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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 2, 1918

Number 1828

## THE BOYS OVER SEAS

*Their vanished dreams wait through the mist, they left the home fires burning.  
To face the shadow out beyond and take their fighting chance,  
And now, in endless marching sweep without a backward turning  
Their lines are blotting out the roads, the long white roads of France.*

*And ghosts of years that used to be before the final order,  
And dreams of years that wait ahead beneath some friendly sun,  
Must fade together through the mist, where out the shell-swept border  
Their goal is now the western front until the job is done.*

*It's sweet enough to dream at dusk of eager, wistful faces,  
Of eyes that look across the sea to where the lost track runs—  
Of maple shadowed lanes that wind through well remembered places,  
That come and go like startled ghosts bewildered by the guns.*

*It's sweet enough to dream and hear the lonely night wind calling,  
With ghosts of voices blown across the weary miles between;  
So hear them whisper back to you, as soft as rose leaves falling,  
Of life where summer days were long and summer fields were green.*

*How many years it used to be nobody may remember,  
For marching men have come between in never ending line,  
And June, arrayed with shrapnel snow, is bleaker than December.  
Where sullen guns amid the mud are waiting for the sign.*

*For Fate must gather in its toll and leave its legions sleeping,  
Where ghosts and dreams must bide their time until the tale is spun;  
Must fade together in the mist where, through the red dawn creeping,  
Their goal is now the western front until the job is done.*

Grantland Rice.



## 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

## 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

## A Double Saving in Sugar

Every grocer can help to make our sugar supply go as far as possible, by handling

**Franklin Package Sugars**

and help save the thousands of pounds that are lost by spilling or breaking of paper bags.

You not only save this loss but you save labor, paper bags and twine.

**The Franklin Sugar Refining Company**  
PHILADELPHIA

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





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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 2, 1918

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor

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## THE FOURTH LIBERTY LOAN.

For the fourth time our Government asks the public for funds with which to prosecute the war. The amount is larger than any previous loan, because of the growing cost of the war. Our overseas army approximates one million five hundred thousand men. Food, guns, munitions, transportation and the necessary attendant costs mount into the billions. The strain of war is upon us. We now have a realizing sense of the present and impending loss in men and money, the necessity for service and sacrifice, for economy and patriotic devotion. In order that the lives of our army abroad may be saved, the suffering of the sick and wounded ameliorated, there must be an unbroken flow of guns, munitions and army equipment, of food, medicine and hospital supplies. To ensure this uninterrupted flow in sufficient volume the Government needs the funds it asks for.

Taxes, in as great volume as it is deemed prudent, are imposed upon all men and all industries with uniformity and fairness. By the selective draft the personal military burden is imposed upon all of military age and fitness with uniformity and impartiality. When it comes to the placing of Government bonds, the matter of subscription is voluntary. Subscription, however, is a privilege as well as a patriotic duty and involves making a safe investment at a fair rate of interest.

The country is thoroughly aroused. All camouflage as to who brought about the war and their purpose in so doing has been dissipated. The Huns stand convicted before the World. Germany believed the submarine would give her victory, and she deliberately and purposely forced the United States into the war, believing in her blind conceit that from this country she would recoup her losses by receiving a large indemnity. For generations we shall continue to

pay taxes "made in Germany," but our only contribution to Germany direct will be delivered in a masterful manner by our army and navy.

## THE WOOLEN SITUATION.

Whatever else may be said about the wool situation, there seems to be one point on which all are agreed, and that is that there is existing more than enough wool for all purposes. The getting of it where it is needed is a problem of transportation. In Australia shearing is beginning of what is said to be a very large clip, while there remain at least 450,000,000 pounds of last year's awaiting a market. New Zealand and South Africa are in a similar position, and South America offers another large surplus. A virtual agreement between the British authorities and those of this country for co-operative purchases will prevent any great rise in prices. Great Britain will also permit this country, France, and Japan to acquire Australasian wool for their needs. Such wool is all under British Government control. Domestic woolen mills are said to be concerned over a likely lull in Government requirements and will probably need civilian business to keep their plants going before long. More idle machinery is reported by the National Association of Wool Manufacturers this month than for a long time past. The mills will need no allocation of Government-owned wool to enable them to work for the civilian trade, having, as the Acting Quartermaster General of the Army stated, considerable stocks on hand. But a little slackening of output will be no great hardship, because it will permit of the consumption of fabrics already made and it will help garments makers and dealers to reduce the large stocks of fabrics and clothing they have on hand.

## CODDLING THE WEAKER ONES

From time to time, in the discussions on price fixing, appeals are made in behalf of the smaller and poorly equipped production plants and the need of keeping them going. Originally, when this country entered the war, there was much plausibility in such pleas. The great need, in the metals and textiles especially, was for quantity production, and price cut a very small figure. There appeared to be no limit to the amounts required of many things, and they were needed quickly. The question which now comes up, after very nearly a year and a half of active participation in the war, is whether advantage has not been taken of what may have been a necessity and whether it is not time to call a

halt in certain quarters. In the last eighteen months or so there has been abundant opportunity for poorly equipped plants to put themselves in an efficient condition. Their profits have warranted the taking of such action. If they can never be brought to a proper condition the question arises whether it would not be for the best interests of the country to have the better equipped plants expanded, so as to increase their output, and let the poorer ones go under. If this were wholly a private matter such action might savor of harshness. But if, as appears to be the case, the price of many products is based on the expense of production in the poorest equipped or managed plants, the subject is one which appeals to all. It makes not only for the higher cost of living on the part of individuals, but it is adding immensely to the cost of carrying on the war by the nations opposed to the Hun. So its importance is quite manifest.

The appointment by the President of one committee to investigate the question of regulating price and distribution of the cotton crop, and of another to buy at a fixed price, pending the enquiry, all cotton needed by our Government and the Allies, settles a long-disputed question. The cotton producers have strenuously opposed such regulation, and the Government has been reluctant to apply it. For wheat, the price was fixed by the Government in July of last year. The urgent bidding of the Allied Governments had driven wheat up within a month from \$1.96 per bushel to \$3.45; then, after careful enquiry, the Government named \$2 as the maximum for the season. Cotton was not then touched in the way of regulation; but when our own war demands converged on products from that staple, the wild speculation for the rise, which early in the year had prevailed in wheat, extended equally to the cotton market. Until the United States went to war in April, 1917, the price had not crossed 20 cents a pound since 1873. Last December it advanced to 31¼ cents; this year, after a partial reaction due to prospects, afterward disappointed, of a very large crop for 1918, the price, on September 3, reached 34¼ cents. The last time that cotton had sold at such a figure was in 1866, when the South's producing capacity had been paralyzed by war and when the whole world was trying to build up its depleted supplies.

A prosperous appearance, both of individuals and the business itself, are the best sort of an advertisement, for "Nothing succeeds like success."

## PRICES OF COTTON FABRICS.

Hope and fear alternating have been the factors affecting the cotton quotations during the last week. The great break which followed the announcement of official price fixing was in turn followed by a recovery resulting from the announcement by the Cotton Enquiry Committee that there is no immediate intention of making prices. It seems assured that the distribution of this year's crop will be under official auspices, and that efforts will be made to see that the lower grades will get more of a market than they have had. Domestic spinners have been holding back in their buying because of the uncertainty, and there has not been much of a disposition to sell on the part of holders for the same reason. The goods market has been somewhat similarly affected, although second hands have been letting out fabrics from time to time for immediate needs. After the announcement of the enquiry committee, however, first hands showed more of a disposition to sell. A postponement to the middle of November of the fixing of prices on goods for the next quarter has been due to the failure of a number of mills to send in their cost sheets. The leeway thus afforded, it is believed, will give opportunity for stabilizing prices of yarns and fabrics for a considerable time to come. This will enable weaving and knitting mills to contract ahead with safety.

Offhand one would say that the utter extinction of the teaching of German would be profitable to Latin; and this belief is confirmed by a modest poll of high schools and colleges made by Prof. B. L. Ullman, of the University of Pittsburgh. In the last two years Latin has held its own or gained in three times as many schools as the number in which it has lost. The Middle West makes a better showing than the East, New York city reporting the greatest proportion of losses, and New England just about standing still. One reason seems to be that the study of Spanish has made remarkable advances in the East; another that communities of German blood in the Middle West have consigned that language to the scrap heap. We should not expect Latin to be the chief substitute for German, and Dr. Ullman's figures show three times as much substitution of French and twice as much of Spanish. As commercial and literary languages, French and Spanish are excellent substitutes for German; but from the standpoint of grammatical value, Latin is superior.

Better an impediment in the speech than in the brain.



## THE PROFIT MAKERS.

## The Nimble Dime Beats the Sluggish Dollar.

Merchants are generally coming to realize that the surest way to get substantial net profits is to develop a rapid turnover. Annual net profits do not depend so much on the margins taken on the goods at any one time, as on the number of times that the profit is made during the year.

A retail jeweler may make a net profit of 5 per cent. on each turnover, but he may turn his stock only twice a year. This means a profit of 10 per cent. on capital invested in stock. A retail grocer may make a net profit of only 2 per cent. on each stock turn, but he may turn his stock ten times a year, thus yielding a profit of 20 per cent. on capital invested in merchandise.

The rapidity of turn-over largely accounts for the varying costs of doing business in different kinds of stores. A retail grocer has about the lowest cost of doing business because he has the most rapid turn-over; the retail jeweler has about the highest cost of doing business because his rate of turn-over is so slow. The store with a high cost of doing business has to take out a wide margin not only to cover this high operating cost, but also to yield a sufficient profit on capital in spite of a slow turn-over.

So much for the relation of turn-over to the business of a store as a whole. The thing that is not generally realized is that the rate of turn-over on individual articles affects the cost of selling these articles and the profits made thereon.

We speak of the cost of doing business of a store as, say, 20 per cent. on the sales. There seems to be a common impression that this 20 per cent. applies to the individual articles sold in a store; whereas, as a matter of fact, it is really only the average cost of doing business for the many different articles handled.

Not realizing that this 20 per cent. average for doing business applies to the business as a whole, and that the cost of doing business varies for different articles, merchants commonly figure that articles sold on gross margins less than 20 per cent. are sold at a loss; and that articles sold at wide margins, larger than the 20 per cent. are sold at a profit. The narrow margin goods are often looked on as necessary evils. It is commonly thought that profits made on wide margin goods make up for the losses on narrow margin goods.

When the true relation of turn-over to costs and profits is understood, it is found that the common impression is a mistaken one. As a matter of fact, goods sold at a very wide margin may actually be sold at a loss; and goods sold at narrow margins, less than the cost of doing business for the store as a whole, may be good profit-makers.

How does the rate of turn-over on individual articles affect the cost of selling these different articles? The answer to this question lies in the fact that some items of selling expense

depend primarily on the stock of an article usually carried; whereas, other items of selling expense depend principally upon the volume of sales of the individual articles. Such items as rent, light, heat, depreciation, and interest on capital, depend primarily on the amount of stock carried at any one time. Salesmen's salaries, delivery expenses, wrapping paper and twine, and losses from bad debts, depend primarily upon the volume of sales.

Selling expenses are commonly figured on sales. Items of expense, which depend primarily on stock carried, are appreciably affected by the rate of turn-over. Items of expense, which depend primarily on volume of sales, are affected very little by rate of turn-over.

To illustrate this principle, suppose a merchant carries \$100 worth each of two articles, but the sales on the one are \$400 (with four turn-overs), and the sales on the other are only \$100 (or one turn-over). Suppose that each of these articles takes up the same amount of space in the store, and that the rent charged to each is \$5 a year. But when reckoned on sales, \$5 is 5 per cent. of the sales on the second article; whereas it is only 1¼ per cent. of the sales on the article that turns four times. In other words, when figured as a percentage of sales, the rental cost on the article with four stock turns is only one-fourth of the rental cost of the article with one stock turn.

On the other hand, take the item of delivery expense. This depends primarily on volume of delivered sales rather than on the amount of stock carried. Assuming that the two articles are delivered with equal facility, delivery costs same for both articles. Rapidity of turnover expressed as percentage of sales would be has little or no effect on delivery costs.

The cost of selling individual articles does not depend entirely on the rate of turn-over; it depends largely on the amount of salesman's time involved in making sales; or, in some cases, upon the quality of salesmanship required to make sales. It does not require so much time to sell men's collars as it does to sell neckties. It does not require such an expensive type of salesperson to sell notions as it does to sell silk goods. If a salesman sold nothing but sugar and flour, his salary might amount to only 3 or 4 per cent. of his sales. If a salesman spent all his time in selling imported canned goods, his salary might amount to 12 or 15 per cent. of his sales.

In other words, the costs of selling individual articles vary, and this variation is due, first, to rapidity of turn-over and, second, to amount and quality of salesmanship necessary to make sales. With this truth established, it must be evident to the reader that an article may carry a gross margin smaller than the cost of doing business for the store as a whole and yet yield a net profit; and that an article may be priced very high with a margin in excess of the

cost of doing business, and yet yield no profit at all.

The question naturally arises as to how a merchant is to determine whether he is making a profit or a loss on an individual article. Unfortunately, it is impossible to determine this exactly, because there are so many expenses that it is impossible to assign to individual articles with any degree of accuracy. How much rent are you going to charge to a line of canned goods occupying a certain number of feet of space on a shelf in the front of a store as compared with a barrel of sugar, which is kept behind the counter? Determination of selling costs of individual articles involves just such allocation of expenses.

When a business is large enough, an approach can be made to determining individual selling costs by departmentizing the business, and by figuring selling costs for the different departments. Even this often involves many violent and arbitrary assumptions, but it is done successfully by department stores, mail order houses, and to a certain extent by wholesale dealers. Such departmentization of selling expenses, however, does not completely solve the problem because selling costs of individual articles vary within a single department.

It might be possible to determine the amount of salesman's salary applicable to each article by making stopwatch studies of salesmen's efforts, but this would be a difficult and complicated process, and it is doubtful if the results would be of great value.

Lessons to be drawn from this discussion are: First, that dealers often make a mistake by figuring that they are selling small-margin articles at a loss; and, second, that it is often a waste of time and money to encourage salesmen to push long-margin goods rather than to let them get a rapid turn-over on fast-moving goods. Competition among merchants automatically works out the margins that individual goods can stand. By applying the principles enumerated above, a merchant can at least estimate as to the selling cost on individual articles, and by bending his efforts to increase the rapidity of turn-over, and by reaching a happy adjustment in the use of the salesman's time in the selling of different classes of goods, he will get satisfactory results.

These principles apply not only to retail stores but to wholesalers and manufacturers. There are many manufacturers who make different articles, some of which sell in large volume and others which sell slowly. The manufacturer is all too apt to distribute his selling expenses over the different articles without reference to the amount of salesman's time employed, or to the rate of turn-over after the goods have left the factory.

It also follows from this discussion that all attempts to equalize margins on different goods are unscientific, and do not result in a proper

adjustment of margins to selling costs.

One must also beware of profit and margin tables that have been issued during recent years, and which are supposed to tell you what margin to allow when your cost of doing business is a certain percentage of sales. These tables do not take into account that selling costs vary for different individual articles.

L. D. H. Weld.

## Traces Analogy Between Nietzsche and Liberalism.

Grand Rapids, Oct. 1.—I have before me page 8 of the Tradesman of Aug. 21 setting forth the infidelity of Frederick Wilhelm Nietzsche as a sample of the German skeptical propaganda.

It evidently does not occur to you that the whole liberal propaganda, as championed in Grand Rapids by Wishart, Merriam, Grieshaber, Freeman and many others all came from Germany. The foundation basis of liberal theology in Grand Rapids and everywhere else is the theory of the "higher criticism" and the thing was hatched in Germany by men of the Nietzsche stamp, and Germany stands to-day damned as the corrupter of the religious thought of the world.

I said that this had not occurred to you, for you have for a long time had nothing but kindly expression for everything that was liberal in theology; and, too, I find in this same number of the Tradesman a disquisition by J. Herman Randall, an out-and-out exponent of liberalism. In fact, in his lecture on Nietzsche, delivered in Grand Rapids a few years ago, he held him up as one of the great philosophers of the age.

My dear Mr. Stowe, if you want to land again on Germany, arraign her as the most damnable corrupter of religious thought on the face of the earth; as the inventor and instigator of the whole liberal skeptical theology that has spoiled England, France and America of the religion of our fathers who believed that the Bible was the word of God and gave them German infidelity in its place.

These facts are beyond controversy. Everybody who has studied the subject knows that the higher criticism from which has come the whole liberal system was the invention of German university professors.

The two conspicuous places in Grand Rapids where the whole rotten thing is utterly repudiated are the City Rescue Mission and the Wealthy street Baptist church. Of the work of the Mission you have personal knowledge, and I need not write. At Wealthy street for a whole year through the preaching of the Word—set forth always as the infallible word of God, "the incorruptible word which liveth and abideth forever" (as it witnesses regarding itself), men and women have on every Sunday but one responded to the invitation and turned to the Lord and come into the church.

What—I ask you—might have been written if every church in Grand Rapids had rejected and repudiated and consigned to the pit where it belongs the whole German skeptical propaganda and stuck to the faith and preached the word of God as in the two above mentioned places in our town?

This is quite a long epistle, written with no thought of sarcasm, but in the most respectful spirit.

D. W. Johns.

Instead of grudgingly allowing the use of window space for war posters, welcome them and see how you can make their displays add to rather than detract from the window.



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 1—Lavine Bros., well known butchers of Manistique, have sold their market to J. A. Roburg, of the Soo. One of the Lavine Bros. has joined the army, which was the reason for making the sale. Mr. Roburg, who leaves next week for Manistique, was tendered a farewell reception by his many friends.

J. L. McManman, for the past four years Canadian representative for the Cornwell Company, has tendered his resignation and accepted a similar position with Swift Canadian Company, at Toronto.

"Gambling for food in the automat should be enough speculation for anybody."

Herbert E. Fletcher, Assistant Cashier of the Sault Savings Bank, attended the convention of American Bankers Association at Chicago last week. While there he was the guest of relatives and, being a cracked fisherman, he received an invitation to demonstrate his skill in landing the finny tribe. No having time to arrange for a license, he decided not to take any chances, remembering the fate of the guests at the Snows who undertook to fish without a license and were obliged to contribute to the funds of the State Game Warden and were also put to much inconvenience. Herb has made Safety First his motto and is well pleased with his visit to the Windy City.

The many friends of Judge Feade were pleased to learn of his safe arrival in France, after leaving New York the latter part of August to enter the Red Cross service over seas.

The Chippewa County Agricultural Fair was a splendid success last week. It was the first fair in this circuit which had constant sunshine during the three days in which it was held. The races were pronounced the best ever held in Cloverland, while the exhibits exceeded the expectations. There were in the neighborhood of 3,000 school children in attendance, having been given free tickets by the school board. This proved a very successful stunt, also saved fences and holes in the ground to accommodate the school boys who would otherwise secured free admission on this account. The Anchor Mission pulled off a tag day during the Fair which netted them about \$700, which was also a remarkable showing. All of the side attractions and refreshments stands were more than pleased with results, which goes to show that there are still ample funds left after buying Liberty bonds and the necessary high cost of living.

"The speculating habit is almost as hard to stop as leaving a bag of peanuts unfinished."

Allison and Haas, well known travelers in Cloverland, are trying to form a stock company to build a boat for the Mackinac Island service. At present they are obliged to paddle their own canoes in order to see their customers at Mackinac Island. The Government has taken off the regular boat, leaving only the Islander to take care of the route between the Soo, Snows, St. Ignace and Cheboygan, so that the service is very irregular, sometimes several days elapse between trips.

The Sooiters are feeling somewhat better over the announcement that we are to receive 8,000 tons of anthracite coal in addition to the present stock. This will almost take care of the Soo's requirements and cause much relief to the anxious hard coal burners who were not prepared to change over to the other systems of heating.

Dr. S. Arthur Cook, well-known pastor of the Methodist church, of this city, was given a farewell reception by the congregation last week before leaving for his new charge at

Saginaw. Dr. Cook made many warm friends while here who regret his departure. Rev. Eli P. Bennett, of Pontiac, will be his successor here.

The Soo had its first snow when the beautiful graced the roofs early Monday morning, but after a time Old Sol came out and soon made short work of the snow. The Soo is always there when it comes to an early fall.

Charles Fields, the popular cigar merchant, has purchased the cigar store formerly occupied by D. D. Hynes and has restocked same as a branch store a few doors south on Ashmun street. Charlie is one of our live wires and is one of the chief members of the Booster's Club. He also has the distinction of being responsible for the present location of the Chippewa County Society's site, being chairman of the board of supervisors at the time, and cast a deciding vote when the matter was brought up for action. In former years he was also responsible for getting the band out to play for special occasions that otherwise would have been eliminated for want of funds. Charlie has the fascinating faculty of passing around the hat down Ashmun street for anything that would put the finishing touches to a worthy cause. It is such men as Charlie Fields who it is such men as Charlie Fields who makes life worth living.

William G. Tapert.

## Farmers May Get Old Ties.

Disposal of old railroad ties which formerly were burned has lately been made a part of the food and fuel conservation program in Kansas. Ties taken out of the track because of unsoundness or decay often may be used as fence posts, sills for small buildings, obstructions in gullies to prevent soil washing and for numerous other purposes. In many cases less than one-half of the tie is unsound. Very old and weak ties are still useful as fuel. Resourceful farmers living near railroads, especially in localities where timber is scarce, thus can make excellent use of large quantities of old ties and save coal.

On the other hand, railroads depend upon farmers to a large extent for mowing right-of-ways and for plowing fireguards to protect crops from fire caused by sparks from engines. The railroads also have sought the privilege of building snow fences on farmers' land.

By the new arrangements just announced by the Food Administration there will be a full measure of reciprocity between the railroads on one hand, and farmers or persons desiring old ties on the other. The plan was developed by W. P. Innes, Federal Food Administrator for Kansas; F. H. Reeves of the Food Administration Grain Threshing Division and A. R. Bracted, Executive Secretary for the Food Administration in Kansas. Hale Holden, Regional Director in the Railroad Administration under Director General McAdoo approved the suggestions and issued the order known as Circular 23 which follows:

"Please be governed by the following suggestions as to the disposition of old ties:

1. Old ties will be used for lighting fires in engines to such an extent as may be advantageous and economical, and when such program

is determined they will be picked up and delivered at engine houses.

2. Section men, foremen or other employees will be allowed such old ties as the roadmaster may allot them for their personal use only.

3. Ties may be given to adjoining farmers in exchange for plowing fireguards, mowing right-of-way of the company, or for the privilege of erecting snow fences on adjoining land, under direction of roadmaster and division superintendent.

4. Old ties may be disposed of to the public at such places as there may be a demand for them at such reasonable prices as may be determined by the proper officers, provided ties can be picked up by the purchaser without expense to the railroad company.

5. On divisions and districts in wooded country where there is no demand for old ties, and on other divisions where ties cannot be disposed of in accordance with the preceding paragraphs, old ties will be burned under favorable weather conditions so that the right-of-way will be kept cleaned up."

This conservation measure has been heartily received in Kansas and is now under consideration in other states.

## Hoover Saw Him First.

"My doctor warns me not to overeat."

"Any objection to that?"

"No. Only I could have gotten the same advice from Mr. Hoover for nothing."

## Carnegie's Wit.

Andrew Carnegie was once asked which he considered to be the most important factor in industry—labor, capital or brains? The canny Scot replied, with a merry twinkle in his eye: "Which is the most important leg of a three-legged stool?"

The above reminds an English writer of what Mr. Carnegie once said at a dinner:

"Don't believe the old fellows who talk about the superiority of the past over the present. Those old fellows are possessed by the same absurdity which possessed Dash.

"I guess I want a pair of spectacles," he said to his oculist.

"Ah, old age coming on, eh?" laughed the oculist. "Eyes failing—eh, what?"

"No," said Dash. "No, my eyes at 65 are just as good as ever they were, but—hang it—the light nowadays ain't the same."

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

Buffalo, Oct. 2—Creamery butter extras, 60@61c; firsts, 59@60c; common, 57@59c; dairy, common to choice, 40@50c; packing stock, 38@40c.

Cheese—No. 1, new, fancy, 30c; choice, 28@29c.

Eggs—New laid, 54@64c for fancy and 50@52c for choice.

Poultry (live)—Old cox, 20@22c; fowls, 28@32c; chicks, 27@32c; ducks, 28@32c.

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.

## Broadness of Vision

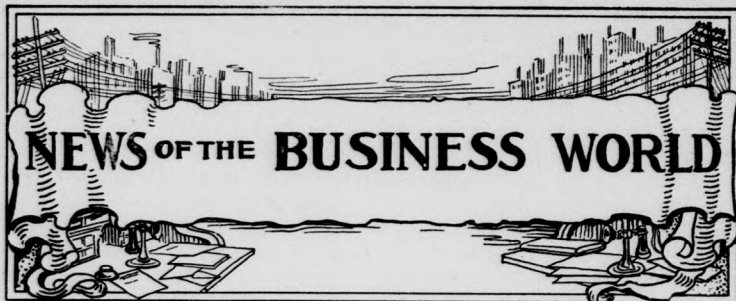
The days of sitting in the office continually and simply relying upon one's self for merchandising ideas has gone—gone forever.

The successful merchant is the man who keeps his fingers on the pulse of the merchandising world.

In all quarters of the country merchants are doing this through the medium of the Tradesman. Its pages are constantly presenting the news of what other men are doing, and suggesting live ideas for improvement.

Acquire broadness of vision. Adopt the policy of studying the Tradesman and encourage your associates and assistants to do likewise. You'll find a big jump in the efficiency of your organization.





### Movements of Merchants.

Alma—The Commercial Coal Co. has changed its name to the Michigan Fuel Co.

Kalamazoo—The Farmers' Grocery Co., on Farmer avenue, has gone into the hands of a receiver.

Lansing—The Lansing State Savings Bank is remodeling its North side branch on East Franklin avenue.

Detroit—The Union Co-Operative Meat Market has been incorporated with an authorized capital stock of \$10,000.

Fairgrove—The Fairgrove Farmers Co-Operative Elevator Co. has increased its capital stock from \$40,000 to \$80,000.

Mattawan—Fire damaged the hardware and implement stock of C. G. Goodrich Sept. 27, causing a loss of about \$10,000.

Brighton—Emil Boese has leased the Hacker building and will occupy it with a bakery which he will open about Oct. 15.

Bath—Edward LaNoble, who recently took over the Klooz hardware stock, has removed it to his own new store building.

Saginaw—Fire damaged the clothing stock of Griggs & Butenschoen, on Genesee avenue, Sept. 29, causing a loss of about \$1,200.

Alma—Ralph Miller has sold his grocery stock to L. H. Childs, recently of Blanchard, who has opened a meat market in connection.

Frankenmuth—Frank Auernhammer, for the past eight years proprietor of the New Exchange Hotel, died at his home of pneumonia.

Owosso—Nathan Fainburg, dealer in men's furnishings goods, has filed a voluntary petition in bankruptcy. Assets, \$4,487.21; liabilities, \$3,340.83.

Gaylord—The Otsego County Co-Operative Marketing Association has purchased the D. H. Hutchins & Sons potato warehouse and will continue the business.

Hubbardston—J. W. Cowman has sold his shoe, clothing, dry goods and grocery stocks—occupying the two main stores of the village—and will retire from trade. The stocks will be removed to other locations.

Alma—John Buck, grocer on North Mill street, has sold his stock and store fixtures to Dave Acker, a farmer, who has taken possession and will admit to partnership his son-in-law, Mr. Patterson. The business will be continued under the style of Acker & Patterson.

Muir—George I. Strachan has purchased the Walter A. Burling grain elevator and fuel business, also the coal, tile, lime, cement business and

grain elevator of C. M. Stott and will consolidate them and continue the business in connection with his drug and general store.

