will approach the coming holiday season without the addition to its force of workers, who in past years have always been employed to assist in caring for the rush of business which develops. The stores have agreed with the War Industries Board, in lieu of the lifting of the so-called “ban on Christmas shopping,” not to increase their forces during the holiday season above the average for the entire year.

“The War Industries Board,” remarked a leading merchant, “in lifting the ban on the purchase of useful Christmas gifts, has asked us not to increase our working force during the holiday season over our average force employed during the entire year. This stipulation is made because of the urgent need for help in other industries, and will, of course, be rigidly adhered to, I am sure, by all merchants everywhere. Under these circumstances, it is obviously incumbent upon the purchasing public and the stores to see to it that the usual holiday rush is spread out more evenly over a longer period. By no other means will the public be able to obtain the merchandise it desires or will the stores be able successfully to dispose of the comparatively large stocks of goods which they already have on hand or contracted for.

“The need, therefore, of doing Christmas shopping early is this year more urgent than it ever was. Formerly early shopping was advisable; this year it is imperative. Too much publicity cannot be given to this point, and it cannot be put too strongly. The public has always in the past heartily co-operated with us, frequently in rulings and regulations which have been much less directly in the public's interest than is the present request.

“People generally are in a receptive mood. All the people have submitted uncomplainingly to conditions which would have seemed impossible a few years ago. The authorities ask us to save certain foods, to conserve sugar, and economies are voluntarily enforced accomplishing the desired purpose. It was astonishing and gratifying how a simple request from the Fuel Administration completely cleared the roads of automobiles last Sunday in city and country.

“At the request of the Government, various practices have been put in force in the retail trade which quite appreciably reduce the services formerly rendered by the stores to their customers. Many of these, in fact most of these, could not possibly have been successfully introduced before the war. The one delivery a day, the three-day limit on returns, the reductions in special delivery service and the urging of customers to carry home small packages would have been frowned on most

decidedly were it not that the exigencies of war have made these things absolutely essential to the prosecution of the war. The purchasing public has realized the urgency of these measures and has even been enthusiastic in accepting them.

“We, as a Nation, are a patriotic people, and are quick to realize the needs of a war situation as soon as these needs are pointed out to us. That the purchasing public's response to appeals for co-operation from retailers has been quick and whole-hearted ever since the war started is the surest guarantee that further just regulations, suggestions and requests will be complied with and heeded uncomplainingly in the future. No other course, indeed, is to be expected or feared from the American people.”

The Bothersome Belt.

A tuck and a hitch
My shirt is wrong
Or pants too long;
I don't know which.
And thus I go from morn till night—
Almost I know in a sorry plight—
A tuck and a hitch.

A tuck and a hitch—
The shirt won't stay
It gets away
From poor and rich
Alike indeed; by both is felt
The common need of a binding belt,
Nor a tuck and a hitch.

I fear a gap
Yet still I trust
Below the bust
That leathern strap.
And though I be to dine or church
Necessity there makes me lurch
To save mishap.

'Twere better then
That we confess
In modern dress
As worn by men
That a tuck and a hitch so constantly
Can ne'er bewitch propriety.
Who'll help and—when?
Charles A. Heath.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Sept. 18—Creamery butter extras, 54c; firsts, 53c; common, 51c; 52c; dairy, common to choice, 36c; 45c; packing stock, 34c; 35c.

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

Eggs—New laid, 52c; 61c for fancy and 48c; 50c for choice.

Poultry (live)—Old cox, 25c; 26c; fowls, 30c; 35c; chicks, 32c; 38c; ducks, 30c; 34c.

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

Potatoes—New, \$2.65; \$3 per hundred lbs. Rea & Witzig.

A man never fully realizes what a big world this is until the cars stop running and he has to walk home.

To-morrow is the day when people hire balloons and move into their air castles.

BUSINESS CHANCES.

Administrator's Sale—The stock of general merchandise and fixtures belonging to the estate of Wm. L. Miller, deceased, Pavilion, Michigan, and inventoried at about \$1,800, is now ready for sale. Stock consists of dry goods, boots and shoes, rubbers, hardware, drugs, groceries, men's furnishings, etc. The only store in the town and a splendid opportunity for some one. For full information, address Frank H. Bowen, Administrator, 522 No. Rose St., Kalamazoo, Mich. 920

For Sale Cheap—One Angledile computing scale, model 420, in perfect condition. Just the thing for good grocery or market. Silas Godfrey, Eaton Rapids, Michigan. 921

For Sale—Remainder of an up-to-date stock of general merchandise, including dry goods, ladies' ready-to-wear, gents' furnishings and groceries. Fine opportunity for opening Building for rent. Address P. J. McKenna Estate, Carson City, Michigan. 922

What We Might Do What We Don't Do What We Do Do

AND WHY

We might make matches out of cheaper wood . . . *But We Don't.*
We might save money by using cheaper chemicals . . . *But We Haven't.*
We might shut down our scientific department and cease trying to make the BEST match ever made BITTER . . . *But We Won't.*

BECAUSE

40 years of pre-eminence as the leading match makers of the world is something to live up to, so . . . *We're Doing It.*
The safest match science can produce is none too good for the greatest nation on Earth, and so . . . *That's What We Make.*
There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . *We're On The Move.*

