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MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 9, 1918

Number 1829

MADE A MAN

My lad went wild and careless like
And laughing to the war,
But in his look there's something now
I never knew before.

*Your lad has felt his soul leap up,
One with his nation's strife;
He's looked Death level in the eyes
And learnt the worth of life.*

I used to fear his love was light
And just a passing whim;
But, somehow, now he's back with me
I know I'm safe with him.

*He learnt the worth of quiet love
Out where the fierce blood ran;
Your lad was but a lad, my lass,
He's come back made a man.*

Habberton Lulham.

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

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.



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



Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House
Distributors
GRAND RAPIDS, MICHIGAN

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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids
E. A. STOWE, Editor

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in advance.

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Entered at the Postoffice of Grand
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MARSHAL FOCH.

There is no longer a doubt of Foch's superiority, both in strategy and tactics, to the German commanders opposed to him. It was demonstrated most brilliantly when he anticipated the German assault on the night of the national fete, July 14, 1918. He read the purpose of Ludendorff to strike when all France was in celebration. The Germans reasoned that the French would be caught unawares. Foch's intelligence department had apprised him of the enemy's preparations for a major movement. He calculated that the blow would fall upon the night of the national fete, and by capturing prisoners he learned that ten minutes after midnight was the time set. Foch's artillery opened fire first with a terrible barrage. The Germans, nevertheless, came on, to find the first line lightly held, to find the second line a stone wall. There was no surprise after all—except for the Germans. And four days later Foch launched his counter-offensive, which has been kept up unintermittently on the whole front, first here and now there—the most wonderful battle ever fought by a great commander, the scale tremendous, the results prodigious. To-day the fate of the German Army in the west trembles in the balance.

Foch, son of an obscure administrator at Tarbes, never had visions of a great destiny, and in the simplicity of his life he has not been different from the body of his countrymen. He has always nourished ideals, he knows and believes in ethical values, he is soundly patriotic, and he is devout. He does not pray as much as Stonewall Jackson did, but believes in the efficacy of prayer. He says that he has been strengthened by it in ordeals. As a soldier he has been a sincere student of psychology. He thinks that a good cause is more than half the battle. He believes in sedulously cultivating the morale of an

army. He regards the German "will to victory" as a barren phrase. The formidable soldier is the man of soul and imagination, in Foch's view, and as the French Army has both soul and imagination he holds that it is invincible.

The Government is buying at least one out of every twenty-five pairs of shoes made in this country, at low prices rendered possible by standard designs, quantity production and careful investigation of costs. It intends extending the benefits of comparatively low costs to the general public. We need not be so suspicious as some members of the Federal Trade Commission have been of the leather manufacturers to believe that costs are unnecessarily high. But to obtain our shoes at from \$3 up we must submit to the preliminary conditions. Men with a taste for unusual styles in unusual leathers will have to seek out shoemakers who will fill special orders; the great public will wear shoes standardized in style and in quality, although the standardization may cover a fairly wide range. If the Government finds it necessary to decree limitations of size to save leather, all styles will reflect them. Persons who look upon footgear as the articles of apparel that must most reflect individuality may bemoan the decrees of a Government bent upon utility and economy at the cost of endless variety. But a nation which saves a dollar on every pair of shoes it buys can purchase more Government bonds.

Secondary to other considerations, but nevertheless important, would appear to be the fact that Bulgaria's surrender and British victories in Turkey have further curtailed the submarine's possibilities in the Mediterranean. With Bulgaria out, not only are all ports on the Aegean west of the old Tchatalja line closed to U-boats, but the rapid advance of the Allies, now assured, through Serbia, will also soon seal the Albanian and Montenegro coasts as well. The Adriatic will then be much more easily bottled up by Italy. Meanwhile, Gen. Allenby has gained possession of the Syrian sea coast from which it is known German submarines issued to sink Entente vessels, among them, almost two years, a great British hospital ship with hundreds of wounded aboard. This menace, then, to the Eastern Mediterranean has also been removed. At the same time, near the other end of the great battle-front, the Belgian Channel ports still in German hands are being threatened by the Belgians. Truly, the U-boat is going the way of the Zeppelin.

WOOLS AND WOOLENS.

Formal official confirmation was given a few days ago to the statements made in these columns of an economic combination of this country and the Allied nations in the purchase and distribution of articles of necessity. These include wool, and this indicates fairly well that whatever of this commodity is needed will be forthcoming. It is only in South America that joint purchasing of it will be had. Elsewhere the British have it in their possession and will allocate supplies equitably at reasonable prices. The consumption of wool in this country in August was practically the same in quantity as the month before and shows a gradual decrease from former months. Up to the end of August the equivalent of about 550,000,000 pounds in the grease was consumed in domestic mills, and the best indications are that less than 800,000,000 pounds, all told, will be used in the year. A surplus for contingencies is being gathered by the War Department, whose demands on the mills are getting less and less. So far as civilian trade in fabrics is concerned, this is for the time being mainly done by jobbers who are deeming it wise to let go of their holdings without being so exacting as to stir up the authorities. About the turn of the year, if not before, it seems probable that the mills will be a little more eager about trade demands than they have been.

Commanders-in-chief are not in the habit of communicating their battle plans in public meeting. Gen. Franchet d'Esperey, however, was not signing a definite promissory note when he declared at Salonica, as reported: "We will soon direct our blow at Constantinople, and the vanquished Turk will be thrown once for all into Asia." Gen. d'Esperey's "soon" need not mean that Constantinople will receive the attention of the Allied armies before the situation towards the Danube has been safeguarded. Every advance by the Allies towards the Save and the Danube is indirectly an advance upon Constantinople. When all hope of a Teuton relief expedition from the north has been removed—a very vague hope at best—the Turkish capital will succumb almost automatically. The only chance which delay offers the Turks is an opportunity to bring back some of their forces from Asia, but the ultimate result of such a maneuver would be only to increase the number of prisoners gathered in by the Allies when they turn upon the city. On the other hand, there is nothing impossible in an immediate Allied march upon Constantinople. The Greeks

are rapidly reoccupying their eastern provinces, and when they reach the frontier on the Mesta they will not be more than sixty miles away across open Bulgarian territory from Enos. Gen. d'Esperey may feel ready to proceed with the undertaking after recent developments in Albania, which make very distant any threat from the north for the reconquest of Bulgaria.

The Liberty Loan posters and the paintings and drawings that fill the windows along the "Avenue of the Allies" are a new testimony to the fact that it is what happened in Belgium and Northern France that more than anything else stirred American anger. No one looking at the representations of homes in flames, civilians shot down and women led away, or paintings like George Bellows's of the maiming of a Belgian boy, would learn from them that the immediate cause of our entry into the conflict was the unrestrained submarine warfare. There is remarkably little to remind us of German crimes on the sea. Perhaps this is part due to the fact that for us this seems so much more a land war than a sea war. Our thoughts are more with the men in France than with those on the seas. But long before the submarine warfare had resulted in its worst atrocities, the reports of the crimes in Belgium had torn nine out of ten Americans away from any neutrality of feeling. The sinking of the Lusitania and other outrages only confirmed most Americans in a sentiment already settling into conviction.

Defeat of the suffrage amendment in the Senate will first of all be thought of as a blow to the President's prestige. He dared greatly in appealing directly to the Senate, and his rebuff cannot but make people doubt whether he has not overworked the method of delivering his messages in person. But Mr. Wilson is a very tenacious gentleman, who seldom admits that he is beaten, and he may be expected to go on working for the amendment until its reconsideration is forced. It is plain that he will have to go against a mountainous prejudice on the part of some Southern Senators. It is not so much a sex prejudice as it is a race prejudice. This came out in its full offensiveness in the speech of Senator Williams, who announced that he would be willing to vote for the amendment if it was made to apply to white women only! Well, the certain thing is that white women would refuse to accept it on those terms. The reform they seek is in the name of democracy, and they could not in the act repudiate the democratic principle.

REAL PINCH OF THE WAR.

It Is Taking Hold in the Grocery Trade.

Now is the time when pee-wee patriots are proclaiming their troubles and lifting their voices in lamentation at the hardships of the war. The real pinch of wartime necessity is beginning to take hold in the grocery trade as it has not heretofore and a new note of complaint is heard.

Nor are the pee-wees not all at the trade end of the situation. Every little while one hears from Washington a wail because someone in the trade has been "criticising the Government;" because he saw fit to discuss some extreme measure of regulation or suggest that some proposed course was unnecessarily harsh. Measured by the great issues of the war, it is hard to say which is the more pee-vish; the trade, or officials who should know that they are "handling gunpowder" and ought not to expect to escape criticism.

After all, the quality of the food trade patriotism as a whole is just as loyal as the energetic efforts of the official and both sides will do well to realize that these are indeed "times that try men's souls" and patience is quite as essential to the end of patriotism as zeal.

It cannot be denied that the recent military necessities of the Allies have laid on the American grocery trade a more severe strain than at any time in the past, and they are beginning to realize as never before that for the present, business and money-making have been adjourned. It does no good to complain of the favor some other line of commercial effort may enjoy by comparison; the plain facts are, that if American food and the sacrifice of every cent of profit in the grocery trade can win the war, it must be given. Those who know the real spirit of the trade have no doubt it will be. A little grumbling, now and then, is less dangerous than might appear to nervous officials.

When Mr. Hoover found it necessary to suspend the law of supply and demand by decreeing that there should be no speculative advances—that foods must be sold at a stated margin above actual cost, in total disregard of replacement value—there was cheerful compliance on the part of the trade. Even though the margins were generally reduced from what had prevailed, the trade acquiesced. When grocers were restricted in what should be sold and in what quantities, there was little fault found. It all meant lower earnings for the grocer, but he realized that we are at war.

But of late governmental commandeering of supplies has come in conjunction with the Food Administration rulings in a way that has given grocers a harder blow than ever. The permitted margins were based on normal business volume and variety and furnished a reasonable living chance, but with two-thirds of the dried fruit removed from trade, with fully half the canned goods taken over directly by the Government and with large proportions of

other staples commandeered or restricted in sale, there is heard a new note—not so much of protest as of alarm—as to whether or not the reduction in volume together with curtailed profit margins will not cause trouble before the winter is past.

Under these conditions it is not surprising that men of unquestioned loyalty are beginning to complain; but it certainly should not justify complaints that they are "opposing the Food Administration." The grocery trade of the country knows very well that this war must be won and if their business is the price of victory it will be given; albeit not probably without a certain amount of "fussing."

An interesting feature of the working of food control is its effect on the mail order houses and chain stores. They are reported everywhere to be sadly handicapped by the uniformity which has come from governmental control of food products and has deprived them of their ability to secure preferential treatment from weak-kneed manufacturers' the chief source of their advantage over the ordinary retailers in the past. More and more, it is said the ordinary retailers are coming into their own because of the uniformity of treatment due to the war policies enforced by the Government.

The same is said to be more or less true of the "cash and carry," cut-price stores in the food trades. One authority places the loss of trade of these concerns at 25 per cent. already and predicts another cut of 25 per cent. within six months. Chain stores which have always profited by buying in quantities which the individual grocer could not handle and getting the quantity discount, are now held down to small purchases by the conservation rules and are reported at a disadvantage because forced into a position of equality with other competitors. When it comes to an even showing, the accommodation of the little retailer always can, and always has, overcome "the big fellows" advantages. If now everyone is forced to avoid excessive service and to observe uniform prices, the race will be a question wholly of salesmanship and well worth watching.

Oppose Trading Stamps In Wartime.

The Missouri Retail Grocers' Association at its recent convention adopted a strong resolution in favor of having the Food Administration declare trading stamps (not, however, manufacturers' coupons) as detrimental to the policies of economy necessary in war time, and therefore to prohibit their use. The following is the text of the resolution:

Whereas—Trading stamps are a non-essential expense upon the merchant, which necessarily must be added to the cost of merchandise and, therefore, ultimately paid by the consumer; and

Whereas—They are a lure to improvidence, as characterized by the United States Supreme Court, hence, a useless expense and waste upon the part of the trade and consuming public; therefore, be it

Resolved—That we ask the United States Food Administration or the Conservation Division of the War Industries Board to declare them as non-essential and serving to create the sale of merchandise in quantities not healthy for the present depleted condition of the food supply, since they serve only to enrich a class of companies performing no economical function, and are an indirect tax on the consumer.

Whereas—By misrepresentation and a clouding of the issues as regards the evil of the trading stamps, the advocates of trading stamps have succeeded in defeating our stamp bill introduced at the last session of the Missouri Legislature; and

Whereas—The highest court of the land in writing its decision, stated that stamps were a lure to improvidence, and that they have the veil of seduction which is masked from the common eye, as well as many other equally strong condemnations of the trading stamp systems; therefore, be it

Resolved—That we, in convention assembled, reiterate and reaffirm our former position in regard to trading stamp legislation.

The Cutlery Situation.

The increasing number of men called to the colors has practically stripped the domestic market bare of many staple and important items of cutlery. There are but few old style razors to be had, and those only in a limited number of patterns. This is fast becoming true of safety razors and blades for which there is a great call from the troops in France.

Scissors and manicure sets grow scarcer all the time, as the machinery for these goods is largely employed in making surgical instruments for the Government.

As a result of an understanding between the Government and the cutlery manufacturers, the basic number of (pocket) knives has been reduced to eighty-five patterns, being a reduction of about 40 per cent. This may assist the situation somewhat by enabling the cutlery manufacturers to concentrate their output upon these comparatively few patterns. At present the demand far exceeds the supply.

Butcher knives are in fairly good supply. Carvers continue to decline in sales. The explanation seems to be that carving is not now done in the dining room to the same extent as formerly, but rather in the kitchen, and then usually with butcher knives.

Bowie knives and dirks, and the other weapons of the "bad man," are fast passing away. The automatic pistol seems to have supplanted them with the gunmen.

Plaint From the Cotton Growers.

Cotton and the articles made of it have claimed a little more attention than usual during the last week. First of all, the report of the Department of Agriculture showing the condition of the crop proved not nearly as bad as some of the forecasters had it. The estimated yield of about 11,818,000 bales is the largest since 1914. To this must be added the carryover of

about 3,500,000 bales. Domestic consumption and exports in the last year total less than 11,000,000 bales. From this computation the outlook for adequate supplies is not at all bad. Even an early ending of the war is not likely to cut serious inroads into the surplus before the yield of another crop is at hand, because of shipping difficulties even after the delays attendant on settling allotments for various foreign countries are over. What should be done with regard to fixing a price for cotton is now under consideration, and the assurance has been repeated that this has not yet been determined on. The opposition to such action involves much politics as well as economics. During the last week an advertised statement from the cotton interests has caused some comment. In this it was very justly stated that the cotton mills, at the prices they are charging the Government and the public, could make "a handsome profit even though they paid 50 cents a pound for cotton." The mill owners have only themselves to blame for the validity of such an argument, and it comes with poor grace from them to object to the growers getting a share of the swag. But, then, if the mills had to pay 50 cents a pound for their raw material they would insist on increasing fabric prices about 20 per cent., and the vicious circle of price raising would be resumed anew.

Trimmings for Millinery.

The use of flowers for trimming velvet and fur hats will be a feature of the winter season from present indications, says the bulletin of the Retail Millinery Association of America. Used singly or fashioned into wreaths, half wreaths, or clusters, metallic, silk, and velvet flowers will be noted on both large and small hats. Velvet and felt applique, flat metal, novelty ribbon, and ostrich flowers also will be much employed for trimmings.

The bulletin also says the coq pompons are once again being used on small hats, placed at the back, side or front. These trimmings were very popular at one time, and are now being brought to the fore again by some of the exclusive milliners. The use of brocade velvet in combination with fur is also expected to be large. Among the most attractive combinations seen here are rose colored velvet with moleskin, and beaver with velvet of French blue. Sometimes hats of these materials are offered with scarfs to match.

Some Spring Dress Goods Out.

While one of the big makers of the so-called corporation dress goods is said to be offering no goods for spring delivery, another has offered a limited quantity to the trade for the coming season. Very few all-wool goods are contained in the lines of the latter concern for spring, and the deliveries of cotton-warp fabrics are said by buyers to be about one-third normal. While specific data as to prices are lacking at the moment, it is said that the new quotations show the increases that had been predicted.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 8—A. H. Eddy has re-opened his lunch room in his main store on Ashmun street with improved equipment and service better than ever before. Shortage of competent help, combined with other causes, has made it impossible to open sooner. This is considered one of the best eating places in the city with moderate charges. Mr. Eddy has always enjoyed a large patronage.

Acrie Teocrito, one of our prominent East Portage avenue grocers, died last Monday, after having been sick only a short time. Mr. Teocrito was in the prime of life and his success as a grocer since starting in a few years ago has been unusual. Last summer he opened a branch store, which is also doing a thriving business. He leaves a wife and six children to mourn his loss. The business will be carried on by his wife for the present.

"A man with a head as bald as a billiard ball can keep his derby from sliding by chalking his dome."

The Dunbar School of Agriculture and Domestic Science opened its fall and winter term Oct. 1. Fifteen students from Chippewa county have enrolled, showing that Chippewa county is not going to neglect the farm, which is one of the most important occupations at the present time.

Chas. Hutchinson, who has made so remarkable a record as a sheep and cattle specialist for the Upper Peninsula Development Bureau, has resigned to become Vice-President and editor of the Cloverland Magazine. In view of the fact that more than a million people have read the Cloverland Magazine since it was established in 1916, Mr. Hutchinson, is without exaggeration, the best fitted man in the United States to carry forward the work in which this magazine has had so important a part.

John Hotton, Sr., one of our pioneer farmers, died last week. Mr. Hotton was the father of six boys and one girl. The Hotton Bros. were pioneer butchers of this place until a few years ago when they retired to engage in other occupations.

"Men are sometimes known by the amount of mud clinging to their autos."

Gloom was cast over the entire community when the death of Byron C. Campbell was announced last Saturday. Mr. Campbell was a prominent music dealer in the Soo and was one of the best known men in Chippewa county. He came to the Soo about thirty years ago from L'Orignal, Canada. During his residence here he made many friends who will mourn his loss. He also held the office of County Treasurer in Chippewa county, which would have expired this fall. He has been very successful as a business man, having always been honest and upright in all his dealings. He was always ready to assist any good cause, financially or personally. He was also a member of the board of Anchor Mission, also a Mason under whose auspices the funeral was held. He is survived by a wife, three sons and one daughter. His son Chester, who is Quartermaster of the U. S. Naval Reserve Forces at Great Lakes, was at his bedside when the end came.

J. S. Royce, who for the past fifteen years has been in the shoe business in this city, moved last week to Evert, Washington, where he expects to reside. Mr. Royce has made many friends while at the Soo who will regret his departure and wish him well in his new field.

Frank Chapel, proprietor of the employment bureau here, left last week for Miami, Fla. He was accompanied by his wife and they expect to make their home there. They will be missed by a large circle of friends.

Mr. Scott, superintendent of the Barlett Lumber Co., at Shelldrake, was a Soo visitor last week.

A. R. Sweeney, well known merchant of Stirlingville, paid the Soo a visit last week, taking back a large load of provisions.

William McGuire, of the firm of McGuire & Garfield, of Detour, was in the Soo last week, called here by the illness of his father, who is receiving treatment at the Soo Hospital.

"The man that is boss seldom argues with his wife."

William G. Tapert.

Germans Eating Sawdust, Chalk and Ashes.

Adulteration of food and profiteering from the sale of substitutes for food have become a plague in Germany. This statement is made by the Chemical Institute of Leipsig and is published in the Berlin Tageblatt.

Dr. Roehrig, writing the report for the institute, said the mineralizing of foodstuffs was increasing. Gypsum and chalk are used to adulterate flour, baking powder, and spices. Sawdust, strawdust, and nutshell dust are sold at incredible prices as food adulterants. Carpenter's glue is used in the manufacture of pudding powder, and flour sweepings in the baking of bread. Foreign substitutes found in the bread included flax fabrics, cotton, wood pulp, straw and sand.

The bread of one bakery contained 13 per cent. copper. In pepper was found 20 per cent. of ashes and 2 per cent. of sand.

Some of the food profiteers are being sent to prison as well as being fined. In one case reported by the Tageblatt, a storekeeper in Dresden was sentenced to one year in prison and to pay a fine of 192,292 marks.

Silk Jersey Cloth Liked.

Silk jersey cloth has been used a great deal more extensively this fall in dresses for women than ever before. Although introduced at the start of the season more as a substitute for wool materials, it has since quite captured the market on its own merits alone, and is now found in many sections of the country to be one of the leading dress fabrics of the season. Navy blue, dark green, a very rich yellow, and several dark reds are mentioned as among the most popular colors for this lustrous fabric.

Women's Heavy Shoes Selling.

With so many women throughout the country engaged in war work of one kind or another, there has been an unusually large demand this fall for comparatively heavy walking boots for women, according to reports from shoe wholesalers in this city. Whether a woman wears a uniform or not, pointed out one authority in this trade, she wants for the work in question a sensible rather than a stylish boot, although many of the heavier models now being made have very smart lines. Both tan and black are taken.

A grain of theoretical wisdom may turn out to be a pound of practical folly.

When You Give Your Customers a Douglas Product You Are Giving them Quality



Your preferred trade wants Douglas Oil, Douglas Corn Starch and Douglas Gloss Starch because the name Douglas is your guarantee and your customer's guarantee on all products made from corn.

Douglas Oil

This is the special salad and cooking oil that the best trade prefers. Douglas Oil takes the place of olive oil, and is equally good for cooking. Popularized by a nation-wide advertising campaign having 10,000,000 of actual circulation. There won't be a magazine reader in the U. S. that won't know Douglas Oil.

Douglas Corn Starch

Several million packages of Douglas Corn Starch were sold last year and this vast number is steadily increasing. It is advertised nationally in conjunction with Douglas Oil.

Every package contains a catchy lithographed card telling the user why she wants Douglas Oil. Here are several million possible oil customers.



Douglas Gloss Starch

This special laundry starch is superior to other starches because of the Douglas special process and equipment. It blends with the fabric washed so perfectly that it becomes a part of the cloth. It gives a wonderfully elastic finish. It resists moisture and does not stick to the iron. This perfect starch satisfies every buyer.



Order From Your Jobber

Your regular jobber has the Douglas products in stock or can quickly get them for you. Don't delay your order—you are losing trade unless you can supply the Douglas brands.

DOUGLAS COMPANY, Cedar Rapids, Iowa
Manufacturers of Corn Products



Movements of Merchants.

Holly—Bird & Waters succeed Westfall & Westfall in the hardware business.

Flint—The Michigan Market Co. has been incorporated with an authorized capital stock of \$24,000.

Detroit—The G. & G. Grocery Co. has been incorporated with an authorized capital stock of \$10,000.

Flint—I. A. Laird & Co., dealer in furniture, has increased its capital stock from \$50,000 to \$150,000.

Durand—A. L. Glover, whose hardware stock was recently partially destroyed by fire, has resumed business.

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

St. Louis—W. T. Green has taken over the jewelry and optical stock of the late George Nichols and will consolidate it with his own.

Carson City—L. W. Murray, manager of the Rockafellow Grain Co., died at his home Oct. 5, following an operation for appendicitis.

Ypsilanti—Theodore H. Millington and Charles W. Carpenter, of Detroit, have formed a copartnership and taken over the plant of the Michigan Press Co. and will increase its capacity about one-half.

Levering—A co-operative marketing association has been organized at Levering. A large warehouse has been purchased where all kinds of farm products will be handled together with the manufacture of dairy products.

Grand Ledge—A. C. Baldwin, whose grocery store is conceded to be one of the finest in the State, has shown his interest in winning the war by closing out his confectionery stock. The empty candy jars stand on the shelves as mute and eloquent tokens of his patriotism.

LeRoy—Peter Olson has sold his interest in the Gustafson & Olson stock of general merchandise, to Fred F. Shelander, formerly engaged in the men's furnishing goods business in Chicago and William Gustafson, son of the Senior partner in the old firm, who will remain in the new company. The business will be continued under the style of the Gustafson Shelander Co.

Detroit—A branch of the Federal State Bank will be opened in the Lincoln Square building, Fort street and Military avenue, making another link in the chain of Federal State branches which is rapidly encircling the community. The branch will bring banking facilities to a section which has been growing rapidly during the last few years. Charles H. Mooney will be in charge. In connection with

the opening of the branch, the bank will present a United States Thrift Card with the first Thrift Stamp pasted upon it, to every depositor.

Manufacturing Matters.

Detroit—The Larned Tool & Die Co. has increased its capitalization from \$15,000 to \$75,000.

Detroit—The Blodgett Engineering & Tool Co. has increased its capital stock from \$10,000 to \$100,000.

Kalamazoo—The Reed Foundry & Machine Co. has increased its capital stock from \$100,000 to \$250,000.

Alma—The machinery in the new plant of the Purity Milk and Ice Cream Co. is nearly ready for operation and when completed will be one of the finest plants of its kind in Central Michigan.

Jackson—On account of the high cost of drawing and the scarcity of milk the Borden condensed milk plant in Jackson has closed its doors indefinitely. The plant has not proved very profitable for some years, hence the decision to close.

Bay City—A \$10,000 loss to the Creamery Package Co., of Chicago, resulted when their mill for the manufacture of butter tub hoops burned at this place. Considerable quantity of material and manufactured hoops were consumed by the fire which was of unknown origin.

Benton Harbor—The Dachel-Carter Boat Co. has received a Government order for five ocean-going steam tugs. This will make it necessary for the concern at once to increase its production facilities, and, according to Mr. Dachel, add 200 men to the working force.

Lansing—E. J. Allen has sold the Lansing Creamery to Boos & Steinle, who have taken possession and will continue the business under the name of the Lansing Creamery Co. Mr. Allen will go to Colorado and re-engage in the business as soon as a suitable location is found.

Hudson—Louis J. Dillon has succeeded Charles B. Baker as manager of the Hudson plant of the Helvetia Condensing Co. Mr. Baker has been given the direction of affairs at the former Serve Us Milk Company's plant in Belleville, Wis., which the Helvetia company has taken over.

Alpena—The Alpena Brewing Co. plant is being converted into a creamery. New modern machinery will be installed with sufficient capacity for the manufacture of 3,000 pounds of butter per day. A large number of cream stations will be established. Individual shipments will be solicited from the surrounding territory.

Detroit—The Burroughs Adding Machine Co., which is erecting a four-story additional factory building, has received a contract, which, it is said, calls for a daily output of 2,800 automatic pistols. Naturally it means that the new building will be equipped with several hundred thousand dollars' worth of new equipment.

Kalamazoo—The D'Arcy Spring Co. is now engaged almost exclusively in war work, having large contracts to make springs for Colt revolvers, Browning machine guns and bayonet springs; also springs for ambulances and motorcycle side cars. To manufacture the springs for the revolvers, guns and bayonets, it was necessary for the company to make special machinery in its own plant. This has been done.

Detroit—Arrangements have been made for the opening of a new branch of the Dime Savings Bank, at Grand River and Highfield avenues. The branch takes the name of the latter street and is intended to meet the needs of people of the new northwestern section for banking facilities. A. H. Weston, who has been with the Dime Savings Bank in various capacities for a number of years, will be manager of the branch.