### Manufacturing Matters.

Pontiac—The Commercial Milling Co., of Detroit, has acquired the old Dawson Mill, also the water rights on the Clinton river, for \$23,000, from Henry J. Elliott. The Detroit owners will continue to operate the mill.

Caro—Lee R. Stewart has been named manager of the Caro plant of Michigan Sugar Co., succeeding L. E. Flink, who had been manager during the last six years and who resigned to enter the military service. Mr. Stewart started with the company sixteen years ago as yardmaster.

Howell—With the growing activities of both the Howell Electric Motors Co. and the Spencer-Smith Machine Co., which are running at capacity on Government orders, the need for more workmen's houses is becoming acute. An appeal has been made to the people of the city to get together and do something to relieve the condition.

Houghton—Ten thousand, five hundred employees of the Calumet & Hecla and subsidiary mining companies will benefit in a wage increase effective Oct. 1. The new minimum wage for miners ranges from \$4.80 to \$5 and trammers \$4.80 per day. Employees of all departments of the mines, mills and smelters get raises from 10 to 30 per cent. The Wolverine and Mohawk companies, with 1,000 employees, announce the same schedule.

Calumet—Directors of the New Arcadian and New Baltic mines in the Houghton district, announced this week the suspension of operations until after the war because of high cost of labor and mining supplies. All the producing mines of the district announced last week large increases in wages. The New Baltic and Arcadian are non-producers, the most promising mines of that group, but are unable to continue development work under present cost conditions.

Houghton—The action of the copper mining corporations of the Houghton district, in seeking exemption for their employees, is not only justified, but is positively necessary if the production of copper is going to be kept to a figure which will meet the requirements of the Government and of the Allied governments," says a newspaper dispatch from Houghton. "While the companies do not propose to ask for a blanket exemption for all their employees, the fact is that the

local boards and the district board will undoubtedly agree that the necessary employees of mining corporations must be kept at work and that their work is quite as essential as fighting.

Howell—The Spencer-Smith Machine Co., which is working on aircraft pistons for Liberty, Curtiss and Hispano-Suiza motors, has arranged for factory extensions which will practically double the size of the plant. The addition to be put up will be L-shaped and will provide 5,600 square feet of additional floor space, making a total of 13,600 for the plant. New workers, many of whom will be girls, will be added, bringing the working force up to about 150. The company is rated as Class A-3 and Class A-5 on Government priority certificates.

Corunna—A large quantity of axles and hubs for which the Biggam Trailer Corporation has been waiting, has been delayed in shipment, and for this reason 200 trailers, which are otherwise all ready and would now be on their way overseas, are held up. The concern has a large Government order for trailers. At present the corporation has 500 trailers three-quarters completed, but awaiting certain materials without which the work cannot progress. There are now sixty-six men on the pay roll and the latter amounts to \$1,400 per week. Under favorable conditions twenty trailers will be turned out daily. Harry F. Biggam, who is production manager, recently completed a crating system for trailers, which, it is said, the Government will adopt as the standard. Under this method of crating, two trailers can be packed so compactly that they take up only 290 cubic feet, whereas one trailer set up takes up about 500 cubic feet. The trailers made by the Biggam concern are shipped knocked down. The frame is of steel and the wheels are of the disc type, with solid rubber tires. The boxes are of heavy timber reinforced by steel with a large canopy. The trailer carries one and a half tons.

### Excessive Amount of Water in Sauerkraut.

State Analyst Todd states out of sixty-six samples of canned sauerkraut examined in the Department Laboratory, thirty were found to contain an excessive amount of liquid portion. The liquid portion in these samples ranged from 2 to 66 per cent. A good commercial sauerkraut contains not to exceed 12½ per cent. liquid portion. The excessive liquid in sauerkraut is found by opening the can and pouring the contents on a sieve and allowing the same to drain for two minutes. A number three can of good grade of sauerkraut will contain from twenty-six to twenty-eight ounces of drained kraut. He has found this size can to contain but 12½ ounces of drained kraut.

Woolen and worsted sellers cannot figure more than a few weeks ahead. Many Government contracts expire in December and the industry feels that civilian work is too much restricted adequately to take their place if they are not renewed.

### Whale Milk the Solution.

Whale milk will some day settle the question of milk supply for Oregon, according to the State Veterinarian Lytle, who is entirely serious in the matter.

"The milk shortage," said Mr. Lytle "may be swatted some day by domesticating the whale. With the whole Pacific Ocean as a farm the domesticated whale would put the Oregon dairy business on a mammoth scale. Whales are mammals each of which furnishes about a barrel of milk at a milking, and while at present they are a little too shy to be exactly classed as easy milkers, some day they will be domesticated. Tillamook Bay, for instance, might be made into a good barnyard for milch whales."

### No More Spaghetti or Macaroni in Cans.

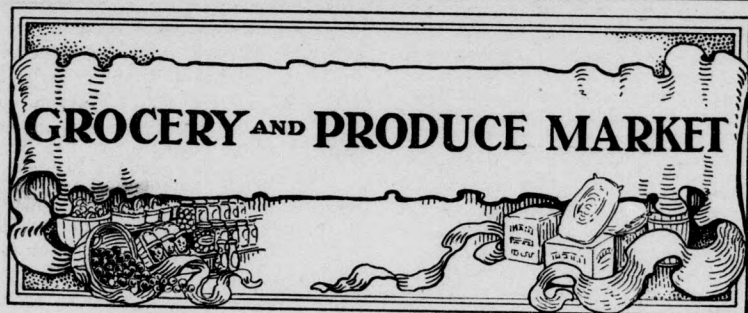
Packing of spaghetti and macaroni in cans will be discontinued after October 15. This action, in the form of a unanimous resolution, was taken during the past week by a committee representing practically every large American canner of alimentary pastes, in conference with the United States Food Administration. The manufacturers declared that they were willing to take any measures that might be suggested by the Food Administration for the conservation of tin.

From different quarters and in divers directions during the last week came reminders of further restrictions in the customary channels of business activity. There are evidences of closer scrutiny by the authorities over the nonessentials, and the drafts on man power forecast for the enlarged army are causing merchants and manufacturers to recast their forces to a minimum. Each week is also witnessing changes in buying on the part of the general public, and in the main these are in the direction of reductions, although certain centers where war industrial activity is at its maximum still show the reverse. Thrift appeals and patriotic ones to save and give to the Government are also producing cumulative results against needless extravagance in buying. But as against all these must be set the actual purchasing needs of a hundred million people which must be met and which of themselves assure a huge volume of trade. Such needs the early coming of cool weather has recently made more insistent than they usually are at this time of the year. The intensive drive for the new Liberty Loan will slacken efforts in the wholesale markets for a few weeks to come, with the possibility of some reaction in the retail field. But a fair volume of business is already assured before the regular holiday buying sets in.

When you get an advertisement written that will sell the goods, see that you put a headline on it that will get it read.

If you have a horseshoe nailed over the door and it doesn't fall on you, it's lucky.





### The Grocery Market.

**Sugar**—No change has occurred in the market during the week and none will occur in the near future. Everything is going forward smoothly in the sugar business and there is no indication of any undue scarcity in the near future or any change in price.

**Tea**—Among recent developments an increased and persistent demand for standard Formosas' medium and lower grades of Japan and China teas has been most prominent. All of these varieties are exceedingly scarce for immediate delivery, the stock of Chinas being particularly light. According to figures issued by the Tea Association shipments out of the new crop of the latter up to the present time have amounted to about 40 per cent. of those for the corresponding period last season. Of Congous the new season's shipments so far have been relatively trifling, amounting to less than 2 per cent. of what had been sent out of Shanghai up to this date a year ago. This fact, however, is of less importance to the trade here than short shipments of gun-powders, etc., since there is still a large carry-over of Congous from last season on the American market, due to the preference given of Javas of similar grade on account of the relative cheapness of the latter.

**Coffee**—Coffee is duller than it was a week ago, but the market undertone is still firm. No change has occurred in Rio or Santos during the week, although if anything, the Brazilian market seems to be a trifle weaker. The only thing that has held prices up has been the firmness in Brazil and if that disappears the market will undoubtedly decline. Milds are steady to firm at unchanged prices.

**Canned Fruit**—Offerings are very light and the market is strong. Anything in No. 10s cans sells instantly as the percentage of goods packed in this way is unusually small this year.

**Canned Vegetables**—Tomatoes show no change. If anything, the feeling is a trifle firmer, but there is no material change. The pack is almost over and bids fair to be very large. The corn situation shows an improvement and many packers of Southern corn packed considerably more than they expected, and under the Government's cost plus ruling, have had to reduce their prices about 7c per dozen. It is expected that still further reductions will be made as the corn pack of that section will very likely be much larger than was expected. Peas show no change and

the balance of the canned goods line shows no change.

**Canned Fish**—Salmon is practically off the market except for an odd lot, that crops up here and there, the price for which is dependent upon the conditions at the moment.

**Dried Fruits**—If the scarcity of dried fruit was expected to be felt before the new season was over those expectations seem to be in a fair way to be realized even before the season has begun. The trade has never known anything like the situation that prevails in regard to prunes, for instance. The disastrous storm of two weeks ago has added a complication that would have been serious enough in normal times but which, coming in war times, has made it almost impossible to do any business at all. It is generally understood that the Government has taken all the prunes larger than 80s wherever they could be found anywhere in the country. The New York trade has had to give up what it had on hand and has nothing in prospect from the new crop so that as soon as stocks are exhausted in retailers' hands there will be no prunes except those very small ones of which 80s to 90s will be the largest and, assuming that the public will accept these small sizes rather than go without, there will not be enough of these to last any length of time, so that prunes will be an unknown quantity for the greater part of the season until the 1919 crop is ready. In addition to prunes peaches will be off the list, for the Government has, it is understood, taken everything available. The demand for raisins has been very heavy as a result of the scarcity of other dried fruit and there has been some damage to the seedless varieties. Apricots are going to be in much greater demand than seemed at all likely at the beginning of the season and speculators have had luck all their way.

**Cheese**—The market is very firm and is about 2c higher than last week's quotations, due to a good demand for the best marks of cheese and light receipts.

**Sugar Syrups**—Business is restricted by limited supplies. Prices remain on the basis established by agreement between refiners and the Government.

**Corn Syrup**—There is a good business in progress at prices within the quoted range.

**Rice**—Nothing can be added to what has been previously said concerning conditions in this line, the market still being bare and business consequently at a standstill.

**Flour**—The food laws have made a snag for mixed Victory flour. This law requires a fee and special permit to mix flours, which is called adulteration. For years wheat and rye flour have been mixed under the food laws, but only a few mills are being equipped to mix the Victory flours, and the price regulations will interfere with the mixing, when the other materials make the cost higher than the limit allowed for flour, which is the same profit percentage as for standard flour.

**Provisions**—The market on smoked meats is steady, with quotations about the same as last week. There is fair supply and a good consumptive demand. The market on lard is slightly firmer than previous quotations, prices having advanced about 1/4c per pound. There is a good supply and a good demand. The market on compound is firm, with quotations the same as last week. The market on barreled pork is firm at unchanged quotations. The market on dried beef is steady, with quotations about the same as last week, with a fair consumptive demand and moderate supply. The market on canned meats is fair, with unchanged quotations.

**Salt Fish**—Codfish, hake and haddock are making their appearance for the season, codfish being about 4c per pound and hake about 3c per pound above last year. Scarcity, largely aggravated by the presence of submarines in the fishing waters, is responsible. An effort is being made to put back the embargo on Scotch herring, which, as published, was recently removed. Under the removal of the embargo on Irish mackerel shipments of new fish are expected in four or five weeks. They will come upon a bare market, as old Irish fish is about cleaned up and there have been practically no small shore fish. Prices are accordingly expected to be higher. There are practically no No. 2 shore fish about and none are expected to come forward.

### 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; 20 oz. Pippin, \$1.50; Hubbardstons, \$1.25; Baldwin, \$1.50.

**Bananas**—\$6.75 per 100 lbs.

**Beets**—\$1 per bu.

**Butter**—The market is firm, with quotations about the same as a week ago. We do not look for any material change in the butter market in the immediate future, because any farther advance in the market will open the door for the rush of substitutes which are now flooding the market. Local dealers hold creamery at 59c in tubs and 60c in prints. They pay 45c for No. 1 dairy in jars and sell at 47c. They pay 33c for packing stock.

**Cabbage**—\$3.50 per crate or \$1.25 per bu.

**Carrots**—95c per bu.

**Cauliflower**—\$1.50@2 per doz. Quality is very poor this season.

**Celery**—30c per bunch.

**Crab Apples**—\$1.75@2 for late varieties.

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

**Eggs**—The market is very firm, following the recent advance. There is a moderate supply of fresh eggs, with a very good home consumptive demand. Receipts are moderate for this time of year. Local dealers pay 42c per dozen, loss off, including cases, delivered. Cold storage operators are beginning to put out their stocks on the basis of 44c for candled and 42c for case count.

**Egg Plant**—\$1.50 per dozen.

**Grape Fruit**—\$6.50 per box for all sizes Floridas.

**Grapes**—\$3.50 per doz. for 4 lb. baskets of blue varieties and 38c for 7 lb. baskets, \$3.50 per bu.

**Green Corn**—20c per dozen.

**Green Onions**—18@20c per dozen.

**Peppers**—\$1.75 per bu. for green and \$2 for red.

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

**Lemons**—California selling at \$6.50 for choice and \$7 for fancy.

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

**Onions**—\$2 per 100 lb. sack. The crop is large all over the country.

**Oranges**—California Valencias, \$10 @10.50 per box.

**Peaches**—Gold Drops and Lemon Frees command \$3.50 per bu.

**Pears**—Clapp's Favorite, \$2.75 per bu.; Keefers, \$2.

**Pickling Stock**—Small white onions, \$2 per 1/2 bu.

**Potatoes**—Home grown command \$2.50 per 100 lb. sack. The crop is reported to be large all over the country. Dealers are looking for a decline in the market price to \$1@1.25 per bu.

**Radishes**—15c per dozen.

**Squash**—Summer, 60c per bu.; Hubbard, \$3 per 100 lbs.

**Sweet Potatoes**—\$2.50 per 50 lb. hamper and \$7 per bbl. for Virginia.

**Tomatoes**—Home grown command about \$1.25 per 1/2 bu. for ripe; green, \$1.50 per bu.

**Wax Beans**—Home grown, \$2 per bu.

The Consumers Power Co. has been very fortunate in the selection of a manager to succeed the late Samuel A. Freshney. In placing George L. Erwin in the position of district manager the corporation has exhibited rare good judgment and given deserved recognition to a gentleman who has done much to develop the company to its present scope and high standard of efficiency. Mr. Erwin's long career with the corporation from the inception of the undertaking has fitted him for the exacting and responsible duties of the position to which he has been assigned and which he will discharge to the satisfaction of all concerned.

T. G. Horton, dealer in general merchandise at Watersmeet, writes as follows in renewing his subscription to the Tradesman: "I could not keep house without it."



### Gabby Gleanings from Grand Rapids.

Grand Rapids, Oct. 1.—There never was a time when the commercial traveler received so little for his money as he now does at the hotels—city and country alike. A brush salesman who travels from coast to coast and who has been on the road more than a quarter of a century stated last week that existing conditions are almost intolerable, even in the largest and finest hotels in the country. The word service appears to have been stricken from the dictionary of the hotel landlord, owing to the shortage of labor and the arrogance of hotel help. Rooms in hotels usually well kept are frequently dirty, dusty and untidy. Toilets are too often permitted to remain in a filthy condition. The menus are scanty and high priced, even in the face of the present era of high prices. Service in the dining rooms is a joke. Incompetence on the part of stewards, cooks and waiters is everywhere apparent. Regard for the law and integrity of statement have vanished. The Yeazel Hotel, at Frankfort, plays up tenderloin steak on its bill of fare and serves tough cuts which are more than half bone. The Steele House, at St. Johns, plays up surloin steak on its menu card and then gives its guests tough pieces of round steak with a round bone to identify it. These hotels are not the only ones, by any means, which are daily violating the law and rendering themselves liable to prosecution under the statutes. Few will object to the increased prices charged for accommodations and meals by landlords, because all concede the justice of higher prices, due to the increased cost of both material and labor, but to double the price and reduce the portions at the same time is going too far into the forbidden paths of profiteering. To play up one kind of meat on the bill of fare and serve a cheaper kind to the guest is plain swindling, which no thoroughly honest man would resort to. This is pretty plain talk, but it is fully justified by the circumstances and, unless the occasion for criticism is removed, further exposures will be forthcoming under this heading.

Next Saturday, Oct. 5, is the regular meeting night of the Grand Rapids Council. Every councilor is requested to attend. The meeting will be called promptly at 7:30. A large number of candidates are to be initiated and the new officers will put on the work for the first time. The committee in charge of new ritualistic work will report and the regular meeting will be followed by a luncheon and a smoker. There are several matters of vital interest to the members to come up for discussion, among which is the Edmonds case. Now, brother councilors, we appeal to you. We want the hearty co-operation and support of every true commercial traveler. The organization is yours. The officers may do their part, but they need your co-operation and assistance in order to make the council a success. Come yourself and bring a new member!

The Fourth Liberty Loan: Have you seen to it that your name is "written there" when the war is over and some of the boys come marching home? You will be glad to see them, of course, but will it not be a satisfaction to take a look at those bonds and think, "Well, I had to stay home, but I have done my part to the best of my ability in a financial way." It takes money and men to run a war and when it comes to running a war there isn't any country on the face of the earth that has anything on Uncle Sam. But he needs the assistance of everyone of us, if not in man power, in the way of furnishing money to buy shells and guns and everything else needed to give our boys "over there" the support they are entitled to. And

when it comes "To what are they entitled?" I think it is the unanimous opinion with the traveling men they are entitled to the best there is in this world and that we owe the men who willingly risk their lives that liberty may live, that we all may live and enjoy the privileges that the Stars and Stripes stand for—we owe these men our all! So let us walk up and put our names on Uncle Sam's subscription blank, and then like good true Americans, look all Prussians in the face and tell them to go to hell or stay at home—which is all the same.

Sept. 16 marks the opening of duck hunting season and, of course, us younger fellows have to live and learn—the longer we live the more we learn. As we knock up against some of the old time duck hunters—the ones who tell the way they did it when they were boys—we immediately try to stretch our imagination back to what we think ought to be about sixty years ago or when "dad was a boy." One of these fellows is a very prominent credit man connected with a thoroughly responsible wholesale house. The writer happened to mention duck hunting. To say that he touched a live wire was putting it mildly. This credit man had a story of his younger days all stored up and was just bubbling over for a chance to let her go, only it wasn't about ducks, but their next door neighbor, the goose.

When this man was a boy, they did things differently than they do nowadays. For instance, they didn't bother with ducks, just geese. The writer had a good duck story which he would have liked to have pawned off on the goose hunter, but didn't have any chance after Dick got started. The way he went after those geese certainly is characteristic of the way he goes after a game of golf nowadays. Of course, all I know about the golf game is just what I hear, not being a golfer myself.

The conditions existing at that time—I mean the time he went after the goose were a good deal as they are now. Everyone was conserving. This refers particularly to shot. No one kept a supply on hand as needed, one shot at a time, and as it often happened, when the supply was wanted they couldn't locate it. So it happened with this family, with game in sight, they couldn't find their shot, so young Dick, being in the neighborhood of 9 years old, was sent to the nearest source of supply to contract for a quantity of shot sufficient to shoot about forty geese—big white ones. The distance the young man had to cover in order to get the shot was nearly one and three-quarters miles. He covered this distance in record time, which, if I remember rightly, was about 10 minutes. But things were a great deal easier put over Dick than they are now, and so it happened this time. His elder brother, being of an inventive turn of mind and possessing the ability of getting to a proposition first, loaded the old smooth bore, muzzle-loading rifle that had seen service in the Civil War with a good generous load of powder and, after ramming it in hard, proceeded to fill the remainder of the barrel up with pebbles.

In the meantime, and during the skirmish for ammunition, the flock of geese had landed in a small field near the house, and were quietly investigating the food supply, when the older brother, crawling on hands and knees to a fence corner, softly placed the "cannon" over a fence rail, closed his eyes and pulled the trigger. To his surprise he found, after he came to, that he had five geese to his credit. Young Dick had returned with the shot and was there in time to pick up and carry to the house the five geese. It is a safe bet

that the Prendergast family had goose for the next month.

The above is given to the writer in good faith, and can be vouched for by the dealer at Berlin, Michigan, who ran a hardware store there fifty years ago. D. F. Helmer.

### Live Notes From a Live Town.

Owosso, Oct. 1.—Claud S. Watson, salesman for the National Grocer Company, travels with a ford. He has been having more or less trouble with his automobile by small particles about the size of peas collecting in the machinery of his auto. As his trip was in the Western part of the State, up around Mears somewhere, he thought it was a case of gravel, but close inspection revealed that the particles were metal, and the truth of the matter that Claud had become confused over the gas tank and his gas meter and had been dropping in bull moose nickels and Canadian quarters, as a method of acceleration. We personally cannot vouch for this, but give it as it was told by S. B. Pitts, of Saginaw, a partner of Watson, in the grocery game and other iniquities. Personally, we have never known Mr. Pitts to tell anything but the unvarnished truth on general principles, although we will admit that at one time in his career he was in politics and ran for the office of city treasurer in Owosso on the Republican ticket; in fact, won out.

Fred Hanifan is back on the job again, after a vacation of two weeks, spent with his mother in Milwaukee. Evidently mother's cooking as good as ever, as Fred is looking extremely healthy and has gained in avoirdupois quite considerably.

The upper story of George Brown's hotel, at Durand, was badly damaged by fire last Thursday. An extremely quick response by the fire department saved that portion of the village.

In these days of strenuous difficulties of how's the best way to get along, culinary genius is more or less perplexed in inventing and manufacturing substitutes or something else just as good. This brings us down to J. D. Royce, of Corunna, whose scientific and enquiring noddle brings him up facing many investigations that many of us ordinary unthinking mortals heedlessly pass without scrutiny. Jay has a sort of a spasmodic job, selling high grade dress goods. While the house is changing samples for the different seasons for their salesmen, Jay has a few weeks' breathing spell at home. He usually puts in the time sticking around the home fireside helping her. On one of these blanks of his usual activity, the boss in Jay's culinary department sent him down to the family grocer to purchase a dozen common everyday eggs. "How much is eggs?" says Jay to the grocery clerk. "Sixty-eight cents per," says the clerk. "Gosh," says Jay. "Hold on a minute," said the clerk, "here's a package of egg substitute powder for a quarter that will do the work of two dozen eggs." "Bully," says Jay, "I'll take it—one dollar and eleven cents saved in less than a minute. I guess that's Hooverizing some." When Jay presented his egg like package at the kitchen it resulted in an animated discussion. His wife told him right off the reel that he couldn't make her believe that any inventor on earth knew how to make an egg as well as a hen did and she followed up with several other remarks which were forcibly grammatical along the same line. We don't know but very little about this particular family dissertation, but a man convinced against his will is of the same opinion yet, but Jay remarked to his next door neighbor a few minutes later that in order to preserve peace in the family a man must can the rough stuff. Jay's supreme faith in that package of powdered egg-like

stuff caused him to go down in the basement, where he picked up an egg shell, filled it with the powdered ingredient and patched it up with court plaster and went out and placed it under a hen he had in a coop. This is the same hen which Fred Hanifan presented to Mr. Royce to amicably settle a little unpleasant affair between those two gentlemen two years ago, and part of Royce's religion is to take good care of that hen. In fact, he is so choice of that biddie that he allows her to set most of the time. One of Jay's maxims is that the best time to set a hen is when the hen is ready. Jay was obliged to listen to incidental remarks about that egg powder on various occasions and at different times, but a ray of hope caused him to suffer in silence. When about the time Jay had marked an x on the calendar to everyone's surprise (excepting Jay) that egg hatched out a perfectly good healthy chicken. That evening Jay had a hen party and Fred Hanifan and the writer were invited and were shown the chick. There were but two things we noticed that were different from other chickens that we had met—its comb was stuck on with court plaster and it was entirely destitute of feathers. Notwithstanding these unimportant defects that chicken grew and furnished Jay with other ideas. If he could raise chickens that did not need picking, Rockafellow would have nothing on him and he would bull the chicken market to a frazzle, and he immediately added to his already liberal purchase, another Liberty bond on the installment plan. Last week this chicken, which had grown to henhood, came up missing. Two days later she was discerned in Royce's hat box that contained his fifteen dollar fur cap setting on a perfectly good looking egg, which Jay promptly dropped in his coat pocket and started for the kitchen, when he would for the first time in his recollection be master of ceremonies. On his way visions of Liberty bonds, brick blocks and a confusion in Wall street flitted through his expanding brain. While demonstrating to his bewildered better half what he knew about chickens and things the egg rolled off the kitchen table and broke and was discovered to be filled with a white powder, identical with that in the egg-like package. While Brother Royce in a crestfallen manner was engaged with the broom and dust pan cleaning up the debris, he was heard to mutter "Earth to earth—ashes to ashes and dust to dust."

### Honest Grocerman.

### How the Army Saves Sugar and Glycerine.

According to a recent announcement of the War Department, considerable savings in sugar and glycerine are being effected by the Quartermaster Corps in discontinuing the purchase of so-called glycerine soaps for the Army. Both of these products were used in the manufacture of soaps for the purpose of improving its appearance, but are unnecessary, as they do not add to the cleansing value of the soap. A recent order from a quartermaster called for 100,000 pounds of glycerine soap. Based on the usual formula, this soap would contain 15 per cent. of sugar, or a total of 15,000 pounds, which would have been a complete waste. The soap was provided, but it did not contain sugar or glycerine, so that 15,000 pounds of sugar was saved for food and a proportionate amount of glycerine was saved for the manufacture of powerful explosives.



## PREDICATED BY PRESCOTT.

## October Sugar Certificates Mailed Last Saturday.

Lansing, Sept. 30—The last batch of sugar certificates for controlling the State's allotment for October, were mailed out of Lansing Saturday night. The household allowance remains the same as for September, two pounds per person per month. The ice cream and soft drinks manufacturers are favored for the month, while the bakers are hit harder than usual through the new restrictions. Clarence J. Mears, head of the sugar division, thought at first it must be a mistake, but a careful reading of the instructions convinces him that the allotment favors the ice cream and soft drink industries. The bakers are granted one-third of the total amount of sugar they used during the quarter beginning July 1, which is their light season, while the soft drink and ice cream manufacturers are likewise allotted one-third of their supply, based on the same ninety days, which happens to be their flush period. This is, of course, one-third of their fifty per cent. cut announced some time ago.

Mr. Mears, the sugar chief, stated every request for canning sugar, made through the proper channels, was granted. "Some of the requests were cut," added Mears, "but in every case the reduction was based on the statement filed by the grocer as to the sugar he required in his business during April, May and June. If we received a request for canning sugar out of proportion to the grocer's straight commercial sugar trade for that period, we cut the request to harmonize with needs prior to the canning season. As I said, some requests were cut down, based on the grocer's own affidavit. I really do not know of an instance where our arbitrary action resulted in crippling the canning operations of a single locality. You know the general tendency is to make a request large enough and we pared it down to harmonize with the emergency. Michigan folks did very well, I should say," concluded Mr. Mears.

## Cash Will Be Tendered Cady.

Lansing, Sept. 30—Frank D. Fitzgerald, executive secretary of the United States Food Administration, will journey to Ypsilanti some day this week with \$1,217.42 for Walter B. Cady, the Washtenaw farmer whose wheat was requisitioned by the Government.

Several weeks ago a check for the amount was sent to Mr. Cady by registered letter, but he refused to accept the letter, declining with emphasis. The action of Cady was reported to the legal division of the administration at Washington and word has been returned to tender Mr. Cady the gold for the amount. The Department does not know what the next step will be in the event Cady refuses the currency.