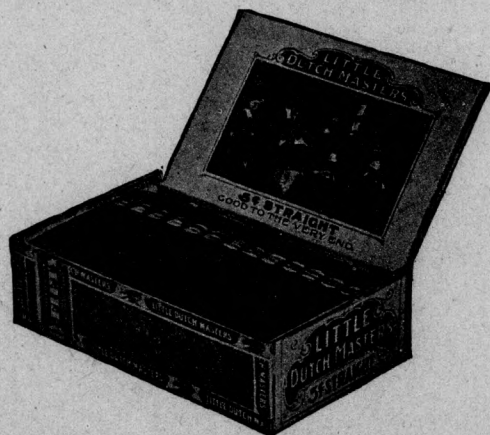
Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

DIAMOND MATCHES

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



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

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

The Burning Question Fire is Just as Certain as Death

One day your risk will be destroyed by fire.
The law of averages says that this is so.
Anticipating that day, we ask you, "ARE YOU INSURED?"
If you are, are you sure that the companies are A No. 1?
Are you trying to save on the premium,
In order to cut down expenses,
Thinking that you will never have a fire?
If so, this is poor policy—worse, in fact, than a policy in a poor company.
Go over your insurance policies at once.
Inquire as to the standing of the COMPANIES.
Remember, an agent's responsibility does not cover any loss that you may have.
And, which he may be a good friend of yours,
Unless your loss is very small,
He can be of very little service;
He must depend entirely upon the Companies' views.
If you have a loss and you are insured in good, A No. 1 companies, and have proper forms attached to your policies, there will be NO TROUBLE at time of loss.

An investigation in time prevents a lawsuit.

Financial Statement of a Few Companies

	Assets per M.
Michigan Shoe Dealers' Mutual Insurance Co.	\$26.40
Aetna of Hartford, Conn.	13.80
Continental of New York	16.10
Michigan Fire and Marine, Detroit	11.90
Home of New York	12.00
Queen of New York	12.70
Average of all the Stock Companies of other States	12.50

So that we are more than twice as strong as the average stock company doing business in our State, and no doubt they are all good. But as we save you 25% and 5% extra if you pay inside of 20 days, we are better. These figures are from official statements as of December 31, 1915, and can be verified in any up-to-date local insurance office.

Stand Up For Your Rights

Many of the so-called "necessary evils" are unnecessary. Simply because a bank lends you money does not give it the power to tell you where to place your insurance. This, of course, only applies to small banks who are looking for agents' commissions in placing business. Large banks do not stoop to petty methods. The Shoe Dealers' Mutual offers the BEST kind of insurance and their policies are accepted by the largest and best financial institutions.

The Shoe Dealers' Mutual Company is not a slacker. It has bought Five Thousand Dollars' worth of Liberty Bonds for your protection.

We now have re-insurance facilities to carry risks as follows:

In cities having No. 1 fire protection, in brick buildings	\$12,000
In cities having good fire protection, in brick buildings	8,000
In cities having good fire protection in frame buildings	5,000
In cities having no fire protection, in brick buildings	5,000
In cities having no fire protection, in frame buildings	3,000

We are herewith showing you an example by which you can see at a glance our methods of doing business.

\$6,000 Insurance; Board Rate at \$15 per \$1,000, cost.	\$90.00
\$6,000 Insurance at our rate, being 25 per cent. reduction from Board rate or \$11.25 per \$1,000	67.50
Less 5 per cent. extra if paid within 30 days	3.37
Net amount of premium	\$64.13

Making a saving to you of \$25.77, besides your share of profits in our own mutual company. We can do this and make money, as we show herewith:

\$6,000 Insurance at our rate	\$64.13
Cost of re-insuring \$5,000 in other company	33.75
Balance to our own company for carrying \$1,000 insurance	\$30.38
Less cost of doing business.	

The liability of the members is hereby limited to one extra assessment, the amount of which shall not exceed the amount of the advance premium paid, or agreed to be paid, on the policy.

GEORGE BODE, Secretary.
Michigan Shoe Dealers' Mutual Fire Insurance Co.
Fremont, Michigan.

Are You a Slacker Merchant?

Suppose the Government should tomorrow order your store to "go to *work* or *fight*"—what do you think would happen?

Perhaps you have never thought of your store in just that way. Possibly you have thought your store was working. Maybe it is; but not up to full capacity. Possibly you thought your store was fighting. Maybe it is; but not fighting as hard as it can

Chances are it is a fairly smooth piece of merchandising machinery; but all machinery needs attention and care if it is going to continue to produce up to its maximum.

It's time for you to take stock of the moral and physical assets of your store. The midsummer months afford countless opportunities for putting it on a war basis—for eliminating non-producing activities, for bringing others up to a higher standard of usefulness, for making changes where necessary.

And, after such faults have been remedied, endow your store with a spirit of cheerfulness. *Make it more than just a store.* Look to the convenience of its merchandise, the civility and promptness of its service, its thoughtfulness in preventing worries. Make your store safe, comfortable, interesting and new.

For, in so doing, you will be raising the morale of your community and your store will then be both *working* and *fighting*.