Harbor Springs—The Harbor Springs co-operative creamery, which was organized two years ago, has been purchased by A. Anderson of Delton. On account of a disagreement among the shareholders the creamery has been closed the past season. Mr. Anderson will open the plant under the name of Emmet County Creamery Co. Mr. Anderson is a graduate of the Agricultural College, Copenhagen, Denmark, and has had considerable creamery experience which should ensure a successful venture.

Port Huron—Under the direction of M. W. Taylor, new manager of the Acheson Oildag Co., the factory building is being doubled in size and considerable additional machinery installed. All told, it is said that between \$30,000 and \$35,000 is being expended. The concern, which has a large plant in France, makes a lubricant used by the French government for lubricating airplanes. According to Mr. Taylor, the only reason the product has not been presented to the American War Department is that the company's manufacturing capacity is not large enough.

Dried Fruit Trade Beset By Difficulties.

Anyone who, at the beginning of the summer could have predicted such a condition as now exists in the dried fruit market would have been regarded as unworthy of serious attention. At what should be the height of the season the market is at a complete standstill simply because there is nothing to do business with.

This has certainly been a season of disappointment so far as the trade is concerned and particularly the brokerage end of it. At the very outset they were confronted by an order of the Food Administration forbidding transactions on this season's crop

prior to May 1. On that date business was undertaken and it was offered with such a rush that brokers felt compensated for their long period of self denial, but hardly had the wires to the Coast got busy before a belated order was received from the Food Administration making a further postponement in the date to July 1 and calling off all business that had been put through while the new order was being issued.

Again the brokers possessed their souls in patience and when the date arrived business was put through with a rush. Orders were so heavy that brokers went home with visions of increased income taxes, not to say surtaxes, only to be rudely awakened to find that not 10 per cent. of their orders could be accepted, while many got no confirmations at all. Government requisitions were so heavy that the proportion left for the public was small. Prunes and peaches were the worst hit for these were small crops anyway. And on top of all this came the storm of the middle of September which practically put an end to any hopes of obtaining anything from the crop of 1918.

There will be no peaches available and as for prunes only 100s and smaller will be available and not many of these.

Store Service in Brutal Berlin.

Some of the amenities connected with attempts to buy food in Berlin are described as follows in a copy of the Vossische Zeitung recently received in this country:

"A shop in the Leipziger Strasse. A customer sees a display of turnips, and asks, 'Could I have some of that?' 'Have you brought a bag with you?' 'No, fraulein, I thought I could have it wrapped up.' With a glance of complete contempt the shop girl says, 'This is not a paper shop.'

"A fish store. 'Fraulein, what can I buy?' 'Nothing.' 'When will you have anything?' 'Tomorrow at 11.' Next day at 11 the customer comes and asks, 'Have you anything nice, my dear fraulein?' 'We sold out at 8.' 'But, fraulein, you said that you would be selling at 11.' 'Nothing of the kind. Keep your ears open.'

"An empty shop, in which the proprietor is sitting with his assistants, adding up his accounts. A woman comes in and waits patiently without saying a word.

"At last she summons up courage and asks, 'Could I have a pound of gelatin?' The assistant disappears and then calls out, 'You can have a quarter of a pound for \$1.50.' Shocked at the price, the lady asks demurely what a whole pound would cost. Then the storm breaks out. The proprietor shrieks, 'If you don't like my price leave it.'

"A gentleman who has come in joins in the conversation and says, 'If that is the tone here, I suppose I need hardly say what I should like to buy. 'Out with you!' roars the proprietor. 'Get out of my shop at once.'"

The early worm should keep later hours.



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—\$7 per 100 lbs.

Beets—85c per bu.

Butter—The market is steady, with quotations on creamery about 2c lower than a week ago. There is a decidedly easier feeling on the top grades, due to a slight decrease in consumption and lighter receipts. No radical change is looked for in the butter market in the immediate future. Local dealers hold creamery at 57c in tubs and 58c in prints. They pay 45c for No. 1 dairy in jars and sell at 47c. They pay 33c for packing stock.

Cabbage—\$3.25 per crate or \$1 per bu.

Carrots—75c per bu.

Celery—30c per bunch.

Celery Cabbage—\$1.50 per doz.

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; hot house, \$1.25 per dozen.

Eggs—There is a good demand for fancy fresh eggs, but a limited supply, receipts being moderate for this time of year. The average quality of fresh receipts show up well. 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 45c for candled and 43c for case count.

Egg Plant—\$1.50 per dozen.

Grape Fruit—\$6 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.; California Tokays and Malagas, \$3 for 4 basket crate.

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, \$1.40 per bu.; hot house leaf, 14c per lb.

Onions—\$2 per 100 lb. sack.

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

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

Pears—Keefers, \$1.50@1.75.

Pickling Stock—Small white onions, \$2 per ½ bu.

Potatoes—Home grown command \$2.50 per 100 lb. sack.

Quinces—\$4 per bu.

Radishes—15c per dozen.

Squash—Summer, 60c per bu.; Hubbard, \$2.75 per 100 lbs.

Sweet Potatoes—\$2.25 per 50 lb. hamper and \$6.25 per bbl. for Virginia.

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

Wax Beans—Home grown, \$2 per bu.

Sound Sense.

The advertised manufacturer does business on a big volume basis and in standardizing his product he has deeply studied the source of his raw materials. He has greater power in the raw material market and is better posted than the little fellow. In a pinch he will be able to take care of you, whereas the smaller concern will be helpless and will leave you stranded.

Second as to the quality of the goods you sell:

The advertiser is going to keep up his quality. He has to! The money he has spent in making a market and building up public confidence would be just so many dollars thrown away if he yields to the temptation to decrease quality or to adulterate and substitute. And, knowing which side his bread is buttered on he will keep up the quality that will satisfy your customers.

You owe your allegiance to the people whose money rings your cash register. It is your good fortune that, in supplying them the best—advertised, standardized trademarked goods—you are also best serving your own interests and continuing your reputation for unvarying reliability.

George B. Caulfield, the local grocery broker, reports that recent rains in California have damaged the prune crop fully 50 per cent. and that the Government has commandeered everything in sight. The rain damage has caused the California Raisin Association to withdraw all prices on the 1918 crop. The peach crop is only 30 per cent. of normal and the Government has taken the larger share. Under the circumstances Mr. Caulfield suggests that Michigan farmers utilize that portion of the apple crop which usually goes to waste every year by engaging in a universal drying campaign.

Short friends often make long accounts.

The Grocery Market.

Sugar—There is no change in the sugar situation. The refiners are making enough sugar to go round and the jobbers are getting it regularly. There is considerable complaint among retailers as to the slowness with which the Food Administration forwards certificates, and at present the only pinch in the sugar situation is due to that. Consumptive demand for sugar is fair.

N. L. Gage has engaged in general trade at Nashville. The Michigan Hardware Company sold the hardware stock.

Tea—While somewhat spotty and in the main on the hand-to-mouth order, the demand, taken as a whole is of a fairly satisfactory character. High prices and uncertainties of the future created by war conditions tend to induce caution in distributing circles and there is little if any manifestation of a desire to provide for requirements not actually in sight.

Coffee—Coffee has taken another advance during the week and Rio 7s in some holders' hands have passed the 10c mark. Likewise Santos 4s have passed the 13c mark. The only cause of the advance is the fact that Brazil, although she has plenty of coffee to ship, cannot get transportation for it to this country and for what she sells she exacts the maximum prices. At the moment the market is exceedingly strong without indication of any lower price unless some more ships can be obtained. On the basis of supply and demand, the market is several cents above what it should be. There is enough coffee to probably reduce prices 2c per pound if it could be gotten to the consuming markets. Mild grades show an advance of about ½c. The general demand for coffee is fair.

Canned Fruit—Offerings are so scarce that the market is wholly nominal. There is an urgent demand for everything in gallon cans.

Canned Vegetables—The tomato market is somewhat higher for the week. Average quotation at present is \$1.95 per dozen No. 3s, f. o. b. factory, in a large way. Some holders are asking \$2. The pack is nearly over and a fair estimate of it is 15,000,000 cases. The Government has increased its requirements from 33½ to 45 per cent. Even allowing for this, however, there will still be enough tomatoes if the pack is as much as 15,000,000. Corn and peas show no change in price.

Canned Fish—The Government released a little more of the current pack of salmon to packers during the week and the packers immediately turned it over to the trade to apply on future contracts. The situation was not changed in any way. Domestic sardines are very scarce, but show no change for the week. The effort that has been put forth recently in the East to sell whale meat in cans has not been very successful, the trade not being interested. Price delivered in the East is about \$1.94 per dozen one-pound flats.

Dried Fruits—About the only business being done in dried fruits is in apricots, which are fairly abundant.

They are selling at around 3c per pound over the opening price. The Government has not released any prunes as yet, and the situation is very much strained. The balance of the line, peaches, raisins and currants are unchanged in price. News from Greece tells of a large currant crop, but the main difficulty is to get them over here. It cost about 25c a pound at present to import currants and there is no immediate indication of any reduction.

Cheese—The market on cheese is very firm, the prices on the various styles having advanced about 1@1½c per pound. This is due to lighter receipts, lighter make in the producing sections and extremely firm markets in the country. There is fairly active trading in cheese, continued high prices being the general outlook.

Molasses—All grades of centrifugals above, and including good, have been cleaned up and no more will be available before the new crop which will not begin to come on the market until early December. Demand for all kinds of molasses continues active and prices as indicated by the appended quotations have been advanced. Black strap is firm and unchanged on the established basis.

Rice—Supplies are still far from adequate to relieve the most urgent requirements of consumption and consist almost entirely of foreign grades, which readily command asking prices. News from the South is still of a nature to discontinue hopes of an early beginning of the movement of domestic rice this way to an extent that will furnish even a moderate working supply.

Corn Syrup—Buying continues on a fairly liberal scale and with producers still behind in their orders spot stocks are scarce and firmly held.

Sugar Syrups—Little business is possible because of the light offerings. Prices are unchanged.

Salt Fish—Mackerel continue firm on the same high basis reported last week. Supply is comparatively small, particularly of small sizes; demand fair. Codfish shows no change, being high and quiet.

Provisions—The market on smoked meats is steady to firm, with no material change in the quotations. There is a moderate supply and a fair demand. The market on lard is slightly firmer than last week, due to a good demand and moderate supply. Compound lard is firm and unchanged. The market on barreled pork is steady, with quotations about the same as last week. The market on dried beef is firm and unchanged, with a light demand and moderate supply. The market on canned meats is firm at unchanged quotations.

A Tradesman representative called on seven retail grocers Saturday afternoon who were not aware of the Government ruling prohibiting the giving of cigars and candy to their customers as gifts and gratuities, which was published in the Tradesman of Sept. 25. It goes without saying that all of the seven are now enrolled on the subscription list.

CONFER WITH HOOVER.

Proposed Changes In the Limited Price Plan.

The officers of the National Retail Grocers' Association held a meeting in Washington last week, in conference with Mr. Hoover and his assistants and also with President John H. Schaefer, with reference to certain changes which are reported to be in contemplation in the matter of food control. Just what these are none of the conferees are at liberty to disclose, but report has it that it will mean a materially more radical policy than has heretofore been adopted.

Features which are hinted at are an effort to unify prices throughout the country and also a plan for compelling suspension of all delivery of groceries. Although retailers have rather effectively been held down to a limit of profit in the past, costs have varied so that there has been no uniformity in the retail price and the publication of "fair prices" by the various administrations has been greatly hampered thereby. It is thought that some way may be arrived at so that this inequality can be overcome, and some of the experts of the Administration are said to be working on the problem. The difficulty arises from the fact that all present prices and profits are based on the "cost plus" plan and no two producers or jobbers have the same costs; consequently cannot sell at the same retail price.

It is also said that retailers generally, in various parts of the country, are dissatisfied with the profits they are allowed, especially with so serious a hole eaten into their available stocks of goods for sale by reason of Government purchases, and almost daily delegations are arriving in Washington to seek an increase in the allowance. Last week complaints were formally presented from Atlanta, Boston and San Francisco and were discussed at the conference.

In Boston it is claimed that few grocers are making money, because their expenses amount to 18 to 23 per cent. on gross sales and the Government allows them but 10 per cent. profit on the principal staple goods. The staples, it is asserted, constitute about 50 per cent. of the total sales and, consequently, a profit of 30 per cent. on non-staples is required. This profit, it is declared, is impossible, especially as people are going without food luxuries. The grocers are unanimous in a formal declaration that they should be permitted to charge higher prices for staples and that their business should be classified as essential, so that they might obtain preference in drafts, and a committee was appointed to lay the matter before Mr. Hoover.

In San Francisco the grocers complain bitterly of the fact that the wholesale dairy produce men are allowed 8 per cent. on butter and on eggs, which more than covers their cost of doing business, while the retail grocer, whose operating expense is more than twice as much, must sell at from 5c to 6c per pound, giving him less than 9 per cent.

On eggs they complain the commis-

sion man is allowed 8 per cent. which makes 5 cents per dozen, while the retail grocer must sell from 6 cents to 7½ cents per dozen, or about 3 1-3 per cent. On flour the miller is allowed 25 cents a barrel profit over and above all expenses at the mill door, while the retailer is allowed from \$1 to \$1.20 a barrel, 9¼ per cent. or about one-half of what it costs to operate. On oleomargarine the commission man makes 8 per cent. or 2 7-10 per cent. per pound, and the retail grocer 4 cents per pound, or 11 per cent. out of which he must pay a license of \$11 a year.

Another feature which the grocers regard with some apprehension is the report that the California plan of requiring all retailers to display a large placard in their stores, showing cost and selling price on twenty-six staple articles, will be adopted by the Federal Administration and spread throughout the country. If it does, they feel that they should be permitted uniformly to list the items on which they make a real loss, as well as those showing a profit. In California the idea of the loss column is under consideration by State Food Administrator Merritt.

Some retail stores which may have purchased staples at less than the present market price will be expected to sell to the consumer at lower prices based on cost, as the prices quoted as maximums are based on present market quotations. Fair prices on other foodstuffs will be announced from time to time as formulated.

The difference in profit allowed between butter and eggs is due to breakage in the latter commodity. No maximum prices can be fixed on butter and eggs because the market fluctuates from day to day.

The committee also interpreted a number of prices for the guidance of the inspectors of the Food Administration, who are calling upon the retail grocery trade learning the prices at which groceries are being retailed and checking the invoices to detect overcharging on the part of the retailer.

No small share in the Bulgarian moral overturn must be given to the American colleges in Turkey that have graduated pretty nearly all the important Bulgar statesmen of the present generation. When America went into the war, all heart for the conflict went out of these men. They did not wish to fight us, because they knew the best side of us, manifested in such splendid institutions as Robert College at Constantinople. They knew that our interest in the Near East had always been altruistic. It was, indeed, the part of wisdom, no doubt directly inspired by men connected with our peace-time work in the Levant, to be slow about a declaration of war by us against Bulgaria. Doubtless, the Bulgarians were beaten into submission by force of arms. On the other hand, one of the chief elements in the breaking of their spirit has been the consciousness that they were actually, although not yet formally, arrayed against their one-time benefactors.

Late News From the Saginaw Valley.

Saginaw, Oct. 8.—L. E. Gemmill, for the past three years State representative for Swift & Co., has accepted a similar position with the D. A. Bentley Co., of Saginaw. Mr. Gemmill was a specialist in the butterine department for Swift, with headquarters here in Saginaw, having his office in the Cornwell Co. branch. He is probably one of the best known traveling men in Michigan and adjoining states—a man of pleasing personality and a hard and earnest worker. His many friends will be glad to know of his recent success. He has charge of the oleo department for the Bentley Co., featuring the Nut Spread margarine.

Joe Schaefer, Jr., member of the firm of Schaefer & Sons, proprietors of one of Saginaw's popular meat markets, located on Lapeer street, has moved to the Schaefer homestead, 119 South Fourth avenue.

Walter Davis, head of the produce department of the Cornwell Co., this city, has been in poor health, but is again at his desk.

William J. Leppien, for several years traveling representative for the local branch of the National Grocer Co., has sent word to Saginaw friends that he is O. K. His many friends feared for his safety when it was learned that his ship, the Mount Vernon, had been torpedoed and thirty-five killed.

D. A. Bentley, of the D. A. Bentley Co., wholesale produce dealer, Saginaw, is in Chicago this week in the interest of his concern.

Again to show her loyalty, Saginaw in a few days' canvass went over the top.

Lieut. Fred W. Westhoff, son of Mr. Westhoff, of the firm of Westhoff & Robinson, wholesale meat dealers of Saginaw, has been wounded in France, but is reported as doing nicely. L. M. Steward.

Boomlets From Bay City.

Bay City, Oct. 8.—The Lobdell Co., Onaway, is erecting a large store building, in which will be stocked a full line of general merchandise.

Alex. Kucinski, Cheboygan, who has conducted a shoe store for twenty-three years, is closing out his stock, preparatory to retiring from business.

Henry Lipshield, clothing, furnishings and men's shoes, Onaway, has added a full line of women's shoes and now has one of the best stores in Northern Michigan.

Steve Konieczny, general merchant, Metz, is now located in the large store formerly occupied by Hardie Bros.

Frank Bartlett, Quick, has sold his stock of general merchandise to Frank Veldie, Gaylord, who has taken possession.

Albert Blumeneau, Whittemore, has sold his store building and stock of general merchandise to Danin & McLean, general merchants, Whittemore. The two stocks will be consolidated and the business will be continued in the Blumeneau building.

W. J. Wilder, Gibbs, has opened a general store.

Louis Dypzinski, Spar, formerly in the saloon business, has opened a general store.

Frank E. Gee, clothing and shoes, Carleton, has closed out his stock and is now manager of the Edwards & Adams department store.

The Salling & Hansen Co., Grayling, is closing out its stock of general merchandise and will retire from the mercantile business.

J. H. Belknap.

Every Salesman Asked To Renew His Pledge.

Detroit, Oct. 8.—It is now time that every agency should put forth renewed efforts in the cause of food conservation. The Michigan wholesale grocery salesmen have been of invaluable assistance in this work in

our state, and we feel that the United States Food Administration can rely upon a continuance of your aid.

We have in preparation some exceedingly interesting literature which will go forward to you next week, and during the weeks to follow, concerning the retail merchant and food rationing plans, and the program of the United States Food Administration for the coming year.

These are matters of intense interest to all merchants, and to the wholesalers and yourselves as well.

Saving food must be as deliberately planned and carried out as the strategy of the battlefield. Wars are not won by battles alone. The big drives of the Allies are not achieved by momentary inspiration, but by weeks of careful, calculating preparation behind the lines. And so, every ounce of meat or wheat or sweet which we save is careful, calculating conservation of the war's most vital and important necessity—food.

The United States Food Administration relies to a great extent upon the distributors and merchants in carrying out the educational and publicity work necessary to the successful operation of voluntary food control. Will you not, therefore, make a renewed pledge to do all that you can, and more than your share, in the campaign to help save food and help win the war. Oscar Webber.

State Merchant Representative.

Cotton Prices and Fabrics.

So far as the markets are concerned the past week has been merely a repetition of other recent weeks. Quotations of cotton were simply speculative and represented the betting of experienced operators on the probable effects of certain factors, like the Government report and weather conditions. There are some evidences of better exports in the near future, based mainly on the fact that stocks abroad are running low. Nor is it believed that holders in the growing States will be loath to part with their stocks at the prevailing figures, despite their assurances that they will have sufficient financial backing to hold out for further rises in price. The goods market, especially for printcloths, showed spurts of activity at times during the week, the prices being mainly the maximum ones officially fixed. Even second hands are finding it advisable to keep within the limits for fear of consequences. The knitting mills, having in great measure finished their work on Government orders, are getting ready for civilian business. Openings of some of the mills are expected during the present week but, for that matter, many of them have recently been taking spring business without going through that formality. The delay in fixing the new yarn prices before Nov. 16 is having some effect in retarding business.

Sports Skirts in Big Demand.

Quite a run is reported in retail circles on sports skirts for wear with sweaters. This is reflected in wholesale markets by a demand for various plaids and checks in novelty sports silks and in wool jersey and serge. Wide stripes also are selling. As a rule, the designs are rather plain, sometimes one or two patch pockets being the only decoration. These skirts are always moderately short, and are nothing like as narrow as those for more dressy wear.

Gabby Gleanings from Grand Rapids.

Grand Rapids, Oct. 8.—The hotel is considered by most of us to be the travelling salesman's best friend, but nevertheless we would consider we were not doing our duty if we did not offer a little friendly criticism now and then. Since the price of eatables, laundry, linen, etc., has become so high, we find as we move up and down the State a hotel here and one there that has closed its dining room on account of the high cost of commodities, while others are placing the prices so high as to almost drive trade away.

It occurred to the writer that in many instances the cause of these drastic methods is not so much the "high cost of living" as it is the "high cost of loafing." Too many hotel men come to the office at 8 or 9 o'clock in the morning with silk shirts on their backs, and 10 or 15 cent cigars in their mouths and sit around all day, while their staff is composed generally of two shiftier porters and about three clerks who do the work. Is there any reason why, if the hotel man wishes to succeed, he shouldn't roll up his sleeves and buckle down early and late these times, the same as a banker, merchant or any other business man. No one, so far as we know, has ever been able to succeed unless he got into the game himself, early and late.

An example of what can be accomplished in this way is furnished by the Boyd Hotel in Chelsea. Other hotels have come and gone, but the Boyd Hotel, which was opened for business twenty-five years or more ago, is still doing business, and they haven't had to double on their prices either in order to pay a retinue of porters and clerks. Mr. and Mrs. Boyd—it is the second generation of Boyds now who are running it—are the first in the kitchen and office doing what work is necessary to do, and the last to leave at night, and it is their strict personal attention to business and hard work that makes the Boyd House a landmark, when other hotels in many cases, because the proprietors were not willing to do the hard work required in every branch of industry, have been compelled to close their doors or raise their rates beyond the reach of the ordinary traveler.

Those of our readers who like to dance will be pleased to learn that the first of the 1918-1919 series of dancing parties to be given by Grand Rapids Council will take place Saturday evening, Oct. 26, at the council room, 38-42 Ionia avenue. These dances have come to be considered not only by the members of the Council who love the terpsichorean art, but by their friends outside the Council as well, as the last word in Grand Rapids' winter amusement. It has been said that "to be as good as our fathers we must be better." Therefore, to keep these dances up to their present standard it is up to the new committee to "go the former one one better," which will be no easy task when we consider the good committees that have gone before. Every extra effort will be made to have these parties thoroughly enjoyable to all who attend. Season tickets are now on sale, and can be purchased of any of the following members of the committee:

Mr. and Mrs. F. T. Croninger.
Mr. and Mrs. C. C. Perkins.
Mr. and Mrs. L. E. Stranahan.
Mr. and Mrs. A. F. Rockwell.

For further information concerning the parties you are requested to consult the season ticket, as all the particulars are printed there.

J. C. Cole, of the Chelsea Hardware Co., is doing his bit with a vengeance to help put the Hun out of business. In addition to buying generously of Liberty bonds, contributing to the Red Cross, Y. M. C. A. and other similar organizations, he has knit and delivered to the soldiers twenty-four

pair of wool socks. He keeps a pair ahead at all times ready to give to any of the boys from his home town who come home on a furlough, or who leave for the service. Jack says, "The last place I want the boys to have cold feet is over there on the firing line."

Howard City has done itself proud in each successive Liberty loan and has easily gone "over the top." This is largely due to the personnel of the business men. Blane Henkel, one of the leading grocers, expressed the sentiment of the merchants when he said, "Uncle Sam's business first. Then, if there is any time left, we will give it to our own business." The town is fortunate in its musical talent and some of the leading young ladies of the town have formed a chorus which is exceptionally fine and which has pledged itself to help at all patriotic rallies in that section of the state.

Amble is another town full of red-blooded Americans. Before the time for taking subscriptions had arrived Peter Hanson, merchant-banker at Amble, announced that the subscription was well under way, and from the manner in which some of the town people were subscribing the quota allotted to Amble should show Amble over the top by a substantial amount.

Irving F. Hopkins (Hazeltime & Perkins Drug Co.) has been confined to his home by illness during the past four weeks. Last week his route was covered by Frank H. Forrest, the expert cigar salesman of the house. This week his route is being covered by Dr. A. W. Olds, the slim and dainty fixture salesman of the house.

There is a little hotel at Grand Ledge—the Field House—which is doing its best to give the public satisfactory service. The landlord is so hampered with the lack of help that he waits on the table himself—and does it in an entirely acceptable manner. The food is wholesome and well cooked, the portions are ample and the atmosphere of the place is indicative of cleanliness and good fellowship.

James M. Goldstein, formerly a resident of Grand Rapids, but who has managed to eke out an existence at Detroit for the past half dozen years, has removed to Canada, and taken up his residence at 46 Goyean street, Windsor.

Lee M. Hutchins, manager of the Hazeltime & Perkins Drug Co., is in New York this week in attendance at the annual meeting of the National Wholesale Druggists' Association.
D. F. Helmer.

Flies Across the Atlantic.

When the story was told during the summer that an American air plane had crossed the Atlantic most of us let it pass as a tale that would be true some time. Now the United States Naval Institute Proceedings, an official publication of the naval school at Annapolis, announces that a flight was made of a De Haviland airplane from Princeton, N. J., via Newfoundland, to Europe. The machine carried four passengers, left Grace Harbor, N. F., on the morning of July 28, reached a height of 15,000 feet and at the end of 24 hours and 10 minutes alighted at Dingle Bay, Ireland. Here ends a long chapter of discussion and experimentation but this will doubtless prove the beginning of a series of such flights, perhaps becoming as regular as the passages of the liners and more frequent.

When it comes to delivering a speech the expressman isn't always successful.

The Army and the Navy will Dig the Huns' Grave, but---We Must Furnish the Spade

By REV. WILLIAM A. (BILLY) SUNDAY

Uncle Sam's Liberty war chest needs filling again!

We have the cash to fill it as many times as he lifts the lid.

There are only two horns to this dilemma—you are either a patriot or a traitor.

The men on the firing line and on the battleships have turned from business, home, mother, wife, children, and they stand ready to give their lives and shield with their bodies us who remain at home.

We are unworthy to be thus protected, if we do not do our utmost to sustain them.

We must be one in our determination to win this war. We are traitors to the cause for which they are giving their lives, if we do things here that make their efforts harder.

Life is not worth living unless there is something to live for. Life would not be worth living if that bunch of Heinies should win.

That is why they cannot win. That is why we cannot lose.

What a mountain of crime God has on his books against that horde of Hellish Huns. What grave is deep enough for this thousand-armed, thousand-footed, thousand-headed, thousand-horned, thousand-fanged pirate of the air, assassin of the seas, despoiler of the earth and ambassador of Hell!

The army and navy will dig the grave, but we must furnish the spade.

Our boys will soon hang crape on the door of the Potsdam Palace, and the bands will play Yankee-Doodle and Dixie along the Rhine.