The check for \$3,970.68, drawn in favor of C. Wyman Wells, of Tipton, for requisitioned wheat is still in the hands of the bank of Tecumseh. The cashier told Mr. Fitzgerald that Wells is liable to come in any time for the money, but that was a week or so after Col. Vandercook and the constabulary men took the matter in charge. The administration will give Mr. Wells another month to call for his money, but if he still refuses to claim it, effort will probably be made to deliver him the cash as the Federal Department urges prompt settlement in all such claims.

## Eight Zones in Lower Peninsula.

Lansing, Oct. 1—Food Administrator G. A. Prescott has evolved the idea of dividing Michigan up into zones for the promotion of the Food Administration activities. The idea was adopted at the recent Washing-

ton conference of State Administrators and will be tried out all over the country. In this way it is expected the different zones can best handle their regional problems. No more offices or officers will be needed to carry out the zone idea, but it is believed the calling of the several county administrators together at frequent intervals will have a tendency to strengthen the efficiency of the organization as a whole. It will, at least, afford a good opportunity for Mr. Prescott to get better acquainted with his county assistants and make for a better and quicker understanding of the new regulations as they are announced. Mr. Prescott said the dividing of the Upper Peninsula into zones would be left with his northern deputy, George W. McCormick of Menominee, and he understands three divisions will be formed.

Zone 1, Lansing—Shiawassee, Clinton, Genesee, Livingston, Jackson, Ingham, Eaton, Washtenaw and Gratiot.

Zone 2, Grand Rapids—Kent, Muskegon, Ottawa, Oceana, Newaygo, Allegan, Barry, Ionia, Montcalm, Manistee, Osceola, Mason, Mecosta.

Zone 3, Kalamazoo—Kalamazoo, Van Buren, Berrien, Cass, St. Joseph, Calhoun.

Zone 4, Adrian—Lenawee, Hillsdale, Branch, Monroe.

Zone 5, Cadillac—Wexford, Leelanau, Benzie, Grand Traverse, Emmett, Charlevoix, Antrim, Kalkaska, Missaukee, Lake, Clare, Isabella.

Zone 6, Alpena—Alpena, Presque Isle, Montmorency, Oscoda, Alcona, Cheboygan.

Zone 7, Bay City—Bay, Roscommon, Crawford, Ogemaw, Iosco, Gladwin, Arenac, Midland, Tuscola, Saginaw and Otsego.

Zone 8, Port Huron—St. Clair, Sanilac, Huron, Lapeer, Oakland, Macomb.

## Food Administration Penalties.

A. Steketee, Holland, \$25 to the Holland Red Cross for selling flour and sugar at excessive prices.

M. L. Finnegan, Pontiac, \$25 to Pontiac Red Cross for selling flour without the proper amount of substitutes and charging excessive profits for same.

Gilbert Van Kleeck, Pontiac, \$25 to the Pontiac Red Cross for charging excessive prices for flour.

F. A. LaLonde, Pontiac, \$15 to the Pontiac Red Cross for selling flour without the proper amount of substitutes and charging excessive prices for same.

Charles Kneale, Pontiac, \$25 to the Pontiac Red Cross for selling flour without the required amount of substitutes.

W. H. Gorman, Lansing, \$300 to the Lansing Red Cross for making untrue statements relative to stock of sugar he had on hand.

## Commends the Worden Advertising.

Lakeville, Ind., Sept. 30—In my long experience as a merchant I have never seen such a remarkable series of advertisements as have appeared under the heading of the Worden Grocer Company during the past few months. I cannot think of any feature of war activity which has not been included in their wonderful appeals to the patriotism and conscience of the people. Enlistment for both army and navy, Y. M. C. A., Red Cross, Liberty Loan, Thrift stamps—all these and many more points have been presented to the readers of the Tradesman with a fervor and patriotic ardor which surpasses anything of the kind I have seen anywhere. When the houses which have contributed to the winning of the war are finally counted, the name of the Worden Grocer Company will, in my opinion, be pretty near the top of the list.

E. B. Moon.

## "The Princes of Germany Are Shaking Dice for the United States"

We must buy bonds to the last cent of our ability because our country is fighting for its very life. Make no mistake, citizens of America, the crisis is just that—we are fighting for our very life.

We must fight this war through. We must fight it through to a peace, the basis of which will be written by us and our Allies.

Germany must not write a single clause in the Treaty. She must be whipped until she will sign a treaty, every word of which will be drawn by the Allies. Germany must not be allowed to dot an "i" or cross a "t."

## Why?

Because Germany has become nothing but a robber empire, a murderer empire, an empire every purpose of which is the enslavement of the rest of the world. Such purposes admit of no compromise. We must conquer or die. If we do not conquer, we shall nevertheless die—and die slaves.

Germany began with the intention of robbing France of her iron, her coal, her best land and her great factories; of making Belgium, with her rich mines, great cities and immense factories, a part of Germany; of gaining the Belgian coast from which she might conquer England, and of combining under her flag the hordes of Mohammedan Turks, and all the Balkan States, so that she might train soldiers in countless millions, build navies to sweep the oceans, and conquer the world.

This war was to be a step toward world conquest.

If we do not fight the war through to complete victory she will still keep on and she will succeed. She will surely succeed!

Russia with her nearly 200,000,000 people lies prostrate at Germany's feet. Germany could now give up the Balkan States, give up Belgium, force Austria to yield up the Italian territories, give up conquered France, yes, she could give up these, and even Alsace-Lorraine, and if allowed a free hand in Russia she would still have won a victory greater than any of which she ever dreamed at the beginning of the war.

Give her control of Russia, and she can and will within a few years come back with power to take back Alsace-Lorraine, crush poor Belgium once more and destroy exhausted France, sweep every vestige of resistance from Europe, Asia and Africa, and then what?

Then she will thunder at our doors—from Asia she will invade us on the west, from Europe on the east, and from Mexico on the south.

If Germany has control over the terms of peace, we who read this will live to see one of the Kaiser's six sons Emperor of America.

The time to whip Germany is now!

It is now or never!

The Princes of Germany are shaking dice for the United States.

It will take money, money, money, that we may send men, men, men.

Buy bonds, for so only can the war be won. Unless it is won, everything you possess is lost, and with it the American Soul is lost.

This space contributed for the winning of the war by

**WORDEN GROCER COMPANY**  
GRAND RAPIDS—KALAMAZOO



**BUY LIBERTY BONDS.**

All the decencies, honors, humanities, international understandings and laws have been ruthlessly trampled under foot by Germans, day by day, from the rape of Belgium until now.

The invidious soul-poison, the sordid bribery and chicanery, the insidious treachery, the merciless and malignant perfidy spread forth from Berlin must be cut out as a fester or cancer.

The glorious and mighty effort of our boys on the battlefield is an answer to the vicious insolence of the Hun. But this is only the beginning. It must be carried on in triumph to a finality of success. We must not let them fail. We must not let them perish in vain. Their lives are staked on our support. We must lavish upon our armies weapons and supplies. Their part will be an unbelievable hell if we stint. They must be made invincible to ensure liberty and freedom. The lives of our sons, our husbands, our brothers and friends are too precious to measure in the paltry price of money. Let our money pour out in flood proportions to buy Liberty bonds—buy with eagerness and determination.

When you buy Liberty bonds, you give nothing, you simply lend.

What answer does your heart give to the blood of American soldiers spilled for the cause?

What answer does your heart give to the battle-torn lying on hospital beds?

What answer does your heart give to bereaved homes which have to bear a hero's supreme sacrifice?

The only answer worth while is a purchase of Liberty bonds.

Answer with the fullness of your power and abundance.

Answer with the strength and riches and freedom of America the blood and tears of outraged humanity.

Answer with a whirlwind over-subscription to Liberty bonds.

Answer with a voice that will ring around the whole civilized world.

Answer with the same dash and courage that our boys "over there" display.

Justice should be demanded down to the last farthing. Any other attitude will be treason to God and America.

**VICE-PRESIDENT SORRY.**

Vice-President Thomas R. Marshall, who was the principal speaker at the dedication of the Altar of Liberty in New York City last week, stirred a large crowd with a remarkable address, in which he made what he called an "apology," for his part in the policy of neutrality which the country had pursued for two years and a half.

"I came here," he said, "partly to make an apology—an abject apology for my attitude during almost two years and a half of that fateful conflict; an apology that a God-fearing man in the twentieth century of civilization could have dreamed that any nation, any people or any man could be neutral, when right was fighting with wrong."

This candid declaration brought hearty applause from the large audience which had gathered for the ceremonies. The time and place added weight to the Vice-President's apology. He stood before the magnificent altar, erected as a center of the Fourth Liberty Loan Campaign of the United States, surrounded by Belgian officers and diplomats, whose country was to be honored by the first services at this shrine.

It is now in order for President Wilson to make a similar apology to the American people for permitting us to go into war unprepared when he knew—as all well-posted Americans knew—that war was inevitable.

**GIVE THE DEVIL HIS DUE!**

The best Liberty Loan advertisements ever written have been written by the Kaiser and the German Armies—they have been written in blood and in flame, at the point of the bayonet and at the cannon's mouth—they have been written in the innocent blood of little children and in the red shambles of Louvain—they have been written in the charred embers of fair cities and on crumbling walls that stand as silent monuments to homes that are no more—they have been burned into the flesh of innocence and branded on the breasts of virtue—they have been written so indelibly on the face of the seas that the stain is still upon the waters that hushed the victims' prayers—they have been written in the name of God but in the hand of Hell, in the guise of defence but in the cause of dominion, and they have rallied one hundred million Americans to the ensigns of freedom, sold three Liberty Loans, are now selling a fourth, and will sell them indefinitely until the race is emancipated from the maw of militarism and the tyranny of autocracy.

**WASTE PAPER.**

It is a crime now in the United States to destroy paper. As is the case with nearly everything nowadays, from prune stones to tin foil, use is being found for many articles formerly garbaged. Paper should be baled and sold or kept for proper disposition. Wholesalers have to agree with the manufacturers not to misuse paper and the retailer will have to sign pledge cards before he can get paper from the jobber. Similar conditions may soon apply to string. Look up the nearest market for waste paper, be patriotic and save it. Don't burn any paper.

**WHEN WILL THEY AWAKE?**

This refers to those who exhibit no interest in helping in our great National struggle; who are apparently working and planning for selfish ends, just as they did before the war. Not only do they not help, but they add to the burdens of those whose cares are already too much and whose grief and anxiety are pressing down all the time.

The advertising matter you put into customers' parcels is put right into the home without any cost for distribution.

**UNION MEN TREASONABLE.**

Strikes in England on the railways and in essential war industries seem an amazing thing at the present time. They were, in fact, predicted as a sure consequence of the successful strike of the London policemen. The cue was given that the government could not possibly resist and that the way was open for all union men to demand exorbitant wages—in some cases five times what they were worth. In the case of the Welsh railway strike it is evident that the authorities proceeded with vigor, taking a leaf out of Briand's book in France by using soldiers to run the trains. But the most painful and discreditable thing is the deliberate breaking of their agreements by the trades unions. The display of bad faith and disregard of the national interest are a black eye for organized labor for all time to come, but it is simply a repetition of the history of the union labor movement ever since it was started. Union men are no more to be depended on than rattlesnakes. They talk one thing and do another. They sign solemn agreements and deliberately break them before the ink of their signatures is dry.

The whole affair is like a sardonic comment upon the recent labor conference at Derby, where ambiguous war resolutions were adopted and where it was seriously proposed to have union labor officials settle the terms of peace on the ground that organized labor could be trusted, whereas statesmen could not be! If statesmen were as unreliable as union men, the world would not be a safe place for an honest man to live in for a minute.

**WHAT SHOE MEN WILL DO.**

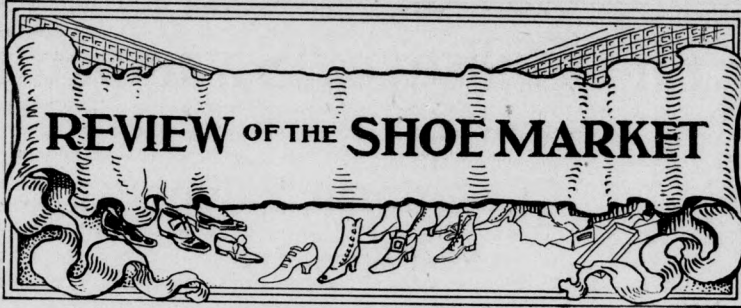
The footwear makers have taken action to meet the universal complaint of high prices and suggested profiteering. The War Industries Board had a hand in the matter. In Great Britain, Italy and other countries the powers that be took hold of the footwear problem just as they did the clothing one. They prescribed the making of standard articles which must be sold to the public at reasonable prices. The authorities also saw to it that the articles were of good material and had good wearing qualities. The British standard shoes, which are selling at a low figure, are made of leather, and the standard clothes are of wool. In this country thus far no such action has been taken. The aim has apparently been to come to understandings with producers in different trades so as to make it as easy as possible for the latter. Much thought seems to have been expended on the matter of cutting down the number of styles. Minute details were arranged as to the height of women's shoes, for instance, and the number of shades in the leather. At the same time the prices were fixed of the various kinds of leather and hides. As these prices evoked no kind of protest from the packing interests or the tanners, it is safe to assume that they were not especially

low. Then came the matter of the retail prices of shoes. It was first proposed to have all manufacturers stamp such a price on each pair of shoes. This has been the practice with some of them, but the idea of making it general was abandoned.

Instead of this, the makers are to stamp on the linings of their shoes a letter indicating to what classes they belong, respectively, and to register with the War Industries Board the wholesale prices as well as the pre-war prices on the same articles. They also pledge themselves to sell their product with a normal profit. Retail price limits are fixed on the different classes of shoes. No low shoes can retail at more than \$11 or high shoes at more than \$12 per pair. On boys' and misses' shoes the maximum is \$6 per pair. Three classes of footwear are provided for. The first of these embraces shoes "of best leather or fabrics and superior shoemaking" to sell at from \$8.50 to \$12. The second includes "work shoes of the best type and shoes for business wear of good style and shape." These are to sell at from \$6 to \$8. After them come other shoes to retail at from \$3 to \$5 about whose quality and composition nothing is said. Retailers are asked to pledge themselves to observe these prices. That the step taken is one in the right direction is beyond question. It will have the effect of stopping the continued advance in the prices of shoes. But it will occur to many that something a little more drastic might have been done. Beginning with the hides, which are a mere by-product, the scale of prices will bear further investigation with a view to reductions all along the line. It yet remains to be shown that the prices allowed are justifiable.

Dr. Dernburg, and other Germans who have expressed the belief that after the war the Allies' dependence on Germany's chemical products would force them willy-nilly to exchange foodstuffs and raw materials, will find themselves greatly disappointed. Potash has comforted the German thinking of after-war business. We have found potash in Nebraska and California and are making it of Pacific kelp; the British have found it in Saskatchewan and deposits have been discovered in Spain, Portugal, Brazil, and Abyssinia. The Germans fancied we could never build up our own dye industry, but we and the British are now independent of them. Laboratory chemicals, drugs, photographic chemicals, perfumes, optical glass, commercial chemicals, we and the Allies can supply for ourselves and for export. Since 1914 we have put nearly \$387,000,000 private capital into chemical industries, while our Government has become the largest chemical manufacturer in the world. H. G. Wells recently described the remarkable British progress. When Germany attempts to trade on her chemical monopolies, she will find that she is trying to bargain with something that has vanished.





#### Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.  
Vice-Presidents — Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.  
Secretary-Treasurer—C. J. Paige, Saginaw.

#### Some Advantages of the New Composition Sole.

Written for the Tradesman.

Until within the last few years it was almost universally believed that leather was the one material possessing the several essential qualities demanded in the soles of shoes. These qualities were (and are) wear, comfort, (and comfort includes lightness and flexibility), and wet-proof and non-slip qualities. The heaviest portions of the skins of cattle, when properly tanned, came more nearly meeting these several requirements than any other material that had been discovered or invented, although wood, bark, fiber, and other products both natural and artificial had been tried out. The failure for so many years to find a suitable substitute for sole leather led some (indeed one may say, many) people to believe that no adequate substitute was obtainable, and that the search for it was somewhat analogous to those absurd efforts of the old alchemists who believed that base metals could be transformed into gold.

Nevertheless there were persistent experimentors who kept on in spite of all discouragements. Sole leather was admittedly a good material, although far from uniform in quality, owing to the different methods of tanning practiced by the men especially interested in producing it; but the inequality of sole leather was not its only disadvantage: it was a by-product, and the annual production of it depended upon the number of cattle slaughtered and the number of whole skins tanned, and the annual production of stocks thus varied. But more than that, it was clearly apprehended a decade or more ago that the time must be near at hand when the world's supply of desirable sole leather would be entirely inadequate to the increasing sole leather requirements of our industry. So the production of a suitable substitute therefor became an economic necessity.

#### Rubber and Fiber.

Composition soles are made of rubber and fiber chiefly, although certain other materials are used to secure certain desired effects; and as there are many different brands of composite soles on the market, each manufacturer has his own process. But the principle ingredients of this material cannot be kept secret.

As early as the middle of the eighteenth century something was known of rubber, but for years it remained a curiosity. One of the first uses made of rubber was the manufacture of pencil erasers. It is said that a hundred years ago the cost of such an eraser was seventy-five cents. That's interesting to know, for here at least is one commodity that costs less to-day than in former times. With the accidental discovery of the process of vulcanization in the year 1839, the introduction of rubber into industry was by leaps and bounds. For waterproofing textiles and for making waterproof boots and shoes, rubber was quickly seen to be superior to any other known material. From that day until the present time the uses of rubber have continued to multiply, until now it is regarded as an essential both in wartimes and in times of peace.

It was this well-known capacity of rubber for combining with other materials—especially fiber—in producing a substantial waterproof compound, that engaged the attention of men interested in the production of a new sole leather substitute. And experiments were made along this line until success was attained.

Now the so-called fiber sole has passed beyond the experimental stage and vindicated its merits.

#### Overcoming Prejudice.

In spite of the fact that composition soles have made good, there are a good many people who are prejudiced against them. It will be one of the functions of the retail shoe dealer and his salesforce in the coming days to overcome this prejudice.

How can this be done? It can best be done by the shoe dealer and his salesforce themselves learning about composition soles in such a way as to speak convincingly. It isn't enough simply to make empty claims concerning the alleged merits of a certain sole: what does one know about it? What qualities does it possess? Is it uniform? Are there any disadvantages connected with its use?

What the consumer wants in a pair of shoe soles is durability and comfort; and he doesn't want too much weight, and he likes a pair of shoes as nearly waterproof as they can be made—especially fall and winter shoes. Now that certain composition soles possess these qualities is a well-known fact. They are made by responsible concerns who think enough of their product to stamp their names upon each sole, and a responsible concern stands back of that guarantee.

There is only one way in which really profitable, permanent trade can be built, and that is on a line that has real quality.

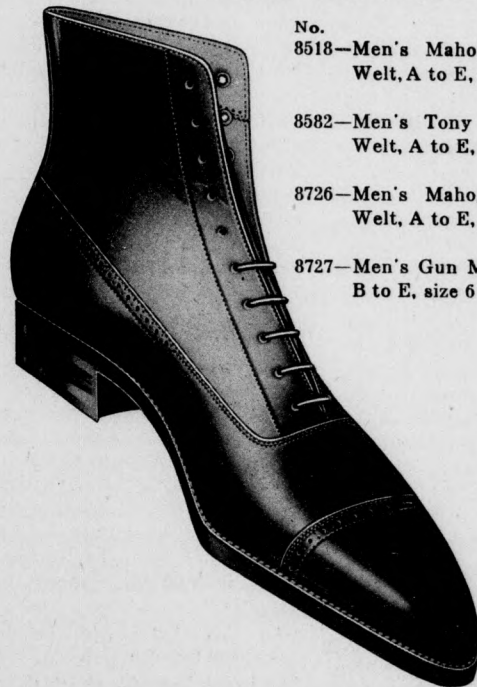


The whole success of the MAYER HONORBILT line has been founded on quality. Customers know that MAYER HONORBILT SHOES will give them real satisfaction. And the dealer makes a good profit on every sale.

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.

## You Need Shoes of Character with Service



No.		Price
8518—Men's Mahogany Calf		
	Welt, A to E, size 6 to 11	\$5.25
8582—Men's Tony Red Calf		
	Welt, A to E, size 6 to 11	5.25
8726—Men's Mahogany Side		
	Welt, A to E, size 6 to 11	4.75
8727—Men's Gun Metal Welt,		
	B to E, size 6 to 11.....	3.85

All Sizes  
and  
Widths  
Ready  
for  
Immediate  
Shipment

Rindge, Kalmbach, Logie Company  
Grand Rapids, Mich.



But of course a perfectly good sole can be improperly attached to a shoe; i. e. the shoemaking (not the sole material) may be at fault. The shoe dealer should not only know the composition soles that are used, but the manner of their use in the shoes he sells—especially that they are properly filled between the inner and outer soles; that the shoe is provided with a solid, all-leather inner sole, and that the stitching has been carefully done, that the edges and bottoms are carefully finished.

When good composition soles are applied in factories that understand the fine points of applying such materials, the chances of anything going wrong with the product is reduced to the minimum. The shoes are fairly uniform—as much so as shoes in which sole leather is used.

#### Further Improvements Possible.

Just how great a boon to the shoe industry the introduction of composition soles was, would be hard to over-state. It has served to relieve to a wonderful extent the tremendous demand upon the decreasing supply of leather soles.

But the writer is inclined to think that, good as many of our present composition soles admittedly are, they are going to be better. The more enterprising manufacturers engaged in the production of these materials are constantly trying to improve their output. At least this much may be conservatively stated: already they have produced a composition sole that will last fully as long as the best sole leather. It is even more nearly waterproof than leather. It is light, pliant, and comfortable. It is satisfactory.

Cid McKay.

#### Arranges Wearing Test of Shoes.

In co-operation with the War Department, the leather and paper laboratory of the Bureau of Chemistry has arranged for wearing tests of shoe leather to be made by a regiment or a less number of soldiers in the field. The laboratory is having between 1,000 and 1,500 pairs of shoes manufactured, and they are to be issued to a regiment that is to be designated by the War Department. Complete records, from the hide to the worn-out shoe, are to be kept, and it is expected that the information obtained will be valuable to the general public as well as to military authorities. Approximately 12 kinds of sole leather, sole leather substitutes, and materials for uppers are to be tested. It is expected that the wearing test will last six months. The shoes are to be distributed among the men of different companies in the regiment, so that the results will be strengthened by the law of averages.

The man who does a kindly, generous, thoughtful act is richer for all time. The one who indulges in an expression of unkindness, niggardliness, or selfishness is poorer because he has limited himself, both as to the outgo and the inflow of happiness and true success.

#### Building the Repair Business on Right Foundation.

Whatever may have been the situation in other days, one thing is certain, namely, to build a successful repair business at this time requires a constructive policy.

Rule of thumb methods will not work now.

The high price of materials of all kinds, from thread to sole leather, the increasing cost of labor, light, power, rent, and all other items that enter into overhead; together with the general grading up of repair work, and the more exacting requirements of patrons combine in their insistence upon a businesslike method of conducting a shoe repair business.

Instead of the traditional hit-or-miss way of conducting repairs, a constructive policy must be substituted.

The repairer must keep close tab on materials and see that nothing of value is wasted. He must conserve his power and artificial illumination. He must plan his work so that each operative shall produce the maximum of work in a given time. The excessive cost of labor that cuts to the quick the net earnings at some shops is due primarily to bad management. The men have been busy, but their work has not been properly laid out. The value of cost accounting in a repair business increases in direct ratio with the increase of the business. It is often the aggregate of little items—each small and apparently insignificant in itself—that spells the success or failure of a repair shop.

In the repair game, as in shoe retailing, it's volume you want. Hence repairers both large and small want more business. Having gotten more business, then they are ready for still more business. Volume's the thing.

And now is a good time get it.

I heard the manager of a shoe department say recently that the volume of his repair business had increased 200 per cent. in twelve months without any effort on his part to build it up.

That was a remarkable statement from two angles: first, it showed a tremendous local demand for repair work; and, in the second place, it incidentally revealed that this particular shoeman was certainly not on the job aggressively in the matter of soliciting repair work. It should be a humiliating confession for anybody to admit that he hadn't made any special effort to increase the volume of his repair business. As long as a shoe store or a shoe department takes in repair work at all, it ought to be on its toes for more and more work. It isn't worth fooling with at all if it doesn't pay; and if a little repair work yields some net profit, more repair work will yield more. So why not go after it?

And especially at this time when repair work is in far greater demand than it has been for years.

In the matter of securing repair work location means much. One of the most expert shoe repairers I know has a little shop on a side street. He can put as neat a bottom on a worn shoe as any journeyman I have ever

## The Bullseye "Swamper"

A Sock Over.

In Two Colors.

Exceptional Value

Hood Specialty



All made with the White Bullseye Soles.

Men's 12 inch Red Swamper  
with heel at ..... \$3.90

Men's 8 inch Red at ..... 3.40

Men's 12 inch Black Swamper  
with heel at ..... 3.90

Men's 8 inch Black at ..... 3.40

Remember that both the Red and the Black have the White Rolled Edge Soles, and are pressure cured.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## Prepare Now

for the **FOURTH LIBERTY LOAN DRIVE** as you prepare for your spring and fall trade so you can buy just one more bond than you thought you could.

This is your business and a mighty important one.

By placing your spring order with **US AT THIS TIME** you will be better prepared to serve both your country and your customers.

**Hirth-Krause Company**

Tanners and  
Shoe Manufacturers

**Grand Rapids, Michigan**



encountered. He charges a-plenty, but his work is worth it. He ought to be kept busy even under normal conditions; but until the war came on he wasn't. He was too far from the center of things. Only a limited number of people in the community knew about him. His location was so poor it was out of the question for his business to grow very large. I understand he is getting about all the work he can do now; but if this war ever ceases, and we get down to normal conditions, he'll begin to lose out—not because people don't like his work, but simply because they will not inconvenience themselves to the extent of walking six blocks out of their way to get a pair of shoes fixed.

In the last analysis, of course, good will is largely at the bottom of volume in the repair business. People simply will not keep on coming unless they are satisfied with the work, satisfied with the price, and satisfied with the treatment they receive in the shop.

A constructive repair policy should look far enough ahead to include the consideration and the cultivation of good will.

As intimated above, there can't be any permanent satisfaction among repair shop patrons unless they are pleased with the kind of work the shop turns out.

Hastily done, sloppy, slovenly work doesn't set well with people to-day. And that chiefly for the reason that they have had better work, and they know what it is; and if your shop can't supply that sort of work, they can find another shop that will.

Whether it's a heel to be built up, a leather or fiber tap to be nailed on, or a half sole, or what not—it should be done in a workmanlike manner. Carelessness in clinching nails has caused many a customer to quit a repairer cold; can you blame him?

Not only good work, but fair prices. And I mean by fair prices not necessarily low prices. The price should correspond to the nature of the job; and the job involves material, work, time, etc. Where the uppers are pretty well shot, and only an inexpensive pair of taps would be a good investment, do the work and charge a reasonable price; but where the uppers are of excellent material and practically as good as new, recommend a higher grade of half or whole sole, and the sort of workmanship that goes with it.

Fair prices are graded, or proportionate prices.

And, let it not be forgotten that promptness and courtesy are just as profitable in the repair shop as they are in a retail shoe store.

People don't relish going to a repair shop presided over by some old codger who's as surly as a bear. They may do it if there's no other place to go to have the work done; but the first chance they get, they'll quit him.

#### A Strong Appeal.

"Shoes that look like dad's," is the slogan a shoe dealer uses for his boys' shoe window. Boys usually like mannish things.

#### Right and Wrong Ways of Adjusting Complaints.

"My experience covering a period of seven years causes me to believe that 75 per cent. of the complaints registered by customers and of the adjustments which they demand are just; that 20 per cent. of the complainants think they have a just complaint which is equivalent to having one, and that in not to exceed 5 per cent. of cases is the customer out to try and do the store."

This interesting statement was made to members of the Minneapolis Shoe Retailers Association by C. A. Reddin, manager of the adjustment bureau of the Dayton Company.

"The shoe department by no means leads in the number of adjustments asked by customers," the speaker asserted. "Gloves and hosiery sections are both productive of a larger number of complaints. The shoe department would probably run a close third.

"The thing the merchant should do at all times is to keep cool and not antagonize the customer. Give her a chance to talk herself out. Size her up from your knowledge of human nature. Handle her according to her type. After her flow of language has been spent, tell her you want to be entirely fair and ask her what she would consider a fair basis of settlement. Nine times out of ten she will suggest a basis even lower than you would be willing to offer. The initiative being with her, and you readily accepting her suggestion, the result is she is a better friend of the store than ever before.

"Pumps cause us a lot of trouble in our shoe department. A pump may be fitted with all carefulness, and yet, after it has been worn a short time, it will stretch and gap. The fault is not in the fitting, but is an inherent evil of this type of shoe. The hand turned pump is the worst of the family. Every woman should be told when buying pumps that it is impossible to prevent their stretching. Attention to this at the time of the sale will eliminate many cases of complaints and adjustments.

"Patent leathers are another fruitful source of trouble. In nine out of every ten complaints brought to us on patents we adjust the matter to the satisfaction of the customer by re-finishing the shoe. In the case of the pump the trouble can often be remedied by inserting an insole and padding the heel slightly.

"In the case of patent leather, however, we instruct our salesmen to tell the customer enquiring for this class of shoe that it is impossible to even venture a guess as to how long the shoe may go without cracking. Sometimes it will wear for weeks, and again it will crack almost before the buyer has gotten a good start out of the store. The best way to handle these goods, in my opinion, is to impress the perishability of the leather upon the customer when the sale is made, and then, if an adjustment is demanded, refinish the shoe.

"At present we are having considerable complaint relative to calf skin shoes. These come mainly from

women who have been accustomed to wearing light-weight leathers and whose feet are made tender and sore by the change to heavier shoes. Many of these complaints may be forestalled by telling the buyer at time of purchase that the change in weights is likely to produce these results for a short time until the foot becomes accustomed to the added weight.

"Children's shoes, particularly boys' and girls' shoes, are a source of grief. Uppers wear and soles wear out. Customers bring the shoes back, point to the uppers, and demand an adjustment on the soles. We have worked out a basis which is proving very satisfactory. We try to strike a basis of average wear which a sole on such a pair of shoes should give, basing our starting point upon the average hard wear given by the average boy. Six weeks has been found to be the average life of a sole on such a shoe. If a customer comes back with a pair of these shoes, soles worn out after three weeks' wear, we resole and charge one-half price for the sole. Adjustments for longer periods are made on the same basis.

"We assume no responsibility whatever in the case of white shoes. Of course there are times when it seems necessary to make certain adjustments, but we tell the purchaser at time of sale that the goods are perishable merchandise. This has resulted in reducing our white leather and fabric shoe complaints by at least one-half.

"All of the responsibility should

not rest upon the salesman by any means. When a salesman has placed the stick on the foot, procured a shoe at least two and one-half or three sizes longer than the foot, and fitted it to the best of his ability, the salesman has done his best. The customer must then assume some responsibility and must exercise his or her judgment. Letting the customer know at the time of sale that a part of the responsibility for satisfactory fit rests with him or her has proven to be productive of gratifying results with us."

While you may never have definitely adopted a policy for your store, be sure that in the eyes of the public it has a policy. You should see that this policy is an attractive one.

## 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  
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Fire Insurance Company  
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Write us for further information.

**Careful selection of stock and equally careful workmanship have maintained the high standard of quality in the**

## H. B. Hard Pan Service Shoe

**At this season your outdoor customer is providing himself with strong, sturdy shoes that give the needed comfort and protection to his feet.**

**Owing to War and Supply market conditions the temptation to substitute inferior materials has been great. It is therefore important that a shoe line of known qualities, one that is made by a firm of unquestioned responsibility, be handled by every retailer.**

**The H. B. HARD PAN Service Shoe has always been made from specially selected and prepared stock. The same care is exercised in the selection of stock to-day. The shoe MUST measure up to the same quality standard to-day that it has always measured up to.**

**You can RECOMMEND and SELL the H. B. HARD PAN Service Shoe to-day as the best service shoe on the market, because they DO measure up to the same quality as in the past.**

**For years it has been the standard in men's shoes and it will remain so.**

**HEROLD-BERTSCH SHOE CO.**

**Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.**



## WEST MICHIGAN STATE FAIR.

## How It Can Be Made More Valuable.

Grand Rapids, Sept. 23—Twenty years ago we considered the West Michigan fair one of the strongest trade assets the Grand Rapids market possessed. Half fare rates from all parts of the Lower Peninsula brought us every year hundreds of distant merchants who seldom visited this market on any other occasion.

With a view to determining to what extent this condition has improved or decreased, I beg leave to enquire how you now regard the fair?

Is it, in your opinion, worth the effort we put into the exhibition?

Do you get enough out of it, in increased trade from unusual sources, to warrant the jobbing trade in giving it continued hearty support and encouragement?

I thank you in advance for the courtesy of a reply, E. A. Stowe.

## Replies Received To Above Enquiry.

Grand Rapids, Sept. 24—I am pleased to have your letter of Sept. 23 asking me in reference to the West Michigan State fair.

As you say, twenty years ago we considered the West Michigan fair one of the strong trade assets in the Grand Rapids market as it brought hundreds of people from all parts of the state into our city for trading purposes. I think they come now, but I do not think they come for trading purposes as much as they did then and, really, I do not think it is a loss to us after all. The wholesalers do not watch their door for customers to come in for the purpose of selling them something. Better methods are in vogue now. Our house salesmen and our travelers are better posted than they were twenty years ago. They go out with a more determined desire to sell the retail buyer in his own store, giving him goods that they know he wants, goods that will help him to build up a business. The old method of selling something that a customer did not really want in order to clean up stock has happily passed. I think this has stimulated confidence in our market and it is much better for the wholesaler and the retail buyer. I do think, however, that it would be a very great loss if the fair was discontinued and I think it is worth every effort to keep it not only going but growing.

My observation is to the effect that people go to the fair for educational purposes instead of sight seeing. They look at the fine stock, the exhibits of farm machinery and hear suggestions in reference to better living conditions. They talk with each other in reference to mutual interests and that takes in the whole citizenship of Western Michigan—cities, villages and farms. What if we do not get quite so much trade out of it if we get an uplift in living standards, a better conception of soil and climate and cultivation and a better knowledge of tractors, harvesters, seeders and all things pertaining to the growth and living uplift of our state?

Personally, I am in favor of doing all I can to continue the West Michigan State fair in Grand Rapids.

William Judson.

Grand Rapids, Sept. 25—In reply to your letter of Sept. 23 concerning our opinion of the West Michigan fair, we would heartily dislike to see it discontinued. We are heartily in favor of putting the fair buildings, etc., in such condition as to not make us feel ashamed to have merchants and others from around the state visit the fair on account of the condition of the buildings.

The glass is out of many of the windows; the shingles are in a bad state of repair, with the consequent leaky roofs, and the paint is all worn off in so far as it adds to the appearance. In fact, the condition of many of the buildings is not a credit to Grand Rapids nor Western Michigan, but must say it is just the opposite.

Improvements should certainly be made, and if they are not it would be about as well to discontinue the fair until they can be. In other words, it would be better to voluntarily discontinue the fair than to have it die for lack of interest or patronage.

We would dislike very much to have either happen. We want to see the fair continued. There is not the slightest doubt that an up-to-date progressive fair will attract thousands of people to Grand Rapids who would not come were it not for the fair.

There are other advantages, however, that should be considered. It brings the town people and the city folks in closer touch. The city man has an opportunity to see what is produced on the farm; the country people have privilege of viewing the handiwork of the city man; we soon come to understand one another better.

There is also value in anything that urges people to strive for better results and the prizes offered for the best display of live stock, produce, fruit, etc., from the farm, and for the best display from the merchant and city people, as well as manufacturers, is a decided incentive to improve upon whatever is produced in Western Michigan. That helps Western Michigan.

The right kind of a fair can be made both educational and productive, as well as thoroughly interesting.

Every legitimate incentive should be offered to all classes in Western Michigan to display the best they can produce at the West Michigan fair. It seems to us that too much has been charged for display space in many instances and too little incentive offered to display, the result being a lack of interest, particularly on the part of the manufacturers of Grand Rapids in the fair.

Better charge a higher rate of admission and less for display space. As a general rule, people become interested in a proposition when they become a part of it or have a part in it, and not until. Of course, they may become curious, but mere curiosity never built anything. It requires a real dyed-in-the-wool interest to develop anything to successful proportions.

The people of Western Michigan all require furniture, yet we doubt if many of them really know that right here in Grand Rapids the finest furniture in the world is produced, and who ever made it an incentive to have a furniture display at the fair? We mean a manufacturers' display. High grade shoes are manufactured right here in Western Michigan, but the writer has not seen a manufacturer display shoes or leather goods at the fair recently. What incentive has been offered the manufacturer to display his goods? Has he even been invited to do so?

There are many interesting features in the manufacture of shoes and furniture, as well as in the manufacture of flour, gasoline engines, sticky fly paper and hundreds of other articles manufactured in Western Michigan, the quality of which is not excelled by anything made anywhere on the globe. Why not display these goods to Western Michigan people? And why not make it at least convenient for the manufacturer to display his goods here?

We believe it possible to have an annual exposition right here in Western Michigan that would annu-

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ally bring people from all over Michigan because of its interesting features and attractiveness.

This very thing can be accomplished by getting the people of Western Michigan, the farmer, the live stock man, the fruit grower, the manufacturer, the merchant of Western Michigan to display what he produces and sells.

Such an exposition would be of decided value to Grand Rapids merchants and manufacturers. It would be educational as well as productive.

Of course, it is perfectly easy to sit back and criticize the work of another and that is about what this amounts to. However, the criticism offered is meant to be constructive; it is not offered in a fault-finding mood.

We do believe in the West Michigan fair; we believe it can be made a splendid paying investment for all the people of Western Michigan from a productive and educational standpoint as well as from a profitable one, by broadening out the policy. In other words, by making it possible for the display of most of the important lines produced and manufactured right here in Western Michigan, instead of rather tending to make the display unprofitable and difficult. By all means should the general appearance of the fair buildings be improved. They are more of a liability than an asset under present conditions, or rather in their present condition.

L. E. Smith,

Vice-President Valley City Milling Co.

Grand Rapids, Sept. 26—We are in receipt of your letter of Sept. 24, asking us in regard to the West Michigan fair as being a help for the Grand Rapids market. Now we do not find that as many of the customers as formerly attended the fair this year, but we do find that more come in for the West Michigan fair than for any of the other special weeks that are given by the wholesalers in the last three or four years. We think if the jobbers put in a little more effort to increase the attendance, we could get more merchants to come to the fair. We also find that those who attend the fair visit the store and place more orders than those who come some other part of the year. Of course, it is the time of the year then that they are stocking for the fall trade and that may account for some of it. Besides, it is the time of the year when merchants usually can come to the city.

Horace D. Shields,

Treasurer Sherwood Hall Co., Ltd.

Grand Rapids, Sept. 25—We have your letter of Sept. 24 in regard to the advisability of discontinuing the West Michigan fair during the war. We would not like to give an opinion on this subject, inasmuch as the writer has only been in this locality a few months.

We had a number of customers call at the factory and were glad to see them. No doubt in normal times a great many more would have been here. Generally speaking, we think the fair is a very good thing and it should not be discontinued. However, our judgment is not based upon previous knowledge of the benefits of the fair. Geo. C. Hurley,

Manager National Biscuit Co.

Grand Rapids, Sept. 26—We are in receipt of yours of Sept. 24 as to the West Michigan fair and in which you ask a few questions with special reference thereto.

We believe that twenty years ago there was very little organization among retailers; that they seldom ever got together for their mutual benefit; that there were few, if any, important trade organizations; and that the wholesale markets as a rule, did very little collectively to attract

the retailers to their cities, nor did they make any collective effort to visit the retailers.

We believe that there has been an important change with respect to these matters; that dealers now get together in their own towns, in their own counties, and that through associations they have opportunities of mixing with others in the same lines and in this way learning of improved methods and ideas. The spirit of good fellowship, which is an important ingredient of good business, is fostered and developed through the retailers' associations, through trade extensions excursions, merchants' weeks and similar enterprises.

This being so, we believe that merchants, taken as a whole, are not interested in the fair as an opportunity or avenue through which they may, with reduced rates or otherwise, visit their wholesale merchants. The retailer may be interested in the fair as such, but we feel sure that he is not interested in the fair as it may apply to his business conducted through distributing houses located in Grand Rapids.

To be specific, and to answer your questions, we wish to say that comparatively few retailers visit us during the fair and those who do, merely drop in to say "how-do-you-do." We see some of our customers on the street, and when we ask them if they intend to call, are usually told that they are merely down for pleasure. The point we wish to make is that they do not come for business, as a rule.

As a wholesaler we believe that it does not pay us to put money into the fair in expectation of tangible returns therefrom. On the contrary, we believe that it handicaps us. We do not receive any increased trade and practically none from unusual sources.

I have written the above entirely from the point of view of the wholesaler, and having in mind your questions and the matter of specific and direct benefits which may come to us through the fair.

From the point of view of a resident of Grand Rapids and Western Michigan, who wishes the whole of Western Michigan to be bound together closely, and who wishes the city of Grand Rapids, the retailer as well as the wholesaler, the real estate owners as well as the laborers, to prosper, I am still inclined to think that there are general benefits derived from the Fair which we must recognize. I believe there is a considerable benefit gained for Grand Rapids and the whole of Western Michigan merely by the fact of giving wide publicity to the fair once a year. Of course, the larger the crowd, the more successful the fair is, because of the advertising disseminated back home by enthusiastic visitors. It is about the only avenue through which we, as a community here, can come into wholesome and mutually interested contact with Western Michigan. It is a kind of publicity which we believe is not looked upon as promulgated for pecuniary benefits to a few. It is a matter which carries with it an interest which should appeal to people in every community. Therefore, we would say that the fair might be looked upon as a helpful medium through which Western Michigan may be bound more closely together in thought if not in actual action.

I presume the above is altogether too long and has tired you out, but I hope that I have given you a slant or two on the situation, which may be of some service to you.

Daniel T. Patton,

Manager G. R. Shoe & Rubber Co.

Grand Rapids, Sept. 26—Your letter of Sept. 23 received. It is very hard to fathom the benefit derived as a community. In our opinion it is a good thing for the agriculturists,

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There are many things we can do for you—collect and receive your income from all sources and deposit it to your credit or to the credit of some member of your family, so that checks may be drawn 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 relieve you and your family of all details in connection with the business management of your affairs, and in addition, will gladly give you any advice or suggestions that have been developed from our twenty-eight years of investment experience.

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as it creates certain competition and at least he can put himself in line with what his neighbors are doing. It makes competition between the farmers and cannot help but be a benefit, which should also be of benefit to the city and State in many ways.

We believe it is a benefit, although we might say we cannot see it in our business, but we are very much interested in a good wheat for this State which will make a superior flour. Our Agricultural College at Lansing is also experimenting and gave a good display at the fair. This is an education for the farmers who attend, and they keep posted as to what should be done towards fertilizing their land and the kind of wheat they should sow, etc. All this is an indirect help to the community.

Frank A. Voigt,  
President Voigt Milling Company.

Grand Rapids, Sept. 26—Your favor of Sept. 23 has been received relative to the West Michigan fair and asking what our opinion of the same is.

I judge from your letter that you mean, what are the direct returns to us in increased business? In answer to this, will say that, personally, I cannot find that it has resulted in any material gain in our business whatsoever. The direct result from people attending the fair has not this year meant very much to us in the way of added sales.

However, it hardly seems fair to pass judgment upon its success based upon the present year, as we are all bending every effort to "win the war" and I feel that those who perhaps might come to the fair in ordinary times might at the present time postpone their visit, feeling that their time and money should be given elsewhere.

Personally, I believe that a fair is a good thing, a very constructive and educational feature which ought to be continued in Grand Rapids, and I feel sure that the jobbers will be glad to support it in the future as they have in the past.

Howard F. Johnson,  
Secretary Rindge Kalmbach Logie Company.

Grand Rapids, Sept. 26—Replying to your letter of Sept. 24, will say that on the whole we believe the fair is a good thing for Grand Rapids.

Aside from the actual tangible results, we believe it has publicity value that is difficult to estimate in dollars and cents. We know that our business was very good during that week and have reason to believe that the fair was responsible for at least part of it.

It is my opinion that the jobbing trade has never hurt itself very much in their financial support of the fair and so far as we are concerned, we would be willing to make our usual contribution in order that it might be continued. Heber A. Knott,  
Treasurer Corl-Knott Company.

Grand Rapids, Sept. 25—Replying to your letter of Sept. 23 in regard to the West Michigan fair, would say that we do not receive any direct benefit from it whatever, and in a business way we would not know that the fair was being held. The automobile is, no doubt, responsible for the fact that it brings into town very few if any of our customers. They drive to the fair and home again; at least that is our experience. We must admit that it is of no direct value to us whatever.

R. R. Bean,  
Manager National Candy Co., Inc.

Grand Rapids, Sept. 25—Your letter of Sept. 24 to hand and contents duly noted. Although the writer has only been identified with the local market a very short time—approximately five years—I feel that during this time, the West Michigan State

fair has gradually become less of an attraction yearly, and I noticed particularly this past year that it was catered to nearly entirely by farmers from the immediate vicinity.

I do not believe that it is worth the effort that we put into the exhibition and I do not believe that we are securing enough increased trade to warrant the jobbing trade to give it continued support and I further feel that at these times our support can be given, financially, morally and otherwise, to causes of greater merit than its further assistance.

Fred S. Piowaty,  
Manager M. Piowaty & Sons.

Grand Rapids, Sept. 25—We have your letter relative to the West Michigan State fair. We still think it is a strong trade asset to Grand Rapids. We usually have more people in during fair week than on any other occasion of the year, although we will say that the customers calling are not always people who do not come in at any other time, but we have always regarded fair week as one occasion when we do get in outside customers.

G. J. Wissink,  
Secretary Herold Bertsch Shoe Co.

Grand Rapids, Sept. 25—In replying to your letter of Sept. 24, we will give you the exact experience we have had in regard to the fair and not discuss the benefits that it may give to the city at large.

We had one or two customers in the house from nearby towns who would have undoubtedly called on us regardless of the fair. In fact, we do not believe they even mentioned they were here for that purpose. Therefore, we cannot concede that it was a benefit to us in any way. We can say, however, that it was detrimental to us in respect to disorganizing our institution for that week. We were exceedingly busy on back orders for early shipment. Our organization is necessarily handicapped because of the shortage of labor at this time, but regardless of this we had a great many requests from different people in our employ to go to the fair. Had we not been busy, we would not have objected, but some of them actually went at the risk of losing their positions and practically stopped operations in the departments in which they were employed.

It is, therefore, our opinion that under the great labor handicap which every industry is working at this time that the fair must have greatly reduced the efficiency of a large number of concerns throughout the city during that week, and in answer to your question as to whether or not it warrants the support and encouragement of the jobbing trade, will say that, from our standpoint, it does not during these abnormal times.

H. J. Heystek,  
Manager Heystek & Canfield Co.

Grand Rapids, Sept. 25—In reply to yours of Sept. 23, regarding any direct benefits received by us from the holding of our annual West Michigan fair would say, as near as we can figure it out, it has not been of any material benefit to us for several years. The attendance of outside hardware merchants has grown less and less and very few of these who do come buy any amount. Outside of the personal contact with those who do come, the fair is of no benefit to us. If it is a benefit to our city as a whole, we would not want to see it discontinued, for whatever helps our city, helps us in an indirect way.

Sidney F. Stevens,  
Vice-President Foster, Stevens Co.

Grand Rapids, Sept. 27—We think the fair is very important to our agricultural community. It is their great annual convention, and if not held here some more enterprising city would enjoy all its benefits.

It is of value to the wholesale trade, as many hundred merchants come to the fair and to visit a wholesale market. Hundreds more would come if it was properly kept up.

It is of value to the retail trade because it brings thousands of people here who are interested in those lines in which it specializes. It is a splendid advertisement for the city and the county in which it is held.

It needs and is entitled to county support to equal the allowance towards its expenses now allowed by the State. It is a necessary institution for all agriculturalists and the city is vitally interested in the farmer's necessities.

The valuable property is not kept up, because the fair is always short of funds, its extra expenses and losses being borne by the business men here in unpaid bills and donations, so the managers get along with as little as possible—a poor return for the splendid effort and

thought put into such a great and important institution.

F. E. Leonard,  
Manager H. Leonard & Sons.

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### McAdoo's Mouthpiece Predicts Permanent Railroad Control.

Chicago, Sept. 25.—Of great significance, not only of its text, but in the manner in which it was received, was the address delivered by Samuel Untermyer before the members of the American Bankers' Association at its convention here. The subject was, "The Operating Contract and the Future of Railroad Securities Thereunder." He held that the terms of the contract the Director General of Railroads desires the railroad companies to sign are such that the diversion of traffic and possible abandonment of operations, as well as abrogation of all traffic agreements, will cause the complete dismemberment of the property and the destruction of its business and good will that may have cost decades of labor and millions of dollars to build up. Under the contract, according to Mr. Untermyer, who is counsel for railroad security holders, the bare physical properties may be returned after the war, stripped of everything that made them valuable, with their future operation converted into a liability, instead of a source of profit. He stated that 99 per cent. of the ownership of railroad securities is scattered among 50,000,000 people, or nearly half the population of the United States and asserted that there are more than 33,000,000 industrial and agricultural workers in the United States to whom solely and directly belong railroad securities in the United States that are held by the industrial insurance companies that have outstanding policies held by that number of human beings. There are additional life insurance policies held by upward of 3,000,000 people for larger sums in what are known as "old line" life insurance companies whose funds are invested in railroad securities and upward of 10,000,000 savings bank depositors whose money is invested in railroad securities. His plea was the rights of this large portion of the population should be very carefully considered. The request made by the representatives of holders of railroad securities was that the Government join with them in securing a friendly judicial construction of the law. This the Government declined to do. After going into details as to the various injurious features of Government control under the proposed contract between the railroad administration and the roads, Mr. Untermyer said impressively, "I can see little hope for the most of the railroads except through Federal ownership on almost any terms that the Government may impose." There were nods of acquiescence and whispered words of approval among the men of finance from all quarters of the United States. In this one sentence and the manner in which it was received lies the great significance of Mr. Untermyer's address, and it struck more than one of those present as prophetic as to the ultimate fate of the railroads of the United States. He followed up this statement with the assertion that Government ownership held no terrors for him and included in that statement the telegraphs, telephones and natural resources, such as our deposits of coal, iron, copper and oil, and our forests, which he held that of right are the heritage of the entire people and should never have been allowed to go from them. This portion of his address, however, drew no marked approval. Seeing this, Mr. Untermyer added he was opposed to socialism, which to his mind is an impractical, unworkable scheme of government. Again he struck the Government ownership keynote when he said, "Government ownership at a fair price will be far more advantageous for the Government and infinitely better and vastly

more just to the security holders than Federal control under the onerous conditions of this contract" and that "strange to say the time has come when, instead of looking forward to it with dread and misgiving as the entering wedge of a socialistic state, we should contemplate it with relief from intolerable hardship."

While upon the surface there appeared to be complete harmony among the membership, at the meetings of the various sections, such as the state bank, clearing house, national bank and trust company sections, there were slight outcroppings of disagreement, none very serious, none of sufficient importance to impair the unanimous determination to stand behind the Nation in all measures necessary for the prosecution of the war to victory. Billions are called for and billions will be forthcoming. The men here gathered in convention from all quarters of the United States as custodians of the people's money and in their sentiments and actions they reflect the people's will. The heart throb of the Nation responds to the Nation's call.

Minnesota, far sighted, has taken a step Michigan might well follow, a prominent banker from that State attending the Chicago convention said to the writer: "We had a meeting recently at Minneapolis attended by delegates from all parts of the State relative to after the war problems. One of the most important subjects to come up was the matter of providing farms for soldiers and sailors when they come home. Committees were appointed to make a thorough canvass of the lands of the State, with a view to making recommendations to the legislature. A resolution was adopted favoring the distribution by the State to returned soldiers and sailors of 80 acre tracts on terms similar to those governing the sale of school lands in Minnesota. Payments on these lands are spread over a 30 year period and carry 4 per cent. per annum interest on unpaid amounts." This is a practical "back to the land" movement; a movement Michigan should seriously consider at the next session of its legislature. It would not be necessary to adopt in its entirety the Minnesota plan, but it would be well to investigate it at once in order to secure a basis for some practical plan to be presented to the legislature. It is too true that what is everybody's business is nobody's business. It would seem the logical starting point for such movement would be the agricultural committee of the Michigan Bankers' Association. It is certain that any public spirited land movement will have the hearty co-operation of Augustus C. Carton, secretary of the Public Domain Commission, a man of broad views and high character, who has often demonstrated he has the best interests of the State at heart.

There is no question but that Secretary McAdoo's suggestion (adopted by Congress in a special act) that Fourth Liberty Loan bonds up to \$30,000 be exempt from income and excess profits taxes on the interest thereof will stimulate buying by large investors, as it also exempts previous issues convertible from taxes or interest up to \$45,000. These exemptions are in addition to the principal exemption for aggregate ownership of any Liberty bonds bearing 4 and 4½ per cent. interest. It will thus be seen that if a person or corporation subscribes for \$30,000 of the fourth loan, he is exempt for that \$30,000 and also for \$45,000 of 4th and 3rd loan 4½s, and may in addition convert \$30,000 3½s into the new 4½s, making a total of \$110,000 tax free principal.

It is interesting to note that Internal Revenue collections from all sources for the fiscal year ending June 30, 1918, amounted to \$3,694,-

703,334.05, an increase of \$2,885,309,-693.61 over the preceding year. Collections from income and excess profits taxes for 1918 were \$2,839,083,-585.53, compared with \$359,685,147.60 from income tax from corporations and individuals for 1917. The total revenue from income and excess profits taxes in 1918 were 7.9 times as great as the revenue from the income tax of 1917. Paul Leake.

M. C. Kilpatrick, an agricultural authority, expresses, in a college bulletin, the belief that fresh eggs will sell for \$1 a dozen in several Ohio cities this winter. "Although the number of eggs in storage and the number of pullets for egg production are normal in the corn belt, the prices of feeds, labor and other items of cost are so high that \$1 a dozen will not yield more than a fair profit," he says. While eggs have been gradually increasing in price for some time, Mr. Kilpatrick says that the profits to the producer are no greater than they were three years ago.

Dr. E. V. McCullom of Johns Hopkins University says that no person should try to do without at least 15 per cent. of their diet being made up of eggs and milk, these products containing elements absolutely essential to proper growth and development, and being the only products—except the leaves of certain vegetables, which are hard for humans to consume in sufficient amount to meet proper needs—that have these essential properties.