Uncle Sam is the cactus in the Kaiser's pillow.

Our Boys have gone over to clean up on that fool bunch of Huns and it is up to us to supply them with whatever they need to finish the job. It takes money to keep the riveters riveting—the sawyers sawing—the machine guns spitting bullets and the grub wagon always on hand with the eats. There is nothing too good for our brave defenders.

Our vocabulary contains no words adequate to express our approval of the achievements of our government since we threw our hat in the ring. We are rich on top of the ground; we are rich under the ground and our rivers creep like silver serpents to the seas, bearing our products.

The children of England, France, Italy and Belgium are laughing once more because they are being fed from Uncle Sam's bakeshop. One carload of meat every two minutes, one hog out of every four, nine million pounds of meat a day—all going over to feed our boys. We are in this scrap to the last dollar, the last grain of wheat, the last day.

We will never stop until Germany dips her dirty blood-stained rag to the Stars and Stripes.

It's a whale of a job we've tackled, but we can and must put it over.

But you must help.

Don't whine. Don't knock. You can't saw wood with a hammer. Don't turn the hose on the fire; add fuel.

BUY BONDS!

This space contributed for the winning of the war by

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

HARD BATTLES AHEAD.

Bulgaria's surrender is the crowning strategic victory of the Entente, a victory in which America had its share of glorious participation at Chateau-Thierry, St. Mihiel, and other battlefields. We join the Allies in rejoicing that we have "reached the summit" in the struggle for democracy and see spread before us the prospect of a victorious, lasting peace. But just now is the time when we must not allow such a prospect to create a feeling of confidence in a security that has not yet in fact been achieved, however near it may be. To-day we see the turn of the tide, but in the words of General Menoher to his men, "hard battles and long campaigns lie before us." This message from the field where men are suffering and dying for us must emphasize the lesson that, so long as our rejoicing strengthens us and drives us to new effort, it is well. But if it results in a letting up instead of an increase in effort just now, the day of final victory will be delayed. Every day of delay means that more of our boys will lie suffering, maimed and killed on a battlefield over there. We owe a sacred duty to them not to forget our full duty in the hour of rejoicing that they have helped to make for us.

The war for the Union began in April, 1861, and ended in April of 1865; Vicksburg and Gettysburg, both fought in the first week of July, 1863, marked the turn of the tide then. This surrender and this defeat sealed the doom of the Confederacy just as the surrender of Bulgaria and the defeats of the last three months seal the doom of the Kaiser and his Junkers now. The control of the Mississippi Valley then split the Confederacy just as the control of Bulgaria splits Mitteleuropa, now. The ultimate end is as certain now as it was then. But we are only at the beginning of the end. That thought we must drive home with all the emphasis we can. Hard battles and long campaigns lie between us and the end.

Before the fall of Vicksburg there were fought first Bull Run, Shiloh, second Bull Run, Antietam, Fredericksburg, and Chancellorsville. Were these any more desperate and did they cost more in lives and sufferings than Chickamauga, Lookout Mountain, Franklin, Nashville, the Wilderness, Spottsylvania, Cold Harbor, and Fort Fisher, all fought after Gettysburg?

We have still the task before us of beating down brutal and barbaric Germany at bay, desperate, fighting in the last ditch on shortened lines. Now is the time for each and all of us to do more, give more than ever to hasten the end we know is in sight. To do less, give less, means to delay that end, and delay means that more of our boys will have made the supreme sacrifice, that more of them will be maimed and go suffering and crippled through the rest of their days.

The man who says to himself, "I'll not have to give as much as I intended now, I'll not have to subscribe to the Fourth Liberty Loan until it hurts, as I expected to do, because

we've won the war and it's unnecessary," is untrue to the faith his fellow-citizens at the front who are fighting the good fight for him have in the man at home."

Keep the faith; "carry on" with our boys in the trenches. Stick to the end, as they will. Rejoice—but don't lag, stay "on the job."

BESMIRCHING THE SOLDIER.

Next to betraying the trust reposed in the stay-at-homes by the soldiers who have gone to the front by questioning the patriotism of the boys in khaki is the disposition of the relatives of too many soldiers to repudiate the financial obligations of the fighting men.

This unfortunate situation finds expression in many different ways and places and cannot be condemned too strongly or too frequently. In many cases soldiers have left mercantile stocks in charge of relatives or friends who decline to honor legitimate obligations incurred by the real owners of the business on all sorts of flimsy pretexts. Men who went away owing store bills and made ample provision for their payment are frequently being betrayed by the relatives they left behind, who either repudiate the obligations altogether or refuse to settle same in full.

Such conduct places the stay-at-homes in a mighty mean light, but it reflects even more seriously on the absent men who have trusted implicitly to the integrity of their friends and been bitterly deceived and betrayed by them. Of course, in all such cases, the time of settlement is only delayed for a few months, because the men who are thus placed in false positions by their unworthy relatives and representatives will place the slackers and shirkers in a very unpleasant position on their triumphant return home after the Kaiser is crushed.

The achievement of D'Annunzio and his companions in flying from Venice across the Alps to Paris, a distance of some 700 miles, brings nearer that transatlantic flight which two continents have been dreaming about for some years. The war has done wonders for aviation; stern necessity has forced man to overcome difficulties which might have proved tedious barriers to the slow ways of peace. Yet war, while perfecting the means, has nevertheless actually delayed accomplishment of the air-passage between Europe and America. But the minute peace is declared, all the energy which has gone into battle aviation will be deflected to this other field. D'Annunzio's flight shows what can be done even under war pressure, perhaps with the immediate practical objective of proving that Entente bombs could be dropped on Berlin, if needful. When the doves of peace are loosed, however, we may expect to see loosed at the same time another flock of harbingers of the new era, a flock of aeroplanes, headed, it may be, by the poet of the air for this side of the Atlantic.

CANNED GOODS SITUATION.

Radical changes in the canned goods situation are not expected for the time being. The market is in a quiet state for reasons that are not at all surprising to those who have been following conditions for some time. There are, as a matter of fact, two reasons why business should show a slackening at this time, one of them abnormal and the other normal. The abnormal feature is that there is very little stock on hand with which to do business. The other is that at this particular time, when new goods previously contracted for are arriving, there is a natural slowing up of new contracts in order to permit previous business to be digested. As has previously been pointed out, certain lines of canned goods are not causing so much anxiety as to the question of supplies, such for instance as tomatoes, corn and peas, but others such as salmon and fruit are likely to be off the market very quickly so far as civilian use is concerned. There is a tendency in some directions to create a feeling of doubt as to the tomato situation as to whether or not there will be sufficient stock to meet the unusual requirements, but buyers do not seem to be allowing this feature to give them much concern. Items like peas and corn will probably fill out the season although there will be shortages of some of the finer grades. Maine corn, for instance, will be scarce, but those who have been accustomed to using Maine corn will have to accustom themselves to using some other kind. This does not mean that the corn pack will be a big one; on the contrary it may fall short but not so much as to create absolute scarcity.

THE SPIRIT OF THE LOAN.

How is the Loan going?

No subscriber to the Fourth Liberty Loan need ask this question for information because it is going exactly in accordance with what he is doing.

It is not alone what you are doing, however, but also how you are doing it that will make for the real success of the Loan. Bear in mind that it is not merely a question of providing funds; for the money itself the United States Government does not have to beg. It is more a question of how the funds are provided. Are they forthcoming liberally and promptly, and in a spirit of appreciation for the opportunity to show the world the true American?

It is estimated that twenty-five million people must subscribe to the Loan if it is to be more than merely a financial success. Approximately eighteen million people subscribed \$4,000,000,000 to the Third Liberty Loan; it would require only four million more at \$500 each to absorb the Fourth Liberty Loan.

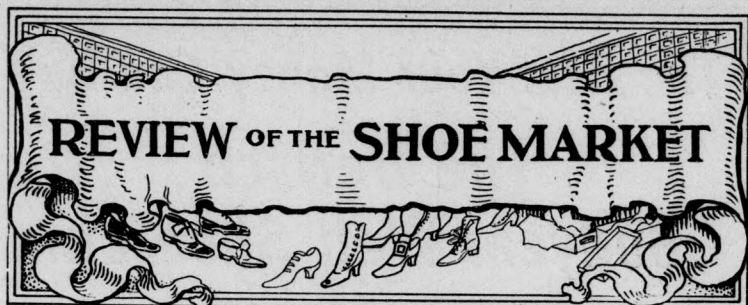
There are various ways of analyzing possibilities and probabilities, but the time spent thereon is hardly profitable. A famous financial magnate was reported to have said at a board meeting relative to a certain important proposal, "Vote first and discuss it afterwards."

Subscribe to the Liberty Loan. Remember, your own actions and your own spirit will communicate themselves to your neighbors. Do not make Bulgaria's mistake—get in on the winning side.

The German military critics now speak of Foch's demoniac energy. But it is a very scientific, calculating demon that is now at work on the Western front. Before Foch sold his soul to the devil he spent a good many years over his books, even like Faust. It is not a Bersark that has broken loose. In the very torrent, tempest, and, as one may say, whirlwind of the Allied attack there is a temperance that gives it smoothness. It is not detracting from the glory of Foch to say that the masterly play of his offensive is not excessively difficult for one with the resources now at his command. There is always something impressive about the smooth working of success. The war has witnessed other operations of beautiful and implacable precision. The march of the Falkenhayn-Mackensen pincers against the hapless Rumanians was a fine technical performance. Before that the Teuton advance into Russia showed an impressive harmony of attack along a long front. But after all it is easy to plan with an opponent when you have crippled him at the outset. It is the fundamental achievement of Foch that almost in an hour he reduced the mighty German army to the position of the Russians and the Rumanians before Hindenburg and Mackensen. The demoniac energy—and intelligence—was at its height between July 15 and July 18 when Foch succeeded in imposing his will on Ludendorff, a charm which the Germans have been unable to break.

Somewhere in a deep cavern in Thuringia, guarded by a flock of hoarse-crowing ravens, his flaming beard grown deep into the fissures of an old stone table, sits Frederick Barbarossa. Ancient legend has it that in the extremest hour of Germany's need he will arise and gird on his broad crusader's sword and step forth once more to save his land. One can well imagine at the present crisis a delegation from the Kaiser, in frock coats and shiny high hats, Herr von Kuhlmann, Professor Delbruck, Von Tirpitz, and Scheidemann, arriving at the cave's mouth and timorously laying before the Teuton hero a memorandum of Germania's necessities and an appeal on behalf of Pan-Germanism for his aid. One wonders what the old fellow's answer would be, he who strode across the world conquering it, not for Teutonism, but for that medieval conception of a League of Nations, of which Petrarch sang, the Holy Roman Empire. It is probable he would growl back at these strange, frock-coated successors of a mighty era, that for them or their like he would not stir. And the Thuringian rock fastnesses would echo and re-echo his deep-growling contempt.

Six feet of bathtub make all men equal.



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.

Shoe Dealers Report Business Brisk.

Written for the Tradesman.

With many doubts and misgivings the dealers contemplated the present season some weeks ago, but, generally speaking, the demand for footwear has gone ahead of expectations. Many retail shoe dealers throughout the country are breathing easier.

That the demand for popular priced footwear—especially in men's and children's lines—should not be surprising, but that the higher priced goods should have received the call they are enjoying at present, has really upset some calculations. Evidently the public is becoming accustomed to increasing prices in everything they must have, for it is a fact that they are beginning to look upon \$7, \$8 and \$9 as a not unreasonable price for a good pair of shoes, either in the men's or women's lines.

What would the old-time merchant-diser who used to have to talk until he was purple in the face to get \$3 for a pair of shoes think if he could come to life and see customers buying them at \$9 the pair without kicking? Some dealers report a very gratifying increase in number of pairs sold this season (so far) as compared with the similar period of last year.

Old Shoes Playing Out.

As the writer dopes out the situation, we have come to the time when old shoes in the hands of our customers are beginning to play out; hence they are compelled to go to stores after new ones. It isn't so much that our patrons have suffered "a change of heart," as it is that they have gotten down pretty well towards "the bottom of the barrel" in the matter of reserve shoes. Well, so be it.

It was inevitable, of course, that the conservation talk which filled our magazines and newspapers just prior to, and for a while after we entered into, the war, should have had an effect upon the retail shoe business of the country. The people took the talk seriously. Perhaps, on the whole, it is well they did; but, for the time being at least, it was a hardship on retail shoe dealers. People refrained from buying shoes where they could. They were buying only in response to urgent needs.

Perhaps that is true, to an extent, even now; but owing to the fact that shoes don't last indefinitely, shoe

needs are more plentiful now than they were twelve months ago. More people are buying fall shoes at this time than they were last year. The weather may have had something to do with it, but not much.

The Country Is More Prosperous.

In spite of the war we are enjoying greater prosperity now than we were a year ago.

Crops are good. The farmers and truck growers and dairymen are making plenty of money. All able bodied people—both men and women—who are in the wage-earning class, have jobs and are making good money. Some of them—especially those working for concerns making war essentials—are making more money than they ever made in their lives.

And prosperity makes it easy for dealers to get most any price within reason. If a customer is disposed to growl about the increased cost of a pair of shoes it is easy enough for the shoe dealer to point out to him that the ratio of increase has been less proportionately than the increase in many other lines of wearing apparel and foodstuffs and the like. In fact there has been a prodigious increase everywhere; and one can hardly name a single commodity that hasn't increased from twenty to one hundred and fifty per cent. in cost. And yet somehow the public is able to stand the increase; and still have something left for life insurance, building and loan stock, savings accounts, War Savings Stamps, Liberty Bonds, and what not.

Women's Business Especially Good.
• Some dealers report women's business especially good.

There are several reasons for this. In the first place the grading up of women's lines—i. e. the introduction of finer and higher priced types of footwear for women—had been pretty well accomplished by the outbreak of the war. The style-note in female footwear had made a decided hit. For the first time in our day, women had come to regard pretty, stylishly lasted, and expensive shoes as an essential element of dress. The vogue of short skirts had brought footwear into a conspicuity that was really revolutionary—with the inevitable effect that they had to be pretty. And that kind naturally cost more money than the traditional sort.

So, because of her love of finery, woman broke more readily with past traditions than "mere man." Consequently women were paying \$8, \$10 and \$15 a pair for shoes while men were paying about half that for theirs.

When the war cloud came up the



With the Boys at the Front

The Modified
Lasts are in demand at home.

This model
represents the
well known
"Stetson-Stetson"
Last.

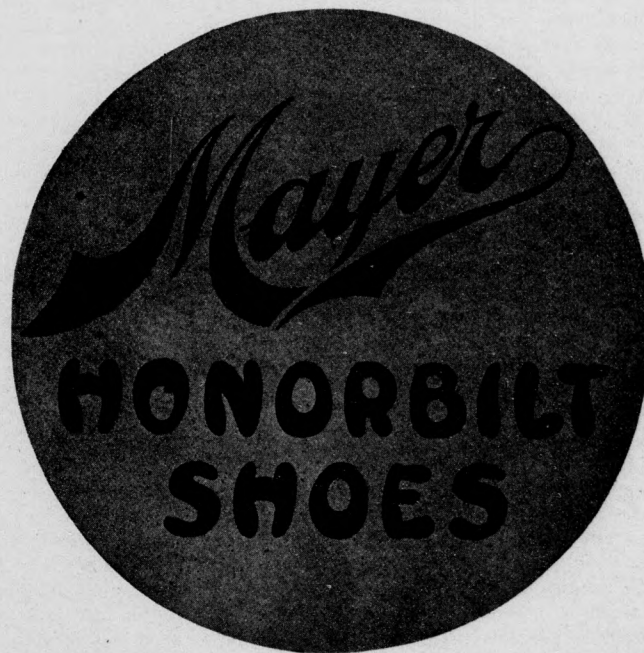
No. 8721—Men's Glazed Colt Welt Stetson, No. 104, last B to E, Sizes 6 to 11. Price..... \$4.20

No. 8723—Men's Surpass Kid Welt Stetson, No. 104, last B to E, Sizes 6 to 11. Price..... 5.25

Ready for Immediate Delivery

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

The class of trade that buys **MAYER HONORBILT SHOES** is the kind that is really profitable to the merchant.



THEY don't talk price—they are looking for quality. And they know that the quality they demand is built into **MAYER HONORBILT SHOES**.

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.

women folks were troubled—but not too greatly troubled to prevent their dressing attractively.

While our entrance into the war has naturally called for a certain degree of conservation, sobriety, and restraint, it has not as yet—nor do I believe that it ever will—demand that our women 'cease to be attractively gowned and shod.

At least shoe dealers from a good many sections of the country are reporting that their sales records anent the women's trade do not so indicate for business this fall.

Better Grade Shoes More Economical.

And, for another thing—and this perhaps the most important of all: people are beginning to understand that it pays to seek the better values in footwear.

The first cost of a pair of shoes to the customer may be, let us say \$2 more than he has been accustomed to paying; but suppose the shoes last twice as long, so that by having them half soled he can get easily twice as much wear out of a \$7 pair as he did a \$5 pair; then, allowing \$1.50 for repair service, he is still \$1.50 ahead of the game—and he's got two seasons' wear instead of one—and all the while he's had a better looking, more comfortable, and more satisfactory pair than he could have gotten at the old price. Isn't it a good investment? It surely is. And alert shoe dealers are beginning to put the matter that way to their customers. The idea is to get them to buy footwear service rather than mere pairs. When the public is taught to make footwear investments along this line they will quickly come to see that there is a good and substantial reason for buying goods of the better grade.

Cid McKay.

Novelty Shoes in War Times.

Novelty shoes are the life of the present day shoe business. Since the retailers broke away from the old fashioned ideas of merchandising footwear, business has forged ahead in leaps and bounds, and those who failed to accept this new condition are gradually falling by the wayside. Women are paying more attention to their footwear than ever, and are taking pride in having their feet well dressed. Price is a secondary consideration if the style appeals, color harmonizes, and the shoe fits.

Many were the predictions at the beginning of the war that when the casualty lists began to appear the women of this country would wear mourning and colored and high styled shoes would pass. In fact, in conversation with a manufacturer of women's fine shoes I was advised to buy heavy on black.

To the women of the world there seems to be a definite obligation to wear beautiful costumes. In the sorrow and burdens of this time they must keep the fire of art alive. A great democracy exerting its every force in support of ideals in which it firmly believes, and without which democracy is impossible, is not a fitting soil for depression to grow. Look at wonderful Paris. There the

people have not relinquished their love for the beautiful. The soldiers returning from the muddy fields of Flanders do not want to see a depressed and dejected civil population. They wish to see their courage reflected in the confidence of the people for whom they so willingly sacrifice. Will not our own soldiers, when they return on furloughs, have the same desire? When the war is over, and we have placed democracy in an impregnable citadel, when freedom and the right to develop has come, will we not need every force and charm to make the world forget the nightmare and the horror through which it has passed?

War, of course, is having an effect on shoes. The extreme novelty and the freak of a few seasons ago have passed. Women are demanding sane, stylish footwear. Their desire for something different has not abated, but colors have become more subdued, patterns more conservative, and more attention is paid to harmony of colors, fine shoemaking and good fitting last.

The military tendency must not be overlooked. Women are demanding lower heels and wider toes for walking shoes, yet still want Louis heels for afternoon and dress wear. I am a firm believer in novelty shoes, but we must use judgment. We should be so thoroughly acquainted with our trade that we can judge in about what percentage they will buy novelties against staples. Don't make the mistake of not carrying plenty of sizes in staple shoes.

Who are buying the novelty shoes to-day? Not the rich for they were the first to economize. It is the working girl who has always envied her more fortunate neighbor the beautiful shoes she could afford.

Colors that harmonize with the prevailing styles in women's suits will be as staple as black in my estimation. Gray in both kid and buck, and in combination effects, will surely sell. Brown and tans in calf and kid will be volume sellers in my estimation. And don't forget many women want a colored boot with lower heels.

The shoe trade will be loyal to the Government and abide by any restrictions suggested, but it must be made plain to the public that the sale of goods in stock and in process of manufacture are not violating any government restrictions, rather that it is a patriotic duty to buy these goods as long as they last.

We are all familiar with the governmental restriction for the coming season. It looks to me as though combinations were due for a long run. Would not be surprised to see black and white combination strong. Bronze is about due for another run, and owing to the fact that we are restricted on gray and delicate colors, we must do all we can to keep novelties to the front, for they are the life of our business. Let us make the best of present conditions. Be true Americans, and do our part to help win this world struggle, yet keep business going.

Frank H. Spargur.

The Best Your Money Can Buy The Bertsch Goodyear Welt Shoe Line For Men

Here is a line of extra value and extra quality throughout. We have striven to make it so and our increasing business is proof of what we have accomplished.

Dealers who handle this line are enthusiastic over its profit making power. Every pair has the best raw material, the best grade of findings and is made by the most skilled labor obtainable.

You will find it the best satisfaction giving line that is offered you to-day.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

HOOD Plymouth Waverly

An Old Standard;
Very Reliable



Hood 1st quality compound with extra quality Plymouth soles.

London last, F and W wide.

IN STOCK---NOW

You know what

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Community Conferences of Wholesalers and Retailers.

The National Association of Credit Men yesterday recommended the holding of frequent conferences of retail merchants with a view of solving many financial and other problems that are at present confronting them and with the object also of exchanging ideas for mutual benefit. It was urged upon each local credit association to organize along careful and systematic lines a credit methods department for the purpose of arranging these community meetings of retail business men.

Among other suggestions made was the holding of annual courses in the universities for the education of the retailer, with an expression of hope that such results would succeed in the introduction of a similar plan in all States.

Helping the retail merchant to help himself continues as a direct and indisputable responsibility of commercial credit managers, and in the sincere judgment of the officers and directors of the National association of Credit Men, this responsibility should not be neglected," said J. H. Tregoe, Secretary-Treasurer of the association, "but throughout all the units of the organization, as they may be encouraged and assisted by the National committee on credit department methods, ways and means should be devised and promoted for helping retail merchants to understand the principals of accountancy, the calculation of costs and the elementary rules of business, so that they may be qualified to conduct their enterprises with success and kept from the failures which are an economic waste publicly, and to the honest disposed enterpriser a great shock and discouragement.

"In line with the obligation so clearly set out, and one of the available media for helping the retail merchant to help himself, the officers and directors of the National Association of Credit Men recommend the arranging and holding of conferences where the retail merchants of a community or district can be gathered together to talk over their own problems, to ascertain how successful merchandising is accomplished, to brighten up their ideas, and through simple and informal programmes encouraged to become better merchants.

"Each local association of credit men is urged by the officers and directors of the National Association of Credit Men to organize on careful and systematic lines a credit methods department which, under the supervision and direction of an interested and skilful committee, will take the initiative or assist in the arranging of community conferences of retail merchants, hold itself open for any form of reasonable service to retail merchants in the solution of their problems and, with the co-operation and consent of the local association, provide at least one meeting of the year to a consideration of the subject, and to which should be invited the retail merchants within the association city or the district.

"The holding of annual courses in certain of the universities for the education of the retail merchant in successful merchandising is sincerely commended by the officers and directors of the National Association of Credit Men, and they hope that such a plan may not be only permanent with the universities that have experimented with it, but that it may spread into all of the States so that there may be bent to this project the best pedagogical skill and instruction."

Brevities for Busy Storekeepers.

Written for the Tradesman.

There's no use trying to slip up on the blind side of Success, for Success hasn't any blind side.

This would be a jolly old world if things didn't happen ever now and then to gum the works.

The best way to get the attention of the public in one's newspaper announcements is to give them something worth reading.

Of the elaboration of the methods and principles of advertising and selling, there is no end; but the gist of the whole matter is, good will is the keynote of it all.

Merchants whose lines bring them in touch with children have a great opportunity for developing the most profitable sort of good will in the world.

The dealer who stretches the garment of veracity to-day, and gets away with it, may think he's turned a pretty clever trick: but how about the after effect?

Since the Government has gone on record in favor of plain pricing for goods, why should anybody cling to the superannuated method of secret price marks?

No matter what line of business yours is, the war rules affect you to a greater or less extent; and it is going to make a lot of difference whether you comply gracefully or fall in line under pressure.

When the day is dark and gloomy, and it's either raining or threatening to rain, and customers are few and far between, put in the time re-arranging things so as to make your store look neater.

It very often happens that a little trade paper editorial or feature article that didn't look at first glance as if it had anything in it, contains the germ of a successful selling campaign. Go through each number of your trade paper carefully so as not to overlook any good ideas.

There are people in your community who will stealthily lead you into pessimistic utterance concerning increasing taxes, the advancing price of merchandise, and other wartime inconveniences; so you'd better be careful: no decent man on earth wants to give aid or encourage—even in the most indirect manner—to the kaiser and his hellish henchmen.

All the precautions that ever were in order concerning careful buying, apply at this time; and a whole raft of new ones which have come into vogue in consequence of the war.

As a military strategist, General Foch is the outstanding figure of our day; and the plan that's driving the Huns back to the Hindenburg line, and beyond, is quick, sharp, decisive blows, now here, now there. Why not apply Foch's famous tactics to your wartime business—a special of this one week, and next week a special sale of something else.

In these times when the man power of this country is being taxed as it never has been before, it behooves merchants to make up their minds to give more time and attention to the training of new salespeople. The men who have a genius for selecting and training green help, are the ones who are going to get the bulk of the business from now on.

Frank Fenwick.

Fire Insurance

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

No Membership Fee Charges

Our Responsibility Over
\$2,000,000

Michigan Shoe Dealers Mutual
Fire Insurance Company
Fremont, Mich.

Write us for further information.

Plush Robes

\$5 to \$40

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

\$3.50 \$3.50

To Chicago

Monday, Wednesday, Friday

From Chicago

Tuesday, Thursday and
Saturday Nights.

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

Your Freight Business Solicited.
Following Morning Delivery.

Tickets sold to all points.

Goodrich
City Office
127 Pearl
St.
Powers
Theater
Bldg.

**GOODRICH
LINE
STEAMERS**

Muskegon
Interurban
Station
156 Ottawa
Ave. N. W.

Why Is It Most merchants send to Hirth-Krause Co. First

when they want to get shoes in a hurry
and sure to get them?

There is a reason for this, but it is
no secret. Just mail us your order.
Shoes when you want them.

Hirth-Krause Company

Tanners and
Shoe Manufacturers

Grand Rapids, Michigan

RECLAIMING ZUYDER ZEE.

Will Require a Generation and Cost \$100,000,000.

The Dutch have decided to drain the Zuyder Zee, and on June 14 last Queen Wilhelmina placed her signature upon the bill authorizing the work. By this act Holland is starting a great engineering task which has for its ultimate purpose the reclamation of quite 800 square miles of arable land.

Unquestionably the shortage of food caused by the present war has brought the project to the point of action and made it apparent to the nation that the draining of the inland sea should be hastened. The scheme in itself is not new, because the Dutch for decades have had the matter in mind.