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One Way to Havana

Sold by All Jobbers

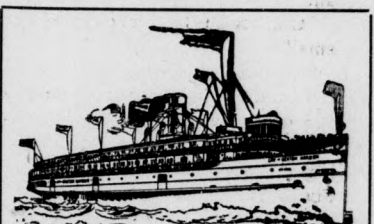
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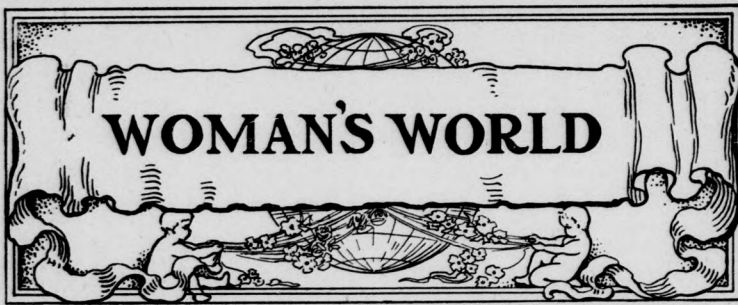
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### Functions of the Home-Maker Most Important.

"My garden is all over now," said my friend. "I am sorry. It was so lovely and so full of good things. I wish you could have seen it at its best; or even a few days ago. But last week's cold snap stopped all the growing. We have canned everything we could. Pretty soon we shall pull up the vines and cut down the cornstalks and other things, and have a brush fire."

I enjoy a garden to the last tag-end. Even after everything in the way of fruitage is gone, the place is fascinating to me, almost as much so as in the spring when the first little sprouts begin to poke through the soil. The end of the garden to me is like a dear old gentleman who has done a good work in the world and is still up and about, gray, and bald in spots; a little lame, perhaps, and a bit blind, but with the old smile shining still and a mellowness of ideas and virtues that show what he must have been; a suggestion of calmness and strength of purpose accomplished. And I always get in a late garden the sense of reserve power; the feeling that much might still be done there if one made the most of the sunshine still to come before the frost and the snow.

"Here was the corn," my friend said. "We had such delicious sweet corn. It has all been picked now."

"Yes, all but a few odd ears here and there that were late in filling out," I said. "Look at this, and this, and this."

"Oh, those are just nubbins, too small and tough to serve upon the table."

I was picking them—there were dozens of them in sight—and pulling off the outer husks. It was surprising to see how plump and well filled out these "nubbins" were.

"I was raised in the country," I said, "and when I was a little girl my grandfather used to clean the cornstalks of the very last ear, braid the inner husks together into strings or ears a yard or so long, and hang them up to dry. He saved the best for seed, and the rest he ground up for the chickens."

"But we have no chickens," my friend objected, "and the gardener tells us it is better to get fresh seed every spring for so small a garden as ours."

"To be sure, he may be right. But you are a bird-lover. Just dry these and grind them up in your meat-grinder with the seed from those magnificent sunflowers that I see there in the corner and against the

back fence. The birds will gather from far and near and perhaps stay with you all winter.

"Another thing my old grandfather used to do with the 'last run' of corn that he dried was to roast it in the corn-popper on the top of a hot stove. It doesn't pop, but puffs out, roasts to a beautiful golden brown, and is delicious with milk, or eaten as you eat popcorn. And it's real food, too. We used to grind it up, roasted like that, and use it with milk as a cereal."

We came to the forest of lima-bean poles—and there were rows of bush limas, too.

"Now that the beans are all gone by, is there anything we can do with these that remain on the vines?" My friend is glad of new ideas.

"Dried limas are almost as good as fresh, if they are well soaked and cooked thoroughly, served with milk and butter, cream, or a little white stock. I can see quarts of beans still on those vines. Here are string-beans, too. Lots of them yellow and dry, and a good many little ones still green and fit to eat. What do you pay in the restaurants for haricots verts? There they are, lots of them."

Next day, by the way, we went over those vines and gathered several quarts of dried beans and laid them aside to be baked or used in bean soup from time to time all winter. Odd that folks seem to think only one kind of ripe beans can be baked!

With all the airs of superior wisdom that I put on with my friend, I had to confess that in our garden this very fall we had learned a good deal under the pressure of the need for food conservation. Cabbages, for instance. The cabbages had all been cut off and put away in the cellar, when we discovered that on almost every stem left standing in the ground there were several little sprouts. The old gardener scoffed at the idea of using them, but we cut them off—two or three quarts of them—and had them cooked and creamed. Every member of the family not in the secret thought they were the familiar Brussels sprouts.

The last of the tomatoes are always too good to lose. Even the smallest will make just as good chili sauce and catsup, or be just as good to serve and can for stew, as the big ones. The green ones overtaken by cold weather can be pickled or used in chow-chow and other pickle combinations. The tiny last cucumbers can be used that way, too, and the last of the eggplant, peppers, and okra can be canned by the cold-pack

method that I described a while ago. Even the last planting of spinach can be conserved to the very last leaf.

We were too late in planting our muskmelons. They will not ripen. I am going to try the experiment of pickling some of the largest ones. Will they make good pickles? Bless you, I do not know. But if green cucumbers make good pickles, why not green melons? We shall see. Somebody has to experiment. People are still living who remember when tomatoes, then known as "love apples," were universally regarded as poisonous! Consider the reckless courage of the person who first took his life in his hands and ate one. Yes, I suppose the unhappy man is dead.

There are many other things in the garden that it has been our habit to waste. But we are not wasting things any more. And we are not going to have quite the same kind of brush-fires as usual. This very day I have been out in my garden with my well-worn brush clippers, gathering up the loose branches from the ground and cutting them into convenient lengths for the fireplace. In our town it is generally agreed that furnace fires of coal shall not be started until it is really cold. We are cutting up the cornstalks and other things of finger thickness and larger, for the early-morning fires to take the night chill out of the house. Already I have piled up under shelter enough for a good many days.

And we are making fagots—a thing about which we Americans know very little. On the ground under the trees in every woods, and even in our suburban gardens, are twigs and little branches that can be tied up with withes or grass into bundles as thick as your wrist. They make the best kind of kindlings. When you walk through the woods in Europe you seldom find the ground littered with small branches and twigs. The poor of those countries know the value of these as fuel. Every country child knows how to make fagots.

Out of this war there is coming to America a new sense of the value of the things we have wasted with a lavish hand. It is well to save the quarters and nickels and pennies that we have in the form of money. It is better still to use tag-ends. Estimated in terms of money, I venture to say, there is a very considerable amount of cash value still out there in your own yard, among the brown vines and on the cornstalks, and fuel equal to a good deal of the coal which last winter was so hard to get.

Prudence Bradish.

### Hats for the Youngsters.

Unusually attractive models in children's hats are being shown for fall wear, according to the bulletin of the Retail Millinery Association of America. One of the wholesalers, it says, is showing models in chiffon velvet, velvet, panne velvet, and broadcloth, in colors to match coats worn with them, as well as hats of imported corduroy. With light, shirred chiffon or silk facings and

little hand-made buds of chiffon, these hats are seen in poke bonnets, small mushrooms, hoods with the flare to the face, and soft, shirred crowns. Trimmings are of satin ribbon rosettes and streamers, ostrich banding around the edge of the hat or around the crown, small clusters of ostrich tips in shaded colors, and bands of fur in nutria, squirrel and imitation ermine. Both dark and pastel colors are shown.

"In school models," the bulletin goes on, "velvets, plush, velours, beaver, panne velvet, French felt, and corduroy are the favored materials, some with the entire hat stitched, and some with the stitching only on the brim. In the felt hats, velour or beaver, self flanges on the under brims or cushioned brims are shown. In medium-sized shapes with roll side effects, upturned backs, roll brims, etc., are trimmed with wide or narrow satin or grosgrain ribbon bands, bows, and streamers. These models are very jaunty, but practical for everyday wear. Brown, taupe, beaver, burgundy, Russian green, navy, and black are the dominant shades. White beavers in long furry naps are displayed to a large extent."

### Lemon By-Products.

Considerable progress has been made in the last few years in the manufacture of lemon by-products. Before then various attempts were made by commercial concerns who made some progress, but eventually discontinued. Finally the Lemon-growers' Organization concluded that they would be obliged to take hold of the problem to determine whether the low-grade fruit could be successfully converted into by-products with the high labor costs here compared with Italy. The increasing lemon crop and the necessity of shipping only good grade and good keeping lemons in the fresh state showed the need of developing an outlet for large quantities of the poorer fruit.

A plant was built at Corona, Cal., which is manufacturing high grade citric acid, and also making and experimenting on other products. Last season it handled over 5,000 tons of lemons and produced about 180,000 pounds of citric acid. Another plant, near San Diego, has been successfully manufacturing citrate of lime and a commercial lemon oil and other products, and a second large plant at Corona and one in Los Angeles are under construction.

The principal by-products of lemons are citric acid and lemon oil. A good quality of the former is being produced, but a duplication of results by machinery of the hand process of extracting the oil from the rind, the cost of which would be prohibitive in California, has not yet been worked out. Progress is being made, however, along this line. Until other products are produced, the returns from citric acid can hardly more than cover the picking, transportation, and processing of the fruit.

A sensible girl has no more use for a man that is fresh than for one who is stale.



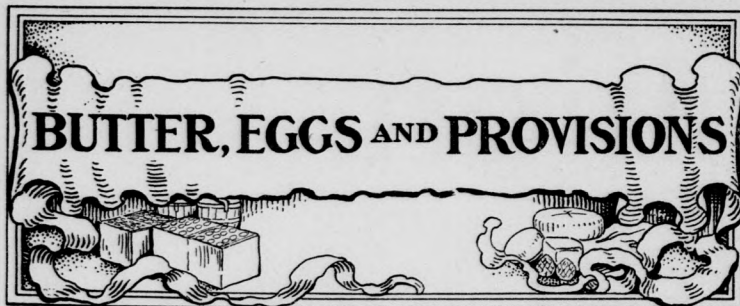
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Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

#### Careful Candling Needed.

Although the candling method of determining the quality of eggs in the shell is the best known for commercial grading, recent investigations conducted by the United States Department of Agriculture show that one group of eggs of inferior quality can not be detected by this system and that it is inadequate in grading still another group. The investigations, reported in Department Bulletin 702, show that experienced candlers and those using extreme care do not make many mistakes in grading eggs. Eggs with green whites and those having a normal appearance, but bad odors, are not recognizable by candling. White rots, more particularly mixed rots, eggs with yolks slightly stuck to the shell, blood rings and eggs with bloody whites are not always detected and are included in the group most frequently miscandled by inexperienced or careless workmen. Eggs with brown shells or light-colored yolks make detection between good and bad specimens more difficult.

In the studies with skilled candlers, who candled a number of cases, the average proportion of bad eggs miscandled per case varied from .2 in spring firsts to 10.77 in very low-grade cold-storage eggs. The percentage of bad eggs which could not be found by recandling ranged from none to 6.93 per cent. per case and depended on the grade of eggs examined. In the commercial candling of 128,587 eggs, 5,985 bad eggs were found, of which 71.65 per cent. were recognized by candling, and the balance, or 28.35 per cent., were not found until the eggs were opened and examined individually. Then it was observed that the 28.35 per cent. was divided between a group of 17.02 per cent. bad eggs, which in many instances are distinguishable by candling, and a second group of 11.33 per cent. consisting of types of bad eggs which can not be discovered until the eggs are broken.

The accuracy of candling depends upon the quality of the eggs and the skill of the candler, naturally. In plants having poor management and poor candlers the number of good eggs in the discards sometimes reached 11 dozen to the case. The enforcement of a system of checking

the work of individual candlers, particularly in plants employing inexperienced help, was found to be the best way to maintain high efficiency and thus eliminate waste by grading marketable eggs as rejects.

The Canadian high commissioner in London advises that the British Ministry of Food has decided that imports of eggs into the United Kingdom on private account will not be permitted, but that the British Ministry of Food will themselves purchase eggs in Canada, and that all imports of eggs into the United Kingdom during the autumn months will be on Government account. It is understood that the effect of this decision will be that any sales for export previously made will be automatically canceled, owing to the embargo on private imports into the United Kingdom placed by the British Ministry of Food.

The United States Food Administration has announced the figures that it will consider as reasonable charges for the carrying of eggs and butter in storage. The report and ruling distinctly states that any rates which exceed those published will be considered excessive but cold storage houses that are charging less than a maximum established rate, cannot without a showing of increased cost, raise their rates arbitrarily, even to the maximum amount approved of. Cold storages that have rates on file now that are higher than the maximum figures will be required to reduce them by October 1st.

The orator has sung the praises of the hen to a very generous extent, and now a sponsor for the goose has arisen, giving utterance to some reasons why geese should be raised, among them "that the demand for geese is strong, steady and extends over practically the whole year; that geese excel all other kinds of poultry as producers of fat, a thing of which the world stands at present in dire need; and that their value as egg producers is considerable." All of which reasons are urged as strong ones for increasing the production of geese as a part of the poultry raising campaign.

Generally speaking, shippers of live poultry have been pretty universally cautioned by the Food Administration against overcrowding coops of live poultry. The so-called standard coop, 30x48 inches, should not carry more than 80 to 85 pounds of mature poultry.

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## BIRD EXTERMINATION.

## It Will Bring a Famine Upon the Land.

Of all persons in the world the one most indebted to the birds is the farmer, and yet, anomalous as it may seem, bird-lovers find few friends among the agricultural population.

Of all publications under the sun, the very last one to accept a defense of bird life is the farm paper. Not only that, but it is among this class we find the principal opposition to the conservation of our feathered friends. There seems to exist among the farming community an antipathy to anything in wild life which does not contribute to the farmer's pocket.

He seems to begrudge the few grains of wheat or rye the English sparrow appropriates in connection with his dinner of insect pests. He seems also to hold a sneaking desire to exterminate others of our birds which dare to in any way molest his crops.

Robin redbreast has been synonymous of innocence and friendliness to all mankind, and yet, in a recent issue of a leading Eastern agricultural journal, a farmer of Columbia county, New York, openly advocates the extermination of this bird. We quote from his letter to the editor: "I am now ready to take a firm stand against the robin, and believe, too, we must have an open season on robins, or many will be forced for self-protection to break the law!"

How is that for conservation of bird life? Plainly our unjust laws against some of the feathered tribe is leading men on farms to consider it all right to shoot even the song birds if any of them offend by stealing a cherry now and then. Now a man with the mind of this one quoted has, undoubtedly, been led by his sense of selfish desire to break the law protecting the robin.

The letter of this farmer fills nearly half a column seeking to justify the extermination of all robins because they bother his peace of mind by taking some of his cherries. Pestiferous robins! you will some day be classed with your smaller neighbor, the English sparrow. Well, why not? There is, perhaps, no bird living that does not at times trespass upon the farmer's crops. They all do, and the liberal minded ruralite is not only willing but glad of the opportunity to contribute this small mite toward conserving bird life because of the immense amount of good he does in other directions.

It seems this is not the only occasion this farm paper has had farmer correspondents advocating robin killing. What seems strange is that the big agricultural journal prints such articles without a word of comment.

Second only to the right conclusion of the war against Germany is this question of bird conservation. And it is a question which is becoming more pressing with the passage of time. It seems altogether fatuous the way we are treating this important subject which directly concerns

the living of every human being on the continent.

In a way it is selfishness, pure and simple, that is at the bottom of our treatment of the birds. The man who can see only the dollar in hand, unable to catch sight of the ten dollars just beyond, is the one who is so fierce in his desire to exterminate every bird which dares lunch off anything that grows in his field or garden.

Penny wise and pound foolish has often been exemplified in the lives of men. Our position toward bird life is of this character. The pennies we save at the moment will result later in pounds of losses from which we might have been saved had we stood by the birds. Kill the robins! Why not? I quite agree with the farmer who wrote that he might break the law, that the robin is even a worse enemy to the farmer than the almost universally hated English sparrow. The crow is his enemy, also the blue jay, the quail and dozens of others of the feathered tribe.

It depends wholly on the point of view, however. If you, Mr. Farmer, are unwilling to grant the robin his breakfast of cherries, when later he fills his crop with worms, bugs and fungi, then you are too short-sighted to know good from evil; too mean to grant any privileges to bird kind which in the least conflicts with your ideas of what are your rights in the premises.

But there is an aftermath to all this. Day by day, week by week, month by month, year by year, the difficulties of the agriculturist increase, and that increase is in direct ratio with the decrease in bird life in this country. We are fighting now for the liberties of the world. We will not make peace with Germany on any terms except those of unconditional surrender. Why? We might patch up a peace that would to-day save many valuable lives. To do this, however, would serve only as an armistice for a few years, when the horrors of another war would be thrust upon our children and all that we are fighting for to-day would have to be fought over again.

Because we are so anxious for the dollar immediately under our eyes, some of us at least seem willing to sacrifice the future of our children when the destruction of our feathered friends shall bring a famine upon the land. This may seem far-fetched to you, dear reader, but one has only to look backward a few years to know how a partial depletion of feathered life has served to increase our insect pests a thousand fold, to render the task of the husbandman a dozen times more arduous, to place in the list of doubts what the crop is to be.

First the English sparrow must go. Many legislatures have decreed that. The merry war has been on for years to the detriment of everything a man raises on his farm. And now, NOW the farmers themselves, through their most influential journals, are demanding—not asking, but demanding—the early extermination of robin redbreast!

What say you, bird-lovers of America? Shall this thing be? Is it not about time to call a halt to this sort of bird destruction, to rebuild by stringent laws where we have torn down in the past? If not, why not?

Old Timer.

If all your advertising is written from a man's point of view, it will probably fail to make a strong appeal to women. Get the woman's point of view in what you say.

## Knox Sparkling Gelatine

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

## To Help Out the Sugar Shortage



Just thin corn syrup with hot water, add a little

## Mapline

and the finest "maple" syrup imaginable is ready to serve.

Order of your jobber or Louis Hiffer Co., 1205 Peoples Life Bldg., Chicago, Ill.

Crescent Mfg. Co.  
(M-278) Seattle, Wash.

## 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.

## The "Little Gem" Battery Egg Tester

Write for catalogue and prices.  
We have the best.

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

## 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.

## Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters  
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## 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

## 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.



## PAYING FOR THE WAR.

### Credit, Profits and Savings the Only Three Sources.

About one hundred years ago, there was formed by the monarchs of continental Europe, an agreement called the "Holy Alliance." Under some of the terms of this agreement, these monarchs covenanted to do all in their power to protect the institution of monarchy, and to go to the assistance of any one party to the agreement whose monarchy was assailed by the dangerous doctrines of democracy or republicanism. The practical object of the Alliance was to make the world safe for the absolute monarchies of kings and emperors.

James Monroe, president of the United States at the time, prevented the expansion of the idea to this continent by the promulgation of what has been called the "Monroe Doctrine," which, in principle, still remains in force.

One century later, we find the whole world practically combined to prevent the expansion of uncontrolled military power over the continent of Europe, and, eventually, of the world. In other words, the object of the present unwritten agreement is to protect democracy against the inroads of absolute monarchies, or, as President Wilson has said, "to make the world safe for democracy."

The significant fact is that within one hundred years, there is a complete reversal of the object of the two agreements. We are now a party to the last one. Monroe stopped the attempt of continental monarchies from ruling South America, and because we believe the greatest of those military monarchies is endeavoring to stamp its barbarous system on the rest of the world, including even the United States, we, with our Allies, have extended the Monroe Doctrine to the original home of the Holy Alliance. The two ideas have come into a death conflict foregone and irrepressible, on the battlefields of France.

Those of us who are staying at home, for one reason or another, want to do our part in this great battle for Christian civilization, not only without any hesitancy, but also with intelligence, energy and enthusiasm.

I am not going to discuss the various things we can do, but confine myself to the question of paying for the war, which all of us must do, and the burden of which we can lighten considerably, if we act intelligently and with patriotism.

The Government can get the money and commodities necessary through two sources only—first, the sale of bonds; and, second, through taxation.

The great question with the people and Congress is, first, in what proportion between these two methods should the money be raised; and, second, from what source the money can be obtained by the firm, corporation or individual so it can be paid to the Government.

There are only three sources—credit, profits and savings. When I

say savings I mean savings from both large and small incomes.

I believe all legitimate business will be allowed to make and retain a fair profit, so far as the Government can do so, and that in the new tax bill due consideration will be given to fixing the right proportion of revenue to be raised by bonds and taxation. Taxes taken from profits, however, are in a large measure merely transferred in their final incidence to what is called the ultimate consumer or the individual citizen. He is the one who must do the real paying. How and when will he do it? Not by the free use of credit, as that would merely stave off the evil day, and would bring on wild inflation while it lasted; such inflation would raise the prices of all commodities for the individual and the Government. Unlimited use of individual credit is not to be thought of. There is only one real way for each individual, rich or poor, and, through him, for the Nation—that of saving.

It is obvious that the difficulties of the Government are not those of getting money and credit to pay salaries to men in the Army and its employ generally. They are those of getting the men themselves, and getting them quickly—and training them adequately and in time to be of real help. The greater problem, however, is industrial; that of getting in large quantities the actual commodities needed for war purposes. The Government must do its part and the people must do their part.

The problem, as you see, is, first, that of turning the production of this country from peace needs to war needs; and, second, to so do it that the same labor and the same capital will produce more than they did before. Credit and what is called quick capital are very fluid and can adjust themselves to new conditions without any particular loss or hardship. Labor and fixed capital, however, are more static, and for various reasons cannot shift themselves from one employment to another at too rapid a pace. The adjustment must be made, but there is a speed which, if exceeded, will bring a loss of earning and consequent adversity to many people.

Of one thing we are sure, we cannot expect "business as usual."

When a woman buys some jewelry, she is helping to keep labor at the job of making jewelry when that labor is needed for making, say, Browning guns. When a woman buys a rug, she is helping to keep labor making rugs instead of blankets. When a man buys a strictly pleasure automobile (I don't mean one for personal transportation), he is keeping men making parts of such cars when they should be making parts of a combat aeroplane. The individual is therefore partly responsible for useless production if he or she does not spend his or her money judiciously.

We also have so much energy to expend and none must be dissipated or spent unwisely. We must change our whole industry or most of it from peace needs to war needs. One great

industrial problem is what is the safe and proper speed with which this change can be made.

We have seen an illustration of it in the carpet industry, which is very illuminating. The great plant of Alexander Smith & Sons and the Bigelow-Hartford Carpet Co. and many others have changed the production of many of their looms from rugs to blankets and duck. The same men have learned to do the work, and are getting good wages. The shift was there made very easily for both capital and labor. Many jewelry and other luxury workers have been able to get positions in munition factories where their skill was necessary.

What is the Government part? Lately there has been much discussion by committees in Washington, representing the Government and textile industries, of how production and perhaps prices also can be regulated. They have gone so far, as you all know, as to fix the price the Government will pay for many standard textile fabrics, such as ducks, denims, print cloths, hospital bandage cloth, sheetings and many other articles, including underwear, hosiery, etc. They have not yet, however, regulated the price at which the mills are obligated to sell to jobbers or jobbers to sell to retailers or retailers to consumers.

In many instances the percentage of production left for civilian use is very small. In denims, as you have probably read, the Government has taken 75 per cent., leaving only 25 per cent. for civilian use; in duck and men's wool hosiery and underwear they have practically taken the whole product. In print cloths and other articles they have taken only a moderate percentage. It is, however, evident if the Government takes a large percentage and is to regulate the prices at which the remainder of various standard articles is to be sold to jobbers, and so on down the line, it will also be necessary for them to regulate distribution. Otherwise a

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.  
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## 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.

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## The Book of Plain Prices

All the prices in "OUR DRUMMER" catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from "OUR DRUMMER" buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## BED SPREADS

Right after the fall house cleaning period the demand for new **BED SPREADS** will show a steady increase.

Be ready to accept your share of this business.

Our stock consists of a splendid line of Plain, Scalloped cut corners Duree, plain and cut corner Bedspreads which are in popular favor this season. Prices ranging from \$1.25 to \$4.00 each.

## Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



few people with plenty of money would secure the whole remaining production and everything in those lines would be distributed through them. While England, France and Germany have taken hold of this great problem, we must remember they are all small countries compared with the United States and do not produce the diversity of articles that are manufactured in this country. The problem is therefore much more difficult to solve here than it is in any other place on the globe.

It is quite likely the Government may make a list of standard articles in textile lines which are absolutely necessary for the comfortable living of the people and confine as much as possible the production to those particular articles. If it regulates the production and prices it will regulate the distribution. In England, I understand, in the grocery line the government has made each consumer in each town buy of one store only, and asked the store manager to make a list of his customers, showing the amount of merchandise of the various lines which he needs to accommodate them for a period of time. These are tabulated and grocers are given their pro rata of articles, each grocer in turn pro rating them among the customers allotted to him.

If this war continues for a long time, something like this might be necessary with standard articles of textile lines, leaving whatever there might be of other articles to be traded in freely and unrestrictedly. Such articles would be those not absolutely

necessary for the comforts of living, but more or less luxuries, for which the consumer would have to pay, as they say, "any old price."

Capital must also treat labor fairly, so as to avoid delays caused by strikes, and labor must not make unjust demands. The machine must run steadily and fast without any curtailment or shutdown.

Production in textiles, which is what the writer is specially interested in, must be confined to fewer fabrics, less styles—all more simple and capable of being produced in maximum quantities on our existing supply of looms or machines.

We all know a factory running on one fabric or article can turn out a much larger product than if it tries to make many kinds. It can make more of one style than of many styles. This change is surely coming.

What has all this got to do with paying for the war? I answer, Everything. War must be paid for by the proper use of energy, labor and machinery, by the conservation of our resources. We cannot increase them quickly; we cannot make more resources. We cannot find more labor, as so many men are taken out of industry and have gone to fight our battles. We can only reorganize, stop waste, unnecessary production, unnecessary labor. We can let our savings go through the new channel of the Government to pay the same labor we were formerly paying through old channels.

Although there will be constant movement and change in this shift,

when once we get it as nearly completed as constant change will permit, we will find that the new machine will run as smoothly as the old, and we will have discovered the so-called "revolving fund," which will comparatively easily and without great hardship pay for the war.

What can we in the dry goods business do to help? No doubt we are all doing something, but if we believe that the ideas I have endeavored to emphasize are right, we can help to spread them; we can make public sentiment in our home communities; we can counteract false notions. We can do this even though we believe it may for a time hurt our business. It is one way we can help to pay for the war.

It will, of course, be a big bill to pay, for we know all this production for war needs means, in most cases, capital burned up, gone out of the common stock, useless in building up new enterprises. While the war lasts, the material values of the world are constantly diminishing, but let us never forget that its moral and spiritual values are being augmented as never before in its history. Considering the way the world was living and doing, what was more needed?

The world has lost many of its material possessions, even many of its beautiful libraries and cathedrals, and what is most precious will lose many of its heroic lives, but when we win the war—and win it we will—we shall have made the greater gain—one that cannot be measured in dollars, but we shall have restored our own souls

and guaranteed for the future the rule of justice, righteousness and peace on earth.  
John V. Farwell.

#### Ask Too Much Packing.

The insistence on the part of some retailers of women's apparel in various parts of the country that waist manufacturers pack this merchandise one to a box, and their action in canceling orders in instances where their requests have not been complied with, have brought a protest from officials of the United Waist League of America. Executives of the organization point out that retailers guilty of this practice are following an unpatriotic course and are virtually trying to force the manufacturers to break rules laid down by the Government in the interest of conservation of materials and shipping space.

A short time ago, it is pointed out, the War Industries Board recommended that waist manufacturers pack as many goods in a box as possible in order to conserve space. The manufacturers, through the Waist League, pledged their support to the Government and, it was said yesterday, intend to live up to their pledge. The league, through Executive Secretary M. Mosessoehn, yesterday issued a statement appealing to retailers to co-operate with the manufacturers and realize that what the latter are doing, so far as the packing of waists is concerned, is purely a patriotic move, and one which was suggested by Government officials.

#### SERVICE

#### QUALITY

## A House That Has Definite Ideas of Duty and Service

**I**N PEACE TIMES men are wont to say that "Business is Business." With America at war, business men must realize to-day as never before that *business is service*.

**SERVICE** to the Government first, then service to the public. Not in the spirit of profit-making, but in holding fast to sound principles and quality-standards.

**THESE TIMES** are a great training period for the new conditions, for the higher ideals of service and responsibility that are coming after the War.

**ON THE ONE HAND**, it is an opportunity for lowering of quality; it is an opportunity for running after attractive temporary business; of neglecting old customers for new ones; of seeking the highest bidder; of using the situation for greater profit, or selfish ends.

**ON THE OTHER HAND**, it is an opportunity for broadly and fairly doing one's impartial best; standing by one's customers; treating all alike and refusing to add to the difficulties of the public by capitalizing in any degree on a situation that is trying enough at its best.

**THE GRAND RAPIDS DRY GOODS CO.** has its roots deep in the soil and the traditions of this country. It has stood consistently for the highest standards of quality. It has grown steadily and surely on the merit of its goods and the sincerity of its service.

**THIS BUSINESS** is in its second generation; young in spirit but old in experience. It was not built in a day and it expects to live long after the War.

**ABOVE ALL**, THIS HOUSE believes in good merchandise, fair dealing and honest service—not merely by report or reputation. We realize to the fullest extent the obligation imposed upon us to offer the best and most dependable goods available and to eliminate beyond question the possibility, now or ever, of relying on reputation to lower the standard of our merchandise or the quality of our service. Our general manager and two department managers are just back from New York, where they obtained much inside information on the market which is at the disposal of our customers.

### GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE





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

#### Trucks for the Roads—Roads for the Trucks.

There has lately come into the field a new piece of machinery which has already afforded partial relief to the railroads, whose facilities are admittedly inadequate in the present emergency. That new machinery can be, and I believe will be, expanded until it furnishes complete relief.

I refer to the motor truck.

The introduction of the motor truck into our commercial life sounds the death knell of the short-line railroad. Perhaps never again except where heavy tonnage is to be handled, will short-line railroads be built in this country. Due to its proved economic value, the motor truck is moving irresistibly forward, and now will be forced by the pressure of war necessity to do in a year or two what economic efficiency would have in the years to come led it to do anyhow—dominate completely the short-haul field.

As we will substitute in our short-haul traffic the motor truck for the freight car, so will we substitute the permanent, continuous, paved highway for the steel rail and rock-ballasted road-bed, and the loading and landing platform of the individual shipper for the railroad yards and the freight terminals now congested with freight which has no business there. The motor truck carries with it its own terminal facilities, taking a product from the point where it originates and delivering it to the platform where it is to be used.

This method of short-haul freight transportation would have to be adopted even if the cost were the same or greater than rail delivery. But the fact that it is cheaper, quicker and more efficient than the short-haul railroad assures the permanent use and development of motor truck transportation.

Within a range of 50 to 100 miles, the motor truck is today easily a competitor on better than even terms with the railroads. All that is needed to widen the limits of this zone is the building of hard-surfaced highways of adequate strength. Such highways we must have. It is no longer a question of whether we should or should not build them with money, labor and equipment which it was at first thought could be better devoted during the war to other purposes. The only question is where

and how these new arteries of traffic shall be constructed.

Who is to determine this? Are our present agencies adequate to meet this question and solve it, quickly and effectively?

We have approximately 2,500,000 miles of highways, of which approximately 10 per cent. have had a so-called "improvement"—ranging all the way from sand-clay or a superficial gravel surface to the more expensive macadam or the modern hard-surfaced brick or concrete. These roads were designed to carry traffic as it existed prior to the introduction of the motor truck for other than urban hauling. Within a few years these roads will go to the scrap heap, giving way to new types—wider, more solid and more enduring. Who is seeing to it that the construction even now under way, with public money even now being expended, will produce roads of the kind we know the future will require?

We have today 400,000 motor trucks in service in this country. Those competent to judge estimate that within five years after the war shall end, this number will exceed 4,000,000, and that nothing can stop this great economic movement except the failure (which would be a national calamity) to build hard-surfaced roads of adequate strength.

We know we can get the trucks. Their development is even now far ahead of what most of our highway mileage warrants.

What steps are we taking to see that we will get the roads? What is needed to assure the proper development of our main line highways? What agencies exist to determine where these highways shall be built and where they shall not be built, and to direct the proper expenditure of the hundreds of millions which they will cost?

We have no centralized directing authority in this country, either for the purpose of co-ordinating the scattered and oftentimes ineffectual efforts of the twenty-five or thirty thousand separate, distinct road-building organizations, or of seeing that their individual efforts accomplish proper results. In the past they have gone ahead with local needs in mind and built such roads as local (frequently uninformed), opinion and experience dictated, or local, meager road funds allowed,—or worse yet, local politics made expedient. The Government's efforts to bring into effective use motor truck transportation has given us a picture of the results accomplished under this system—or lack of system. Often long

stretches of good road might as well be non-existent, so far as the purposes of through transportation are concerned, owing to the lack of one or two miles of improved road which the local community it traverses did not find it possible or expedient to construct.

Our expenditure for roads, it is estimated, has been for several years past over \$250,000,000 a year. Yet approximately only 10 per cent. of the total mileage of roads in the United States has received any attention whatever; and less than two-thirds of that 10 per cent. is in any way adequate for the type of transportation we are considering. Furthermore, even this proportionately small mileage of road improvement

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**To Chicago**  
 Monday, Wednesday, Friday  
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Boat car leaves Muskegon  
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Your Freight Business Solicited.  
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## Foster, Stevens & Co.

### Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.  
 Grand Rapids, Mich.



does not, as I have shown, link up to form what can be called a road system. It is scattered; its usefulness for interstate freight transportation is negligible. An immediate building programme designed to connect up existing scattered construction is essential.

Our lack of a national plan, our lack of a national directing authority is leaving to nothing more than chance, or the voluntary co-operate efforts of adjacent local road-building organizations, the ultimate development of through connecting main line highways thus needed.

It is estimated that approximately 20 per cent. of our roads will carry from 80 to 90 per cent. of our traffic, so that 400,000 miles or so of permanently and properly constructed roads in the right place in this country would practically complete our necessary highways. At the same rate of expenditure, such a national system could be achieved in 20 years without expending a cent more than we are now expending, if some central authority empowered by the Government would designate the roads to be built. The same authority, by promptly indicating the immediately necessary war roads, could bring about their uniform improvement at once with funds already available.

The Government highway department, the Office of Public Roads, is a bureau of the Department of Agriculture. It is doing what it can. But its powers are circumscribed. It has no real authority beyond the collection of data and the dissemination of advice and information upon request, except the small controlling authority over construction in the various states given it for the administration of the federal aid fund of \$75,000,000.

We need, and should have at once, an independent federal highway department, adequately supplied with money, and with broad discretionary powers over its expenditures, and so organized that it could make a thorough survey of the requirements of motor truck transportation and determine what roads should be constructed. By thus correlating the efforts of all of our road-constructing agencies, and being in a position to supply additional funds where needed to augment local finances in order to bring about a uniform, continuous system, such a department would be of the greatest benefit to the country and accelerate tremendously measures for transportation relief.

National authority to determine which roads shall be built and which postponed until after the war, is needed now. The question of diverting labor which might be used for the production of war materials or other essentials to road construction has come up. Here an opportunity is presented for such a federal department as I have suggested, to determine just where and when a certain portion of our available labor can be most efficiently used in providing our needed highways.

F. A. Seiberling.

Sound judgment is responsible for a lot of silence.

#### Shortage in Cutlery.

The shortage in cutlery in general does not improve any with time, and for two reasons. Government needs have created an unusual demand for many articles of cutlery, and before the war a large proportion of the cutlery used in this country was imported, and American manufacturers have not yet been able to accumulate sufficient machinery and skilled labor to increase their production sufficiently to take care of the enormous demand thus precipitated upon them.

Old style razors and scissors are an example of this, to the extent that the manufacturers are many months behind on their orders, and see no prospect of catching up. Manicure scissors especially are almost impossible to obtain. Some minor lines of cutlery, such as dirks, for instance, are not to be had at all. Safety razors and blades, although originating in this country and despite an enormous productive capacity, cannot be had in any quantity, so closely does demand tread upon the heels of supply.

One reason is the great call from the army cantonments for the new soldiers. Shaving brushes and strops are affected the same way and from the same cause.

The demand for meat products both at home and abroad is reflected in sales for butcher, skinning, and sticking knives, which keep the factories always behind on orders. These goods were imported in large quantities before the war.

### Signs of the Times Are Electric Signs

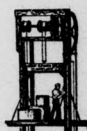
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#### SIDNEY ELEVATORS

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Sidney Elevator Mfg. Co., Sidney, Ohio

### Sand Lime Brick

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

#### Brick is Everlasting

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

## JUST RECEIVED

### One Solid Carload White China Tea Cups and Saucers

ONE CAR—STONEWARE.

- " DECORATED CHINAWARE,  
including all our open stock patterns.
- " RED TOY CHAIRS.
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- " STEERING SLEDS AND COASTERS.
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Write for prices and illustrations of the above if you do not happen to have full stocks.

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We show thousands of samples in all our lines, and our prices will please you.

ASK US FOR OUR

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Wholesale Distributors—Manufacturers' Agents

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

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

WILMARTH SHOW CASE COMPANY

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**Made In Grand Rapids**





### Extracts From a Soldier's Letter.

New York, Sept. 30—These days nothing is more interesting than letters from our soldiers at the front. Sometimes these letters are positively inspiring in their spiritual power; the relentless vigor of mind and body and spirit that they often show, bravely covering a sentiment nobly hidden, causes a lump to rise in the reader's throat.

The letter from which the following excerpts are taken impressed me as one of the finest letters I have read from the front. It is big and fine in its manly power and restraint, in its denotement of moral and spiritual determination. The writer is a young man, graduated from the University of Chicago not long before we entered the war. It was addressed to a friend who gave me the pleasure of reading it. The lines were scrawled in a Y. M. C. A. hut.

There seems to me to be so much of boyish freedom and yet manly intensity in the letter. The thought of this young man, lately gone from a luxurious home, surrounded by loved ones emerging from all the squalor of battle to find a corner and pour out his feelings in a letter to one he loves back home—it goes right to the heart.

And yet he expresses no complaint. He would not be doing aught else. With all the horrors, he is happy to be a part of the fight. He writes of the glories of the care free life of home, with friends; but his every word breathes determination to fight the enemy, and if necessary give his life for the cause to which he has dedicated himself.

After reading the letter, I could not resist an impulse to pass some of the paragraphs on to readers of the Tradesman, and here they are.

Felix Orman.

Somewhere in France, Aug. 24—Recently events have crowded themselves and prevented my writing; besides, orders here are, "Cultivate reticence." Too frequently letters are frowned upon.

It is hard to view wretchedness, misery, pain, and agony worse than death, and think of the purer things we have left behind. When we see men burned chemically by gas, lungs eaten out and bodies blistered and mangling wounds—we do not care to think back. We cannot sit down and write to those we love. We regard the work in hand and frame our thoughts and suit our actions thereto. This has made me silent.

But can you picture a man armed with the cruellest and most torturing implement of death ever invented wiping up our boys? Can you picture a stream of ignited liquid oil shot at you from a gun with the speed of a bullet, which pierces you like a bullet, then envelops and burns you to a charcoal crisp?

Possibly you think I suffer from a too vivid imagination; but can you imagine a shell which bursts in your room, wounds all the occupants by its explosion, and at the same time scatters burning oil over the walls, floor, and ceiling to burn to death those not killed by the explosion?

I say it is hard to view such things and with images thereof vivid in one's

mind sit down and calmly pen a letter home. It is best we do not write them. We should not forget those things. We are here to rid the earth of them, and it seems we are having reasonable success therein lately.

The true Frenchman, although different from the American, has a big heart, and we all like him. Needless to say, the French people like us, as they depend upon our efforts, added to theirs, to win the war. Our entry into the war has revived this entire nation. To show you how they feel, they are already planning for the restoration of the retaken territory, and as the armies advance the Government sends in civilian refugees to rebuild the area.

I want your letters as quickly as they can get to me. It was thoughtful of you to remember me to your sister. If ever I get back I fear me I shall be unable not to ask her to make one of those luscious cups of coffee for me. I'd have to be inhuman not to be susceptible to a charm such as that, and I want to forewarn her.

Also tell your father that although he knows of one time in my life I "backed down," it will take something more than it did then to force me to back down now. I shall endeavor to back a few others down before anything happens to me.

### Mistakes.

When a plumber makes a mistake, he charges time for it.

When a lawyer makes a mistake, it's just what he wanted.

When a carpenter makes a mistake, it's just what he expected, because the chances are ten to one he never learned his business.

When an electrician makes a mistake, he blames it on induction, because nobody knows what that is.

When a doctor makes a mistake, he buries it.

When a judge makes a mistake, it becomes the law of the land.

When a preacher makes a mistake, nobody knows the difference.

But a traveling salesman—he is different, he has to be careful, he cannot turn his mistakes into profit or blame them on a profession.

You've got to go some to be a traveling salesman.

Truth never dodges, no matter who throws mud at it.

### Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

Good Food

Prompt Service

Reasonable Prices

What More Can You Ask?

LADIES SPECIALLY INVITED

### OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

---

Michigan

### HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

## CODY HOTEL



IN THE HEART OF THE CITY  
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

## 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

## 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.

## New Hotel Mertens

GRAND RAPIDS

Union Station

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



75 Steps East

Fire Proof



**STOTT FLOUR MILL CLOSED.****Food Administration Revokes Licenses of Detroit Plant.**

Detroit, Oct. 1.—The food administration announced today that the licenses of the David Stott Flour Mills, Inc., a Michigan corporation, 1041 Grand River avenue, have been revoked until further notice. Revocations become effective October 5.

At a hearing at the office of the food administrator for Wayne county, Sept. 13, it was found that the company had failed to keep proper records and accounts and to render correct reports representing the actual business transactions of the company, verifiable from its accounts and records, as required by the food control act and regulations of the food administration. While the violations and errors were numerous, it was found that the company's reported jobbing department was so purely fictitious as to indicate an intentional evasion of the requirements for filing accurate reports.

The reports required are such as are required of all wheat flour mills throughout the country, and are intended to furnish a basis for accounting to the Government for profits, if any, made in excess of those allowable in the manufacture of flour. The food administration is in no position to ascertain from the reports rendered whether there have been excessive profits, and has penalized the company for its failure to keep proper accounts and render proper reports, as required.

The question of the reissuance of the company's licenses will be taken up after revised accounts are rendered under the supervision of expert accountants to be employed by the company with the approval of the federal food administrator for Michigan, subject to the instructions of the food administration.

Detroit is extremely prosperous, and indications are that it will continue prosperous throughout the fall and winter. Every day more plants are used to manufacture Government materials, and this means that wages are increased. The payrolls of concerns doing war work are astonishing. Men are drawing anywhere from \$200 to \$400 per month, and many women are averaging \$90 to \$120 per month. Most of the work is piece-work, so the harder one works and the more skillful the greater the compensation. It's production that counts—not the wage—as far as the Government is concerned.

Oscar Klausner, for many years display manager for the Newcomb, Endicott Co., and who has been complimented times without number for his excellent shoe windows, recently resigned to manage a waistshop.

The G. R. Kinney Co. has leased a store at 304 Woodward avenue, which is being remodeled and fixtures and stock installed. It will open for business not later than Oct. 10.

The shoe retailers have already started to co-operate in the "Shop Early for Christmas" movement fostered by the National Council of Defense. Local retailers believe such a movement is a splendid one, and that it will do a great deal to relieve the congestion around the holidays and benefit the retail business. In many advertisements signs like this "Start Now To Do Your Christmas Shopping" appear and some dealers are carrying a few lines every day calling attention to the movement. Retailers are urging regular customers to shop early, and others are planning early window displays.

Another movement which Detroit retailers will start, not as a general campaign, but individually, is the urging of customers to carry their parcels. In the opinion of downtown

proprietors, this abuse is one of the greatest evils in the retail shoe business. "It's a habit more than anything else," said one dealer. "It can be stopped easily by the unanimous co-operation of shoe dealers in every section of the country. For instance, if every shoe retailer in the loop district simply refused to deliver shoes—old or new—what would the people do—go without shoes? I guess not, they'd buy them just the same and carry them away. After all what folly it is to deliver shoes—now is the best time to stamp out the evil. The public is in a better mood to co-operate in such a movement than ever before."

Further inroads are reported upon the available men and women for sales work. The men are being lost because of the drafts, and many women have gone into more lucrative lines. Retailers throughout the city are trying to solve the labor situation.

The next annual convention of the National Credit Men's Association will be held in Detroit sometime in June, 1919. It will bring here many credit men of retail, wholesale, and manufacturing shoe establishments.

According to reports of shoe retailers, and especially those catering to the feminine sex, the fall season has opened big, and the sales are far ahead in volume of last year. Not only are there more individual sales, but the prices are higher. In the men's department business is more active than it has been in some time but, of course, dealers do not look for any increase over previous seasons, but will be satisfied if they can hold their own. With the number of men at war, there is no way of overcoming the loss in sales. However, the men at home are prosperous and are willing to pay more and want better quality, with the result that the gross amount of money each week for shoes sold is likely to equal last year when the individual number of sales were greater.

**Belated Letter Regarding the Fair.**

Grand Rapids, Oct. 1.—Pardon my failure to reply to your letter of Sept. 23, regarding The West Michigan State Fair. My absence from the city only accounts for the delay.

We have always been believers in any attraction or institution or a fair that will bring people to Grand Rapids, particularly an institution such as the West Michigan State fair that brings in a lot of the general storekeepers from Western Michigan, who otherwise seldom visit Grand Rapids.

A great many of these merchants we come to meet personally, only through their coming to this city to attend the fair. Their stores are inland and in farming communities, not easily accessible from the railroad and seldom, therefore, called on by department heads or other than the salesman and were it not for the fair, there would be no personal touch other than friendship with the salesman.

So far as we are concerned, we do not believe that enough is done by the wholesalers to encourage merchants coming to Grand Rapids at the time of the fair.

H. W. Sears,  
Manager Grand Rapids Dry Goods Co.

It is intimated that the Government may be in need of additional quantities of wool underwear within the near future, but its cotton needs seem to have been taken care of for some little time in advance.

The time to bear on harder on your advertising is when business shows a tendency to slump, whether it is due to war or to other conditions.

**Prune and Peach Famine in Prospect**

A partial famine in dried fruit is likely to come about very quickly so far as the civilian public is concerned. As soon as the stocks of prunes in retail grocers' hands left over from last year are exhausted the public will be pruneless except for very small ones, so small, in fact, that it requires double the number to make a pound. The largest remaining prunes, either of the old or the new crop, run 80 to 90 to the pound, with some so small that it will require 120 of them.

The heavy rainstorm in California on September 12-13, when between five and six inches of rain fell, ruined one-third to one-half the crop and caused a money loss to the growers of some \$5,000,000.

The crop was a short one to begin with, estimated at 140,000,000 pounds, against at least 225,000,000 pounds last year, which was a record. The Government, however, had commandeered 61,000,000 pounds for the use of the army and navy, so that it was known that there would not be enough for ordinary commercial uses to last the season. On top of this came the unprecedented rain storm, so early in the season that it caught the prunes on the drying trays out in the open and was a calamity to growers who saw their profits vanish over night.

But the Government could not do without prunes, so that the loss in production would have to fall upon the civilian buyers. Even so, there were not sufficient to meet the Government's needs, and all prunes larger than 80s remaining in packers' hands from the previous crop, were commandeered also, and within the past day or two everything in the hands of wholesalers here has been taken. Furthermore, word has been received in the trade that the Government has taken the entire crop of Oregon prunes, and although this has not been confirmed, it is thought to be true.

A prune famine, however, is not the only item that is stirring dried fruit circles. A peach famine is also at hand. The peach crop throughout the country has been below normal, but in California where the dried peaches are packed, the crop has been estimated all along to be fully 25 per cent. below normal. The Government early notified packers that army needs would require half the crop, or 13,000 tons. Then came the rain and some of the peaches in process of drying were caught, although the damage was not so great as to prunes. The crop, however, has not measured up to expectations and the needs of the army were reckoned at a still higher figure, so that the Government decided to take all the peaches. Those left over from last year are all disposed of, so that except for the small lots in retailers' hands there will be no dried peaches until the crop of 1919 is ready.

The hand of the Food Administration has been set against speculation in foodstuffs, but one item on the dried fruit list has furnished an unusual opportunity for excess profits

that gives a taste of what would have happened all along the line but for the strict regulation of prices. Apricots have never been considered a very important crop in comparison with other lines, and so have not been licensed. This year the crop was a larger one than expected, and prices opened up on what was for these times a low basis.

Almost immediately, however, the situation in regard to peaches was revealed, and speculators started buying up apricots as fast as they could on the theory that the shortage of peaches would cause an unusual demand for apricots. From the outset this had all the appearance of profiteering, and the Prune and Apricots Growers, Inc., which is the growers' organization, saw fit to withdraw its offerings at once and to denounce the movement as unwarranted. Since then nature seems to have been on the side of the speculators, for prices have advanced more than 25 per cent. and there is a demand from all over the country for anything in the line of dried fruit that can be obtained.

Bleached raisins of all kinds have been withdrawn, as the Thompson variety suffered some damage from rain, although most of the raisin territory is further south than the storm area of a fortnight ago. The raisin company is not making sales for delivery beyond January 1, however, of any kind of raisins.

**Late News From the Celery City.**

Kalamazoo, Oct. 1.—H. D. Clark, grocer at 711 Portage street, has been confined to his home on West Ransom street the past week with a bad attack of asthma.

The Blue Bird Tea Room has changed its location from the McNair block to 313 South Burdick street.

This is the opening day of the Kalamazoo County Fair. Fruits, vegetables, wild and tame fowls and animals, "including Kaiser Bill's goat," are on display.

Fred Kruizenga has recently left the employ of Frank Niessink, on South Burdick street, and taken up a traveling position for the Standard Oil Company. Fred says he hasn't had any orders from John D. yet, but expects word at any time to appear at headquarters as his private secretary.

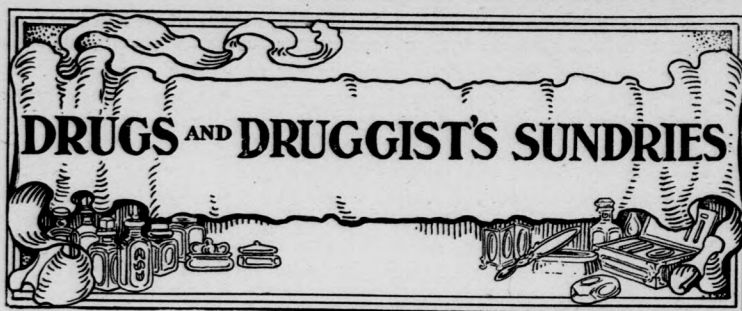
Marinus Ruster, of Ruster & Sons, reports a fine time on his auto trip up through Holland, Grand Haven, Muskegon and Grand Rapids, stopping on the way to snare a few nice fish.

Frank Saville.

**Why Every German Must Be Executed.**

A Grand Rapids lady has just received a letter from her brother, a doctor, who is now in France serving with our medical forces. He writes that he had recently visited one of the towns vacated by the Germans, where he found a girl who held in her arms a blind baby. She had been a victim of the lust of the Huns. After giving birth to the child she thanked the German doctor for having cared for her in her hour of distress. The brute then said to her: "You need not thank me for I have already paid myself. I have fixed your child so that it will be blind. That will be just one more thing for France to remember us by!"





#### 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.

#### Narcotic Stamp Tax Law Introduced

Congressman Rainey of the Ways and Means Committee and chairman of the sub-committee to consider taxation of narcotics has sought to solve the National drug problem by the introduction of a new regulative tax bill. This measure proposes radical departures from any bill yet drafted to cope with the drug evil and provides:

For the registration of every person who imports, manufactures, produces, compounds, sells, deals in, dispenses or gives away opium, coca leaves or any compound, manufacture or derivative thereof.

That each person so registering shall pay special taxes ranging from \$3 a year for physicians, surgeons, dentists and veterinarians to \$24 a year for importers, manufacturers, producers or compounders, with wholesale dealers taxed \$12 and retail dealers \$6 per annum.

That an internal revenue tax of 1 cent an ounce or fraction thereof shall be levied upon all such narcotics manufactured in or imported into this country, to be paid by the importer or manufacturer, such tax to be represented by stamps affixed to each package or container. Such tax to be in addition to any import duty.

That violations of the provisions of the act shall be punished by fine or imprisonment or both.

The draft of the bill provides for the exception of drugs dispensed by physicians, etc., when exact and definite regulation as to records and other specified data are observed.

In his presentation of the bill to Congress, Mr. Rainey made a number of astounding statements as to the extent of drug addiction in this country, particularly among drafted men and in army camps, and claimed that there were 80,000 drug addicts in the first draft. He claims that under section 6 of the Harrison law, still in force, nostrums can be and are made for distribution in dry territory which contain as much as 48 per cent. of alcohol and 2 grains of opium, this section specifically pro-

viding that the provisions of the Harrison law shall not apply to the distribution and sale of preparations and remedies "which do not contain more than two grains of opium or more than one-fourth grain of morphine, or more than one-eighth grain of heroin, or more than one grain of codeine, or any salt or derivative of any of them to one fluid ounce."

The result of investigations in 15 states conducted by the special committee named by the Treasury Department to examine into drug addiction shows that as the result of this section 6 privilege more than 33,000 gallons of paregoric and hundreds of gallons of other nostrums containing narcotics were sold with disastrous results. The fact that the country is going dry makes it absolutely essential that adequate law should be provided to meet this situation, declares Mr. Rainey. This bill cancels and supersedes section 6 of the Harrison law.

#### Yokohama Menthol Market.

The Hokkaido menthol crop for this year is estimated by Tokio dealers to be more than 1,238,000 bushels, which is a reduction of one-third of the normal quantity. Thus, in spite of the dull foreign demand, the market for menthol canes and oils in Yokohama, according to the Japan Advertiser quoted by Consul General George H. Scidmore, is becoming stronger. There have been no large parcels sold for export and it is not expected that at this late date there will be any during the remainder of the season. However, the domestic demand is expected to show greater activity as the season develops and the strong tendency will easily be maintained. At present, menthol canes are quoted at \$3.74 a pound and menthol oil at \$1.15 a pound.

#### Testing Drugs for Army.

Drugs and medicines used by the Army Medical Corps are being tested by the Bureau of Chemistry of the United States Department of Agriculture at headquarters in Washington and at its offices in various cities. Several chemists have gone from the bureau to accept commissions in the Army and perform the work directly for the War Department. Chemists and inspectors are being instructed for Army and Navy work and special investigations are being conducted on problems concerning foods, leather, fabrics, paper, and other products in military and naval demand.

#### New Explosive Saves Glycerin.

The Oil, Paint, and Drug Reporter mentions a new explosive being tested by the Government which will save a considerable amount of glycerin. It is called nitrobyronel and is the product of Dr. Bryon E. Eldred. It is claimed that it blows a chamber twice the size of that caused by T. N. T. (trinitrotoluol). In the manufacture of nitrobyronel neither nitroglycerin nor toluol is used. It is a hydrocarbon obtained by a by-product in coke oven processes.

It is estimated that 50,000,000 pounds of glycerin are used in American industrial concerns, and a big saving in this important material, now growing scarce, can be effected through the employment of nitrobyronel.

If a shortage of glycerin should become imminent, the Oil, Paint, and Drug Reporter believes that the Government would promptly start in to manufacture nitrobyronel.