One of the things that have inspired the Hollanders to go ahead has been the results following upon the draining of Haarlem Lake between 1840 and 1852, when approximately 44,000 acres of productive soil were added to the nation's agricultural lands. From then on the Dutch pondered the much larger project involved in bringing to the light of day the area covered by the waters of the Zuyder Zee.

Thirty-two years ago the Zuyder Zee Association was called into being, a self-appointed body comprising some of the most representative men of the Netherlands, and the organization at its own expense made extensive engineering examinations looking to the practicability of diking off the Zuyder Zee and then unwatering the lake that would thereby be formed. From time to time the association has introduced bills in the States-General, but the national legislature looked with disfavor upon them because of seemingly more pressing economic demands.

Five years ago the project received substantial encouragement from the Crown, but it was impossible even then to win over the tight fisted members of the States-General. However, in September, 1916, the present bill was presented for consideration and after various modifications it was passed by both chambers of the legislature last June.

In order to realize what the scheme involves it is necessary to recall some of the topographical peculiarities of the Netherlands and to bear in mind that a very large part of the country now cultivated and inhabited is below the sea level. But for an elaborate system of dikes the salt water would inundate these sections, and even to-day it is a constant struggle between the indomitable Dutchman and the menacing seas to hold the hard won acres. Despite his efforts he is not always successful in this and every now and then storm waves breach his sheltering bulwarks of sand and sweep in upon wide expanses of his fields, submerging his crops, killing his cattle and once in a while drowning some of his kith and kin.

It is not this phase of the conflict that is likely to be altered by the draining of the Zuyder Zee, for that

body of water presents its own special problems. As seas go, this land-locked arm of the North Sea is of comparatively modern origin, and in its present proportions it dates in the main not much more than 500 years back. Its actual beginning was 300 years earlier, when the North Sea, after a succession of violent westerly storms, broke through the Friesian coast line and formed the Islands of Texel, Vlieland, Terschelling and Ameland, and thus opened up the initial stages of the shallow reaches which now separate these islands from the shore line of Friesland.

That primary conquest seemed to whet the appetite of the North Sea for further aggression, and in 1410 it swept southward and down, tearing away the last bulwark between its former limits and the erstwhile isolated Lake Flevo. Not content with obliterating this body of water, it swept further southward, overrunning the region now lying beneath the Zuyder Zee. In this devastating work the North Sea washed away many prosperous towns and occasioned the loss of scores upon scores of thousands of human lives. Is it to be wondered that the Dutch look grimly upon the Zuyder Zee? And is it to be marvelled at that they desire to shut out the parent of their evil neighbor?

But this is not the whole story of damage done. Ancient towns that still survive upon the edges of the Zuyder Zee have, many of them, suffered decadence and are but crumbling relics of their former splendor. Places of commercial importance a few centuries ago have dwindled to scarcely the dignity of rural markets.

The Zuyder Zee generally is extremely shallow, and the deepest water is only a trifle over thirteen feet. This condition has added to the difficulties of navigation, owing to the tortuous channels and the shifting nature of the submerged sand bars. In times of storm the shallowness of the Zuyder Zee induces a type of quick following waves which beat with destructive force upon every barrier standing in their sweep.

These are the seas that tear away the dikes bordering this landlocked body and almost yearly cause the flooding of more or less extensive sections of land. Not only are crops ruined and homes and lives imperilled, but the salt water poisons the soil and time only can neutralize the effect.

The work of making the present bed of the Zuyder Zee available for fields and gardens is to be achieved through two broad undertakings. The first one embraces the building of a monster eighteen mile dike from the Island of Wieringen, near the coast of the Province of North Holland, to the shore of the Province of Friesland, close to the town of Piaam.

This dike will shut out the North Sea. With this accomplished four dams or dikes will be reared within the area of the Zuyder Zee and the confined sections or "polders" will be

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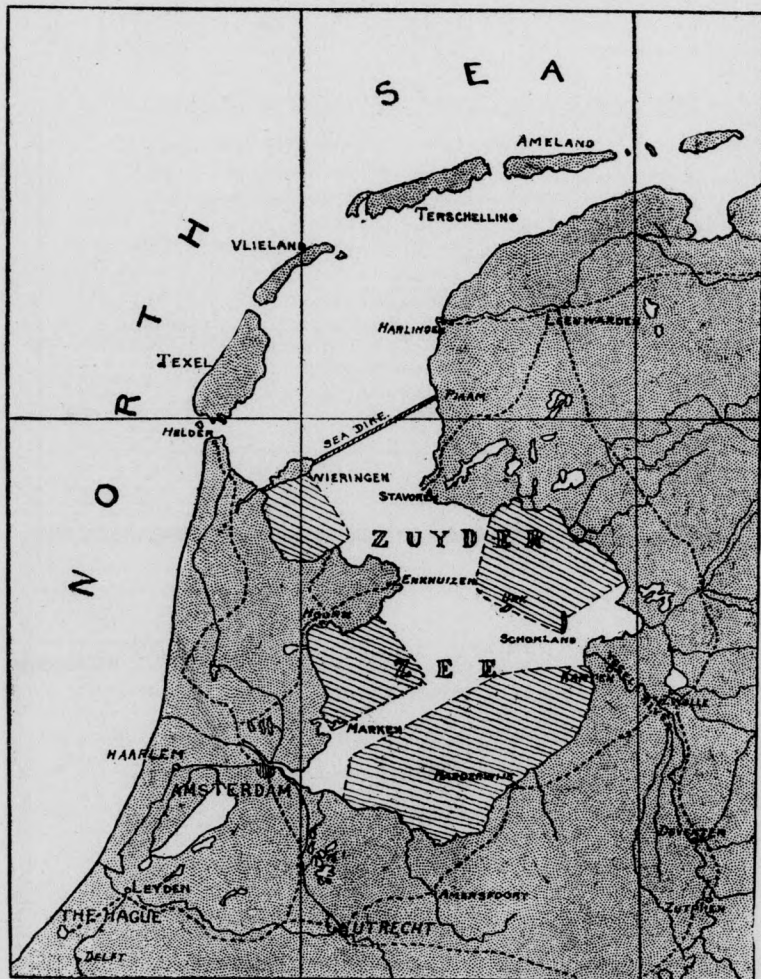


drained and the land bared for agriculture. It has been found that more than 80 per cent. of the bottom of the Zuyder Zee consists of rich alluvial deposits, while the sandy sections lie where the water is deepest and where channels will have to be left for navigation and for carrying off the outpourings of the rivers which now feed into the inland sea. The water area that will remain will be known as the Yssel Lake.

The first step in the building of the great dike will be the creation of an island out of stone and brush covered with sand and clay. This island will be set midway along the line of the great bulwark which is to hold out the North Sea. From this island construction will go on simultaneously in both directions toward

making of the above mentioned surface. This clay will be dredged from the bottom of the Zuyder Zee, and will also be transported from the island of Wieringen as waste material of a canal which will there be under construction. The total weight of stone to be employed will be approximately 570,000 tons. This basalt will all be brought from Scandinavia. The total volume of the dike is estimated at 39,238,000 cubic yards.

According to the engineering figures, the great sea dike will call for an outlay of \$11,256,000. There will be other construction work which will have to be carried on contemporaneously with the building of the dike, and the combined cost of the initial phase of the undertaking will amount to \$26,632,500.



Piaam on the north and the Island of Wieringen on the south.

According to our commercial attache at The Hague, "the work will then proceed with the construction of the so-called 'grondstuk,' or basic piece, a small dike about ninety-eight feet wide, consisting also of brush and sand with lateral facings of stone and an upper facing of stone slabs. The construction of the main dike will follow. The body of the main dike will consist also of sand on a base of brush and stone, or concrete, with a surface covering of clay. The outside lateral surface will be faced with a basalt riprapi. A double track railroad will run along the dike on the inside."

It is estimated that 1,500,000 cubic meters of clay will be used in the

Among the associate features of the first part of the plan are certain improvements at the mouth of the Yssel, the largest of the rivers now emptying into the Zuyder Zee, the construction of a short dike closing the gap between the southwestern end of the island of Wieringen and the nearby shore of the province of North Holland, and, finally, the cutting of an inland canal in Friesland, at the northeastern end of the great sea barrier, by which water traffic may pass in and out of Yssel Lake, coming from and entering the North Sea. The Dutch count upon taking nine years to finish the great dike.

It is clear that with the North Sea shut out Yssel Lake will become fresh by reason of the steady discharge into it of the waters of tribu-

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tary rivers, and complete transformation in this respect will cause certain kinds of fish to disappear there. This, of course, will be a serious blow to the present Zuyder Zee fishermen, but probably the loss will be small, compared with the radical consequences to the fishing villages of Vollandam, Marken, etc., which will no longer be in touch with the water. It is proposed to pass a special law which will provide an adequate indemnity to the fishermen and will furnish money for the removal and the re-establishment of their calling at suitable points on the North Sea coast.

An outlet will have to be furnished the fresh water of Yssel Lake so that it cannot back up and flood the contiguous region. The canal to be dug across the island of Wieringen will enable the excess water to escape seaward during ebb tide in the North Sea. It will be deep enough to accommodate vessels having a draft of 25 feet and from bank to bank it will be about 1,000 yards wide.

The plans call for a series of sluices within this artificial waterway by which the passage of craft will be restricted to boats having a maximum beam of 30 feet. This system will serve a twofold purpose; it will facilitate the control of the tidal movement of the outgoing waters of Yssel Lake, and it will constitute a defensive measure against the intrusion of enemy warships.

In the eighth year, with the sea dike substantially finished, work will be begun on the northwest polder, and the building of the inclosing wall and the draining off of the impounded water will take about six years. That is to say, within fifteen years after the start of the undertaking the first reclaimed area will be ready for cultivation. This will make available 53,600 acres, of which 46,200 acres are expected to furnish fertile soil.

In the eleventh year operations will be taken in hand for the diking and reclaiming of the largest or southernmost polder. Something like thirteen years will be needed to finish this section. The third, or southwest, polder will be commenced in the twenty-first year, and finished in the twenty-eighth; and the last or northeast polder will be started in the twenty-fifth year and completed in the thirty-third year. Therefore from start to finish the entire project will compass a period of a whole generation.

The Hollanders have purposely elected to take up progressively the various phases of the scheme in order to distribute the total burden over thirty-three years and thus to limit the annual interest charges on the borrowed money. That is to say, the non-productive part of the task will not be for a longer time than fourteen years, and during that span there will be appropriated yearly a sum of \$804,000 to defray the interest on the bonds that will be issued to carry the enterprise through.

The Government expects to receive an annual rental of \$13 an acre for the reclaimed soil. The average rent paid for agricultural and horti-

cultural land in Holland prior to the war ran about \$18 an acre.

The entire scheme will involve a total disbursement of substantially \$90,000,000 and will give to Holland 523,440 acres of new land, of which certainly 480,000 will be susceptible of cultivation. The cost per acre of the unwatered land will not exceed \$172.

The Netherlands have at present a total area of but 13,000 square miles, and the acquisition of virtually 800 more square miles of potentially fruitful fields is of prime importance. According to the advocates of the project the new lands will provide space enough for 4,000 farms—farms that will be worked intensively, and at the same time accommodate fully 200,000 dwellers.

But the benefits are by no means restricted to those already mentioned. Any one familiar with Holland knows how much of an obstacle the Zuyder Zee has long constituted to rapid intercommunication between Friesland and the busiest of the coastal towns and cities bordering more or less directly upon the North Sea. The traffic has been limited almost entirely to roundabout rail routes, which have had to make a wide detour in order to follow the shore lines of the Zuyder Zee.

With the construction of the great sea dike, with its double tracked railway, it will be practicable to link these comparatively remote provinces by fairly short lines of steam haulage, eliminating many miles of expensive transportation. Finally, with the creation of Yssel Lake water carriage will be materially improved, because it will be feasible to employ in this service faster and bigger vessels than have heretofore been permitted.

Robert G. Skerrett.

Poppies in Their Hats.

"The Americans marched into battle with poppies in their hats."—Despatch.

There's no dread of coming battle
There's no fear where cannon rattle
There's courageous duty calling
When the lads, as comrades falling,
Man the guns to foes combat
With the poppies in their hat.

We are called a bunch of Yankees
Told our sons were untrained lankies
That we all would raise a holler
If we could not chase a dollar;
Now the boys will answer that
With the poppies in their hat.

Though they never craved for blood
Yet they hungered for the good
And would ne'er endure to see
Vagabonds oppress the free.
Now these boys are standing pat
With the poppies in their hat.

How they answered to the call
Far and near, the rich and all,
North and south the east and west
Volunteering for the test
Doubly certain where they're at
With the poppies in their hat.

When the Central Powers shall see
What sort of sons has Liberty
Hohenzollerns well may fear
Knowing that their end is near.
Yanks will knock their Kultur flat
With the poppies in their hat.

Whom think you will win this fight
Evil monarchs or Sons of Right,
Men who in devices revel—
Cruelties which shame the Devil—
Or the lads who take the mat
With the poppies in their hat?

Charles A. Heath.

Of course one must be honest in order to succeed, but just plain honesty alone is not enough. It must be backed by hustle.

Johnny Knew.

Last summer little Johnny paid his first visit to a farm. All his life he had lived in the heart of a great city, and when he suddenly came in sight of a haystack he stopped and gazed earnestly at what appealed to him as a new brand of architecture.

"Say, Mr. Smith," he remarked to the farmer, pointing to the haystack, "why don't they have doors and windows in it?"

"Doors and windows!" smiled the farmer. "That ain't a house, Johnny, that's hay."

"Don't try to josh me, Mr. Smith!" was the scornful rejoinder of the city boy. "Don't you suppose that I know that hay don't grow in lumps like that?"

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Bureaucratic Paternalism Must End After the War.

Written for the Tradesman.

Profound thinking is a gift not awarded to all of us, and when we come across a case of it—the peering into the future as affecting the present—it is well if we pause and try to digest its logic and philosophy. To Otto H. Kahn, pre-eminent in the banking world, belongs the credit for an address before the American Bankers' Association which affords material for the most serious consideration of every person in the Nation, particularly those engaged in business pursuits. While upholding the administration in the vigorous prosecution of the war, Mr. Kahn pointed out clearly the menace of paternalism in government. After tersely presenting the picture of daring individualism which has made this country what it is, he said: "The menace I see is not in the deliberate will of the people, but in the fact that under emotional stress of war, tendencies are tolerated, as well as modes of thought and action, which may create very serious problems on the return of normal conditions. That menace is aggravated by the fact that from a thoroughly laudable desire to sustain the Nation's chosen leader we are all reluctant to raise controversies." Mr. Kahn expressed what a majority of us feel—perfect confidence in the sober common sense of the American people who will not cast aside knowingly the theories and principles inherited from the wisest men who ever met in deliberate assembly, in exchange for a regime of bureaucracy, paternalism, socialism or bolshevism. Yet even in the turmoil of war it is our duty to consider the re-adjustments which must be made when hostilities are ended. Getting back to normal without serious economic and social disturbance, and still retain our individualism in business, is going to be a most serious task, calling for calmness, firmness and great discretion. That it will be done goes without saying, if our business men will bring to bear the same clear reasoning which has brought them success in their own enterprises. There must, however, be a broader vision than that used in carving out an individual career.

For the future prosperity and even the future peace of our Nation, bureaucratic government must not be tolerated after the war. It is, as Mr. Kahn points out, either wasteful, stagnant, extravagant and inefficient, or, as in Germany, ruthless in its methods, oppressive in spirit and poisonous in effect. The radicalism which sanctions the penalization of business through the levying of punitive taxes is a dangerous element and must be controlled in after-the-war re-adjustment. Another element which promises a most serious problem is labor. Working men are in receipt of wages never approached in pre-war times, many making incomes much larger than the average professional man, and still demanding more. What will their attitude be when, of necessity, the price of their

labor will be reduced to reasonable limits? The taking over of the railroads by the Government was the most sensible and wise of our paternalistic experiments. The taking over, and especially the inefficient management by the inefficient Post-office Department, of the telegraph and telephone lines, was, in the estimation of many thinking persons, most unwise and uncalled for. We are cheerfully bearing the burdens placed upon us by the war and it is right that we should do so, but to win the war and deal only with problems incident thereto is not sufficient. As Mr. Kahn very truly says, "Reason must check emotion, reflection must curb impulse. Moral courage to speak one's convictions is called for, with the sole limitation that they must be the convictions of a loyal American." The picture of bureaucratic paternalism fastening its shackles upon a nation which went to war to preserve liberty is not a fanciful one.

Every cloud has its silver lining. While these are some of the possible difficulties in after-the-war-re-adjustment, a bright spot is seen in the steps now being taken to make the restoration of our merchant marine service permanent, as Chairman Hurley, of the U. S. Shipping Board, says in a personal letter to John I. Gibson, Secretary of the Western Michigan Development Bureau. Not only ships are needed to accomplish this, but the hearty co-operation of the American people in all parts of the country. This is true. No one problem affecting the future prosperity of this country is more important than the cultivation of foreign markets for the disposal of the products of our farms, looms and steel mills, and, in fact, a portion of the output of all industrial enterprises. With a better understanding of foreign markets, the stars and stripes will be seen upon all the seas and our goods will go into all corners of the earth in such volume as will tax the increased tonnage in ships built and building during the war. To achieve this result an educational campaign is necessary in order that the representatives in both houses of Congress may realize they have public opinion behind them in any measure which may be introduced to stimulate the movement, and to show the business interests of the country the value of catering to the foreign markets. The war has awakened us to the potential greatness of our Nation and it is our duty to ourselves and our posterity to take advantage of the opportunities thus opened up. Mr. Gibson, in reply to Mr. Hurley, made a number of suggestions of value. One was to have the consular service completely re-organized, taken out of politics and placed in the civil service, so that our consular offices, instead of being political plums, will be given to those who, through examination, prove fit to fill them. Those in the consular service should be men who, through study or experience, have some knowledge of the people and customs of the country to which they may be credited, and also

able to speak the language of that country. Mr. Gibson also suggests that meetings be held throughout the country where lantern slides can be used in illustration of the lectures given. If such a campaign of education is undertaken, he will be willing to take care of Michigan, or parts of it, in order that the products of our farms and orchards may find their way abroad.

Again has the notorious John Skelton Williams—sometimes called "helter skelter" Williams—Comptroller of the Currency, been the subject of severe and well-merited criticism at the hands of the State bank section of the American Bankers' Association. Mr. Williams' administration of his office has been of the most autocratic and idiotic nature, savoring too much of "Me und Gott" ideas to suit the ordinary American citizen. Charles A. Sabin, President of the Guaranty Trust Company of New York, took exception to Mr. Williams' statement that for the first seven months of 1918 there was not a single National bank failure, whereas in the same period twenty-two state banks and trust companies in fourteen different states failed. Mr. Sabin pointed out that Mr. Williams' statement was incomplete and misleading, tending to discredit state institutions and injure their standing, as the total resources of all the defunct state banks amount to no more than 2 per cent. of the total resources of state institutions. He said that to impute lack of patriotism to state banks and trust companies which have not joined the Federal Reserve system is rank injustice. The office of the Comptroller of the Currency is the most prominent of the utterly useless mechanism which survived when the old National banking system was merged with the new Federal Reserve system. Originally designed as a statistical bureau in the Treasury Department, it has, through the aggressiveness of various incumbents of the office, attained to functions and prerogatives not intended when the National banking act was passed. As these functions were assumed by the Federal Reserve Board when the new banking system went into effect, the office became as useless as a side pocket in a dog's coat and prominent legislators and bankers, including the Federal Reserve Advisory Board, urged its abolition. As the Comptroller's office serves no useful purpose and is conducted as an annoyance and menace to National and state banks alike, it is time it was abolished. An announcement of great interest to the financial world, but carrying little consolation is that Mr. Williams has been appointed financial director of the railroad administration. It is possible that this position was created for Mr. Williams in view of the probable abolition of the Comptroller's office. Every honest man in this country is strongly of the opinion that Williams should be eliminated also. It will be interesting to see what treatment the railroad finances will receive at the hands of a crank and freak who urged Congress to pass a law giving

him the right to "punish" (his own words) banks who violated any rule he might promulgate for their operations. Paul Leake.

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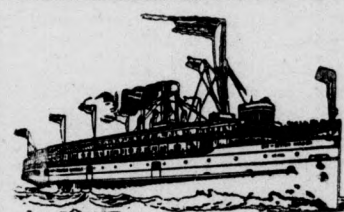
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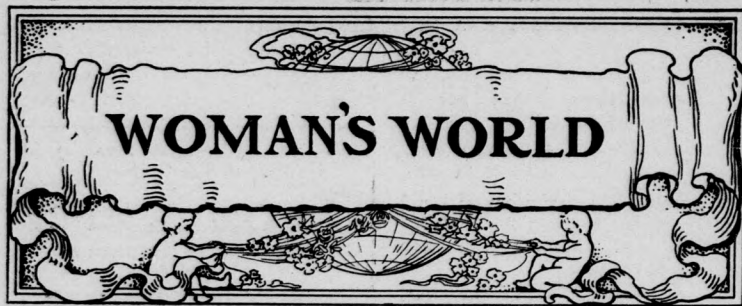
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World Has No Use For Ornamental Woman.

It so happens that with the seven days preceding the writing of these words I have been called upon to tell what I know about two women, with reference to their fitness for certain service in France. I was able to speak well of both of them, but with such a difference of detail and enthusiasm that I fear, if my two letters ever are compared, the contrast will be noticed, with effects in one case unfortunate.

Of the character, integrity and loyalty of each I could speak without reserve, for the facts regarding each leave nothing to be desired by the most rigid of examiners. Of native intelligence and ability each has more than the ordinary share. As for desire to be helpful in the great cause in which both would enlist, there is nothing to choose between the two. But when it comes down to the cold question of practical efficiency, of fitness for the arduous work that is to be done by these women when they get "over there," there is a difference so glaring, so conspicuously important, that it comes near being tragic.

One of these young women is, in the sense of what is ordinarily called scholarship, better educated than the other, although both are college graduates of high attainments. This one has a degree earned by distinguished post-graduate work involving a great deal of hard study in an abstruse field. In that field she is deeply versed, and can discuss its remote corners elaborately with the experts. She is "up" in international politics. Her brilliant conversation is the life of many a dinner-table. She is a thoroughly charming girl. And she doesn't know how to do one blessed thing. At a pinch she might boil an egg, but she couldn't make a pan of biscuits to save her life, and I doubt whether ever since she was born she has darned a stocking or made up her own bed. From her birth she has been waited on, helpless beneficiary of the labor of servants.

The other girl reads Latin and Greek at sight, and is widely read in literature, history, economics. Of late she has been a teacher of higher mathematics. But I know of nothing that practical women have to do that she cannot do well. She is an extraordinarily fine cook, and over long periods since she was a young girl has made most of her own clothes and trimmed most of her own hats. She is a natural nurse, and children, little and big, long since elected her to their inner coun-

cils as playmate, guide, and friend. She has climbed mountains, cruised in canoes, bivouacked in the North Woods—and taught night classes in political economy. She talks fluently in several languages, is a fine pianist, and can make a garden grow like an Italian. On an up-country lake she has a charming little bungalow that she and a chum built with their own hands.

I have talked with the mothers of both this girls, and I understand very well the principal reason for the difference between them. One of them had money, and pretty sound assurance that her daughter "never would need to work." So she set about it definitely to "fit her for the station in life which she evidently would occupy." The daughter was not quite satisfied with her mother's forecast of her future, took the reins in her own hands, and determined to have "an intellectual career." She has been decidedly successful in carrying out both her mother's idea and her own. She will adorn high social station, as that phrase is commonly interpreted, and "an intellectual career." She has been decidedly successful in carrying out both her mother's idea and her own. She will adorn high social station, as that phrase is commonly interpreted, and "an intellectual career" is at her command.

The other family had money, too—enough as it seemed to justify them also in fitting their daughter for an intellectual life. But her mother said to me—and this was years ago, long before the war was thought of in this country:

"I knew that riches were fleeting, and that before she died my girl might have to fight her way through any sort of hardship. The money did, in fact, flee, and she has had to earn her own living. But even if wealth had been guaranteed to her to the last day of her life, I wanted her to be efficient, to be able to command any situation in which she might find herself. It was my idea that real culture consists in the training of all one's aptitudes, mental and physical. So I grasped for her, and she grasped for herself, every opportunity to learn any useful thing; to use her eyes to see, her ears to hear, and her hands to do."

Now comes the war, and the staggering demands upon every right-minded person to turn himself to use for the benefit of the agonizing world. The same impulse has come to these two girls, so differently trained—the impulse to take a hand somewhere and help up those who

are suffering. So far as intention is concerned, they stand equal before the need and the opportunity. And one of them can walk into any situation and take charge of it. If the work to be done calls for intellectual activity, she is equal to it, for her mind has been finely equipped and trained. If what needs to be done demands skill of hand, knowledge of chemistry, cooking, sewing, nursing, or even carpenter-work or farming, she can do that just as well.

The other stands helpless, all but crippled, before any need that calls for anything but book-learning and "refinement." No, I am wrong—she has desperate desire to be helpful, a native sympathy thoroughly awakened by the world crisis and the need of the downtrodden. She will learn very fast, I think, if she has the opportunity. Out of the fire she will come a different woman. And I think that after she comes back, if she ever has daughters of her own, she will have learned that that is a very poor kind of "culture" which trains only one side of a woman.

But of these terrible days will come, I hope and believe, a very different idea of the place of woman in the world. It will be a long, long time before there will be any use—if ever there was really any use—for the "ornamental" woman, whose ambition is limited to "adorn[ing] a social station"; the woman whose "brilliance" consists in the ability to keep up her end of a conversation. The whole business of living, even here at home, is going to be a very different thing hereafter. Those elegant creatures whose life has consisted hitherto of sitting about in spectacular idleness while other men and women, infinitely more competent and useful than themselves, waited upon them, are going to have a hard time finding such folk to render any such service. More than that, I think most of them would be ashamed to do it, even if the world would allow it. The fact is that the manifold need of the world and the crying opportunities for every kind of efficiency are awakening even such as these to an eager wish to be useful and an anxious remorse upon finding themselves so pitifully incompetent. And what is more important, out of it is coming the obvious lesson that the home-maker must renew the old function that was falling into disuse, of training daughters for all-round efficiency, of mind and body. And the great thing about real efficiency is that besides being directly useful to one's fellows and one's country and the world, it brings out those capacities and qualities of character that slumber and die unless they are definitely used.

Prudence Bradish.

Former Grand Rapids Grocer Now in London.

Charles B. Eddy, the erstwhile dry goods merchant of Hart and grocer of Grand Rapids, writes the Tradesman as follows:

London, Eng., Sept. 18—I have had it in mind to write to you ever since I arrived in England, but somehow the demands upon my time have been

too numerous to permit. I want to thank you again for that bunch of stationery. It has come in handy many times and I know it will be very much in demand when I go on to France. Paper is very scarce in this country and its use is restricted on every hand. I had an opportunity to go to France last week, but was urged to remain here for a while longer and consented. Men are badly needed here, as well as in France. It takes seven men back of the lines somewhere to support one in front and I am one of those seven in the business end of this great organization. Supplies must be kept going up in a continual stream and London is the one great center for it all. Here we see thousands of soldiers on leave of a few days, and other thousands who have done their bit and are short an arm, a leg or an eye. Every day hundreds are brought to the hospitals here that we do not see, and we don't see the other thousands who have gone West and are buried on French soil. Plenty of evidences of war right here in London to satisfy the curious and plenty of work to do for all. Many of the "Y" fellows who come over seem to think that they must rush right over to France to be of any service at all, but right here in England there are lots of men needed now, and badly, too. Eagle Hut in London is the greatest place of its kind in the world for soldiers. Hundreds of Michigan lads register there all the time and I have thought that if you would send me an occasional copy of the Tradesman I would see that it was kept where it would be found. There are newspapers from many of the larger cities in the States, but I have not noticed any from Grand Rapids. Friends have sent me at times copies of the News and the Herald, but I know it would be like a letter from home for a lad to pick up a well-known Michigan paper and look it over, no matter if its contents are four weeks old. I read the few I receive and take them down there. Eagle Hut serves 2,500 meals every day. The King and Queen have visited there and every man from the States who comes over pays it a visit. Entertainments are held every night. Admiral Sims has been there several times to talk. E. H. Sothorn and Mary Anderson, the retired American actress, put on a sketch from Macbeth the other night. Elsie Janis had the reception of her life there. Everybody going or coming from France goes there. It is surely a wonderful place. I am mentioning these things to show you that Eagle Hut is the one great hut and Michigan boys when they go there pour over the newspapers lying around to find familiar ones and have to back up with a New York or San Francisco paper in their hands.

I would like to see copies of the Tradesman, News and Herald on the reading tables at Eagle Hut and if I can be of any service in the matter would gladly take a personal interest to see that they get there if mailed to me, or they can be mailed direct to American Y. M. C. A. Secretary, Eagle Hut, The Strand, London, Eng., W. C. 2. Charles B. Eddy.

Not for the Waste Basket.

"Our blotters," says an Ohio merchant, "are distributed among the teachers in the public schools. In one corner is printed: 'Given for excellence in school work'; the teachers give them to the pupils as rewards for good records, and thus they come to the attention of the parents. The teachers tell us that the blotters are an actual incentive for better deportment and grades. Unquestionably the plan has caused a notable increase in our sales."

Don't Nig Use Your Substitutes

In the purchase of Pure Wheat Flour and the substitutes separately there is an opportunity for "nigging."

It does not seem possible that any Loyal Red-blooded American would deliberately violate the Food Administration regulations by using the wheat flour and not the substitutes.

In fact no loyal American will do so or can do so, for just as sure as he knowingly violates the Food Administration regulations he is not a Loyal American, but a Slacker.

Because of the fact that

Lily White

"The Flour the Best Cooks Use"

is a 100% wheat flour it is necessary to purchase 25 pounds of either Corn Meal, Corn Flour, Barley Flour, Kaffir Flour, Milo Flour, Feterita Flour and Meals, Rice Flour, Oat Flour, Peanut Flour, Bean Flour, Potato Flour and Sweet Potato Flour or Buckwheat Flour with every 100 pounds of LILY WHITE FLOUR, or any other pure wheat flour. If you desire to use Rye Flour as a substitute, you are required to purchase 2 pounds with every 3 pounds of pure wheat flour, whereas you will note the other substitutes are used on the basis of 1 pound to every 4 pounds of pure wheat flour.

However by using LILY WHITE FLOUR with the substitutes you will be able to make splendid bread—in fact, really delicious bread, rolls, biscuits and pastries.

Remember the quality of Lily White Flour is unexcelled and, furthermore, it is guaranteed to give perfect baking satisfaction for every requirement of home baking.

Our Domestic Science Department furnishes recipes and canning charts upon request and will aid you to solve any other kitchen problems you may have from time to time. Public demonstrations also arranged. Address your letters to our Domestic Science Department.

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

The above is a sample of ads. we are running in the newspapers.
Your customers are reading them—keep a good stock on hand to supply the demand.

DWINELL-WRIGHT CO.'S

White House Coffee and Teas



Are SURE-THING Products

"The Promise of a Good Cup"

A

CERTAINTY

We give you full permission to "GO THE LIMIT" in extolling the virtues of these specialties of ours. We'll back you up.

BOSTON DWINELL-WRIGHT COMPANY CHICAGO

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

Buy
Liberty
Bonds

Buy
Liberty
Bonds

The Popular Cereal in Millions of Homes

Kellogg's

The Original, Toasted Corn Flakes.
Dainty, thin, crisp Flakes. Always uniform---always the same high quality. The one Standard Cereal that has stood the test of time.

Kellogg Toasted Corn Flake Company
Battle Creek, Michigan



Fourth
Liberty
Loan

Fourth
Liberty
Loan



Sanitary Arrangement and Equipment of Egg Breaking Plants.

To assist egg breakers in selecting effective apparatus and in arranging their plants in a sanitary and economical manner, the United States Department of Agriculture has issued Bulletin 663, "The Installation and Equipment of an Egg-Breaking Plant." The bulletin discusses not only the equipment but the favored arrangement of egg-breaking plants, and illustrates equipment found to be useful.

Egg-breaking plants are located in producing sections and near many large markets. They buy the "seconds," which are not marketable in the shell for ordinary food use, but which when properly handled are perfectly wholesome, remove the shells and freeze, can or dry the contents. The frozen, dried, or canned product is sold largely to bakers for use in pastry.

"An egg-breaking plant," says the bulletin, "should have an insulated, refrigerated chill room, candling room, freezer, and breaking room. Adjoining the breaking room should be a room for the washing and sterilizing of utensils."

"The breaking and sterilizing rooms should have a plentiful supply of natural light. The walls and ceilings should be plastered and white enameled, and the floors should be concrete with trapped drains. In the partition between the two rooms a sliding window for the transfer of equipment should be built."

"The freezer should be equipped with shelves of brine piping, through which brine is circulated for freezing the cans of liquid egg."

"The candled eggs should be taken to the breaking room in metal pails, because cases with the accompanying packing material are dirty. Leaking eggs after candling should be placed on special trays for transferring to the breaking room."

"The egg-breaking outfit consists of a tray, on which is placed an open rack for supporting the cups, and a detachable knife on which the eggs are broken. This knife rests in slots in standards fastened to the ends of the breaking tray. Glass cups should be used for the grading of the opened eggs, because certain types of bad eggs cannot be detected in non-transparent containers. When whites and yolks are separated it should be done by means of a sanitary mechanical device."

"The egg-breaking tables should be covered with a nonabsorbing material such as metal or porcelain."

"A churn for mixing the egg before

freezing should be provided. It should be constructed so that it can be readily washed and sterilized."

"A lavatory with knee and pedal-valve attachment should be installed in the breaking room near the transfer window for the washing of hands after breaking bad eggs."

"White uniforms should be provided for operators in the breaking room."

"The sterilizing room should be furnished with sinks and steam sterilizers. The sinks should be equipped with drains and mechanical rinsers and should be supplied with hot and cold water and connected to trapped drains."

No Restrictions on Profits of Packing Stock Butter.

Many of the operators in butter have assumed that the Food Administration rules and regulations covering the distribution of butter applied only to the manufactured product, and that packing stock was not included in the rules. But this opinion was not shared by all and in the hope of getting the matter cleared up S. K. Cohen of the New York Butter Packing Co. wrote to the Food Administration at Washington for a definite ruling. On Thursday he received a brief reply, signed by T. A. Somerville, from which the following is an extract:

"The Special Rules and Regulations of the Food Administration covering distribution of butter, did not cover packing stock butter, but they do cover process and ladle butter."

If this meant only fresh packing stock the ruling would be interpreted as an encouragement to farmers to turn out as much dairy butter as possible, but it seems to apply to the storage goods as well, and operators are now wondering why there should be any difference between packing stock and creamery, the latter being held to a very moderate profit."

Figuring Cost of Poultry.

The Food Administration has adopted the following rule (A-121) as part of the regulations governing wholesalers, retailers and all other dealers in frozen poultry:

"In any case where the original packer is unable to determine the actual cost into storage of any particular grade of poultry he will for the present be permitted to determine the actual total cost of all such grades and apportion this cost between the grades in proportion to the actual market price of these grades at the time when they go into storage and the quantity of each grade packed."

FREIMANN & CO.,

Successors to
"Northern Mich. Hise, Wool and Fur Co."
BUYERS OF HIDES, WOOL, FUR, TALLOW, METAL,
RUBBER, OLD PAPER, GINSENG, BEESWAX AND IRON
WRITE FOR OUR PRICE LISTS BEFORE YOU SHIP.
Branch Office: 267 Grove St., Milwaukee, Wis.
730-732 East Front Street
TRAVERSE CITY, MICHIGAN

HARNESS OUR OWN MAKE

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

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Ionia Ave. and Louis St. Grand Rapids, Michigan

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
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Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

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

No membership fee charged.

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

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

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

Home Office, Grand Rapids

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

Cranberries—Cranberries—Cranberries

Eatmore Brand—Highest Quality

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

Egg Candling Certificates

One must be used in every case of eggs sold by the merchant to peddler, wholesaler or commission merchant. Not to do so is to subject the seller to severe penalties. We can furnish these forms printed on both sides, to conform to Government requirements, for \$1 per 100, postage prepaid. Special prices in larger quantities.

TRADESMAN COMPANY
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E We Buy EGGS E We Store EGGS E We Sell EGGS

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

KENT STORAGE COMPANY,

Grand Rapids, Michigan

E. P. MILLER, President

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Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

LOOKS LIKE PROFITEERING.

Action of Salmon Cannery in Fixing Prices.

Cannery are supposed to be like Caesar's wife—above suspicion—only it must be confessed that few measure up to that expectation. Profiteering is a word to which the war has given a sinister meaning, and even though the practice was indulged in in pre-war history it is something no one wishes to be caught at now, with the emphasis on the caught. Incidentally, one is given to wonder whether or not the Government does not sometimes look the other way when the case is not too flagrant, or, for that matter, what is profiteering, anyway? All of which is suggested by the recent developments in the salmon situation.

As will be recalled, the Government recently made it known that its requirements from the new pack would be 100 per cent. of the principal varieties of the one-pound sizes, which left a very small percentage for civilian use, as most of the salmon is normally packed in one-pound tins. At any rate, packers were told to hold up their pack from commercial channels until further notice. Then came word that the Government would allow the packers certain prices for the pack, namely, \$1.75 for reds, \$1.50 for pinks and \$1.40 for chums. The Government had arrived at these prices after a thorough examination of costs and everything else that was supposed to have any bearing on the situation, including sufficient profit to enable the packers to pay income taxes, surtaxes and super taxes, to say nothing of buying Liberty bonds, war savings stamps and gasoline.

But the packers were not satisfied. Of course, it was all right to allow the Government to take the salmon at that price, provided they were allowed to charge the public a higher price; but here was the whole pack commandeered, so to speak, with no chance of putting it over on the public. Something had to be done and done quickly. Consequently a telegram of protest was sent to Washington and forthwith a committee hastened from the Coast to tell the Government all about it. The measures taken were effective, for the Government immediately released 20 per cent. of the pack for civilian use, and, to appease the packers, allowed them to charge last year's prices to the public, namely, \$2.35 for reds, or 60 cents more than to the Government; \$1.65 for pinks, or 15 cents more, and \$1.60 for chums, or 20 cents more—and this, one day before the committee arrived in Washington.

Last year, it will be recalled, the Government threw a bombshell into the packers' camp by naming prices for its own allotment approximately the same as those to apply to the present pack. At that time the market for reds had soared to \$2.75—these prices, it must be borne in mind, are per dozen cans, four dozen to the case—or a dollar a dozen

higher than the Government deemed a fair price to itself. The salmon had already been commandeered subject to a price to be determined later, the price proving to be \$1.75. But the cannery had by that time sold most of their remaining pack to the regular trade, and only had odd lots on hand. Jobbers, representing the public, said they had been stung—and nobody denied it. Then the Government relented and said that the packers could sell their remainder at the opening prices of the season, or on the basis of \$2.35 for reds, thereby stamping the additional 40 cents as excessive profit. It was said at the time that this might just as well be done, as most of the salmon had been sold at that figure anyway.

Now history is repeating itself to the extent that the public has got to stand for an extra profit of 60 cents a dozen. Last year, when the protest was heard from the jobbers, a member of the Food Administration explained that the Government prices were exclusive of brokerage and all selling costs, so that the public should naturally expect to pay a little more.

There was no fault found with this argument except that, making the most liberal allowances, it could not be calculated how it could cost 5c a can to sell it to a jobber. Precisely the same problem presents itself today. In other words, how can it cost 34 per cent. more than the Government pays to sell to the commercial buyer instead? This applies to reds. On pinks the excess is 10 per cent., which is more reasonable, and on chums 14 per cent.; yet even these are hard to explain while reds are the favorite. If the Government has allowed the cannery a reasonable profit for its own allotment, then that profit should still be reasonable even for the public and any advance which the public has to pay should merely represent the added costs. How then can it be shown that the cost of selling chum salmon to the public is 10 per cent., pink 14 per cent. and red 34 per cent.

A story is told in the trade that the president of one of the big canning corporations at the close of last season exhibited his balance sheet to his directors with a grand flourish of pride. "There," said he, "what do you think of that?"

"I should think you would be ashamed of it," spoke up one of his vice presidents.

"Ashamed of it?" he gasped, in astonishment.

"That's what I said," the vice president replied. "I should think you'd be ashamed to let anybody know you had made so much money in war times!"

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.

Telephone 2636. Barnhart Bldg.
GRAND RAPIDS, MICHIGAN

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

Mapleine

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

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

Crescent Mfg. Co.
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The "Little Gem" Battery
Egg Tester

Write for catalogue and prices.
We have the best.

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APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
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WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US

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Moseley Brothers, GRAND RAPIDS, MICH.
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MOORE'S
LAXATIVE COLD TABLETS

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

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

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

THE MOORE COMPANY
TEMPERANCE, MICH.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN



Michigan Retail Dry Goods Association.
 President—D. M. Christian, Owosso.
 First Vice-President—George J. Dratz, Muskegon.
 Second Vice-President—H. G. Wendland, Bay City.
 Secretary-Treasurer—J. W. Knapp, Lansing.

Can Women Act As Floor Managers?

One of the most active topics of discussion in retail trade circles these days is the probable effect on the stores of the country—particularly the dry goods stores—that the extension of the draft ages would have. Not only does this discussion take into consideration men who will be so classified that they will be inducted into military service almost at once, but also those men who, although they are given deferred classification because of dependents, would be affected by the extension of the "work or fight" order to include store employees of 18 to 45.

Under particular discussion is the question of filling the places of floor men or section managers, providing the operations of the extended draft and its governing regulations require men under 46 to seek new positions or enter service. One store manager said yesterday that it was difficult to make "floor men" of women, and that only once in ten years was one found who naturally possessed the qualifications required by holders of these positions. He admitted, however, that when such a woman is found, she is not only as good as the average man employed in positions of this kind, but better than some.

"One of the chief functions of the floor man is to see that customers are waited on," he continued. "To do this he must keep moving around the territory under his charge, which naturally means that he must be on his feet for long periods. In this respect women are less capable than men. They cannot, and cannot be expected to, remain standing for hours at a time. If any one wants to argue this point, let him read the law requiring the stores to provide seats for the girls back of the counters.

"This is the main objection to women in these positions, so far as I can see. We have employed some here for several years, and their work has demonstrated that, otherwise, they are capable of doing what the position demands. About the only place I have doubts of their ability is in departments where most of the selling is done by men, such as furniture, rugs, carpets, etc., and where quite a little technical knowledge is required. There are certain departments, such as those handling 'intimate' merchandise, where women ap-

pear to better advantage than men, although the latter are by no means out of place or incapable there.

"If I were to cite an argument other than physical against the general use of women in floor positions, I would say that too many of them lack the business instincts that would make them successful in that work, I have found here that women who have real responsibilities, particularly women who have others dependent upon them, turn out best. It might be possible to recruit enough of these women from behind the counters and other sources to fill any floor vacancies the enlarged draft may bring, and it might not. Time will tell.

"Then, again, it must not be forgotten that there are a great many men above 45 who are vigorous enough to stand the physical strain of a floor position, and it might be possible to fill any depletion in the present ranks with these men. I am not prepared to make any definite assertion at this time, but the chances are that, one way or another, the stores will solve their problems without introducing any more innovations in the way of floor employees than are absolutely necessary."

An executive of another establishment, which has several floor women, was of the opinion that the stores would suffer, under the circumstances outlined above, only if they were unable to get enough women capable of filling the positions in question. This man asserted that there is no reason why a woman, properly trained, could not do the work as effectively as a man, and he agreed with the manager previously quoted that in some departments they are more capable. He said that women floor employees probably are not paid as much as the men now, but that this situation would take care of itself if any extended replacement of men workers became necessary. He seemed to think that women would have even better control over the girl workers than men, through a better understanding of their needs, trend of thought, etc.

As to the possibilities of a customer's unwillingness to take a floor woman's word as final in disputes involving merchandise or store service, with the result that the "men higher up" would be overwhelmed with work of minor importance, the executive referred to said that this is too often the case now, even with floor men. The whole thing, he said, revolved around the personality and ability of the employee, and his or her power of making a decision and show-

ing the customer why it is the right one.

In a third case, one of the best-known executives in the city gave his opinion as being that, with the exception of certain departments, floor men are absolutely essential to the success of any big store. He went on:

"Ask any girl behind a counter and she will tell you that 90 per cent. of the woman customers of any store come pretty close to being 'impossible.' If they have good manners when they enter the store, they forget them as soon as they start to buy anything. They say and do things the would never think of anywhere else, not only to the salesgirls, but to each other. Some kind of a balance wheel is necessary, and that, in a sense, is what the floor man is. A woman in a similar position would not do at all in most cases. There is no reason to believe that woman customers are going to treat a female employee in front of a counter any better than they treat those behind one.

"To substitute women for men in floor positions generally, unless it becomes imperative, is, in my opinion, wrong and cannot help but result in confusion and loss of trade. Particularly would this be true of departments located on the main floor, where the crowds and confusion are greatest, and where the strain on the floor workers' strength, patience, and tact is most marked. The average store has too much at stake to make the change without some compelling

reason. Personally I cannot see the need of it, even if the draft is extended."

Refused to Do as She Was Told.

Mary Jane's master is a slightly eccentric bachelor. He has one most irritating habit. Instead of telling her what he wants done by word of mouth he leaves on his desk or on the kitchen table or anywhere else where she is likely to see it a note curtly directing her to "dust the dining room" or "turn out my cupboard," and so on.

The other day he bought some note paper, with the usual die-sunk address imprinted upon it, from the stationer and ordered it to be sent home.

Mary Jane took it in and the first thing that caught her eye was a note attached to the package. She read it open eyed.

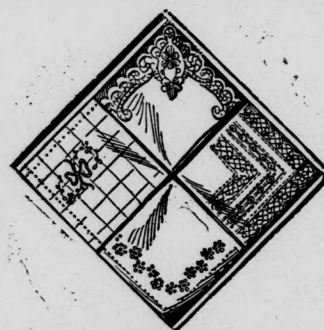
"Well," she said, "he's asked me to do a few things in his blessed notes, but this is the limit. I won't stand it no longer!"

For the note read:

"Die inside this package."

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

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.
CORL, KNOTT & CO., Ltd.
 Corner Commerce Ave. and Island St.
 Grand Rapids, Mich.



The Government Requests the Public to
 Do Their Christmas Shopping Early.

Handkerchiefs

Despite the extreme scarcity of merchandise we have assembled a most attractive display of Holiday Handkerchiefs.

All Qualities and Prices ranging from 45c to \$4.50 per dozen.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

Follow the Natural Impulse



Telephone

Citizens Long Distance Lines Connect With Practically Every City, Village, Hamlet and Cross Roads in Michigan. Also Points Outside.

USE CITIZENS SERVICE

The Biggest Assets of the Salesman.

Wausau, Wis., Oct. 8—In dealing with customers remember that they unconsciously note your tone of voice, your hesitancy or any other indication that you are a little doubtful about the thing you are trying to sell.

Know your merchandise. If you are not entirely familiar with an article, do not put it out of your mind until you have gone to someone in the store who knows and found out about the matter in question. Then you will rid yourself of that hesitant manner that may often cause you to lose a sale.

There is nothing that will produce sales so efficiently as 'knowing that you know.' You have confidence in your own knowledge and ability; this confidence is transmitted to the customer. 'Confidence is the basis of trade.' In order for others to have confidence in you, you must first have confidence in yourself.

I wish to relate a few instances in which the salesmen's lack of confidence is plainly shown to the customer. A customer comes into the store and asks for something.

Instead of saying: "Very well, I shall be glad to show you," I have heard clerks say with a sort of "I know you won't buy" expression, "I'll show you what we have."

Another thing we sometimes hear: "We haven't a very good stock of that just now, but I'll be glad to show you." In both of these instances the clerk has unintentionally secured unfavorable attention instead of favorable attention.

If a clerk can make a sale after a start like that, he is extremely fortunate; I for one do not feel like buying anything that the salespeople indicate they have no confidence in themselves.

A lady comes in for ribbon, without knowing what kind of ribbon she wishes. The clerk remarks: "Our new

ribbons are not in yet, but I shall be glad to show you what we have."

Why not be glad to show in the first place without knocking your own sales before you start? I know that we all make mistakes and I have at different times been guilty of saying the wrong thing, but I find it good policy when a sale has been lost to go over what I have said and find the error and try to avoid it again.

So, while some of the chips may fly in my own face, I shall keep chopping away in the hope that someone may derive some benefit from my effort.

Another thing that has come under my observation is the fact that we are prone to knock the item the customer is not going to buy in our attempt to boost the one the customer is buying.

I do not feel that it is necessary to knock one item to sell another. All the items we have for sale have their good points and these should be presented in our selling talk. But if you cannot get along without knocking a certain item, let someone else sell it.

I know this knocking is done without thinking; that is the reason I am trying to rouse those in that class to think about these things which, while seemingly unimportant, mean the loss of so many sales in our store.

I want to illustrate this point: A lady clerk is showing coats. She is showing one of high shade and another of darker color. The customer, while she has not decided, shows a slight preference for the darker coat.

The clerk says, "I believe you will like that one, as it is not so likely to fade as this one."

The customer finally decides that she would like to have a little brighter coat and since the clerk has knocked the higher shade, the customer goes elsewhere.

The clerk could have just as easily

said, "This is a durable material and holds its color well," without mentioning that the higher shade might fade.

I do not wish to convey the idea that we wish to deceive anyone, but everyone knows without you telling them that louder shades are more likely to become lighter than those of darker color. My idea is tell the truth but avoid knocking your own merchandise.

Another thing that may be a little off the text but I feel needs mentioning. Did you ever hear a clerk say, "I haven't that to-day" or "I can give you this kind?"

Whenever we say "we" we include the entire working force of our stores. When we say "I" we cast aside all of this prestige and bring it down to one individual.

Don't you see the prestige you are losing? I dislike to go into a store where the clerks say "I." If anyone in this organization has the right to say "I" that person would be the one who founded this organization, and yet the owner of our business would not think of saying "I" if he were behind the counter in any of our stores.

R. A. Tinker.

The Pathos of Distance.

In England and France I have seen things which I wish could be burned into the conscience of every business man in the United States. I have seen factories in ruins, office buildings blown into bits, commercial districts, miles in extent, lying deserted and silent, grass growing in the streets like places of the dead—everything that years, perhaps hundreds of years of patient industry had built up and passed on as a heritage from father to son—all vanished.

We in America have known nothing

like this. We can know nothing like it. Thanks to our Allies, these experiences will be kept from us. That factory of yours in New England, that mine of your neighbor's in Michigan, that farm I own in Iowa—they are being protected to-day by the untold sacrifices of the soldiers, the business men, the women of England and France.

Why, then, should we complain? Why should we protest that our business is ruined? Why should we bemoan lessened profits, cavil at high prices, inconveniences, hard conditions? Why should we rage at the disaster that overtakes our business?

Our business? Our profits? Our lives? Good God, will we ever open our eyes to see the truth? Can we ever repay the debt we owe? The time has come for us, the commercial men of this country, to relieve our French and British allies overseas of their appalling burden. Their soldiers are now our soldiers, as truly as if they wore our uniform; and our boys are theirs.

E. T. Meredith.

To Sell All His Lines.

A street parade enabled a dealer in a small Missouri town to present in a striking way the three lines he sells. He entered three delivery wagons. The first carried a load of building materials and a sign which read: "We furnish the material." The second wagon carried benches and carpenter's tools and announced: "And build the house." The third wagon was loaded with coal; this sign read: "And keep it warm."

SERVICE**QUALITY**

Inside Information Gleaned From the New York Market

Government regulations forbidding other than cash and carry business are being advocated very strongly and it would not surprise us to see it put through as a law before very long. The Government for a long time has urged retail merchants to buy close at home. It is a good thing for him, because he will have to buy frequently and he will learn the real meaning of turn-over. He will learn how to keep away from dead stock and he will make more money by turn-over than he will by advance buying and holding the goods until they go up in price, guessing wrong at least 40 per cent. of the time.

In this connection, do not worry about futures. We do not want to go out and take orders for a lot of merchandise and not be able to ship it. We would rather do less business. When we promise a merchant goods, we want to ship those goods to him at the price we promised him. We do not want to write a lot of future orders and not be able to fill them.

If you were to visit the New York market for a single day you would more heartily and thoroughly appreciate why certain regulations are so necessary. You would understand that no reputable wholesale house can afford to have a retailer pick up big quantities of a great many items which are absolutely unobtainable from the manufacturers to-day. Please understand these conditions and when you are told that one package or one carton or a certain number of dozen or a certain number of pieces is all one merchant can have, you must adhere to that and rely on the statement that we are doing this to protect our customers and try to have merchandise for all of them.

This fact, combined with sure-to-come higher prices, in all probability goods now price fixed by the Government advanced again, and ever increasing opportunities to sell goods, are the paramount facts established by a visit to market.

It is merely a question to-day of giving your customers service, displaying your goods advantageously and preparing for the big increased business which is surely headed your way.

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.

Pointers on Taking Care of Stove Stock.

Written for the Tradesman.

Mrs. Manning went into Smith's hardware store the other day. She wanted to see a certain new range that Smith had been trying to sell her neighbor, Mrs. Richards.

"Just this way a step, Mrs. Manning," said Smith; and led her to the stove department at the back of the store. "The Regal, Junior, did you say? It's right here. If you'll wait a minute—"

And Smith proceeded to remove from the Regal, Junior, the following inventory of back-breaking burdens:

- 1 keg of nails.
- 1 box patent can openers.
- 1 shoe brush.
- 3 tins stove polish.
- 1 granite pudding pan.
- 6 assorted razors.
- 4 dog collars—assorted.
- 1 large bundle of printed circulars.