#### Effect of Displaying a Single Package.

The effectiveness of displaying in the window packages of but one kind of article has often been demonstrated. A correspondent of the Tradesman, however, tells of a druggist who carried this idea out still further. He draped a big piece of cheesecloth over a pedestal in the center of the window and placed but a single package of tooth powder on it. A show card read: "The importance of this tooth powder as a tooth cleanser is

enough to warrant a whole window being devoted to it." This simple display brought good business.

#### Three Words.

There are three words, the sweetest words,  
In all of human speech—  
More sweet than are all songs of birds,  
Or pages poets preach.  
This life may be a vale of tears,  
A sad and dreary thing—  
Three words, and trouble disappears  
And birds begin to sing.  
Three words and all the roses bloom,  
The sun begins to shine.  
Three words will dissipate the gloom  
And water turn to wine.  
Three words will cheer the saddest days—  
"I love you?" Wrong by heck!  
It is another, sweeter phrase,  
"Enclosed find check."  
Douglas Malloch.

Almost any one is interested in a proposition that is guaranteed to save him a lot of work.

*Fiegle's*

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., has now been on display in our show room since about September 5th. The sales in this class of merchandise up to the present time have been greater than ever before and very much to our satisfaction manufacturers are shipping our supplies very promptly.

Our stock is complete and we are sending out personal letters to our customers to give us the earliest possible date at which they can come to Grand Rapids and make selections from these lines. Covering holiday trade the Government is putting out a propaganda of early buying and early selling. Therefore, in the spirit of this, we ask you to inspect this line at the earliest possible moment. We believe that we are better prepared than ever before to serve you well and very promptly.

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



### The Prohibition Law and the Druggist.

So many different interpretations are being made of the prohibition laws in the dry states, it is becoming increasingly evident that until the Federal Government does something to define what is so considered an intoxicant that the position of the druggist will become increasingly more uncomfortable and uncertain.

In parts of the South, where prohibition now prevails, the use of even the most useful medical preparations of recognized value, in which alcohol is employed in small quantities is challenged as an overt evasion of the law.

Zealous advocates of a rigid enforcement of the prohibition laws are constantly harassing and threatening druggists, until the honest pharmacist does not know which way to turn.

In Virginia bay rum and perfumes containing cologne spirits are looked on with suspicion in some counties by straight-laced teetotalers, who view with evil eye anything and everything, for whatever purpose it is primarily intended in which old John Barleycorn contrives to find peaceful asylum.

Even innocent Malted Milk, because of that suggestive word "Malt" in its name, is suspected of harboring the noxious coffin nail driver, although it contains not a trace of alcohol.

In New England, Beef, Iron and Wine, which, taken as a medicine in small quantities is palatable, but im-

bibed to a portion that is intoxicating is sickening to most stomachs and is subjected to the third degree.

In the states of Washington and Utah, reputable druggists have been haled into court accused of doing a general saloon business, the only basis of the charge being that they filled supposedly legitimate prescriptions given to customers by physicians in the regular pursuit of their practice.

In the former state much of this persecution has undoubtedly been caused by the fact that many ex-saloon keepers who have been driven out of business have opened up fake drug stores in charge of registered clerks, as a cover for their illicit traffic in liquor.

The last election added five additional states to the list of prohibition states. This means undoubtedly a multiplicity of trouble for every legitimate druggist in those states.

If it were possible for them to do business altogether without using alcohol, thousands of druggists would undoubtedly welcome the chance to throw out every dram of alcohol on their shelves, but as this is impractical there is nothing left for them to do but fight out the battle as best they can until the Supreme Court of the United States definitely determines their rights as distributors of alcohol carrying packages.

To knock one's competitor with the idea of building one's self up, is about as result-producing as to throw gasoline on the flames.

## 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	Eligeron	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	@1 50
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Ginger	@2 00
Ammonia		Lemon	2 25@2 50	Guaiac	@1 90
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	2 25@2 04	Guaiac, Ammon.	@1 80
Water, 18 deg.	10 1/2@ 18	Linseed, bld less	2 14@2 19	Iodine	@1 50
Water, 14 deg.	9 1/2@ 17	Linseed raw, bbl.	@2 02	Iodine, Colorless	@1 75
Carbonate	19@ 25	Linseed raw less	2 12@2 17	Iron, clo.	@1 60
Chloride (Gran.)	30@ 35	Mustard, true, oz.	@2 25	Kino	@1 65
Balsams		Mustard, artifl oz.	@2 00	Myrrh	@2 50
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Nux Vomica	@1 75
Rir (Canada)	1 25@1 50	Olive, pure	8 80@10 50	Opium	@9 00
Rir (Oregon)	40@ 50	Olive, Malaga,		Opium, Camph.	@1 35
Peru	4 75@5 00	yellow	7 50@8 00	Opium, Deodorz'd	@9 50
Yolu	1 75@2 00	Clive, Malaga,		Rhubarb	@1 65
Barks		green	7 50@8 00	Paints	
Cassia (ordinary)	35@ 40	Orange, Sweet	3 50@3 75	Lead, red dry	14@14 1/2
Cassia (Saigon)	90@1 00	Organum, pure	@2 50	Lead, white dry	14@14 1/2
Elm (powd. 35c)	30@ 35	Organum, com'l	@2 75	Ochre, yellow bbl.	@1 1/2
Sassafras (pow. 40c)	@35	Pennyroyal	2 50@2 75	Ochre, yellow less	2 @ 5
Soap Cut (powd.)		Peppermint	6 50@6 75	Putty	4 1/2@ 7
35c	26@ 30	Rose, pure	30 00@32 00	Red Venet'n Amer.	2 1/2 @ 5
Berries		Rosemary Flows	1 75@2 00	Red Venet'n, Eng	2 1/2 @ 5
Cubeb	1 60@1 70	Sandalwood, E.		Vermillion, Amer.	25@ 30
Cubeb	@60	L	18 50@18 75	Whiting, bbl.	@3
Juniper	12@ 18	Sassafras, true	3 00@3 25	Whiting	3 1/4 @ 6
Prickley Ash	@30	Sassafras, artifl	75@1 00	L. H. P. Prep'd	2 90@3 10
Extracts		Spearmint	6 25@6 50	Miscellaneous	
Licorice	60@ 65	Sperm	2 85@3 00	Acetanalid	1 10@1 20
Licorice powd.	1 20@1 25	Tansy	5 50@5 75	Alum	17@ 20
Flowers		Tar, USP	45@ 60	Alum, powdered and	
Arnica	1 20@1 25	Turpentine, bbls.	@70	ground	18@ 21
Chamomile (Ger.)	70@ 80	Turpentine, less	75@ 80	Bismuth, Subni-	
Chamomile Rom.	1 50@1 60	Wintergreen, tr.	7 00@7 25	trate	4 00@4 10
Gums		Wintergreen, sweet		Borax xtal or	
Acacia, 1st	75@ 80	birch	4 50@4 75	powdered	10@ 15
Acacia, 2nd	65@ 75	Wintergreen, art	1 25@1 50	Cantharades po	2 00@6 50
Acacia, Sorts	40@ 50	Wormseed	15 00@15 25	Calomel	2 69@2 75
Acacia, powdered	60@ 70	Wormwood	7 50@7 75	Capsicum	38@ 45
Aloes (Barb. Pow.)	30@ 40	Potassium		Carmine	6 50@7 00
Aloes (Cape Pow.)	30@ 35	Bicarbonate	1 25@1 30	Cassia Buds	45@ 50
Aloes (Soc Pow)	1 25@1 30	Bichromate	60@ 70	Cloves	77@ 85
Asafoetida	2 75@3 00	Bromide	1 68@1 78	Chalk Prepared	12@ 15
Pow.	@3 00	Carbonate	1 35@1 45	Chalk Precipitated	12@ 15
Camphor	1 66@1 70	Chlorate, gran'r	65@ 70	Chloroform	97@1 04
Guaiac	@2 00	Chlorate, xtal or		Chloral Hydrate	2 32@2 42
Guaiac, powdered	@2 25	powd.	60@ 65	Cocaine	14 30@14 85
Kino	@85	Cyanide	45@ 75	Cocoa Butter	50@ 60
Kino, powdered	@1 00	Iodide	4 59@4 66	Corks, list, less 40%	
Myrrh	@85	Permanganate	2 75@3 00	Copperas, bbls.	@3
Myrrh, powdered	@85	Prussiate, yellow	@1 75	Copperas, less	3 1/2 @ 8
Opium	28 50@29 00	Prussiate, red	3 75@4 00	Copperas, powd.	4 @ 10
Opium, powd.	30 00@30 50	Sulphate	@1 00	Corrosive Sublim.	2 35@2 40
Opium, gran.	30 00@30 50	Roots		Cream Tartar	86@ 92
Snellac	85@ 90	Alkanet	3 60@3 75	Cuttlebone	75@ 80
Shellac, Bleached	90@ 95	Blood, powdered	51@ 55	Dextrine	10@ 15
Tragacanth	4 00	Calamus	60@2 50	Dover's Powder	5 75@6 00
Tragacanth powder	3 00	Eilecampane, pwd.	15@ 20	Emery, All Nos.	10@ 15
Turpentine	15@ 20	Gentian, powd.	27@ 35	Emery, Powdered	8@ 10
Insecticides		Ginger, African,		Epsom Salts, bbls.	@4
Arsenic	15@ 20	powdered	25@ 30	Epsom Salts, less	5@ 8
Blue Vitriol, bbl.	@11 1/2	Ginger, Jamaica	35@ 40	Ergot	2 00@2 25
Blue Vitriol, less	12@ 20	Ginger, Jamaica,		Ergot, powdered	2 25@2 50
Bordeaux Mix Dry	20@ 25	powdered	22@ 30	Flake White	15@ 20
Hellebore, White		Goldenseal, pow.	8 50@9 00	Formeldehyde, lb.	19@ 25
powdered	38@ 45	Ipecac, powd.	4 75@5 00	Gelatin	1 75@1 90
Insect Powder	40@ 60	Licorice	50@ 55	Glassware, full case	58%
Lead, Arsenate Po	34@ 44	Licorice, powd.	50@ 60	Glassware, less 50%	
Lime and Sulphur		Orris, powdered	40@ 45	Glauber Salts, bbl.	@2 1/2
Solution, gal.	20@ 35	Poke, powdered	20@ 25	Glauber Salts less 3 1/2	@7
Paris Green	48 1/2@54 1/2	Rhubarb	@1 00	Glue, Brown	25@ 35
Ice Cream		Rhubarb, powd.	1 25@1 50	Glue, Brown Grd.	25@ 35
Piper Ice Cream Co.,		Rosinweed, powd.	25@ 30	Glue, White	30@ 35
Kalamazoo		Sarsaparilla, Hond.		Glue, White Grd.	30@ 35
Bulk Vanilla	95	ground	1 00@1 10	Glycerine	71@ 90
Bulk Special Flavored	1 00	Sarsaparilla Mexican,		Hops	60@ 75
Brick, Plain	1 20	ground	1 00@1 10	Iodine	5 60@5 90
Brick, Fancy	1 60	Squills	35@ 40	iodoform	6 59@6 74
Leaves		Squills, powdered	45@ 65	Lead, Acetate	25@ 30
Buchu	2 75@3 00	Tumeric, powd.	25@ 30	Lycopodium	2 25@2 50
Buchu, powdr'd	3 00@3 25	Valerian, powd.	@1 00	Mace	85@ 90
Sage, bulk	67@ 70	Seeds		Mace, powdered	95@1 00
Sage, 1/4 loose	72@ 78	Anise	42@ 45	Menthol	6 50@7 00
Sage, powdered	55@ 60	Anise, powdered	47@ 50	Morphine	15 45@16 00
Senna, Alex	1 40@1 50	Bird, is	13@ 19	Nux Vomica	@30
Senna, Tinn.	40@ 45	Canary	28@ 35	Nux Vomica, pow.	25@ 35
Senna, Tinn. pow.	50@ 55	Caraway	75@ 80	Pepper black pow.	53@ 55
Uva Ursi	45@ 50	Cardamon	1 80@2 00	Pepper, white	@50
Oils		Celery (Powd. 75)	65@ 70	Pitch, Burgundy	@15
Almonds, Bitter,		Coriander	27@ 30	Quassia	12@ 15
true	18 50@18 75	Dill	30@ 35	Quinine	1 25@1 72
Almonds, Bitter,		Fennell	1 00@1 20	Rochelle Salts	59@ 65
artificial	7 00@7 20	Flax	1 14@ 15	Saccharine, oz.	@2 90
Almonds, Sweet,		Flax, ground	1 14@ 15	Salt Peter	36@ 45
true	3 50@3 75	Foenugreek pow.	22@ 30	Selditz Mixture	48@ 55
Almonds, Sweet,		Hemp	11@ 15	Soap, green	20@ 30
imitation	75@1 00	Lobelia	40@ 50	Soap mott castile	22 1/2@ 25
Amber, crude	3 00@3 25	Mustard, yellow	45@ 50	Soap, white castile	
Amber, rectified	3 50@3 75	Mustard, black	30@ 35	case	@35 00
Anise	2 00@2 25	Poppy	@1 00	Soap, white castile	
Bergamont	2 00@2 25	Quince	1 50@1 75	less, per bar	@3 75
Cajeput	2 00@2 25	Rape	15@ 20	Soda Ash	4 1/2 @ 10
Cassia	25@4 50	Sabadilla	@35	Soda Bicarbonate	3 1/2 @ 8
Castor	3 40@3 65	Sabadilla, powd.	35@ 45	Soda, Sal	2 @ 5
Cedar Leaf	1 75@2 00	Sunflower	10@ 15	Spirits, Camphor	@1 50
Citronella	1 00@1 25	Worm American	@25	Sulphur, roll	5@ 10
Cloves	4 50@4 75	Worm Levant	1 20@1 25	Sulphur, Subl.	5 1/2 @ 7
Cocunut	40@ 50	Tinctures		Tamarinds	15@ 20
Cod Liver	5 60@5 75	Aconite	@1 65	Tartar Emetic	@2 50
Cotton Seed	2 05@2 20	Aloes	@1 35	Turpentine, Ven.	50@6 00
Croton	2 00@2 25	Arnica	@1 50	Vanilla Ex. pure	1 50@2 00
		Asafoetida	@4 40	Witch Hazel	1 35@1 75
		Belladonna	@2 35	Zinc Sulphate	10@ 15
		Benzoin	@2 50		
		Benzoin Compo'd	@3 30		
		Buchu	@2 40		
		Cantharides	@3 90		



### BECAUSE — Foley's Honey and Tar Foley Kidney Pills and Foley Cathartic Tablets

are WIDELY ADVERTISED  
STANDARD IN QUALITY  
CONSTANTLY RECURRING IN SALES  
AT PRICES THAT MAKE PROFITS

And with your order we send free — "the Almanac  
you shouldn't lack" — FOLEY'S

**FOLEY & COMPANY**  
2835 Sheffield Ave. Chicago, Ill.



<b>COCOANUT</b>		<b>Chocolates</b>		<b>Palls</b>		<b>Pearl Barley</b>	
1/8s, 5 lb. case	38	Assorted Choc.	32	Chester	6 00		
1/8s, 5 lb. case	37	Amazon Chocolats	32	Portage	6 00		
3/8s, 15 lb. case	36	Champion	31	<b>Pear</b>			
1/2s, 15 lb. case	35	Choc. Chips, Eureka	35	Green, Wisconsin, lb.	11 1/2		
1/4s & 1/2s, 15 lb. case	35 1/2	Klondike Chocolates	35	Split, lb.	10 1/2		
6 and 12c pails	4 35	Nabobs	35	<b>Sago</b>			
Bulk, pails	27	Nibble Sticks, box	2 25	East India	15		
Bulk, barrels	25	Nut Wafers	35	German, sacks	15		
70 8c pkgs., per case	5 25	Ocoro Choc. Caramels	34	German, broken pkg.			
70 4c pkgs., per case	5 25	Peanut Clusters	38	<b>Flapoca</b>			
Bakers Canned, doz.	1 20	Quintette	32	Flake, 100 lb. sacks	16	Pearl, 100 lb. sacks	16 1/2
		Regina	31	Minute, 10c, 3 doz.	3 50		
		Star Chocolates	32				
<b>COFFEES ROASTED</b>		<b>Pop Corn Goods</b>		<b>FISHING TACKLE</b>			
<b>Rio</b>		Cracker-Jack Prize	5 60	<b>Cotton Lines</b>			
Common	19	Checkers Prize	5 60	No. 2, 15 feet	10	No. 3, 15 feet	11
Fair	19 1/2			No. 4, 15 feet	12	No. 5, 15 feet	14
Choice	20	<b>Cough Drops</b>		No. 6, 15 feet	14		
Fancy	21	Putnam Menthol	1 50	<b>Linen Lines</b>			
Peaberry	23	Smith Bros.	1 50	Small, per 100 feet	60	Medium, per 100 feet	55
<b>Santos</b>		<b>COOKING COMPOUNDS</b>		Large, per 100 feet	65	<b>Floata</b>	
Common	20	<b>Crisco</b>		No. 1 1/2, per dozen	13	No. 2, per dozen	15
Fair	20 1/2	36 1 lb. cans	10 25	No. 3, per dozen	15	No. 4, per dozen	20
Choice	21	24 1 1/2 lb. cans	10 25	<b>Hooks—Kirby</b>			
Fancy	23	6 6 lb. cans	10 25	Size 1-12, per 100	8	Size 1-0, per 100	9
Peaberry	23	4 9 lb. cans	10 25	Size 2-0, per 100	10	Size 3-0, per 100	11
<b>Maracaibo</b>		<b>Mazola</b>		Size 4-0, per 100	14	Size 5-0, per 100	15
Fair	24	5 1/2 oz. bottles, 2 doz.	2 60	<b>Sinkers</b>			
Choice	25	Pints, tin, 2 doz.	8 00	No. 1, per gross	60	No. 2, per gross	60
		Quarts, tin, 1 doz.	7 50	No. 3, per gross	65	No. 4, per gross	75
		1/2 gal. tins, 1 doz.	14 25	No. 5, per gross	80	No. 6, per gross	90
		Gal. tins, 1/2 doz.	13 80	No. 7, per gross	1 25	No. 8, per gross	1 65
		5 Gal. tins, 1-6 doz.	19 60	No. 9, per gross	2 40		
<b>Mexican</b>		<b>NUTS—Whole</b>		<b>FLAVORING EXTRACTS</b>			
Choice	25	<b>lbs.</b>		<b>Jennings D C Brand</b>			
Fancy	26	Almonds, Tarragona	21	<b>Pure Vanilla</b>			
		Almonds, California		<b>Terpeneless</b>			
		soft shell Drake		<b>Pure Lemon</b>			
		Brazils	18	<b>Per Doz.</b>			
		Filberts	20	7 Dram 15 Cent	1 25	1 1/2 Ounce 20 Cent	1 80
		Cal. No. 1, S. S.	24	2 Ounce, 35 Cent	2 70	3 Ounce 35 Cent	2 85
		Walnuts, Naples		2 1/2 Ounce 45 Cent	3 10	4 Ounce 55 Cent	5 20
		Walnuts, Grenoble	22	8 Ounce 90 Cent	8 50	7 Dram Assorted	1 25
		Table Nuts, Fancy	16 1/2	1 1/2 Ounce Assorted	2 00		
		Pecans, Large	17	<b>Moore's D U Brand</b>			
		Pecans, Ex. Large	20	<b>Per Doz.</b>			
<b>Guatemala</b>		<b>Shelled</b>		1 oz. Vanilla 15 Cent	1 25	1 1/2 oz. Vanilla 25 Cent	2 00
Fair	25	No. 1 Spanish Shelled		3 oz. Vanilla 35 Cent	2 75	1 oz. Lemon 15 Cent	1 25
Fancy	28	Feanuts	@ 16 1/2	1 1/2 oz. Lemon 25 Cent	2 00	3 oz. Lemon 35 Cent	2 75
		Ex. Lg. Va. Shelled	@ 17	<b>FLOUR AND FEED</b>			
		Pecan Halves	@ 16 1/2	<b>Valley City Milling Co.</b>			
		Walnut Halves	@ 70	<b>Lily White</b> .....			
		Filbert Meats	@ 42	<b>Rowena Rye, 1/8s</b> .....			
		Almonds	@ 60	<b>Rowena Bolted Meal,</b>			
		Jordan Almonds		<b>25 lb., per cwt.</b> 5 30			
<b>Java</b>		<b>Peanuts</b>		<b>Golden, Granulated Meal,</b>			
Private Growth	26 @ 30	Fancy H P Suns		<b>25 lb., per cwt.</b> 5 20			
Mandling	31 @ 35	Raw	18 @ 18 1/2	<b>Rowena Pancake 5 lb.</b>			
Aukola	30 @ 32	Roasted	20 @ 20 1/2	<b>per cwt.</b> 6 40			
		H P Jumbo		<b>Rowena Buckwheat Comp.</b>			
		Raw	19 1/2 @ 20	<b>5 lb., per cwt.</b> 6 85			
		Roasted	21 1/2 @ 22	<b>Watson Higgins Milling</b>			
		Spanish Shelled,		<b>Co.</b>			
		No. 1	18 @ 18 1/2	<b>New Perfection 1/4s</b> .. 11 40			
<b>Bogota</b>		<b>CREAM TARTAR</b>		<b>Victory Mixed Flour 11 45</b>			
Fair	24	Barrels or Drums	84	<b>Worden Grocer Co.</b>			
Fancy	26	Boxes	86	<b>Quaker, 1/4s cloth</b> .. None			
Exchange Market, Steady		<b>DRIED FRUITS</b>		<b>Quaker, 1/4s cloth</b> .. None			
Spot Market, Strong		<b>Apples</b>		<b>Quaker, 1/4s cloth</b> .. None			
		<b>Evap'd, Choice, blk</b> @ 16		<b>Quaker, 1/4s paper</b> .. None			
		<b>Evap'd Fancy blk.</b> @		<b>Quaker, 1/4s paper</b> .. None			
		<b>Apricots</b>		<b>Quaker, 1/4s paper</b> .. None			
		California	@ 21	<b>Kansas Hard Wheat</b>			
		Citron	@ 30	<b>Worden Grocer Co.</b>			
		Currents		<b>Paper</b>			
		Imported, 1 lb. pkg.	26	<b>American Eagle, 1/4s</b> 11 75			
		Imported, bulk	25 1/2	<b>American Eagle, 1/4s</b> 11 85			
		<b>Peaches</b>		<b>Spring Wheat</b>			
		Muir's—Choice, 25 lb.	12	<b>Worden Grocer Co.</b>			
		Muir's—Fancy, 25 lb.	13	<b>Wingold, 1/4s cloth</b> 11 70			
		Fancy, Peeled, 25 lb.	16	<b>Wingold, 1/4s cloth</b> 11 80			
		<b>Pearl</b>		<b>Meal</b>			
		Lemon, American	27	<b>Bolted</b> .....			
		Orange, American	28	<b>Golden Granulated</b> ..			
		<b>Raisins</b>		<b>Wheat</b>			
		Cluster, 20 cartons		<b>Red</b> .....			
		Loose Muscatels, 4 Cr.		<b>White</b> .....			
		Loose Muscatels, 3 Cr. 10		<b>Oats</b>			
		L. M. Seeded 1 lb. 12 @ 12 1/2		<b>Michigan carlots</b> ..			
		<b>California Prunes</b>		<b>Less than carlots</b> ..			
		90-100 25 lb. boxes	@ 08 1/4	<b>Corn</b>			
		80-90 25 lb. boxes	@ 09 1/4	<b>Carlots</b> .....			
		70-80 25 lb. boxes	@ 10 1/4	<b>Less than carlots</b> ..			
		60-70 25 lb. boxes	@ 11	<b>Hay</b>			
		50-60 25 lb. boxes	@ 12 1/4	<b>Carlots</b> .....			
		40-50 25 lb. boxes	@ 13	<b>Less than carlots</b> ..			
		<b>FARINACEOUS GOODS</b>		<b>Feed</b>			
		<b>Beans</b>		<b>Street Car Feed</b> ..			
		California Limas	15 1/2	<b>No. 1 Corn &amp; Oat Fd</b>			
		Med. Hand Picked	15	<b>Cracked Corn</b> ..			
		Brown, Holland		<b>Coarse Corn Meal</b> ..			
		<b>Farina</b>		<b>FRUIT JARS</b>			
		25 1 lb. packages	2 65	<b>Mason, pts., per gro.</b> 7 60			
		Bulk, per 100 lb.		<b>Mason, qts., per gro.</b> 8 00			
		<b>Original Holland Rusk</b>		<b>Mason, 1/2 gal. per gr.</b> 10 35			
		Packed 12 rolls to container		<b>Mason, can tops, per gro.</b> 2 80			
		3 containers (36) rolls 4 32					
		<b>Hominy</b>					
		Pearl, 100 lb sack	6 1/4				
		<b>Macaroni</b>					
		Domestic, 10 lb. box	1 30				
		Imported, 25 lb. box					
		Skinner's 24s, case 1 37 1/2					
		<b>Specialties</b>					
		<b>Pails</b>					
Auto Kisses (baskets)	28						
Bonnie Butter Bites	29						
Butter Cream Corn	32						
Caramel Bon Bons	28						
Caramel Croquettes	26						
Cocoanut Waffles	28						
Coffy Toffy	28						
Coffee, Walnut	28						
Fudge, Choc. Peanut	27						
Honeysuckle Candy	28						
Iced Maroons	28						
Iced Orange Jellies	27						
Italian Bon Bons	27						
AA Licorice Drops	25						
5 lb. box	2 25						
Lozenges, Pep.	29						
Lozenges, Pink	29						
Manchus	27						
Molasses Kisses, 10							
lb. box	28						
Nut Butter Puffs	28						
Star Patties, Asst.	31						



## 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 60

## HERBS

Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

## HIDES AND PELTS

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

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	@65

## HONEY

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

## HORSE RADISH

Per doz.	90
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## JELLY

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

## JELLY GLASSES

8 oz. capped in bbls., per doz.	36
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## 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
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## MOLASSES

Fancy Open Kettle	66
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
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## OLIVES

Bulk, 1 gal. kegs 1 50@1 60	
Bulk, 2 gal. kegs @1 40	
Bulk, 5 gal. kegs 1 25@1 30	
Stuffed, 5 oz.	1 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, 19 oz.	
Queen, Mammoth, 28 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

## PEANUT BUTTER

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

## PETROLEUM PRODUCTS

Perfection	12 7
Red Crown Gasoline	23 7
Gas Machine Gasoline	44 2
V. M. & P. Naphtha	23 7
Capitol Cylinder, Iron Bbls.	41 8
Atlantic Red Engine, Iron Bbls.	28 8
Winter Black, Iron Bbls.	14 8
Polarine, Medium, Iron Bbls.	44 8

## PICKLES

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

## Small

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

## Gherkins

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

## Sweet Small

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

## PIPES

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

## PLAYING CARDS

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

## POTASH

Babbitt's, 2 doz.	2 65
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## 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
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## Lard

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

## Smoked Meats

Hams, 14-16 lb.	32 @33
Hams, 16-18 lb.	31 @32
Hams, 18-20 lb.	30 @31
Ham, dried beef sets	37 @38
California Hams	21 1/2@22
Picnic Balled	
Hams	35 @40
Boiled Hams	44 1/2@45 1/2
Minced Hams	20 @21
Bacon	40 @50

## Sausages

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

## Beef

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

## Pig's Feet

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

## Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 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	28@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
Roller Avena, bbls.	10 60
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	5 10
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20

## SALAD DRESSING

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

## SALERATUS

Packed 60 lbs. in box	
Arm and Hammer	3 25
Wyandotte, 100 3/4s	3 00

## SAL SODA

Granulated, bbls.	1 80
Granulated, 100 lbs. cs.	1 90
Granulated, 36 pkgs.	2 00

## SALT

Solar Rock	
56 lb. sacks	50

## Common

Granulated, Fine	2 10
Medium, Fine	2 20

## SALT FISH

Cod	
Large, whole	@15 1/2
Small, whole	@15
Strips or bricks	20@23
Pollock	@14

## Holland Herring

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

## 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 50

## Lake Herring

8 lbs.	
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## SEEDS

Anise	38
Canary, Smyrna	20
Caraway	80
Cardamom, Malabar	1 20
Celery	50
Hemp, Russian	10
Mixed Bird	12 1/2
Mustard, white	30
Poppy	40
Rape	15

## SHOE BLACKING

Handy Box, large 3 ds.	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, 1 lb. gls	64
Norkoping, 1 lb. glass	60
Copenhagen, 10c 8 for 64	
Copenhagen, 1 lb. glass	60

## SOAP

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

## Proctor &amp; Gamble Co.

Lenox	5 30
Ivory, 6 oz.	6 65
Ivory, 10 oz.	10 80
Star	5 30

## Swift &amp; Company

Swift's Pride	5 25
White Laundry	5 65
Wool, 6 oz. bars	6 00
Wool, 10 oz. bars	9 40

## Tradesman Company

Black Hawk, one box	7 75
Black Hawk, five bxs	7 70
Black Hawk, ten bxs	6 65

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

## Scouring Powders

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

## Washing Powders

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

## Soap Powders

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

Lautz Naphtha, 60s	
Oak Leaf Soap Powder, 24 pkgs.	4 25
Oak Leaf Soap Powder, 100 pkgs.	5 50

Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 70

## SODA

Bi Carb, Kegs	3 1/2
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## SPICES

Whole Spices	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@65
Cassia, Canton	@35
Cassia, 5c pks. doz.	@35
Ginger, African	@15
Ginger, Cochín	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	
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	@43
Pepper, Cayenne	@30
Paprika, Hungarian	@45

## STARCH

Corn	
Kingsford, 40 lbs.	9 1/2
Muzzy, 48 lb. pkgs.	9 1/2
Kingsford	
Silver Gloss, 40 lb.	9 1/2
Gloss	
Argo, 48 5c pkgs.	3



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 1.—In the matter of Charles S. Foster, involuntary bankrupt, Belding, a special meeting was held. Certain claims were proved and allowed. The first report and account of the trustee, showing total receipts of \$1,351, disbursements of \$85.27 and a balance on hand of \$1,265.73, were approved and allowed. An order for distribution was entered, payment of certain administration expenses and a first dividend of 5 per cent.