By the time the job was done, Mrs. Manning was pretty nearly tired of waiting to see the Regal, Junior. She had time to remember a range she had seen in Kickshaw's Hardware Store the previous season, and to wonder if it wouldn't be a better buy, provided she could get it at the old price. More than that, all the time Smith was rhapsodizing on the merits and beauties of the Regal, Junior, she could never conjure up a favorable picture of what the Regal, Junior, would be in her kitchen. She did not see a beautiful, modern range, the thing she had pictured. All she saw was a sort of handy catch-all.

"I just wanted to look at it, anyway," she said, by way of excuse; and Smith felt that he had probably lost a sale.

Now, a beautiful, flat topped, expansive range is just the handiest thing in the world to put things on when you don't know where else to put them—at least, in the hardware store. But if you want to make sales, try to hold out against the temptation. And train your salespeople to resist the temptation, too.

For, if you are to make sales in the stove department your heaters and ranges must at all times look their best. First impressions are the most lasting; and the first impression a stove creates in the customer's mind is a powerful factor in the making or losing of a sale.

For this self-same reason, it pays

the hardware dealer, while keeping his stoves clear of debris, to also keep them bright.

One of the great troubles, of course, is dust. This is bound to accumulate on any range or heater. But a few minutes' work with a dry dust cloth or other appliance every now and then will make the stove as bright as new.

Dust carries with it suggestions of held-over goods and old models. When the average purchaser comes into the hardware store to buy a stove, she has in mind an article bright and new in every particular. The careless dealer who shows a dusty stove creates an unfavorable impression, the extent of which he probably does not realize.

It will pay the dealer to have a regular every day for looking over and dusting the stoves, and himself to look over the work the junior does on them and to train the latter to do that work thoroughly.

The location and arrangement of the stove stock is an important factor in making sales. It is almost an axiom of stove retailing that the department should be located in a part of the store by itself. I recall some cases which very aptly illustrate this point.

In one ordinarily well managed store, a new manager was struck by the unwonted air of confusion which prevailed. Even when there were only a few customers in the store, there was a constant hurrying to and fro of salespeople. He presently located the trouble to his satisfaction. The stoves were shown along one side of the store, and so much space was used in this way that an adequate arrangement of the other departments was impossible. The previous manager had balked at the suggestion that the stove department be transferred to the floor above. The result was that while every department was represented on the ground floor, the bulk of the stock was carried overhead, necessitating a constant running up and down stairs to fill in assortment of stock to show customers.

To move the stove department, which had not been paying any too well, to the less favorable location upstairs seemed a risky experiment. Nevertheless, the manager eventually took the chance. A large portion of the upstairs was given entirely to the stove department. It was found possible to arrange the stock to better advantage. The lighting was better. A wide stairway was put in leading to the stove display, comfortable seats were provided for cus-

tomers, and signs distributed throughout the downstairs department urged customers to see the stove department on the next floor before they left. Meanwhile, the departments below stairs were made to carry adequate stocks.

The first year of the experiment not only did away entirely with the previous confusion, but increased the stove business 30 per cent.

The reason was simple enough. In the first place, the stove department was made attractive to customers. In the second, the stoves received adequate display. A customer could sit down to look at a range, and could see it from all sides in a good light. And each range or heater shown appeared to the very best advantage. Moreover, there were no other departments across the aisle to distract attention from the subject in hand—stoves.

There is another advantage in thus isolating the stove department which the average salesman will appreciate. A sale can be closed much more rap-

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. R. Knowlson Co.

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

TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Foster, Stevens & Co. Wholesale Hardware

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

idly when the deal is discussed in privacy. Try to sell a woman a stove at the front of the store where customers are constantly coming and going and talking—it's one of the hardest things in the world. But sit down in a sequestered corner where the customer's mind can be concentrated on the subject, without interruption, and the chances of a sale are more than double.

Many dealers have practically double stores, using one side for stoves and tinware. Others use the rear of the store, elevating it above the level of the front. Others—as in this instance—locate the department above stairs. In this event it will pay to make the stairway leading to the department wide and inviting, and to have signs plentifully scattered throughout the store calling attention to the department overhead.

One dealer finds very satisfactory results where he keeps a few samples on the ground floor, and shows the main stock upstairs. The small ground floor display helps to advertise the fact that the store handles stoves. The real selling, though, is in nine cases out of ten done upstairs where the stoves can be seen to the best advantage.

The outstanding fact to remember, always, is that the stove which is seen at a disadvantage—cluttered with odds and ends, dusty, rusty, or in a bad light or jumbled with other stock—is likely to remain on the dealer's hands. The stove which is seen to the best advantage helps to sell itself. Victor Lauriston.

Mr. Hoover Pleads For Nation-Wide Saving.

Washington, Oct. 7.—Owing to the extension of the drought area, the shortening of the corn crop, the larger animal population in the country, and the Allied demands upon us for feeding stuffs for their own animals, because of their own shortage in production of feed grain, it is necessary that we should exert every effort in the proper conservation of feeding stuffs during the next twelve months; yet we must maintain our own animal production. It is necessary that we should ship a larger proportion of wheat as compared with flour during the next twelve months than during the last twelve months to the Allied countries, because their own shortage of feeding stuffs is such that if they are to keep alive their dairy herds, they must have a larger supply of grain wheat.

Already, the milk supply in the Allied countries has been limited practically to the supply of children and other vitally necessary national uses, and any failure on our part to supply them with necessary feed stuffs for their dairy herd means that we shall cut into the actual safety of the children amongst the Allies. On the other hand, both our own population and the Allies are dependent upon our production of animal products, and we do not in any way wish to stifle this production. What we must secure is the utmost elimination of waste by the careful feeding of animals and the use of all the roughage available.

One of the difficult problems is the distribution of wheat mill feeds, and this is made more difficult by the fact that the Food Administration, in an endeavor to protect the farmer, is maintaining an artificially low price on these feeds. One consequence is that a great deal of mill feeds are now going unnecessarily into work animals or beef production. Every

farmer will recognize that the wheat mill feeds are vitally necessary for the dairy cattle, to some extent for the poultry, and for young pigs. Owing to the absorption of mill feeds at local points near the mill, considerable sections of the dairy industry are practically without mill feeds and our dairy production is thereby in danger. With view to correcting this, so far as possible, the Food Administration desires to appeal for the assistance of the farmers of the country in the use and distribution of wheat mill feeds. In this view, we are asking every buyer of wheat mill feeds, outside of the acute drought area, to sign a pledge of honor not to use the wheat mill feeds for any purpose except the essential use in dairy, young pig and poultry production, and not to purchase or hold at any one time more than 60 days supply. Unless we can secure this careful and specialized use of mill feeds, our dairy production in the congested Eastern area of the United States is bound to fall and to jeopardize the food supply of our people in that section. Otherwise it will be necessary to release the price restrictions on mill feeds and allow them to take their natural course.

With a view to securing this co-operation from the farmers all over the country in the interests of their industry as a whole, we are instructing the mills and all dealers in feeds to secure from the buyer of wheat mill feeds the following pledge:

In order to assist the Food Administration in the distribution of mill feeds, I hereby undertake on honor not to use wheat mill feeds for any other purpose than feeding of dairy cattle, poultry, young pigs or young calves, or the preparation of a weekly bran mash for work animals. I will not feed any more wheat mill feeds than is customarily fed to such animals and I further agree not to have at any one time more than a 60-day supply of wheat feeds on hand.

The Food Administration is also requiring the millers and feed jobbers to distribute their wheat mill feeds in such manner that each State receives the same proportion of the mill's or jobber's shipments as it received in the same quarter in 1917.

Sugar Is Wasted in Many Ways.

The home economics section of the extension service of the University of Arizona is circulating large quantities of useful food literature to Arizona housewives. A recent circular, among other things, contains the following:

Sugar is wasted—

By oversweetening beverages.

By using more than is needed on cereals.

By combining more than is necessary with fruits.

By serving rich desserts when fresh, canned, or dried fruits might be used.

By using sugar in dry form instead of preparing a sirup. For example, the allowance of sugar for sweetening beverages and cereals goes farther if made into a sirup.

To insist upon being talkative with a customer who does not like it means that what you say will meet with objections.

We conduct
Special Sales
for
Retail Merchants.
GREENE SALES Co JACKSON, MICH.

What Is Selling?

Always the Great Question.

HERE'S THE ANSWER:

FLAT SILVER WARE IS SELLING

We quote factory prices only on this tremendously important and **ESSENTIAL LINE**. Prices are at the bottom now and rumors of advance constantly coming in. **BUY NOW** as we are selling agents and show a number of new patterns from such good makers as Rogers Bros. 1847, Oneida Community, Wm. Rogers & Son, Wm. A. Rogers and many other manufacturers.

Spoons	Berry Spoons	Butter Spreaders
Knives and Forks	Cream and	Salad Forks
Cold Meat Forks	Gravy Ladles	Oyster Forks
Sugars and Butters	Childs' Sets	Fruit Knives
Pickle Forks	Orange Spoons	Carving Sets

NICKEL AND ALUMINUM GOODS ARE SELLING

Coffee Pots	Tea Kettles	Crumb Trays
Coffee Percolators	Chafing Dishes	Serving Trays
Water Pails	Sauce Pans	Spoons and Ladles
Preserving Kettles	Mixing Bowls	Double Boilers
Frying Pans	Griddles	Roasters
Steamers	Caster Sets	Cups and Saucers
Wash Basins	Egg Poachers	and Plates
		Tea Pots

HOUSEHOLD AND KITCHEN ESSENTIALS ARE SELLING

Dutch Ovens	Butcher Knives	Wire Goods
Corn Bread Pans	Slicers	Toasters
Food Choppers	Bread Knives	Coffee Mills
Bird Cages	Scales	Pocket Knives
Scissors and Shears	Razors	Blue Flame Oil
Flash Lights	Nickle Lamps	Stoves
Fireless Cook	Rat Traps	Sad Irons
Stoves	Clothes Baskets	Lunch Boxes
Toilet Paper	Shelf Paper	Market Baskets
Crepe Paper	Clothes Lines	Napkins
Mirrors	Washing Machines	Chair Seats
Wringers	Ironing Boards	Wash Tubs
Mop Wringers	Liquid Veneer	O'Cedar Polish
Wizard Polish	Brooms	Stove Polish
Carpet Sweepers	Carving Sets	Vacuum Cleaners

AMERICAN AND JAPANESE CHINAWARE

We carry complete assortments sold in open stock including Sugars, Creamers, Salad Bowls, Chocolate Sets, Cup and Saucers, Cake and Bread Plates, Pitchers, Mugs, Children's Plates, Candle Sticks, Bon Bons, Olive Dishes, Nut and Fruit Bowls, Berry Sets, Jumbo Coffee, Mayonnaise Sets, Plates and many novelties.

TO RETAIL FROM 15 CENTS TO \$1.00.

DINNER SETS ARE SELLING

We show a wonderfully fine line of splendid value china-ware sets at all prices at which it is possible to buy these handsomely decorated dinner sets.

ASK FOR OUR ILLUSTRATED DINNER WARE PRICE LIST

In which we illustrate and quote our great variety of dinner-ware patterns at retail prices enabling you to show them to your customers without revealing the cost.

OF COURSE THIS IS THE TIME TO CALL AND SEE OUR SPLENDID DISPLAY OF DOLLS AND TOYS, GAMES, BOOKS, CHRISTMAS NOVELTIES,

As shown in our thousands of samples whether you are ready to purchase at once or not.

We are showing our usual great collection of these lines gathered from many factories for your careful inspection.

MAKE THIS STORE YOUR HEADQUARTERS.

Ask for Holiday Catalog.

TERMS ON HOLIDAY GOODS:

Date as November 1st, 60 days, 2% discount if paid November 10. Due net January 1st, 1919.

H. Leonard & Sons

Wholesalers' and Manufacturers' Agents.

No connection with any retail store or department.

GRAND RAPIDS,

MICHIGAN



Correct Your Weak Points in Selling.

Written for the Tradesman.

There's a world of truth in the laconic old saw, "Live and learn."

Intelligent and observant people are always learning something new.

Only fools, egotists, incurably lazy folks, and those who have fossilized prematurely—seem incapable of profiting by daily experience.

Salesmanship—the art of creating wants for merchandise and skilfully consummating sales—is a complex, difficult and many-sided proposition.

The mental qualifications of the one who would attain 100 per cent. efficiency in the art of selling, are of a high order.

The idea that you can make a tip top salesman out of the poor dub who's too dull to become a mechanic or a doctor, is all nonsense.

The logical steps in the process of selling any commodity from a paper of pins to high-grade touring car are the same; namely, (1) Command the customer's respect and confidence, (2) Get the customer's attention, (3) Arouse the customer's interest, (4) Create a desire in the customer's mind for the commodity you are selling, (5) Crystalize this want into a definite call for the commodity.

There is more in each one of these items, which I have termed the logical steps in selling, than may at first appear.

Take, for instance, the first item mentioned—Commanding the customer's respect and confidence. How can that be done? What are the laws or conditions under which its accomplishment is not only possible, but easy—i. e. natural?

Well, the salesman's personal appearance, dress, and manner of approach have much to do with determining the kind of impression he produces. If he's gaudily, untastefully or slovenly attired, with dirty hands, unkempt hair, unmanicured nails; if his gait is slouchy, and his outward bearing and deportment soft and sloppy—one of your "I-don't-care" sort of Johnnies—it surely requires neither a prophet nor the son of a prophet to determine the kind of influence he will create.

Men who have analyzed and studied salesmanship with a view to the discovery and statement of laws and principles—men who have had wide experience in converting green recruits into thoroughly trained salesmen—are agreed upon the tremendous importance of the initial impression. It is then, they tell us, many a sale is made or lost—sometimes before the salesman has said half a dozen words, not

unfrequently before he has even opened his mouth.

The human spirit is, of all the things we may know, the most sensitive and subtle. Through many avenues it receives impressions. Between the spoken lines it reads unspoken ones, and modifies the ostensible meaning of the former by the cryptic import of the latter. The very tones of one's voice, the nature, heft and character of the man within, who speaks through one's voice, looks through one's eyes, and finds tangible embodiment in one's physical presence—all have an immediate and intuitive effect on one's customer.

Of what sort shall that effect or impression be? It seems like an overstatement to say that the very stuff, order and quality of the merchandise you are selling partakes, in a sort of mystic way, of the stuff, order and quality of your spirit; but that is true in a sense. As a seller, you are identified with the thing you sell. As an example of the sort of incongruities that grate on one's spirit, the writer recalls a certain clerk of a china store—a big, ungainly, uncloth fellow with a raucous voice—every feature of whose personality seems to clash violently with the rich and wonderful accumulation of ceramic wares.

In order to be a good salesman one should study his method of approach. Objectional mannerisms are acquired so gradually, or come so naturally, it is often difficult to detect them in oneself. Here's where the criticism of a true friend will often help. Trite, empty, and conventional remarks and observations should be avoided. Eloquent and attentive silence is better than obvious and parrotlike utterance.

Passing on to the next point—Getting the customer's attention—we come immediately to another phase of our subject.

This is one of the most vital links in the chain that leads to pleasant and profitable sales.

"How shall I get the people's attention?" asked an inexperienced speaker of another.

"Give them something to attend to," was the pregnant observation of the veteran speaker.

The very fact of the customer's presence in the store indicates that the customer's interest has been aroused, perhaps—possibly by article or articles displayed in the window, or by some newspaper announcement. And where that is the case, the sale is already half made; the customer is ready and eager to concentrate his or her attention on the thing sought.

Where that is the case, it is a very simple and easy matter to pass on to

the next step; namely, arousing the customer's interest.

But, according to the law of averages, it is not always as easy as it first appears. You may be out of sizes, grades, colors, and the like; your lines may be broken, your stocks incomplete, or a nearer inspection of the commodity or article featured in your newspaper announcement or exhibited in your window—may not be able to sustain the original interest. And, furthermore, there is a vast realm of possible sales where the initiative rests entirely with the salesperson.

New and untried commodities are suggested, exhibited, demonstrated, and played-up by the salesperson. And in this sort of salesmanship—which is of the highest order—attention is got and an interest built up where no interest whatever existed previously.

And in this kind of selling, as in all other sorts that lead to successful issue, the main thing is to create a desire in the customer's mind for the commodity or article one is selling.

And here's where many motives come into play; for this is the axis of true salesmanship.

There is an analogy between locks and the wills of individuals: and, just as all locks have keys that unlock them, so individual wills—no matter how strong and masterful—yield to master-motive.

Material, style, workmanship; appearances or mode, i. e. artistic lines on which it is made or built—if it's a wear commodity, style; comfort, durability, dependability, satisfactoriness; and price, terms of payment etc.,—these and many other features may be seized upon, and used as motives or incentives.

Frequently the appeal is complex rather than simple. But generally there is one to which the customer is especially susceptible—and the salesperson should soon discover which—and this is the one to be played-up most adroitly.

And, having talked your customer into buying, don't talk them out before the transaction is made and the cash rung up. Of all bunglings in salesmanship this is the limit. And yet it is more common than one would imagine.

Frank Fenwick.

Useful Man in New Position.

"We want you to be treasurer of our club."

"I am honored. How much have you in the treasury?"

"Well, we have a deficit just now, which we thought perhaps you would make up."

1050 Claims Have Been Paid and Over \$150,000 Paid Out by the Big Mutual Insurance Company

In the month of August alone over \$13,000 was paid out to those who had suffered losses by fire, theft and liability.

Automobile insurance is a necessity. No man should drive a car a single day without protection. His car may be burned up; it may be stolen; he may injure some person which will cost him several thousand dollars.

It costs but little to carry insurance in the

**Citizens Mutual Automobile
Insurance Company**
of Howell, Mich.

Corner Store For Rent

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

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
\$1.50 up with bath

CAFETERIA IN CONNECTION

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

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

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.

MUST NOT WASTE PAPER.

Retail Dealers Warned By War Industries Board.

Washington, Oct. 8—Paper conservation is essential as a War Measure. Every retail store is, therefore, directed to discontinue the unnecessary wrapping of merchandise, and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

The officials of the War Industries Board feel confident that the public will co-operate with their stores in making this order effective. Economy in the use of paper will release chemicals, fuel, cars and men—all necessary to win the war—and will also enable the Government to secure its requirements of paper, which are increasing rapidly.

The necessity for this order became apparent this week when it was realized that the Government would soon be obliged to divert to the ammunition manufacturers a large quantity of chemical pulp formerly used in making wrapping, tissue, book and other strong papers. The increasing production of ammunition and the short cotton crop make this necessary.

The administration of this order has been placed in the hands of the Pulp and Paper Section, and Dr. E. O. Merchant, in charge of the economy program, has prepared a set of instructions for retail merchants and designed a placard, which will be of assistance to them in complying with the Government's order.

The co-operation of the public in complying with this ruling can be counted upon, if they are properly informed that it is necessary as a War Measure. To secure this co-operation:

1. Place placards in your store.
2. Use gummed labels on packages, etc.
3. Incorporate slogans in your newspaper advertising.

The War Industries Board has designed a placard which each store should use. The placard carries the text of the order and urges co-operation of the public. It is an 11 in. by 14 in. poster, printed on four-ply cardboard. The wording is as follows:

PAPER CONSERVATION A WAR MEASURE

The War Industries Board directs all stores to reduce the consumption of wrapping paper, bags, paper boxes, stationery, etc., to that which is absolutely necessary.

DON'T WASTE PAPER

Every store should order gummed labels from a local printer to be placed on bundles, package goods, etc.

A Suggested Label.

DON'T WASTE PAPER

In compliance with the Government's order, we have discontinued the unnecessary wrapping of merchandise.

(Dealer's imprint)

Wrapping Paper.

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following methods.

1. Do not use more paper than necessary to wrap merchandise.
2. Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.
3. Use the old paper taken from parcels delivered to you.
4. Use newspapers when possible.

Tissue Paper.

You can reduce your consumption of tissue paper as follows:

1. Eliminate as far as possible the use of tissue paper for packing.

Paper Boxes.

Your consumption of paper boxes can be reduced by the following methods:

1. Eliminate the Holiday Box for Christmas Gifts.
2. Eliminate boxes for candy as far as possible.
3. Use lighter weight boxes.
4. Use old boxes for delivery and have your delivery man return them for further use.

Paper Bags.

A considerable saving in paper bags can be made by the following methods:

1. Reduce the number of sizes of bags to as few as possible.
2. Don't use a larger size than necessary.
3. Don't use bags for vegetables and other articles if customers bring market baskets. Grocers should urge the use of the market basket.

Office Stationery.

Your consumption of office stationery can be reduced by the following methods:

1. Use lighter weight paper and smaller size envelopes.
2. Write on both sides of the paper for long letters.
3. Use 1/2 and 3/4 sheets of correspondence paper for short letters.
4. Use the backs of letters for carbons.
5. Make use of spoiled sheets and backs of envelopes for scratch pads.

Keep the Pulp and Paper Section of the War Industries Board advised regarding the steps you are taking, methods used, and any further suggestions as to how paper can be saved in retail stores.

Bernard M. Baruch,
Chairman War Industries Board.

Assigned to K. of C. Supply Department.

P. F. Crowley, of Grand Rapids, well known to the retail shoe trade of the Middle West, where he represented the trade as salesman for a number of years, is now engaged in war relief work with the Knights of Columbus in France. Mr. Crowley arrived in France late in August, and has been stationed in Paris awaiting assignment to field duty. He will leave next week for Tours, southwest of the French capital, where he is assigned to the supply department of the Knights of Columbus.

Secretary Crowley is perhaps more fortunate than many war workers here, for Tours is of such importance from a military standpoint that a number of K. of C. secretaries are stationed there and are quartered in one of the fine old chateaux where they have their own "mess." The secretaries who are serving at the front eat with the soldiers, and when the latter are on the move they, like the Arab, fold up their bedrolls and follow the troops.

Secretary Crowley is a member of the National Shoe Travelers' Association, the U. C. T., the Elks and the Knights of Columbus.

Putting Broken Lines To Work.

The manager of the chinaware department in a western store drilled a hole in the bottom of a bowl from a broken set of dinner china and fastened it to a street car card with two large washers and a stove bolt.

The card announced that a complete dinner set of that pattern, of 34 pieces, could be had for \$18.75; and mentioned "many other attractive patterns."

This scheme, while costing practically nothing, brought appreciably increased sales, the manager says.

Pledge Cards Wanted From Retail Grocers.

Detroit, Oct. 8—The time has come when the Merchants' Division of the United States Food Administration in Michigan can demonstrate its ability to do a good job. The American people have a habit of doing everything in a fine way, but we have a job right now that we want to do especially well, namely:

A window display in behalf of food saving in every retail store in Michigan during Thanksgiving week, November 25 to 30.

You Merchant Representatives are recognized by the people of your county and by the Food Administration as the leaders of your people—your merchants. Now let us all demonstrate that we merit recognition.

At our expense we are going to furnish you with a supply of beautiful window cards, a set for every store. In addition, we are obtaining from Washington, upon promise that the Food Administration could count upon the full support of Michigan merchants, a new supply of window posters—enough for every store.

As proof that Michigan leads, I have promised to file in Michigan's niche down at Washington this pledge, from more than 10,000 retail merchants of this state:

"That we will devote, in behalf of food saving and to help win the war, a window display during Thanksgiving week, November 25 to 30, and further window displays from time to time during the next year."

As a further evidence of the splendid loyalty of the Merchant Representative organization in Michigan, I went to file in Washington one of the enclosed pledge cards from every County Merchant Representative.

There are three pledge cards enclosed. Please fill out and sign all three. You keep one as an exhibit to your merchants of the pledge you have made, then send two of them back to me, and I'll send one of them to Washington.

Do this now, please, and I will furnish you with all material necessary for the campaign. Let us make this a 100 per cent. event. It is going to be mighty interesting, and we'll enjoy the satisfaction of a job well done. Please send me your cards today.

Oscar Webber,
State Merchant Representative.

Bottom Facts From Booming Boyne City.

Boyne City, Oct. 7—The Traction Engine Company commenced operations with a small force last week. Work was commenced on a new design of farm tractor, which promises to be a very good machine.

The last piece of the Boyne Falls-Boyne City road was completed last week. This is a half mile of sixteen foot concrete road and the first piece of that class of road in the county. It will be a particularly interesting stretch to Charlevoix county residents, as it is a section of the completed North Shore road and will serve for a direct comparison of the relative value of the cheaper gravel roads with concrete under exactly similar traffic conditions.

Boyne City has again gone over the top on the Liberty bond drive and all voluntary subscriptions. Boyne City is fortunate in having so very few people who are not heart and pocket book behind the men in France. Of course, it goes without saying that it is mighty hard to say no when the laddies demand, but just the same the money was all ready before the drive began for 90 per cent. of the quota.

There are rumors on the street that Boyne City is booked for a big new industrial development within the near future. Just what it is or who is behind it is not known, but it seems certain that something is stirring.

It was positively funny to listen to

the comments on the street when the rumor came that the Huns had asked for peace. One would naturally suppose that unalloyed joy would prevail, but quite the contrary seemed to be the sentiment. "Aint they going to give us a chance to lick 'em?" An unconditional surrender with a treaty dictated in Berlin by our boys is the only terms which seemed to meet with any approval. Maxy.

Two Belated Letters on the Fair Matter.

Grand Rapids, Oct. 4—We are in receipt of your favor of Sept. 23 regarding our opinion as to the benefit derived from the West Michigan fair, and while we do not wish to throw anything in the way of any matters of interest to the city as a whole, so far as we are personally concerned we do not believe we get any increased trade on account of the holding of the fair in recent years.

We see very little of our trade at such times, and nothing of other trade who are not accustomed to buying goods of us regularly. Our customers occasionally drop in at such times merely for the sake of acquaintance and as a matter of courtesy. It may not work the same way with other jobbing concerns in the city, but this is our experience.

Grand Rapids, Oct. 5—Answering your letter of Sept. 24, requesting our opinion regarding the West Michigan State fair as a trade asset to Grand Rapids:

There is no doubt but that the people of the greater part of Michigan look upon Grand Rapids as the logical point for the State fair to be held each year, and we believe that should proper efforts be put forth the State fair could again be held here. Until such time we believe it would be a backward step for the people of our city to encourage its discontinuance. There is no doubt that in past years half fare rates and especially good advertising brought better trade results than we are enjoying since the increase in transportation.

With the assistance now given by the state prospects are much in favor of its continuance.

E. R. McCoy,
Manager Kent Storage Co.

Unlawful For Merchant To Treat Customer.

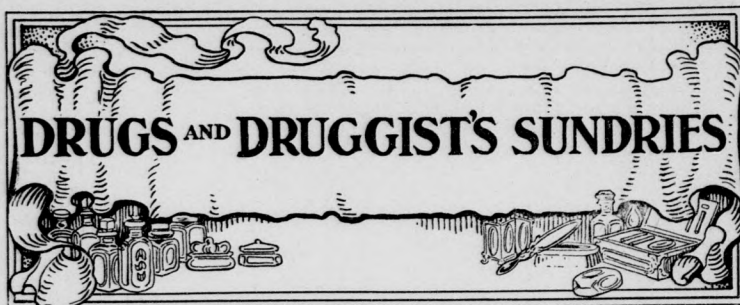
The Tradesman again calls the attention of its readers to the fact that the Federal Trade Commission has issued an order which makes it a violation of law to "treat" a customer in order to win his trade.

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

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

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

This store will, of course, comply with the order of the Federal Trade Commission.



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.
Examination Sessions—Grand Rapids Nov. 19, 20 and 21; Detroit, Jan. 21, 22 and 23, 1919.

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.

Were You Ever Asked to Come Back?

There is in an Eastern city a prosperous lawyer who smokes a brand of cigarettes commonly found in any pharmacy or cigar store. He smokes about three packages a day at twelve cents a package, buys a good many to give away and is a very good customer. He enjoys a large income, is a leader of the bar, and his friends call him "Judge." He is well known throughout the city and especially around the vicinity of the local courts, where he maintains an office. In this section there are three drug stores and recently a young man opened a fourth. The Judge has, from time to time, patronized all of them. As he himself admits, he is a preoccupied man and something of a creature of habit. It was his way to patronize a store steadily for two or three months, going in several times a day, calling for his favorite cigarettes and occasionally buying other articles. All the dealers and clerks knew him well and would frequently enter into conversation with him. He is not a demonstrative man, but neither is he a groucher.

The Judge would patronize one store two or three months and then one day might happen to find himself short of cigarettes while near another store. He would then patronize store Number Two for a long time, going in nearly every day, and even walking by other stores to reach it. A trifling episode might switch him back to store Number One, and he would once more become its regular patron. One day he might happen to alight from a street car directly in front of store Number Three. For awhile it would get his business, and so on. It was not his object to divide up his business. The fact is he did not give the matter any particular thought and there was no method in his procedure except that he would stick to one store for a long time until something happened to switch him off.

The new druggist fell heir to the

Judge's business in due time and kept it for some two months. He evidently thought he had a regular customer until one day he lost the business as suddenly as it came. For a week he didn't see the Judge. He pondered on the matter and then wrote the Judge a letter stating that his business was appreciated and that he hoped to have him back.

The Judge immediately went back. Furthermore, he showed the letter to a number of people.

"I have been dealing around here for thirty years," he said. "I have quit every store in the neighborhood fifty times, and this is the first time anybody has ever asked me to come back. A man like that deserves patronage and he is going to get mine."

And he did. A young druggist, with the aid of a two-cent stamp, had captured the business of a man earning twenty thousand dollars a year. The Judge used to harp on the theme, too.

"Aw, you'll drift away some day, Judge," ventured a man who heard him talking on the subject.

"Maybe I will," admitted the Judge. "Maybe I will. But if I do, he'll write me a letter that will bring me back."

The episode speaks for itself. Draw your own moral.

Glass Eyes That Explode.

A writer relates an interesting incident, the explosion of an artificial eye while being worn. The author has collected reports of 19 similar accidents. He says that the type of eye in question consists of a globe of glass, instead of a solid glass shell. The back of the eye is sealed while the whole ball is at a white heat, resulting in the formation of a rather high vacuum in the interior of the globe when cooling has taken place. A sudden change in the temperature of a portion of the eye setting up unequal expansion or contraction may cause it to explode. The globe is built up of many different grades and colors of glass, and the walls vary greatly in thickness, so that proper annealing is very difficult of accomplishment. It was estimated by one manufacturer of these eyes that one-tenth of 1 per cent. of them explode while lying packed away. The observation was made that eyes in stock exploded more commonly during either very hot or very cold weather. In a series of cases one-half of the explosions are said to have occurred on hot days. The eyes are corroded by the secretions from the conjunctiva of the wearers. Some persons are able to

wear an eye for a couple of years before it becomes roughened, while much corrosion may occur in six months in other cases. Of eighteen explosions, four patients experienced it twice, this suggesting that such accidents may be of greater frequency in orbits the secretions from which exert a rapidly deleterious effect upon the glass.

Michigan Board of Pharmacy.

Bay City, Oct. 8.—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Evening Press Hall, Grand Rapids, Tuesday, Wednesday and Thursday, Nov. 19, 20, 21, 1918, commencing at 9 o'clock of the 19th. All candidates must be present at this hour.

Candidates must file their application with the Secretary at least one week before the examination and must furnish affidavits showing that they have had the practical experience required, and furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade. (See section 10.)

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the secretary.

Fee for Registered Pharmacist, \$5; fee for Registered Druggist, \$3. Fee for re-examination: Registered Pharmacist, \$3; Registered Druggist, \$2.
E. T. Boden, Sec'y.

You can size a man up by learning the kind of men with whom he associates and the kind of reading he chooses. No difficulty then in determining whether he is ambitious and progressive, or an individual without ideals or ideas!

For Quick Sale

Cadillac's Exclusive Wall Paper, Paint, Picture Frames and Stationery Store. \$20,000 annual sales. Will inventory \$8,500. Immediate sale \$5,000. Owner drafted. Wire, phone or write.

Heystek & Canfield Co.,
Grand Rapids, Mich.

Bell Phone 596

Citz. Phone 61366

Joseph P. Lynch Sales Co.
Special Sale Experts

Expert Advertising—Expert Merchandising
44 So. Ionia Ave. Grand Rapids, Mich.

Fiegler'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

SEEDS WANTED

ALSIKE CLOVER
MAMMOTH CLOVER, RED CLOVER
SPRING RYE, ROSEN RYE
RED ROCK WHEAT, FIELD PEAS



The Albert Dickinson Company
SEED MERCHANTS

CHICAGO, ILLINOIS

WE ARE ACCEPTING CONTRACTS NOW FOR
1919 DELIVERIES OF

J. Hungerford Smith Co.'s

Soda Fountain Fruits and Syrups

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

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

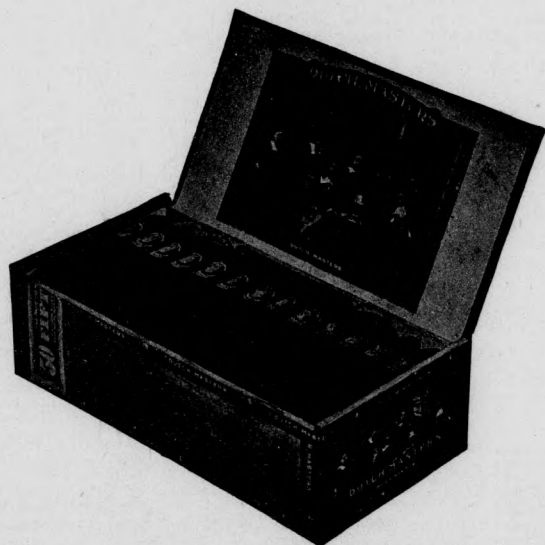
We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs		Capsicum	
Boric (Powd.)	18@ 25	Eigerson	4 00@10 25	Cardamon	@2 15
Boric (Xtal)	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	@2 10
Carbolic	67@ 70	Hemlock, pure	2 00@2 25	Cinchona	@1 60
Citric	1 10@1 15	Juniper Berries	16 00@16 25	Colchicum	@2 35
Muriatic	3 1/2@ 5	Juniper Wood	2 75@3 00	Cubeb	@2 35
Nitric	10 1/2@ 15	Lard, extra	1 95@2 00	Digitalis	@1 90
Oxalic	53@ 60	Lard, No. 1	1 85@2 00	Gentian	@1 50
Sulphuric	3 1/2@ 5	Lavender Flow.	7 25@7 50	Ginger	@2 00
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Guaiac	@1 90
Ammonia		Lemon	2 25@2 50	Guaiac, Ammon.	@1 80
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	@2 04	Iodine	@1 50
Water, 18 deg.	10 1/2@ 18	Linseed, bld less	2 14@2 19	Iodine, Colorless	@1 75
Water, 14 deg.	9 1/2@ 17	Linseed, raw, bbl.	@2 02	Iron, clo.	@1 60
Carbonate	19@ 25	Linseed raw less	2 12@2 17	Kino	@1 65
Chloride (Gran.)	30@ 35	Mustard, true, oz.	@2 25	Myrrh	@2 50
Balsams		Mustard, artifl. oz.	@2 00	Nux Vomica	@1 75
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Opium	@9 00
Fir (Canada)	1 25@1 50	Olive, pure	8 80@10 50	Opium, Camph.	@1 35
Fir (Oregon)	40@ 50	Olive, Malaga,		Opium, Deodor'd	@9 50
Peru	4 75@5 00	yellow	7 50@8 00	Rhubarb	@1 65
Tolu	1 75@2 00	Clive, Malaga,		Paints	
Barks		green	7 50@8 00	Lead, red dry	14@14 1/2
Cassia (ordinary)	35@ 40	Orange, Sweet	3 50@3 75	Lead, white dry	14@14 1/2
Cassia (Saigon)	90@1 00	Origanum, pure	@2 50	Lead, white oil	14@14 1/2
Elm (powd. 35c)	30@ 35	Origanum, com'l	@ 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 @ 5
Berries		Rosemary Flows	2 00@2 25	Red Venet'n, Eng	2 1/2@ 5
Cubeb	1 60@1 70	Sandalwood, E.		Vermillion, Amer.	25@ 30
Fish	@ 60	I.	18 50@18 75	Whiting, bbl.	3 1/4@ 6
Juniper	12@ 18	Sassafras, true	3 25@3 50	L. H. P. Prep'd	2 90@3 10
Prickley Ash	@ 30	Sassafras, artifl'	75@1 00	Miscellaneous	
Extracts		Spearment	6 25@6 50	Acetanilid	1 10@1 20
Licorice	60@ 65	Sperm	2 85@3 00	Alum	17@ 20
Licorice powd.	1 20@1 25	Tansy	5 50@5 75	Alum, powdered and	
Flowers		Tar, USP	45@ 60	ground	18@ 21
Arnica	1 20@1 25	Turpentine, bbls.	@ 70	Bismuth, Subni-	
Chamomile (Ger.)	70@ 80	Turpentine, less	75@ 80	trate	4 00@4 10
Chamomile Rom.	1 50@1 60	Wintergreen, tr.	7 00@7 25	Borax xtal or	
Gums		Wintergreen, sweet		powdered	10@ 15
Acacia, 1st	75@ 80	birch	4 50@4 75	Cantharides po	2 00@6 50
Acacia, 2nd	65@ 75	Wintergreen, art	1 25@1 50	Calomel	2 69@2 75
Acacia, Sorts	40@ 50	Wormseed	15 00@15 25	Capsicum	38@ 45
Acacia, powdered	60@ 70	Wormwood	7 50@7 75	Carmine	6 50@7 00
Aloes (Barb. Pow.)	30@ 40	Potassium		Cassia Buds	45@ 50
Aloes (Cape Pow.)	30@ 35	Bicarbonate	1 25@1 30	Cloves	77@ 85
Aloes (Soc Pow 1 25)	@1 20	Bichromate	60@ 70	Chalk Prepared	12@ 15
Asafoetida	2 75@3 00	Bromide	1 68@1 78	Chalk Precipitated	12@ 15
Pow.	@3 00	Carbonate	1 35@1 45	Chloroform	97@1 04
Camphor	1 66@1 70	Chlorate, gran'r	65@ 70	Chloral Hydrate	2 32@2 42
Guaiac	@2 00	Chlorate, xtal or		Cocaine	14 30@14 85
Guaiac, powdered	@2 25	powd.	60@ 65	Cocoa Butter	50@ 60
Kino	@ 85	Cyanide	45@ 75	Corks, list, less 40%	
Kino, powdered	@1 00	Iodide	4 59@4 66	Copperas, bbls.	@ 3
Myrrh	@ 90	Permanganate	2 75@3 00	Copperas, less	3 1/2@ 8
Myrrh, powdered	@ 90	Prussiate, yellow	@1 75	Copperas, powd.	4 @ 10
Opium	28 50@29 00	Prussiate, red	3 75@4 00	Corrosive Sublim.	2 35@2 40
Opium, powd.	30 00@30 50	Sulphate	@1 00	Cream Tartar	86@ 92
Opium, gran.	30 00@30 50	Roots		Cuttlebone	75@ 80
Shellac	85@ 90	Alkanet	3 60@3 75	Dextrine	10@ 15
Shellac, Bleached	90@ 95	Blood, powdered	58@ 60	Dover's Powder	5 75@6 00
Tragacanth	4 00	Calamus	60@2 50	Emery, All Nos.	10@ 15
Tragacanth powder	3 00	Elecampane, powd.	15@ 20	Emery, Powdered	8 @ 4
Turpentine	15@ 20	Gentian, powd.	27@ 35	Epsom Salts, bbls.	@ 4
Insecticides		Ginger, African,		Epsom Salts, less	5 @ 8
Arsenic	15@ 20	powdered	25@ 30	Ergot	2 00@2 25
Blue Vitriol, bbl.	@11 1/2	Ginger, Jamaica	35@ 40	Ergot, powdered	2 25@2 50
Blue Vitriol, less	12@ 20	powdered	22@ 30	Flake White	15@ 20
Bordeaux Mix Dry	20@ 25	Ginger, Jamaica,		Formaldehyde, lb.	19@ 25
Hellebore, White		powdered	22@ 30	Gelatin	1 75@1 90
powdered	38@ 45	Goldenseal, pow.	8 50@9 00	Glassware, full case	58%
Insect Powder	40@ 60	Ipecac, powd.	4 75@5 00	Glassware, less 50%	
Lead, Arsenate Po	34@ 44	Licorice	50@ 55	Glauber Salts, bbl.	@ 2 1/2
Lime and Sulphur		Licorice, powd.	50@ 60	Glauber Salts less 3 1/2	@ 7
Solution, gal.	20@ 35	Orris, powdered	40@ 45	Glue, Brown	25@ 35
Paris Green	48 1/2@54 1/2	Poke, powdered	20@ 25	Glue, Brown Grd.	25@ 35
Ice Cream		Rhubarb	@1 00	Glue, White	30@ 35
Piper Ice Cream Co.,		Rhubarb, powd.	1 25@1 50	Glue, White Grd.	30@ 35
Kalamazoo		Rosinweed, powd.	25@ 30	Glycerine	70@ 90
Bulk Vanilla	95	Sarsaparilla, Hond.		Hops	60@ 75
Bulk Special Flavored	1 00	ground	1 00@1 10	Iodine	5 60@5 90
Brick, Plain	1 20	Sarsaparilla Mexican,		Iodoform	6 59@6 74
Brick, Fancy	1 60	ground	1 00@1 10	Lead, Acetate	25@ 30
Leaves		Squills	35@ 40	Lycopodium	2 25@2 50
Buchu	2 75@3 00	Squills, powdered	45@ 65	Mace	85@ 90
Buchu, powd'd	3 00@3 25	Tumeric, powd.	25@ 30	Mace, powdered	95@1 00
Sage, bulk	67@ 70	Valerian, powd.	@1 00	Menthol	7 00@7 25
Sage, 1/4 loose	72@ 78	Seeds		Morphine	15 45@16 00
Sage, powdered	55@ 60	Anise	42@ 45	Nux Vomica	@ 30
Senna, Alex	1 40@1 50	Anise, powdered	47@ 50	Nux Vomica, pow.	28@ 35
Senna, Tinn.	40@ 45	Bird, ls	13@ 19	Pepper black pow.	53@ 55
Senna, Tinn. pow.	50@ 55	Canary	28@ 35	Pepper, white	@ 50
Uva Ursi	45@ 50	Cardamon	1 80@2 00	Pitch, Burgundy	@ 15
Oils		Celery (Powd. 75)	65@ 70	Quassia	12@ 15
Almonds, Bitter,		Coriander	27@ 30	Quinine	1 28@1 72
true	18 50@18 75	Dill	30@ 35	Rochelle Salts	59@ 65
Almonds, Bitter,		Fennell	1 00@1 20	Saccharine, oz.	@2 65
artificial	7 00@7 20	Flax	11 1/2@ 15	Salt Peter	86@ 45
Almonds, Sweet,		Flax, ground	11 1/2@ 15	Selditz Mixture	48@ 55
true	3 50@3 75	Foenugreek pow.	22@ 30	Soap, green	20@ 30
Almonds, Sweet,		Hemp	11@ 15	Soap mott castile	22 1/4@ 25
imitation	75@1 00	Lobelia	40@ 50	Soap, white castile	
Amber, crude	3 00@3 25	Mustard, yellow	45@ 50	case	@35 00
Amber, rectified	3 50@3 75	Mustard, black	30@ 35	Soap, per bar	@3 75
Anise	2 25@2 50	Poppy	@1 00	Soda Ash	4 1/2@ 10
Bergamont	8 50@8 75	Quince	1 50@1 75	Soda Bicarbonate	3 1/2@ 8
Cajeput	2 00@2 25	Rape	15@ 20	Soda, Sal	2 @ 5
Cassia	4 50@4 75	Sabadilla	@ 35	Spirits, Camphor	@1 50
Castor	3 40@3 65	Sabadilla, powd.	35@ 45	Sulphur, roll	5 @ 10
Cedar Leaf	1 75@2 00	Sunflower	10@ 15	Sulphur, Subl.	5 1/2@ 10
Citronella	1 00@1 25	Worm American	@ 25	Tamarinds	15@ 20
Cloves	4 50@4 75	Worm Levant	1 20@1 25	Tartar Emetic	@ 90
Cocanut	40@ 50	Tinctures		Turpentine, Ven.	50@6 00
Cod Liver	5 60@5 75	Aconite	@1 65	Vanilla Ex. pure	1 50@2 00
Cotton Seed	2 05@2 20	Aloes	@1 35	Witch Hazel	1 35@1 75
Croton	2 00@2 25	Arnica	@1 50	Zinc Sulphate	10@ 15

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Cove Oysters	Molasses		
Canned Peaches	Teas		
Canned Pumpkin			
Canned Raspberries			
Canned Blackberries			
Canned Beans			
Ground Nutmegs			
Ground White Pepper			

AMMONIA		Corn		CHEWING GUM		COFFEES ROASTED	
Arctic Brand		Fair		Adams Black Jack		Rio	
12 oz. 15c, 2 doz. box	2 70	Good	1 85	Adams Sappota		Common	
16 oz. 25c, 1 doz. box	1 75	Fancy		Beeman's Pepsin		Fair	
32 oz., 40c, 1 doz. box	2 85			Beechnut		Choice	
AXLE GREASE		French Peas		Doublemint		Fancy	
Diamond, 1 lb., 4 dz. dz.	55	Monbadon (Natural)		Flag Spruce		Peaberry	
Mica, 1 lb., 4 dz. dz.	1 10	per doz.		Juicy Fruit			
Mica, 3 lb., 2 dz. dz.	2 75	Gooseberries		Sterling Gum Pep.			
Mica, 25 lb. pail	1 40	No. 2, Fair		Spearmint, Wrigleys			
BAKED BEANS		No. 2, Fancy		Yucatan			
No. 1, per doz.	1 35	Hominy		Zeno			
No. 2, per doz.	2 25	Standard		1 25			
No. 3, per doz.	3 60	Lobster					
BATH BRICK		1/4 lb.		2 10			
English	95	3/8 lb.		3 35			
BLUING		Picnic Flat		3 75			
Jennings'		Mackerel					
Condensed Pearl Bluing		Mustard, 1 lb.		1 80			
Small, 3 doz. box	2 55	Mustard, 2 lb.		2 80			
Large, 2 doz. box	2 90	Soused, 1 1/2 lb.		1 60			
BREAKFAST FOODS		Soused, 2 lb.		2 75			
Cracked Wheat, 24-2	4 60	Tomato, 1 lb.					
Cream of Wheat	7 50	Tomato, 2 lb.					
Quaker Puffed Rice	4 35	Mushrooms					
Quaker Puffed Wheat	4 35	Buttons, 1/2s		@30			
Quaker Brkfst Biscuit	1 90	Buttons, 1s		@50			
Quaker Corn Flakes	2 90	Hotels, 1s		@44			
Saxon Wheat Food	4 50	Oysters					
Shred Wheat Biscuit	4 50	Cove, 1 lb.		@1 40			
Triscuit, 18	2 25	Cove, 2 lb.		@2 00			
Pillsbury's Best Cer'l	2 50	Plums		1 50@2 00			
Kellogg's Brands		Pears in Syrup		No. 3 can per dz. 2 50@3 30			
Toasted Corn Flakes	4 20	Peas					
Toasted Corn Flakes	4 20	Marrowfat		1 50@1 65			
Toasted Corn Flakes	4 20	Early June		1 75@1 85			
Individual	2 00	Early June siftd		1 80@2 00			
Krumbles	4 20	Peaches					
Krumbles, Indv.	2 00	Pie					
Biscuit	2 00	No. 10 size can pie		@6 00			
Drinket	2 60	Pineapple		1 75@2 10			
Peanut Butter	4 40	Sliced		1 45@2 60			
Bran	3 60	Pumpkin					
BROOMS		Good		1 50			
Fancy Parlor, 25 lb.	10 00	Fancy		1 65			
Parlor, 5 String, 25 lb.	9 15	No. 10		4 50			
Standard Parlor, 23 lb.	9 00	Raspberries					
Common, 23 lb.	8 50	No. 2, Black Syrup		3 00			
Special, 23 lb.	8 25	No. 10, Black		12 50			
Warehouse, 23 lb.	11 00	No. 2, Red Preserved					
BRUSHES		No. 10, Red, Water		12 50			
Scrub		Salmon					
Solid Back, 8 in.	1 00	Warrens, 1 lb. Tall		3 35			
Solid Back, 11 in.	1 25	Warren's 1 lb. Flat		3 45			
Pointed Ends	1 00	Red Alaska		2 85			
Stove		Med. Red Alaska		2 60			
No. 3	1 00	Pink Alaska		2 20			
No. 2	1 50	Sardines					
No. 1	2 00	Domestic, 1/4s		6 50			
Shoe		Domestic, 1/2 Mustard		6 50			
No. 1	1 00	Domestic, 3/4 Mustard		6 60			
No. 2	1 30	Norwegian, 1/4s		15@18			
No. 3	1 70	Portuguese, 1/2s		30@35			
No. 4	1 90	Sauer Kraut					
BUTTER COLOR		No. 3, cans		1 65			
Dandelion, 25c size	2 00	No. 10, cans					
CANDLES		Shrimps					
Paraffine, 6s	14 1/2	Dunbar, 1s doz.		1 50			
Paraffine, 12s	15 1/2	Dunbar, 1 1/2 doz.		2 80			
Wicking	65	Succotash					
CANNED GOODS		Fair					
Apples		Good					
3 lb. Standards	@1 60	Fancy					
No. 10	@4 75	Strawberries					
Blackberries		Standard		2 50			
2 lb.		Fancy		2 90			
Standard No. 10	@10 50	Tomatoes					
Beans		No. 1 1/2		1 40			
Baked	1 25@2 25	No. 2		1 75			
Red Kidney	1 25@1 35	No. 10		8 00			
String	1 75@2 25	Tuna					
Wax	75@2 20	Case					
Blueberries		1/4s, 4 doz. in case		4 50			
Standard	@3 00	1/2s, 4 doz. in case		7 50			
No. 10	@11 00	1s, 4 doz. in case		10 00			
Clams		CATSUP					
Little Neck, 1 lb.	1 60	Van Camp's, 1/2 pints		1 90			
Clam Bouillon		Van Camp's pints		2 85			
Burnham's 1/2 pt.	2 25	CHEESE					
Burnham's pts.	3 75	Peerless		@32			
Burnham's qts.	7 50	Brick		@36			
Swiss, Domestic		Leiden		@30			
		Limburger		@30			
		Pineapple		@			
		Edam		@			
		Sap Sago		@			
		Swiss, Domestic		@			

COFFEES ROASTED		Santos		Pop Corn Goods		FISHING TACKLE	
Rio		Common		Cracker-Jack Prize		Cotton Lines	
Common		Fair		Checkers Prize		No. 2, 15 feet	
Fair		Choice				No. 3, 15 feet	
Choice		Fancy				No. 4, 15 feet	
Fancy		Peaberry				No. 5, 15 feet	
Peaberry						No. 6, 15 feet	

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	
Hides	
Green, No. 1	16
Green, No. 2	15
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	8 00
Horse, No. 2	5 00
Pelts	
Old Wool	75@2 00
Lambs	1 00@2 00
Shearlings	1 00@2 00
Tallow	
Prime	@13
No. 1	@12
No. 2	@11
Wool	
Unwashed, med.	@65
Unwashed, fine	@55

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

HORSE RADISH	
Per doz.	90

JELLY	
15lb. pails, per pail	
30lb. pails, per pail	

JELLY GLASSES	
8 oz. capped in bbls.	
per doz.	36

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

MINCE MEAT	
Per case	3 95

MOLASSES	
New Orleans	
Fancy Open Kettle	70
Good	58
Stock	
Half barrels 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 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle,	
No. 2 1/2	5 65

MUSTARD	
1/2 lb. 6 lb. box	30

OLIVES	
Bulk, 1 gal. kegs 1 50@1 60	
Bulk, 2 gal. kegs	@1 40
Bulk, 5 gal. kegs 1 25@1 30	
Stuffed, 5 oz.	1 45
Stuffed, 14 oz.	3 00
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19	
oz.	5 50
Queen, Mammoth, 28	
oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

PEANUT BUTTER	
Bel-Car-Mo Brand	
6 oz. 1 doz. in case	2 90
12 oz. 1 doz. in case	2 50
24 1 lb. pails	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	
Iron Barrels	
Perfection	12 7
Red Crown Gasoline	23 7
Gas Machine Gasoline	44 2
V. M. & P. Naphtha	23 7
Capitol Cylinder, Iron	
Bbls.	41 8
Atlantic Red Engine,	
Iron Bbls.	23 8
Winter Black, Iron	
Bbls.	14 8
Polarine, Medium, Iron	
Bbls.	44 8

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

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 65

PROVISIONS	
Barreled Pork	
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 90@32 00

Lard	
Pure in tierces	28@28 1/2
Compound Lard	24@24 1/2
50 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
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 Boiled	
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
1/2 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

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

Uncolored Oleomargarine	
Solid Dairy	23@26
Country Rolls	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
Monarch, 90 lb. bbls.	10 60
Steel Cut, 100 lb. bbls.	5 10
Monarch, 90 lb. bbls.	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	

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

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

Mackerel	
Mess, 100 lbs.	22 00
Mess, 50 lbs.	11 65
Mess, 10 lbs.	2 60
Mess, 8 lbs.	2 05
No. 1, 100 lbs.	21 00
No. 1, 50 lbs.	11 10
No. 1, 10 lbs.	2 50

Lake Herring	
8 lbs.	