In the matter of Peterson & Bryant, bankrupt, Grand Ledge, a special meeting of creditors has been held. Certain claims were allowed. The first report and account of the trustee, showing total receipts amounting to \$1,387.75 and no disbursements, was considered and there being no objection was approved and allowed. Made order for distribution, payment of certain administration expenses, preferred claims, and first dividend of 5 per cent.

In the matter of Harry J. Campbell, who conducted a cheese factory at Butternut, a first meeting of creditors was held. The receiver made a verbal report, which was approved. Appraisers were appointed. William L. Wright, of Carson City, was appointed trustee. The meeting was adjourned to Oct. 14.

In the matter of Olmstead & Olmstead, bankrupts, Grand Ledge, a special meeting has been held. The trustee's first report was allowed. Made order for distribution, payment of expenses and first dividend of 5 per cent.

In the matter of Osmond L. Cahen, bankrupt, Grand Rapids, the final meeting of creditors has been held. Trustee's amended final report approved. Order made for distribution, payment of administration expenses and first and final dividend of 6.1 per cent. Final meeting adjourned without day.

## Sales of Sporting Goods Falling Off.

The falling off in the sales of all sporting goods continues unabated, and is accompanied by an equally decreased production.

The business in baseball goods especially has fallen into the sere and yellow leaf, and the outlook for spring is most unpromising. This is equally true of tennis goods.

Even those whom the draft has not called are engaged in some form of war work and have but scant time for recreation.

Golf shares somewhat in the decline, but a big slump is looked for in this sport when the new taxes and the new draft begin to be felt.

Sales of arms and munitions for shooting have fallen to small proportions, while the outlook is for a greatly decreased output in both next year.

Sales of fishing tackle alone hold out and for several reasons. It is not an expensive amusement nor does it require any great skill to achieve a passing success, so almost any one can take a hand in it. Moreover, streams and lakes are usually accessible so that many can at least make a try at the sport. Fishing tackle still continues scarce and hard to get, because the materials are difficult to procure, especially fish hooks, which formerly were imported largely from England. Consequently the demand must be almost entirely supplied by domestic manufacture, and so far it cannot entirely take care of the business thus thrust upon it.

## Idlers Still in Evidence.

Written for the Tradesman.

Any person of ordinary intelligence and opportunity cannot fail to note that essential industries are not fully equipped or fully manned, and therefore not producing up to the fullest possibilities. Not a farm do

we see that is up to the season with its work; crops deteriorating, fruit wasting, necessary repairs are undone or something lacking for lack of sufficient or efficient helpers. And all about us, here and there, are idlers, and people engaged in non-essential occupations.

General Crowder's work or fight regulations are doing much in the classes to which they apply, but there are others not qualified for military service who should be taken in hand by the Government. And we wonder why the rejected old soaks and bums, who because of their former habits are disqualified for military service, are sent back to civilian life to drop again into their old ways. Why not muster them into an industrial army where they would have to work regularly in essential occupations?

Minion.

## The Big Job.

Written for the Tradesman.

We must take the old world and make it new  
Though the job is big we must go through.

If it's to be a home for man  
Without a curse, without a ban;  
Where he can live in peace and joy  
Nor fear nor force shall him destroy.  
Where every nation will be on the square  
What e'er their game to play it fair.

Not in some secret corner then,  
Where matters not the cost in men,  
Will plans be made to rule the earth  
By cruel lords of little worth—  
This globe is blessed with wide domain,  
It will in comfort life sustain  
And all go well from sun to sun  
Unless some fiend—nay worse a Hun  
Sets out to crush a weaker race  
And plant his Kultur in its place.

Such bounty did the Lord prepare  
There's enough for all and some to spare;  
So beautiful it all was made  
Should not the curse of war be stayed?  
Begone the gas! the bomb! the dirk!  
The Kaiser! Bolshevik! and Turk!  
Crush Germany! with it shall cease  
Mad militarism! We'll then have Peace.  
Charles A. Heath.

## Fancy Vests for Men.

There has been a fair demand this fall for fancy vests for men, according to reports from authorities in the men's wear trade, although it is not on the scale of former years. In all lines of men's clothes there is more conservatism now that the country is at war, and this tendency is no less noticeable in these vests. There are models with anywhere from one to five buttons in front, but as a rule the materials are not of too striking a color. Black velvet is used quite a little, and there are other materials in a variety of colors, such as tan, gray, white, and dark blue. Olive drab vests are also quite conspicuous in this trade.

## Good Glove Trade On.

The cool weather of the last few weeks has served as a great stimulant to business in both men's and women's gloves. Wholesalers as well as retailers are experiencing the early prosperity, and the outlook for the season seems at this time to be unusually bright. Russet, khaki, black, and white are the leading colors in gloves for women, while men are favoring russet and gray. Suede has become very popular this fall, and in some sections is said to be running kid a pretty close second. Too conspicuous clocks on gloves, whether they be for men or for women, are not wanted as a general thing.

## Resolutions Adopted by Michigan Retail Shoe Dealers' Association.

We favor the Michigan Retail Shoe Dealers' Association endorsing the six resolutions passed at the conference held in Boston by the Rubber Committee of the National Shoe Retailers' Association, July 11, as follows:

1. That all goods ordered shall be delivered at the prices agreed upon at the time orders are placed by retailers.

2. That the change in prices of rubbers shall be March 1 instead of Jan. 1.

3. That the changes in prices of tennis goods shall be not earlier than September 1, instead of August 1, as at present.

4. That a standard size of carton be used by all rubber manufacturers.

5. That rubber manufacturers and wholesalers discontinue the sale of rubbers direct to the consuming public from their regular place of business.

6. That the detailing of a reasonable part of the orders be left open until May 1, when necessary.

We desire to go on record as assuring the Western jobbers that we will co-operate with them by placing our orders in January and February, as heretofore, subject to the price as agreed upon as fair by the manufacturers, to take effect March 1 for the ensuing year.

Resolved—That there be a permanent Emergency Committee appointed for considering any questions affecting retail shoe interests at Washington, or elsewhere, without delay, and with full authority to represent the Michigan Retail Shoe Dealers' Association and that the committee be composed of the following gentlemen: A. F. Sloane, National Field Secretary; J. E. Wilson, Detroit; James H. Fox, Grand Rapids; C. J. Page, Saginaw; Peter Menzel, Detroit; Harry Woodruff, Lansing; Steven A. Jay, Detroit; Heath, Detroit, and John Muffley, Kalamazoo.

Resolved—That the usual rules governing changes in by-laws and constitution be suspended and that the office of secretary-treasurer be created and the offices of secretary and treasurer be discontinued.

Resolved—That the usual rules governing the changing of the by-laws be suspended and the yearly dues be raised from \$3 per year to \$10 per year, such change to date from Oct. 1, 1918.

## Concerted Action by Waist Manufacturers.

The first convention of waist manufacturers ever called in this country will be held in the near future at the headquarters of the United Waist League of America in New York City. It will be under the auspices of the War Service Committee for the waist industry, which was recently appointed by the league and ratified by the Chamber of Commerce of the United States.

Economies for the waist industry, as advocated by the War Industries

Board and other Government organizations, will be outlined at the convention, and appropriate resolutions will be adopted calling for more stringent conservation than the trade has ever seen before. The manufacturerers, through the United Waist League, have pledged their co-operation to the Government, and it was said yesterday by M. Mosessohn, Executive Director of the league, that they are ready to assist in every way possible the program for winning the war.

## Present Day Aims.

Written for the Tradesman.

No matter what the aims or ambitions of the past, every patriotic merchant now has for his first objective helping to sustain every essential enterprise at home and abroad. Every week he looks to the Tradesman for information and suggestions helpful to this new attitude of business management. And every week he finds messages to enlighten, to stimulate and to guide, not only in material things, but in the moral and spiritual realm.

E. E. Whitney.

## SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.  
Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.  
Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.  
S. F. Stevens, Grand Rapids.  
F. E. Stowe, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.  
Sworn to and subscribed before me this 2nd day of October, 1918.  
(SEAL) Florence E. Stowe.  
Notary Public in and for Kent Co., Mich.  
(My commission expires Jan. 9, 1919.)



### An Open Letter To Clerks.

When your customer was peevish to-day because she could not buy more sugar than 2 pounds per person per month, what did you say to her?

Did you shrug your shoulders and make some slighting remark about the Food Administration and the impossibility of understanding its regulations, or did you have the facts at your tongue's end?

It is important that you remember what you said, because upon your answer to her criticism may largely depend that woman's attitude toward the Food Administration, our own Government, and toward the war in general.

Suppose you had said to her that she was being asked to restrict her use of sugar because the ships which were formerly used to transport sugar to this country were now taking our soldiers to France in such numbers that they have definitely staggered the German line. Suppose you had explained to her that the Allied countries of Europe have been holding that line for years on a lower sugar ration than we are now asked to observe, and that in the face of pitiful shortage of all other supplies. Suppose you had taken a few minutes to show her how soldiers need sugar for quick energy and how much greater our exports must be now that we have more than a million men over there to be fed, in addition to the 120,000,000 Allies, all of whom look to us as the last food resource of the civilized world.

Women are sympathetic and loyal by nature. Any woman would give her last pound of sugar to her sister in France and she would deny herself anything to serve her country. This woman merely did not understand.

Clerks dealing with the public in these times should make it a question of personal honor to keep informed upon all questions connected with the war. War should be our business, first, last, and all the time. We should never "lose sight of the ball."

Our daily conversation in these times must be guarded. We are either aiding our Government or we are aiding the Germans. Which side are you on?

### Engaged in Retail Trade Forty Years.

Isaac S. Seaver and John S. Seaver have been engaged in general trade forty years, having started in business at Old Pompeii—one and one half miles North of the present town of Pompeii—Oct. 1, 1880. They remained at Old Pompeii ten years, since which time they have been located at Pompeii. They took the firm name of Seaver Bros. at the time the business was established and have never changed it. Isaac Seaver was Judge of Probate of Gratiot county for twelve years, from 1901 to 1912, and during that period resided in Ithaca. On the expiration of his term of office he returned to Pompeii to resume active connection with the business. Both partners are men of sterling charac-

ter and excellent judgment who stand well with their customers and all who have occasion to do business with them.

Forty years is a long time for one firm to exist, uninterrupted by death, dissolution or disagreement, but judging by the sturdy appearance of both partners and the harmony which is in evidence in and around their establishment, they will surely round out a half century in double harness.

### Not a Fairy Story.

Once upon a time there was a shrewd person who wanted his business proposition to reach a very influential man.

He could not get to see him in person, but he learned that he was a constant reader of a certain newspaper.

So the man who wanted something wrote an advertisement stating his proposition and worded in the way he believed would appeal to the ONE MAN he wanted to reach.

He put it in a prominent place in the newspaper read by the ONE MAN.

He kept it there and before many days rolled around it did just what he hoped it would, brought him to the attention of the customer.

Both profited—for this is a true advertising story.

Now the point to you lies in the fact that there is probably some message in the classified department of this week's Michigan Tradesman that is written expressively to you.

Are you a reader of the advertisements in this department so you can catch the message?

It may be important.

### Little Jingles Which Jingle.

We're praving that Hoover  
Will soon out-manuever  
The fuel and food profiteers.  
And seize them and fine them  
And promptly consign them  
To prison for ninety-nine years.

"What is so rare as a day in June?"  
Good rare beef, say I.  
What is so sweet as your favorite tune?  
The sugar you cannot buy.  
And sadder yet than the waning moon  
Is that fifty-fifty pie.

The codfish lays a million eggs  
While the helpful hen lays one;  
But the codfish does not cackle  
To inform us what she's done.  
And so we scorn the codfish coy.  
But the helpful hen we prize;  
Which indicates to thoughtful minds  
That it pays to advertise.

Little egg, you've gone so far  
That I wonder where you are.  
Lately, when I've heard of you  
You had just reached thirty-two.  
Now the eggman says to me  
You had soared to forty-three.  
Tell me, have you reached the top?  
Aintchanevergonnastop?

Mary has a little lamb,  
But ought to have another!  
And every lamb that Mary has  
Must surely be a mother.  
Mary must increase her lambs:  
In war time 'twould behoove her  
To have a dozen—yes, a gross—  
To please our Mr. Hoover.

When the buds begin to sprout,  
When the grass begins to green,  
When the robin hoots about  
And the worm thinks nature mean;  
When the vernal sap is risen  
And SHE puts on flounce and fluff,  
And HE wants to make her his'n—  
That's enough, boy, that's enough!

The man who makes a condition for the special benefit of the other fellow must not complain when circumstances are unexpectedly reversed and he has to abide by the terms of his own making.

## 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—Assistant drug clerk. No Sunday work. Heeres Bros., Muskegon, Michigan. 931

For Sale—Small bakery. Money maker. Just right for man and wife. Price right. For further particulars, send 3c stamp to K. A. Range, New Boston, Illinois. 932

Extracted Honey—Michigan white extracted honey in 5 pound pails and 60 pound cans. Also a limited amount of comb honey. Quotations furnished on application. M. H. Hunt & Son, 510 North Cedar St., Lansing, Mich. 933

MERCHANDISE STOCKS BOUGHT FOR CASH—Chicago department store will pay spot cash for entire or part of merchandise stocks, shoes, clothing, etc. Quick cash deals. Write or wire J. J. C., 805 Webster Bldg., Chicago, Ill. 934

Salesmen with pep to sell the latest and most up-to-date slicing machine made. War essential. Sell to grocers, butchers, hotels, and restaurants. Sold on easy terms. City and country territory open. Good commission to hustlers, \$3,500 to \$7,000 a year. Attention automobile salesmen. U. S. Slicing Machine Co., 50 Lafayette Blvd. W., Detroit, Michigan. 935

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 936

For Sale—About \$2,300, general stock and building at West Lynn, 7 miles from Hutchinson. Building about \$1,200. Reason for selling—other interests. Next to farmers' creamery; big territory. F. E. Thiede, Hutchinson, Minnesota. 937

Wanted—A good shoe salesman. State age, experience and salary expected and give references. We do almost one-third the shoe business in this city of 30,000 people. A. Ruff's Sons, Butler, Pa. 938

Exchange—Good 80-acre farm, price \$6,000, for stock merchandise. DeCoudres, Bloomingdale, Michigan. 939

Up-to-date bakery for sale. Equipped modern and complete June, 1917, at a cost of \$6,200. Fine location. Reasonable rent for building, 100 x 24, consisting of basement, first and second floors. Easy terms to responsible person. Bakery closed at present. F. J. Hoffner, Geneva, Ohio. 923

For Exchange—For stock men's furnishing goods in Southern Michigan or Indiana, 79 acre farm. One of the best in Oceana county. Fine buildings. Fine soil. E. J. Collins, Shelby, Mich. 924

For Sale—Country store and stock. Selling reason, blindness. L. V. Soldan, Butman, Michigan. 926

BAKERY FOR SALE—For information write to R. Spalinger, Prineville, Oregon. 928

For Rent—The only real fireproof store building in Manton, Michigan. Built of solid cement. Large plate glass front. Fine sky-light for center of store. Hardwood floors. Yellow pine wainscot, etc. Insurance less than 2 per cent. on this building. Others pay from 6 to 8 per cent. Possession given October 1, 1918. Grab it off quick. In the middle of the best block in the town. Enquire of Victor F. Huntley, M. D., 1318½ South Washington Avenue, Lansing, Mich. 930

## Wanted

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

Western Knitting Mills,  
Rochester, Michigan.

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

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 \$8,000. Estate of F. E. Martin, Indian River, Mich. 865

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

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. Low-town location. Reasonable rent. Good reason for selling. The Hub, 119 Michigan Ave., Detroit, Michigan. 896

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

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—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, 1½ miles from crossing station for railroad motor cars, gravel road to market except ½ 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

### COLLECTIONS.

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

### HELP WANTED.

Wanted—Good tinner and plumber; man with family preferred. Good wages and steady work; pleasant shop. Cheap rents; good schools. Address C. L. Glasgow, Nashville, Michigan. 929

### SEE NEXT PAGE.

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

## Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75  
File and 1,000 specially printed bill heads..... 3 50  
Printed blank bill heads, per thousand..... 1 25  
Specially printed bill heads, per thousand..... 2 00

Tradesman Company,  
Grand Rapids.



## THE PURPOSEFUL MAN.

### He Is the One That Accomplishes Things.

Written for the Tradesman.

I have often heard merchants complain regarding their lot. There seem to be a wide variety of grievances to which merchants inevitably fall heir. One man finds fault with mail order competition. Another declares that the greatest difficulty of the age is to secure competent clerks. Another says that people won't buy. Another is convinced that he is wasting money in advertising. And a fifth man is positive that his location is to blame because he doesn't do a better business.

Now, there may be a measure of truth in every complaint made by the disgruntled retailer. Yet I am convinced that even the most unfortunate merchant can make too much of his troubles. It is a splendid thing to know positively what is the matter with your business; but it is a supreme disaster to allow your knowledge of what is the matter to degenerate into an excuse for not doing better.

There is only one sort of man to put at the head of business—the man with a distinct and clear cut purpose. The man who, having found out what is the matter, puts forth no effort to find a remedy, might just as well quit. He will have to quit eventually; and if he quits now, the public will be relieved of his moanings.

I recall the experience of one merchant who, through overbuying and branching out too widely, overloaded his business with liabilities. He had a big stock, more than enough to cover the outstanding debts; but he had not the ready cash to meet them, and draft after draft was turned back. Then individual creditors took their claims into court. The merchant simply let things drift. From time to time he cut prices in order to raise money to stave off the more pressing creditors. In this way he ultimately reduced his stock to a lot of unsalable odds and ends. Eventually everything went to smash.

Fourteen years ago, more or less, I knew another merchant who was in the same perilous state. He was constantly being pressed by creditors. He had an old established business which had gone to seed, and I doubt not that he had lost his grip.

But he had a son just coming into young manhood, brought up in the business, who took hold at the critical stage with a youthful enthusiasm to put that business on its feet. That youngster gradually usurped the active management. He advertised. He lopped off unprofitable lines, and concentrated on those which made money for him. He took on new and profitable lines. He coached his raw salesmen in the art of getting, not merely sales, but customers.

To-day that business is probably the best hardware business in that city—merely because a young man started in with a purpose and stuck to that purpose in the face of all

sorts of difficulties. He saved his business. The other fellow, had he been just as purposeful, could have done the same thing—but he hadn't the backbone to tackle it. He just let things drift.

A hardware dealer said to me once "There's an awful lot of money wasted in advertising. He did not advertise; had never tried it, except spasmodically. He does one of these 'just so-so' businesses, gets a sort of living out of it, and that's about all.

A year or so ago a new man entered the mercantile field in the same town. He advertised from the start. He used a little space, a very small space, but he put good stuff in it. The other day he said to me:

"I quit once for a couple of weeks. I did it because I wanted to know whether advertising made any difference. I found it did. I satisfied my curiosity—and I'm not going to quit again." He added that business, which from the beginning had shown a cumulative increase, in the two weeks showed a perceptible and cumulative falling off. The longer he advertised, the better his business. The longer he did not advertise, the more perceptible the decline. There was a purposeful man who did believe in advertising, and who was purposeful enough to test his belief at the risk of financial loss. But the man who didn't believe in advertising wasn't willing to risk money to prove himself wrong or right.

A merchant should always be willing to experiment, within reasonable limits. The man who takes everything for granted learns a great deal less than the man who takes reasonable chances. If his sober judgment tells him that a proposition is good, it will pay him to try it once. Then he will have positive knowledge.

Once I was asking a stove dealer regarding mail order competition. "I've heard complaints by other merchants in town," he said, "but mail order competition doesn't bother us. Here's the mail order catalogue that's mailed in here by the ton. There's the range I'm featuring. It a prospect hesitates I say, 'Perhaps you've thinking of buying a mail order range.' And if there's the slightest hint of assent I open that catalogue, and compare the articles, point by point. I've never lost a sale."

This, of course, was an exceptional record; results even less successful would have justified the policy of a purposeful meeting of the mail order issue.

"It's hard to get good clerks nowadays," a hardware dealer told me. "You get a young fellow out of school, and he hasn't the slightest conception of the business, or the least interest in it."

Yet in the same town another merchant was taking the rawest kind of raw material and meeting the clerk problem in a purposeful way. He had a large store, and in the large store the clerk problem is more perplexing often than in the small store.

This man did not expect his begin-

ners to come to him as trained clerks; and he rarely sought to secure trained men from other stores. Recognizing the problem, he adopted the policy of hiring untrained people, and training them himself. He would talk over the store problems with the girl or boy behind the counter, would hold store conferences, put on "Clerk's Benefit Sales," and made it his policy to encourage his salespeople in every possible way.

And he got good clerks. Not always, but he got a surprisingly large proportion of good ones. And, more than that, he held them. The problem, as he saw it, was simply a difficulty to be solved by going at it in a purposeful way.

Difficulties in business are a nuisance, but for the man who intends to carry on, there is only one way. They must be met—sensibly, intelligently, purposefully, with a grim determination to conquer them.

Victor Lauriston.

### Advantage of Clearance or Price Cutting Sales.

In my judgment clearance or price cutting sales should be tolerated only as a last resort. Of course odd sizes and obsolete styles accumulate from time to time, and this is a condition, not a theory with which we all have to wrestle.

Personally, each year I have been in business has found reduced favor for the clearance or price cutting sale, but as I have turned from it, I have been impressed by the chap who bought job lots from others, and perhaps from me, open up across the street. He takes page ads in the papers, has canvas signs painted with extravagant claims, in box car letters, and coaxes the crowd to his place, perhaps attracting some of my customers. I dislike the clearance or price cutting sale more than ever when the other fellow is giving it.

The ideal way, of course, to dispose of odd sizes and passing styles is to sell them at a price concession to a regular customer, the only incentive being a cut price. If the merchant knows enough about the whims and preferences of his individual customers, he can work off this stock in such a way and lose no prestige, in fact, he can more closely cement the customer's patronage by the bargain route. Few are so "tony" they do not smack their lips with relish now and then at a cut price. In the larger stores, however, such method of keeping the stock clean requires diplomatic salesmanship, and as most of us have now lost many clerks this is impossible because green clerks cannot do it.

My second choice is to dispose of the accumulated unsalable stock to jobbers. It is the easiest way, but it is the very method that gives birth to the clearance or price cutting sale across the street.

The third and last resort is a clearing sale and we have one twice a year.

A successful store places more and more stock on dignity and class. The store which caters to the bargain hunters is in danger of perishing by

the bargain route. The bargain hunters are fickle and to cater to them for ten years and then see them cross the street in one day leads a man to want to enlist. By appealing to satisfaction one is building more wisely than the one who attempts to build on the sands of bargain hunting.

The reputation of a store can be cheapened easily. Cut price sales can destroy its standing as easily as a few breaths of scandal can blacken one's reputation.

In these times it is more a question of having the merchandise than the price. Price cutting sales will lose favor and will be less prevalent as the war goes on. The war has already corrected many abuses in business, and I'll be glad when the clearance or price cutting sales go the route autocracy is now traveling, won't you? George J. Thomas.

The statement by the President of the American Bankers' Association that this country could raise \$300,000,000 for the war will not surprise a certain group of Southern canvassers for War Savings stamp pledges. In their tour of a rural section they walked across a field where a negro was at work packing fodder and corn tops in an old wagon. They stopped to interrogate him. "Want to buy some War Savings stamps and help the Government, Uncle?" one of the city men asked. "Why have you not been to see me before?" the old negro replied. "I have been buying some, and so has my wife. How much do you want me to take?" "We want all the thousand-dollar pledges we can get," said the canvasser solemnly. "I have not got that much money with me now, but I'll buy a thousand dollars' worth," was the unexpected reply, followed by the explanation that he and his wife had decided to lend the Government all they had, if necessary. He was told that he could wait until December 31 to pay, and at once his difficulties vanished. He signed the pledge card, informed the canvassers that he owned an eleven-horse farm free of debt, and that his crops were fine, and sent them on their way back to the city with their unusual story.

Wattell & Baker, flour and feed dealers at 441 Jefferson avenue, who recently uttered a trust mortgage on their stock and store building to the Grand Rapids Trust Co., have eleven creditors whose claims aggregate \$6,593. The assets comprise a brick store building appraised at \$6,000, on which there is a \$4,000 mortgage; stock on hand, \$440; book accounts, \$632, making the total assets, \$6,072.

### BUSINESS CHANCES.

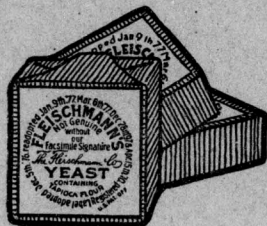
For Sale—About \$5,000 stock of men's and boys' clothing and furnishings, mostly winter goods; also furniture and fixtures, consisting of four 6 foot and one 8 foot golden oak show cases, with bevel plate glass tops, one golden oak triple mirror, center mirror 19 x 51 inches and side mirrors 15 x 42, a new No. 9 Oliver typewriter, three oak tables, Victor safe, shelving, window fixtures, etc. Miller & Sessions, Fremont, Michigan. 940

For Sale—In the city of Eaton Rapids, Michigan, bazaar and notions store, inventory about \$2,500. On account of the death of my wife, will sell at a bargain if sold quick. Silas Godfrey, Eaton Rapids, Michigan. 941



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