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

SHOE BLACKING	
Handy Box, large 3 dz.	5 50
Handy Box, small	1 25
Bixby's Royal Polish	1 20
Miller's Crown Polish	90

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

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

Proctor & Gamble Co.	
Lenox	6 30
Ivory, 6 oz.	6 65
Ivory, 10 oz.	10 80
Star	5 30

Swift & 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	3 75
Black Hawk, five bxs	3 70
Black Hawk, ten bxs	3 65

Box contains 72 cakes It is a most remarkable dirt and grease remover, without injury to the skin.	
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Scouring Powders	
Sapollo, gross lots	9 50
Sapollo, half gross lots	4 85
Sapollo, single boxes	2 40
Sapollo, 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 65
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	5 25

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Rub-No-More	5 50
Nine O'Clock	4 00
Lautz Naphtha, 60s	
Oak Leaf Soap Powder,	
24 pkgs.	4 25
Oak Leaf Soap Powder,	
100 pkgs.	5 50
Queen Anne Soap Pow-	
der, 60 pkgs.	3 60
Old Dutch Cleanser,	
100s	3 70

SODA	
Bl Carb, Kegs	3 1/2

SPICES	
Whole Spices	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochinchina	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	@45

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@55
Cassia, Canton	@20
Ginger, African	@15
Mace, Penang	@90
Nutmegs	@45
Pepper, Black	@35
Pepper, White	@52
Pepper, Cayenne	@30
Paprika, Hungarian	@45

STARCH	
Corn	
Kingsford, 40 lbs.	3 1/2
Muzzy, 48 lb. pkgs.	3 1/2

HIS TIME HAS COME.

Baby Butcher of Berlin Hastens To His Doom.

Written for the Tradesman.

There must come a day of settlement after the present struggle.

What disposition will be made of the instigators of this unrighteous and terrible war?

Will the Kaiser and his military councilors be given trial by court-martial and punishment fitting their crimes? Is it too early to begin thinking along this line? Perhaps, yet people are thinking and sometimes talking. After all the misery and horror of his war is the Kaiser to be allowed to quietly draw his military cloak about his shoulders and fade away into the dim distance, unhonored and unsung, yet unpunished by the hand of the Allies? Leave him alone with his conscience said one man to the writer. Such will be a more fitting punishment than quick death at the hands of a firing squad or the elimination of his life in the electric chair.

All of which may be true, yet hardly the proper method of dealing with the monster criminal of the twentieth century.

One man declared it as his belief that when the war had at last dragged its slow length to a finish, the hates and animosities of those first years of resentment and indignation over the villainies of Emperor Wilhelm would be forgotten and that the boss criminal of the age would be permitted to disappear from mortal vision, to perhaps find shelter somewhere in another land. Sweden mayhap, there to finish out the remainder of his existence an exile from the land of his birth.

No doubt, when the end draws nigh, there will be great anxiety felt among members of the royal family of Germany. It is not unlikely that the jaded, hated, beaten Kaiser will be glad enough to fade away, to be forgotten if that were possible, of his fellow men, but would that be justice?

Emphatically it would not. The simple fact of abdication, of complete personal obliteration of every tie that binds him to his throne and to the German people, could not wipe a single tear from off the face of the martyred mothers of Belgium. The last thing that Kaiser Wilhelm will desire when, an uncrowned monarch, he steps down and out of the historic Hohenzollern halls, will be Justice.

That single word is even now staring him in the face, a skeleton finger writing the name upon the wall. The Kaiser cannot escape from it. Justice! How it must ring in the ears of his dreams, haunt his waking moments, flit before his vision as he reads of the crumbling of his barbaric hordes along the banks of the Marne.

Another name blazes like a meteor across his strained and anxious vision, the name of Foch! Short yet convincing, the name of the commander of all the Allied forces makes merry of the strained fear that is now convulsing the coward souls of

the Hohenzollern dynasty. Another word blazes across the horizon, gaining force as it crosses the heavens, illumining the dark places, grinning defiance in the face of the trembling Kaiser, the name American!

And this last name is even more fearful to the straining eyes of the thwarted and trembling culprit who so glibly disposed of the Yankees three short months ago. The corporal's guard that was to cross the water from America caused no alarm. They were as a mere flea-bite compared to the mighty roar of a Krupp cannon. Alas! how fatuous that dream! America has made herself known to Kaiser Wilhelm, also in a most effective manner to the Boches who do the Emperor's bidding.

In blood and flame, in heaps of dead and dying sons of the Fatherland, the American soldier has written his name so that the bombastic Teuton overlords cannot mistake its meaning. The handwriting on the wall, traced in letters of blood, now writes the name Justice! There it stands to be seen and read by the bullying Kaiser and his military autocrats, to be read and feared, and if possible, shunned.

Ah! how well we can understand the anxiety of the man who, as author of the sinking of the Lusitania, adviser of the criminalities perpetrated on defenseless Belgium, originator of a war for criminal aggrandizement, stands convicted before the world of high crimes and misdemeanors that only his own dwarfed and mangy, miserable life can in part wipe out.

The handwriting on the wall is growing plainer each day as the good news filters across the water from the hell of war at the front.

Justice! That is what the forces of Allied peoples demand, and that is all they ask. It is enough. From the ax of the executioner the overlord of Europe, the ravisher and destroyer of innocent girlhood, the murderer of aged men and helpless children throughout Belgium and northern France cannot escape.

Justice demands he be overtaken in his lusts and made an example of before the eyes of the civilized world. Justice stands with sheathed sword waiting the day, the hour when that sword shall drink deep of the blood of the slayers of our American wives, mothers and children on the high seas. It will come, it must come, that justice that hesitates at nothing but doing the thing that will rid the world of the most heartless monster since the days of Attila.

No wonder the eyes of the leader of a blood-mad autocracy roll in his head, glaring in fear as the smoke of battle rolls nearer and the sound of Allied cannon echo and re-echo across the arid fields of that France made waste by Boche savages. The earth trembles too within hearing of old Waterloo, where one ancient monarch lost his throne, and near which the last of the line of Hohenzollerns seems destined to meet his final overthrow.

Justice!

When that is accomplished, the storied Rhine will still flow on in quietude to the sea, but it will no longer be the German Rhine, one that has been famed in song and story by songs of the Fatherland. Rather will it be the course marked for German defeat, the line where the Allied forces of an outraged and defied democracy wrested from autocracy the last vestige of its power, and placed for all time the seal of condemnation on the dastard doings of a heartless imperialism that sought the subjugation of the world.

Justice, which never sleeps, is the last desire of the bloody tyrant of Potsdam. He fears it, he hates it, and to-day he shrinks like the cowardly cur that he is from the sound of its cannon now heralding his downfall.

Where under the canopy of heaven can he find safety from the fall of that sword? Vainly his quivering eyeballs roll across the West, over the plains of Belgium, gutted Northern France; vainly he seeks for some sign of help in the east. Russia no longer affords hope. Once he might have rolled back the thin red line of Britain; once he might have broken through the impetuous but doubly outnumbered Frenchmen; once he could have perhaps lured the Russian to the side of Boche butchery, but alas, not now!

That time is gone forever. That time was before his malignant undersea warfare fetched America into the struggle. For his senseless attack upon American rights the Kaiser of

Germany is about to pay with his life. Better for the world that this man was mad. His madness has doomed autocracy, and soon will be the means of planting the banners of freed and reconsecrated mankind on a higher footing than it ever occupied in the history of the world.

Old Timer.

Converts Of The Devil.

Chicago, Oct. 8.—The German military leaders and the university professors must be forced to take the same punishment which they have forced on Belgium, Russia, and France, and still intend to force upon the rest of the world.

God fill us with hate for the kaiser and the diabolical German form of government, which is nothing but an institution of hell founded by the devil, the German people being his deluded converts. The perfidious German government must be destroyed, the treacherous German generals must be hanged, and the deceitful German professors must be made slaves for life. Richard Hanke.

Until a man in the United States army is commissioned, he should be introduced as plain Mr. So-and-So." Even after he receives a commission he ought not, in strict military etiquette, to be addressed by it until he reaches the rank of first lieutenant. Shaking hands with a friend is like giving him wholeheartedly the hospitality of your house. When a young man comes to call, you will make no social error by offering him your hand. It is the courteous way to greet a caller. It is not necessary to take your guest's hat; just show him where he can put it for the extent of his call.

Doing More Than "Our Bit"

The new Government food regulations require that all whole wheat flours shall contain 95 per cent. of the wheat berry.

Shredded Wheat Biscuit is 100 per cent. of the whole wheat. Every particle of the wheat berry is found in Shredded Wheat, including the outer bran coat.

And here's something to remember—there may be some question about the digestibility of bread made of whole wheat flours, but no question about Shredded Wheat Biscuit. It is the most thoroughly cooked cereal product in the world.

The Shredded Wheat Company, Niagara Falls, N. Y.

Help Save Paper.

The need for paper conservation has come home to the retail merchant. Patriotic necessity coupled with personal finance compel care in its use. The waste of past years must give way to a striving to save at every point.

Using a piece of wrapping paper twice as large as the article to be wrapped warrants is an economic crime in these days. The use of a number ten paper sack where a number five would answer is another evidence of waste—waste which must cease.

From time to time in the past, the Tradesman has called attention to the waste incident to the printing of advertising circulars on one side of the sheet only, making for waste of fifty per cent. of the available space. The use of both sides has always been warranted on the grounds of good business. To-day it is urged as a result of the Nation's shortage of paper stock.

There are many ways in which our diminishing supply of paper may be conserved in the retail stores of the country. Patriotic impulse and the rapidly advancing cost of stock urge this conservation. Point out to every employe in your store, from heads of departments down to janitor if you have one, the need of economy in the use of this commodity, the waste of which has been so pronounced in every home and business house in this country.

Saving paper plays its part in our work of bringing the Kaiser and his followers to their knees.

Our Money Not Wasted.

All of the money being expended for war purposes is not going to be a waste. Some of it is going to be shot away; some of it is going to be sunk at sea; some of it is going to be invested in machinery that will be useless in time of peace.

But a very great portion of it is being spent for things that will be as valuable when peace comes as now, although not so imperatively needed then—ships, for instance—and as for the immense amount spent in adapting our manufacturing plants to war purposes, it is estimated that 90 per cent. of our war machinery can and will be used for other manufacturing work after the war.

The invisible and intangible forces, the moral forces of the world, the soul and conscience of mankind, are fighting on our side.

Holding Impatient Business.

A problem that is somewhat difficult of solving is how to prevent the impatient one from leaving the store before she can be waited on. Above all things, she should not be entirely ignored until her turn is reached. Some one in the store should make her know that her presence is noted and that she will receive attention as quickly as possible. If no one speaks or looks at her, it doesn't take long for the customer to lose her enthusiasm for buying. The party who should give particular attention to this is the proprietor. He usually has more time, and a greeting from him carries more weight than from some one who is working for him.

Employees Reflect Employer.

The proprietor who greets his clerks with a sour "good morning" should not be surprised if they greet his customers in the same manner. Cultivate the habit—if you do not already possess it—of addressing your employes in a courteous manner. Then they will reflect your attitude in their treatment of your trade. It is true that the proprietor, who carries the responsibilities of the business, has more to occupy his mind than his employes, and therefore more easily forgets the little things that should be remembered, yet they are worthy of special effort and should be observed.

Do Not Credit These.

If a man applies to you for credit and you know he owes your competitor or fellow business man, do not extend him credit. Every merchant and business man owes it to every other mercantile and business establishment to protect them against loss on account of bad accounts, if possible. This is certainly right and every member should think of it when extending credit.

The Hall of Shame.

Not all Americans can win a niche in the Hall of Fame, but all can keep out of the Hall of Shame that bears the names of profiteers and hoarders, of wasters, and slackers, and slickers, of both sexes and all ages.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Gas, oil and tire business, including old established custom harness shop. Doing \$15,000 per year. Good business year round. Best town in Michigan. A money maker and will bear strict investigation. Good reasons for selling. Address No. 942, care Michigan Tradesman. 942

For Sale—Store in a thriving little town in Western Massachusetts. Hardware, paint, oil, glass, sporting goods and auto supplies; between \$4,000 and \$5,000 stock. Ill health, reason for selling. B. H. Rix, Chester, Massachusetts. 943

Accounts, notes, claims collected anywhere in world. No charges unless we collect. May's Collection Agency, Somerset, Kentucky. 944

For Sale—Hickory turned TOOL HANDLES of all kinds in quantities to jobbers and manufacturers. V. P. Philippi & Co., 32 Southern Express Bldg., Memphis, Tennessee. 945

Butcher—Good opening; good town; no shop; practically complete outfit; reasonable price and terms. Address Jones & Howard, Chilhowee, Missouri. 946

Store For Sale—At 119 Michigan St. Price \$3,500. L. M. VanHeulen, 593 Jefferson Ave., Grand Rapids, Mich. 947

Drug Store For Sale—Best corner in town of 3,200. Stock \$2,200, fixtures cost \$2,800. Owner not a druggist. Will sell for \$1,600 cash. Geo. H. Maier, Grand Ledge, Michigan. 948

For Sale—Grocer's refrigerator, 7 feet x 38 inches x 7 feet high. Address Paul Sarands, Flint, Michigan. 949

For Sale—Market cooler, 11 x 14 x 11½ feet high. Address A. R. Hensler, Battle Creek, Michigan. 950

Wanted—Grocery business in a live town. Give full particulars in first letter. Address P. O. Box 173, Farmington, Michigan. 951

For Sale—Established drug business. Cash trade. Located in splendid residence district. Long lease. Address No. 952, care Michigan Tradesman. 952

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

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. B. 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. Spallinger, 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—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

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

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

Wanted

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

Western Knitting Mills, Rochester, Michigan.

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

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

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

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.

COLEMAN (Brand)

Terpeneless

LEMON

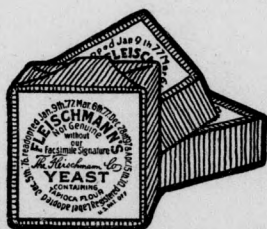
and Pure High Grade VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.

EVERYWHERE

Fleischmann's Yeast is recognized as the standard yeast for baking.



It is uniform.
It is reliable.
It is economical.

It makes good conservation bread and rolls and consequently makes satisfied customers who will come back to your counter again and again.

THE FLEISCHMANN COMPANY
"Fleischmann's Yeast"

BANKRUPTCY MATTERS.

Proceedings In the Western District of Michigan.

Grand Rapids, Oct. 8.—Perry Miller, of Grand Rapids, has filed a voluntary petition for adjudication in bankruptcy. The adjudication was made and the matter referred to Mr. Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show liabilities amounting to \$4,144.25 and assets \$311, consisting of household goods, \$250, debts due on open account \$61, and of which the bankrupt claims as exempt, household goods \$250 and wages due him amounting to \$6. Following is a list of the creditors of the bankrupt:

First Nat. Bank, Olney, Ill.	\$1,650.00
Jacob Vanolman, Olney, Ill.	300.00
John E. Kline, Noble, Ill.	300.00
First Nat. Bank, Oblong, Ill.	800.00
Marks & Kraft Supply Co., Oblong	90.00
Mack & Isbet, Evansville, Ind.	75.00
Richard J. Hopkins, Garden City, Kansas	30.00
A. L. Pratt, Westfield, Ill.	502.50
Booth Publishing Co., Grand Rapids	214.00
Tradesman Company, Grand Rapids	86.00
Brearly-Hamilton Co., Grand Rapids	18.00
Fruit Belt Publishing Co., Grand Rapids	15.75
R. L. Polk & Co., Grand Rapids	20.00
United Weekly, Grand Rapids	15.00
Hub o' Trade, Grand Rapids	20.00
Muskegon Chronicle, Muskegon	8.00

Total \$4,144.25

On Oct. 3, Charles H. Kahler, a dealer in soft drinks, and cigars at the village of East Grand Rapids, filed a voluntary petition for adjudication in bankruptcy. The order of adjudication was entered and Mr. Corwin was appointed receiver. George S. Norcross is in charge as custodian. The first meeting of creditors has been called for Oct. 21, at which time creditors should appear to prove their claims. The schedules show the following: Secured claims \$730; unsecured claims, \$4,432.85. Assets as follows: stock in trade, fountain, etc., \$1,499.50; cigars and tobacco, \$119; silverware, two electric mixers and stoves, \$105; safe and electric motor \$225; bar and bar fixtures, \$1,000; banquet tables, \$100; 10 shares stock in Furniture City Brewing Co., par value \$10, \$100, or a total of \$3,148.50, of which \$250 worth of stock in trade is claimed as exempt to the bankrupt. Following is a list of the creditors of said bankrupt.

Secured Creditors.

Hazeltine & Perkins Drug Co., Grand Rapids \$730.00

Unsecured Creditors.

News, Grand Rapids	\$6.25
Press, Grand Rapids	68.95
Heth Brothers, Grand Rapids	7.50
Slager Brothers, Grand Rapids	253.70
Fuller Station Lumber Co.	45.35
George Datema, Grand Rapids	385.57
Grand Rapids Lumber Co.	60.28
J. Van Wiltburg & Son	4.15
John Roetman, Grand Rapids	10.90
W. M. Ackerman Electric Co.	82.41
Michigan Lithographing Co.	37.62
Van den Berg Cigar Co.	63.84
Kelly's Ice Cream Co.	33.00
C. J. Johnson Cigar Co.	99.13
H. Schneider Co.	49.63
E. A. Wood, Grand Rapids	9.40
A. L. Joyce & Son	4.00
Hammer & Cortenhorst	234.80
M. Piowaty & Sons	87.25
Rysdale Candy Co.	14.10
A. E. Brooks Co.	23.01
Dierdorf Cigar Co.	57.50
Peterson Beverage Co.	295.50
Schlitz Brewing Co.	18.00
Furniture City Brewing Co.	60.00
Worden Grocer Co.	70.88
E. Thurber, Grand Rapids	48.75
Great Western Oil Co.	15.75
Woodhouse Company	227.49
Folgers Soft Drink Co.	18.25
Herald Pub. Co.	39.77
C. W. Mills Paper Co.	2.50
Hobart Company	8.11
Hazeltine & Perkins Drug Co.	142.23
John Roetman, Grand Rapids	10.00
Baxter Brothers	240.09
Pastoor Brothers	53.19
Consumers Ice Co.	47.90
National Grocer Co.	72.00
Holcomb and Hoke Mfg. Co.	59.95
G. R. Brewing Co.	1,300.00
Lee & Cady, Detroit	43.30

Total \$4,432.85

In the matter of the Heights Plumbing Co., of Muskegon Heights, the first meeting of creditors has been held. No creditors were present. Claims were allowed. The referee appointed Charles E. Engelbertsen as trustee, fixing his bond at \$200. The only assets appear to be accounts receivable, so no appraisers were appointed.

In the matter of Harry M. Sibley, bankrupt, of Muskegon, a first meeting of creditors has been held. Creditors failing to elect, Walter H. Brooks was appointed trustee and his bond fixed at \$200. Appraisers were appointed to appraise the small stock of groceries located at 542 Washington avenue, Muskegon. The meeting was adjourned without day.

In the matter of Vereeke-Siersma Hardware Co., Holland, a meeting has been called for Oct. 14, at which time

a hearing will be had upon the offer of J. G. Kasteloot and Helena Kasteloot, of Muskegon, of \$1,110 for a warranty deed from the trustee to Lot 9, Block 257, of Muskegon Improvement Company's Annex No. 1, to Muskegon Heights. Said property is now held by J. G. Kasteloot and wife on contract from the bankrupt, David A. Vereeke, and the bankrupt, in turn, holds equitable title to property on contract issued to him by Harke Ten Hove, who holds the legal title subject to the aforesaid equity. Amount due to Ten Hove from Vereeke is \$802.50, leaving an equity to this estate of \$307.50.

In the matter of Carl Zarbock, bankrupt, Grand Rapids, a hearing will be held on Oct. 14, on an offer of \$50 received for ten shares of Peat Fuel Co. stock owned by the bankrupt, said stock having a par value of \$100 per share.

In the matter of Alvin A. Brader, bankrupt, Grand Rapids, an offer of \$45 for nine shares of stock held by the bankrupt in the Peat Fuel Co. has been received. Said stock has a par value of \$100 per share. It appearing that a hearing should be held thereon, a meeting has been called for Oct. 14, at which time said stock will be sold.

In the matter of Mike Maleley, bankrupt, of Grand Rapids, the first meeting of creditors has been called for Oct. 19, at which time creditors should attend to prove their claims and transact such other and further business as may come before the meeting.

In the matter of Schafer Brothers, bankrupt, Ionia, a final meeting of creditors has been called. It is probable that there will be a small final dividend for general creditors in this matter.

In the matter of Walter Hotham, bankrupt, Muskegon, an order has been made calling the first meeting of creditors for Oct. 21.

The decision of our military authorities not to undertake to obtain the votes of American soldiers abroad is, on the whole, to be regretted. Nearly two million citizens of the United States have crossed the seas to defend our democratic institutions. They, first of all, should be given the right to cast their ballots, whenever it is physically possible. Every one will admit that the soldiers in the very front lines, who are actually fighting or being shifted from one battle-front to another, would not be in a position to vote on any certain day or days. But there will be thousands upon thousands not so occupied, when election comes around, who should have the chance to vote. The plea that it will prove troublesome or inconvenient to arrange for the balloting in France ought not to weigh against considerations of justice. No doubt, if the matter were sufficiently urged, the military authorities would find it wise to reverse their first decision. Thus far no objection has been made against giving the vote to soldiers in the training camps, on this side of the water, and, it is to be presumed, no such objection will be made. Yet, with exception of the troops actually engaged at the front, the case of our men abroad is pretty much on all fours with that of our boys in this country. For that matter, by extending election day over a period of several weeks, even men in the front lines would have their chance, during their rest periods. Truly, the Germans could be given no greater demonstration of democracy than that of an invincible military force conscientiously doing its civic duty at the polls within sound of enemy gunfire.

It Pictures the Sale.

Every housewife in the neighborhood of an Upper Peninsula grocery found in her mail box one morning a cut-out resembling a potato, about 8½ by 4 inches. Opening it she found an announcement of a potato sale. Because the announcement was unusual the sale was most successful.

Retail Profits on Cheese.

The U. S. Food Administration has issued a ruling limiting profits on retail sales of cheese. After quoting Rule 1 of the regulations governing manufacturers, dealers, brokers and commission merchants in all kinds of cheese which provides that cheese should be sold at a reasonable advance over cost, the regulation says:

"Under the above rule the retail section of the distribution of perishables of the United States Food Administration has investigated the cost of handling cheese at retail and determined that in selling American or Cheddar Cheese any advance in excess of 6 or 7c per pound over cost (as defined in Rule 1) is unreasonable and will be considered evidence of violation of Rule 1. The 6c per pound represents the maximum margin for stores conducted on the cash and carry or no service plan, while 7c per lb. is the maximum for the extra service stores extending credit and delivery. Dealers whose delivered store-door cost figures in fractions may have the benefit of such fractional cost.

"For example, cheese costing at store-door 26¼c per pound would carry a maximum margin of 6¾c per pound for the cash and carry and no service stores and 7¾c per lb. for the extra service or credit and delivery stores.

"In determining margins at 6 and 7c per lb. on cheese with the fractional cost in dealers' favor, the United States Food Administration has given due consideration to the rising costs of operation, which must be met by the dealer. This maximum margin will, no doubt, exceed in some instances normal pre-war margins.

"In addition to the above margin, a retailer who carries American or Cheddar cheese in a warehouse for more than 30 days, may add not to exceed ¼c per lb. per month for each and every month after the 30-day period, during which the cheese is held in the warehouse by him, but in no case shall the amount added exceed 1c per lb., and no further amount shall be added by the dealer after 9 months from the date of original storage.

"Dealers should understand that if they average costs, they must average the cost of each grade and style separately."

Government May Take Hold of Butter Market.

Need of Government action to stabilize the butter market and maintain prices at a reasonable level was urged at a conference held during the week by Food Administrator Hoover with fifty representatives of the dairy interests and members of the Agricultural Advisory Board, called to consider the present situation. It was the unanimous opinion of the meeting that in view of the large army, navy and Allied demands there was a temporary shortage of dairy products in the market, especially butter. It was also agreed that the present prices of butter not only bear hardly upon the consumer, but are not in the best interests of the producer, as they

tend to diminish consumption and to permanently stimulate the increased consumption of margarine, which is about one-half the price. It was agreed that these conditions would sooner or later produce a collapse in butter prices to a point possibly below the cost of production. It was considered essential for the stable condition of the industry that when such a fall did occur the Government purchases should be used to support the market at a reasonable level. A committee consisting of Prof. Clyde L. King, of Pennsylvania; Charles Brand, Urbana, Ohio; I. Ingersoll, Elyria, Ohio; ex-Governor Warner, of Michigan; G. R. Rice, Wisconsin; Frank Kingsley, Iowa; W. F. Schilding, of Minnesota, and Robert Scoville, Connecticut, was appointed by the meeting, with the approval of Mr. Hoover, to co-operate with the other advisory committees of the Administration, to consider the situation further and to advise with the Food Administration as to what action should be taken to stabilize the situation. The new committee adjourned to meet again at a later date, in the meantime to investigate and consider the many factors involved.

"The time has come when there must be a further intensification of effort on the part of all of us," warns Fuel Administrator Garfield, in the same message in which he congratulates the miners on their recent increase in production. Just what his estimate of the situation is, we may read in the tonnage he declares it necessary to maintain this winter. Every week nearly twelve and a quarter million tons of bituminous and over two million tons of anthracite coal must be produced; an increase over the corresponding period of last year of more than 16 per cent. in bituminous production, and over 6 per cent. in anthracite. On the one hand, we can reasonably look for a continuance of the recent acceleration in production. Dr. Garfield has a plan by which not merely every district and mine, but every gallery and miner, will be set a definite quota. The spirit of the miners has been in general such that they will co-operate zealously in this plan. On the other hand, we have the uncertainties of winter weather before us. It may be said that we are not likely to have a winter so paralyzing to mining and transportation as last, but the risk remains. It is a little ominous to be approaching the season with a recognized need for intensified effort "if all necessary demands are to be met."

The Edgar & Kiefer Tanning Co. has increased its capital stock from \$100,000 to \$175,000.

BUSINESS CHANCES.

FOR SALE—New Elliott Fisher billing machine (now in transit), standard equipment, five registers, platen and desk. Owing to unforeseen changes we will sell the above at discount of \$100.00 for a quick sale. Address SHRIVER-JOHNSON CO., Sioux Falls, South Dakota. 953

For Sale Cheap—A well stocked corner drug store, on account of death. Rent reasonable. Theresa Crolly, Pleasantville, New York. 954

PAPER CONSERVATION

A War Measure

The War Industries Board

DIRECTS all retail stores to reduce the consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

We are complying with this request and ask your co-operation.

Don't Waste Paper

USE THIS AS A PLACARD IN YOUR STORE.

Buy Your Holiday Goods Right Now---

and thus get in line with the Government's request. As an essential war measure all retailers are asked to spread their Christmas business out over two or three months instead of concentrating it in that many weeks. The object is to help conserve the nation's man and woman power and lessen the strain on transportation and mail facilities at crucial periods. Every retailer who has not purchased his holiday goods should do so immediately for at least three reasons: (1) He of course wants to line up with the Government. (2) Getting the early trade will enable him to increase the volume of his Christmas business without increasing his selling expense. (3) If he does not buy now the inevitable shortage later on will seriously interfere with his plans. **BUY NOW!** We shall gladly co-operate in the way of giving the promptest service of which we are capable.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS