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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 16, 1918

Number 1830

Marching Behind

"I'm marching on," said the colonel's wife,
"Back of my soldier in the field,
His to command brave men in the strife,
Mine a weapon of love to wield.
To soothe, to comfort, to help, to cheer,
Those that the soldier holds most dear;
Gladly I turn to this task of mine,
To work for the women behind the line."

"I'm marching on," cried the mother brave,
"Back of my soldier across the sea,
He fights this country's cause to save,
He leaves a sacred trust with me.
Mine to keep burning the home-fires bright,
To serve and to save with a patriot's might,
That our defenders shall have to eat,
Beef and sugar and fat and wheat."

"I'm marching on," said the maiden fair,
"My brother's a private far away;
He's doing his bit with the boys over there,
I'm doing my bit with the ones that stay.
I'm training the girls for farm and field,
That crops may flourish and gardens yield;
For we must answer this nation's call,
And our abundance replenish all."

"We're marching—sisters, mothers and wives,
Back of our soldiers, brave and true,
Giving our strength as they give their lives,
Marching under the red, white and blue.
For us they are holding the foe at bay,
But we're holding behind, every step of the way,
Our men to nurse, and to clothe, and to feed,
We're marching on with this Nation's need."

Caroline Ticknor.

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.

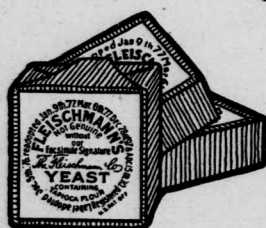
Protect yourself for next season's business before it is too late.
Prices guaranteed against advance or decline.

We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan
Manufacturers of
Putnam's "Double A" Chocolates

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 cus-
tomers who will come back to your coun-
ter again and again.

THE FLEISCHMANN COMPANY
"Fleischmann's Yeast"

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

AND WHY

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

BECAUSE

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

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

DIAMOND MATCHES

**DIAMOND
CRYSTAL**

*The Salt
that's all salt.*

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

**LITTLE
DUTCH MASTERS
CIGARS**

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



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

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

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor

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AFTER THE WAR PROBLEMS.

How much foreign trade after the war will be influenced by some of the minor and easily negligible factors is a question. Take the matter of economy as an instance. This has two aspects, one that of expenditure and the other the saving and re-using of waste products. Both are practiced to a certain extent in this country. But in certain European countries—and particularly in Germany—they have become a passion and almost a religion. In the Kaiser's domain this is the result of the direst necessity. The people there have learned by experience on how little food they can manage to keep alive and how to make each shred of fiber go as far as possible in covering their nakedness. By them the collection and re-use, over and over again, of refuse or waste material has been done in the most systematic and thorough manner. It is only by this means that they have been able to do so well as they have in the face of the blockade which has stopped them from getting new raw material. When peace comes, the same ingenuity and care, it is argued, will enable the Germans to turn out cheap goods by the greater use of waste materials and, as for food, the pinching now prevalent will have become habitual. While there is a very good argument in opposition to this view, there is just enough in its favor to emphasize the need of curtailing unnecessary waste in this and other countries which intend to compete with the Germans for foreign trade. In the long run, cost is bound to be a serious item in the calculations for success in this field.

Financiers do not always agree with merchants or producers as to the best policy to be pursued. A case in point just now is afforded in Great Britain. There the disposition is, on the part of business men, to fall in with the popular feeling against permitting aliens, especially

enemy aliens, from participating in the economic life of the country after the war. They have been aroused by the disclosures of German economic penetration whereby British corporations have been made agencies of German syndicates. In consequence of this feeling, such recommendations for preventing aliens from getting control—directly or indirectly—of what should be British enterprises were made by the Commission on Commercial Policy After the War. But a committee appointed by the British Board of Trade to look into the financial aspects of the matter has recently made a report in which it was assumed "that there is no desire to adopt any measures against aliens in general or to bar all foreign capital, in view of the fact that not only is foreign capital essential to the maintenance of London as the financial center of the world, but that such capital as may be available for investment after the war will, in all probability, come from countries other than the Central Empires." The problem seems to be how to encourage outside capital to come in without at the same time permitting it to dominate the vital industries of the country. So the first point to establish was as to the kind of enterprises concerning which a distinction should be made.

In this country there is a problem somewhat similar to the one the British have. As is well understood, the great industrial and transportation development of the United States was accomplished with the aid of foreign capital. Money poured in from Great Britain, Holland, Belgium and France to build railways and telegraph lines, to open up mines, etc. While it was cheerfully welcomed, the foreign buyers also benefited because they got good securities which paid them a high rate of interest. It was purely a business matter, of advantage to both parties to the transactions. Later on came investments from Germany, mostly in industrial enterprises of a manufacturing character. In these, the profits all went to Germany and the plants established were for the purpose of forestalling or putting out of business domestic enterprises, and all of them were centers of German propaganda. They were outposts in the general German scheme of domination. At present most of them are in charge of the Alien Property Custodian. Many of them are profitable and are making added profits because of the war. It would seem unjust that this should continue, and this gives force to the suggestion of Mr. Palmer, the Alien Property Custodian, that such plants and the

profits made by them should be confiscated and that, in the future, no such opportunity should ever be again afforded to have German interests repeat their operation.

WOOLS AND WOOLEN GOODS.

The situation with regard to wool shows no marked change beyond the fact that the mills now manifest a little more uneasiness as to what they are to do when war orders fail them. Unofficially it is stated that preparations are afoot for procuring about 200,000,000 pounds of wool from Australia and New Zealand, which have plenty to spare and are urgent to get rid of it. Some fabrics are being delivered by mills to the trade on old orders, but there seems to be quite a quantity of left-over goods which pop up in unexpected quarters. There will be an ample supply of them for Spring, and there is plenty of time yet to arrange for the next heavyweight season. No enthusiasm is shown for the cotton warp fabrics which certain interests are trying to push, and this applies as well to dress goods as it does to cloths for men's wear. There is the same disinclination by buyers of ready-to-wear to take the part of cotton goods. So far as manufacturers and dealers are concerned, they are watching the signs which may indicate an early termination of the war. They are unwilling to be caught, when peace comes, with a lot of fabrics or clothing composed partly of cotton, as such stuff if not unsalable could be disposed of only at a great sacrifice. This is particularly true because of the high prices current for the fabrics. So the tendency is to take no more than can be quickly disposed of. In men's clothing the season promises to make a good showing for sales despite the hiatus caused by the draft. A slight lull in the buying of women's coats and suits, which has been noticeable in the last week or ten days, is believed to be only temporary.

Fresh evidence of the Railroad Administration's realization of the human side of its great problem is found in its order concerning notice of changes in time tables. These changes are not merely to be posted at the station ten days before they become effective; they are also to be advertised in the newspapers ten days, five days, and one day before trains run according to the new schedule. This is a laudable endeavor to accomplish a task that many railroad managers have given up in despair—the task of protecting the public from the consequence of its own inertia.

GERMANS WORSE THAN HUNS.

We have often been reminded of late that the Kaiser is himself responsible for the qualification of his soldiers as "Huns." He is quoted as having enjoined his Chinese expeditionary force in 1900 to "be as terrible as Attila's Huns." His faithful emissaries, understanding the phrase to connote the highest possible degree of barbarous cruelty, tortured and butchered men, women, and children in China almost as brutally as they have maimed and massacred since in Africa, Armenia, France, and Belgium.

But is the comparison, which we have taken from the Kaiser's own mouth, entirely just? Attila, or Etzel, plays a dignified and often quite laudable role in Teutonic, Scandinavian, and Hungarian legend, with, it would seem, some hint of historical foundation. There is no question that he was violent and cruel, but he was clearly not without reverence, magnanimity, a sense of justice, or personal courage.

In the great battle of Chalons, in 451, he is recorded to have exposed his person as recklessly as any private soldier. Bishop Lupus, and later Pope Leo I., were able to appeal successfully to his generosity and to persuade him to spare Troyes and Rome. Whatever may have been true of certain of his nondescript following, he himself lodged, dined, and dressed with Spartan simplicity. Priscus reports that when the inhabitants of the little city of Azimuz, in Thrace, refused to abide by the humiliating capitulation of the Emperor of the East and offered a vigorous resistance to the Hun, the conqueror was so struck by their courage that he condescended to treat with them on equal terms. Gibbon infers that "this savage hero was not inaccessible to pity; his suppliant enemies might confide in the assurance of peace or pardon; and Attila was considered by his subjects as a just and indulgent master."

Is the current identification of the Kaiser and his butchers with the army of Attila not cruelly unjust to the Huns?

Sending Eggs Back to California.

Some funny things are happening in these days of abnormal prices. Last February eggs sold in New York at 72c per dozen, and forthwith Los Angeles, where spring had already set in, began to send eggs there as fast as she could ship them. Now eggs are selling in San Francisco at 65½c per dozen and eggs are being shipped from the East to California. Merchandise of whatever character naturally moves toward the highest market.

MEN OF MARK.

D. A. Bentley, Well-Known Saginaw Produce Dealer.

Starting his career on a farm near Brown City some thirty years ago and to-day head of one of Michigan's newest and most promising wholesale produce houses is, in short, what Duncan A. Bentley has accomplished.

"Dunc," as he is familiarly known by both personal and business friends, was born on a farm, received a country school education and, after finishing same, completed his education at the East Saginaw high school, after which he taught for several years. He then took charge of his father's fancy herd of Holstein cattle. It was during this period of his life he conceived the idea of some day getting into the line of work he is so interested in at present.

Owing to poor health, he left the farm and went to Detroit to recuperate. After a year's rest, he came to Saginaw and was appointed manager of the Empire Produce Co., continuing in that capacity for about two years, after which he received an offer from the Cornwell Co., of Saginaw, which he accepted. This was about eleven years ago and during that time up to Jan. 1 last he served in a most efficient manner as manager of the produce department. He took charge of the department in its infancy and by perseverance, study and earnest efforts, built it up to where it is conceded to be one of the biggest and most profitable departments of the company.

Recognizing his ability and the wonderful work he had done for the company, he was, nine years ago, chosen by the Michigan Poultry, Butter and Egg Dealers' Association, as their Secretary and Treasurer, which position he still holds and handles in a businesslike manner. He is also closely and actively associated with the National Association of Produce Dealers, having just returned from Chicago, where they were in session the past week.

Last January he severed his connections with the Cornwell Co. in order to enter the produce field for himself. His present and strongest inclination is to found for himself a brokerage business along the lines in which he is an admitted expert and in which he has achieved more than an ordinary measure of success, specializing in butter, eggs and cheese.

Shortly after the first of January he formed what is now known as the D. A. Bentley Co., with headquarters at 406 Lapeer avenue, Saginaw, and in a very short period of time was doing a splendid business, controlling and featuring the following lines: Hemlock creamery butter, Nut Spread margarine, Frankenmuth cheese and also handling a large line of Wisconsin cheese. At the present time he controls the sales of the whole State on Nut Spread margarine.

When Mr. Bentley formed his company last January, he was fortunate in securing the services of several men who are specialists in their lines. Wm. J. Brydges, one of the members of the company, is an expert accountant

and has charge of the books. Alex Sells, of the outside sales force, stands second to none as a judge of butter and, besides selling, is purchasing agent for this department. Patrick O'Toole, traveling North and West of Saginaw with a branch office at Clare, is one of the best known produce salesmen in Eastern Michigan. He looks after the egg department, both buying and selling. L. E. Gemmill, the latest addition to the sales force, is head of the margarine department. For the past few years Mr. Gemmill has devoted his entire time and attention to the margarine business. At this point it might be mentioned that all the above named gentlemen were formerly with the Saginaw branch of the Cornwell Co. J. H. Jerome has charge of the city sales work. Mr.

are upon him and with one voice wishing him the success he so justly deserves.

Perfecting American Toys.

A movement has been started in the toy industry of this country to improve the quality and standard of American-made toys from the standpoint of their artistic as well as their commercial value. The Toy Manufacturers of the United States of America, Inc., the largest association of toy manufacturers in this country, and the Art Alliance of America, which recently held an exhibiton of American toys in an effort to get manufacturers and designers to work in closer harmony, are laying plans now for a larger exhibit, to be held in this city probably during next February, at which it is expected that

the work of simplifying manufacturing processes, it is said, than to the matter of getting out an article or a combination of colors which has a real artistic value. Now, however, the importance of work of this latter sort seems to be more generally recognized, and is being given more attention everywhere. The early results of these efforts are already showing themselves in the toys that are now being turned out.

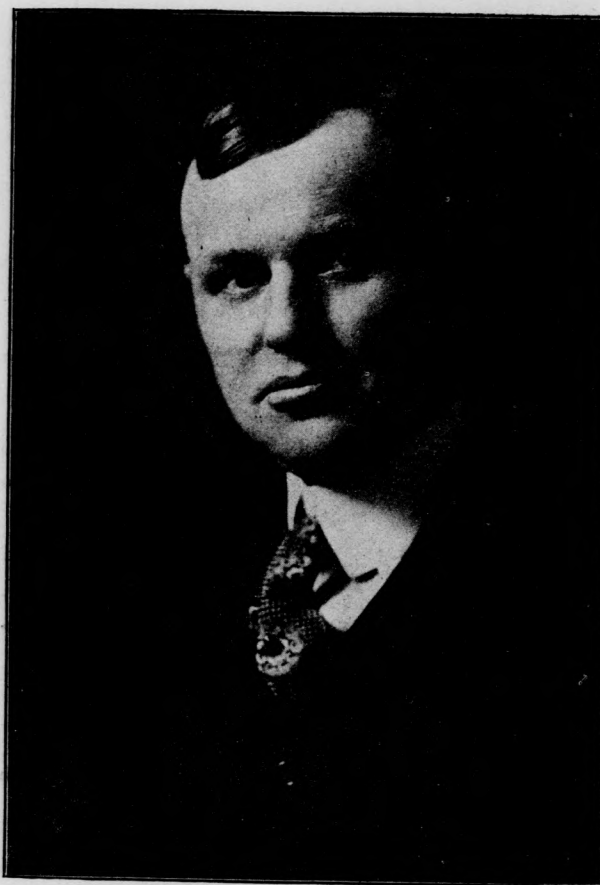
"If American toy manufacturers are to hold the trade they have been able to get since the war started in 1914," pointed out one authority in this city, "they have got to add beauty, harmony of colors, and other artistic qualities to the other characteristics of American-made toys. American ingenuity has developed toy making to a higher degree of perfection than has been done in any other country, and it now remains for American designers to do their share from the artistic standpoint."

Tomatoes Will Probably Go Around.

Tomato canners would like buyers to get the impression that tomatoes are going to be scarce this year because the Government has taken 45 per cent for itself. Eastern canners think the United States ends at the Allegheny mountains. Out in California there is going to be a tremendous pack despite the rain damage of last month. Eastern packers say that California doesn't count because her tomatoes cannot be shipped to Eastern markets. They forget that they are figured in the total and that with the large Pacific Coast pack figured in it will leave a greater number of cases available for the general public. An authority, who generally knows what he is talking about, has estimated the total pack this year as not less than 18,000,000 cases. Last year the pack was 14,000,000 cases and the average for the last five years has been 13,700,000 cases. The Government's requirement of 45 per cent. would make a total of 8,100,000 cases, leaving, say, 10,000,000 cases for the public, to which must be added the equivalent of 1,500,000 cases put up by American housewives for their own use, making a total of 11,500,000 cases for the country to get along on, which it has been known to do before.

Helping the Food Administration.

Each customer of one grocer receives from him a small parcel containing a supply of pasters reading "meatless day" and "wheatless day." With the pasters is a letter urging observation of the "less" days and suggesting to the housewife that she fasten the pasters to the calendar dates. Reminder notices are also distributed, one to each housewife, with the last delivery before every "wheatless" day—one of them, for example, contained corn-bread recipes. As the notices varied, the grocer was able to inform his customers of changes in the Government's food program, and also to keep constantly before them the necessity for living up to the program. T. H. Coleman.



D. A. Bentley.

Jerome was for several years in the produce business in Saginaw. Well known and well liked, he has proven a valuable asset to the company.

While always active and with a keen eye for business, Mr. Bentley found time about nineteen years ago to marry Miss Carrie Drennan, of Yale, and to this happy union has been added two boys and two girls, who are the biggest assets in making a happy home at their pretty place on North Jefferson avenue.

Mr. Bentley is a very active Mason, as well as a member of the United Commercial Travelers, belonging to Saginaw Council, No. 43. He is also a member of the First Christian church.

Mr. Bentley is being watched very closely in his adventure and all eyes of the State Association and friends

a very large proportion of the domestic manufacturers will be represented. A better opportunity will thus be afforded American designers to criticize and make suggestions and for manufacturers to profit by these suggestions and criticisms.

Harmony in colors is coming to be looked upon as one of the most important characteristics of any toy. The work of designing toys involves practically every art and trade there is. Mechanical and electrical engineers are needed in the toy industry, no less than are designers of women's hats and gowns. Artists and portrait painters are required, no less than naturalists and those familiar with plumbing.

The designing departments maintained by most manufacturers have in the past devoted more attention to

COMPULSORY RATIONING.

Why It Has Not Yet Been Undertaken.

Some small merchants, struggling with the intricacies of our voluntary system of rationing food stuffs, have been apparently inclined to believe the difficulties would be less if a compulsory card system were introduced. It is interesting, therefore, to contrast the system in effect in this country with that now being used in England, taking the observation from a merchant's standpoint.

The Food Administration and the dealers in food stuffs here have been absolutely together from the beginning in their desire to bring about the necessary conservation of food with the least possible disarrangement of existing trade methods and a minimum amount of disturbance to business in general. The compulsory ration system looks simple at first glance, but it has many phases which are incompatible with the maintenance of trade on a normal peace-time basis.

In the first place before any adequate compulsory rationing system can be carried out, the ground-work must be laid, embracing among other things:

1. An absolute control by the Government of all food stuffs;
2. Some practical method for the arbitrary distribution of food by the Government based upon population;
3. The control by the Government of prices to prevent profiteering;
4. A very finely decentralized food control machinery to reach every corner of every community.

The difficulties attendant upon establishing such a ground-work in America are far greater than they were in Great Britain, due to the fact that while Great Britain imports 66 per cent. of her food stuffs and is, therefore, able to control them from the moment of entry, we produce in this country practically everything we eat, making it necessary to regulate the producers also. Taking for granted, however, that these difficulties can be overcome, there still remains the question of the proper basis for distribution. England first tried the "datum" system, basing the amount of food available for each dealer upon a certain percentage of the supplies he had received during a specified previous period selected for this purpose. This was found illogical because it resulted in setting a premium upon wastefulness. That is, the communities which had consumed the most food during the given period were permitted to profit to that extent under the rationed distribution.

The Food Ministry was, therefore, brought to the conclusion that the registry system would be preferable, and it is under the registry system that food is being rationed in England to-day.

The registry system demands that every buyer of food in England shall register as a customer of a food store. The registry blanks are carefully filed and stubs from his individual customers' books are used by the food merchant as a basis for obtain-

ing supplies. He is allowed a given amount of food stuffs for each customer and a small addition for emergencies—no more.

It will be readily seen that such a system has its drawbacks. In the first place, having registered as a customer of a particular store, the food buyer remains a customer of that store except for extraordinary reasons, such as removal from the city or death. This naturally eliminates all competitive business, all initiative on the part of the merchant, all desirability of appeal to the transient trade. The merchant must be content to mark time and to hold his ground, if he can, until the war is over.

This method has resulted in England in wiping out the little merchant. Customers desire to avoid as much trouble as possible, and therefore register themselves as buyers at stores which can supply all their needs. It also lays the way open for utilization by the stores of unrationed articles as a bribe for trade. Fortunate concerns which can obtain by one way and another fairly regular supplies of tea, cheese and other unrationed articles are able to say to their customers, "If you buy your sugar, meat and flour from us we will see that you get your half pound of cheese every week, or your supply of tea." The little store which is not able to obtain these supplies—costly and so scarce—is helpless.

The abuse of the unrationed articles is thereby exaggerated and encouraged, whereas under the American system our people are put on their honor to conserve all kinds of food and are guarded with all the power the Food Administration has against profiteering, discrimination and inequality in all lines, and the merchant remains much freer to exercise his own initiative and ability in building up his business.

But there is a great argument in favor of voluntary conservation over and above all business considerations, one which should not be overlooked by any retail merchant. After all, war is our great business these days

and anything we contribute to the winning of the war is worth while, no matter what it costs. The voluntary method of conservation has brought home the war to every citizen of the United States as perhaps no other Governmental action has done. It has awakened in the minds of the people a sacrificial consciousness. The very difficulties which the housewives have had in buying flour substitutes and in making their two-pound allowance of sugar go round have also created in their minds a conception, however vague, of the great reason why.

Our people can not live day by day under the personal food responsibilities thus put upon them without consciously thinking of the battle line and the 120,000,000 Allies whom we must feed.

Governmental regulation, when carried to an excess, produces that paternalism and collectivism which are the very core of the Prussian system against which we are fighting. We glory in the freedom of the American citizen. We pride ourselves on the Food Administration's faith that our people are strong enough and loyal enough to do their duty voluntarily and wholeheartedly.

It should be the aim of every dealer in food stuffs to foster and encourage this war consciousness in his customers. Nothing could be more ideal for the furtherance of true patriotism than the knowledge that our Government trusts its citizens and permits them to be its partners and not its children. When your customers realize that we must share our food with the Allies as honorably and cleanly as we fight with them, the citizenship of America will be on a sounder basis and the world more nearly a safe place for democracy.

Mrs. Gertrude Mosshart,
Chief Retail Stores Section
U. S. Food Administration.

Late Notes From a Live Town.

Owosso, Oct. 15—In the Tradesman of Oct. 2, we read an article advising us that whale milk will some day in

the near or distant future settle the question of milk supply; that is, in states where the farms are damp enough for whales to grow spontaneously. We, no doubt, are a little thickheaded on a good many new enterprises with which we are nowadays so frequently confronted and will own up that we do not grasp this one in its entirety. We can readily understand how a hired man can go out to the cow or whale yard, hang his shirt and trousers up on the fence, take a pail in one hand and a milk stool in the other, dive down into the whale-pool and under a whale and holler "hist." But just how he is going to keep the water out of the milk while he is milking does not penetrate our thick tank sufficiently well that we could go ahead and explain it to anybody off hand.

W. S. Lamb, of Vernon, is closing out his stock of groceries and has accepted a position with the M. U. T. R. R. Co. in Jackson.

H. B. Collins, of Owosso, the large, fat, good natured bald headed old groceryman of the Riverside grocery, has sold his stock to H. H. Morrow & Co., who will continue the business at the old C. M. Miller stand on Washington street.

Ira Hempsted, of Nicholson, is remodeling his store building into a large up-to-date country store, with large basement garage and home building, with gas lighting plant and other convenient equipments.

Skid Watson, of Bancroft, formerly with Marshall Field & Co., who separated from that concern four years ago to go into the hardware game at Bancroft, has closed out his stock of hardware, moved to Lansing and is again on the road with the Marshall Field & Co. Honest Groceryman.

Cheer Up.

You have two chances, one of being drafted and one of not;

And if you are drafted, you have two chances,

One of going to France, and one of not going to France;

And if you go to France, you have two chances,

One of being shot and one of not being shot.

And if you are shot you have two chances,

One of dying and one of not dying.

And if you die you still have two chances.

Automobile Losses Ruin Many Men

The Following Buick Cars Have Been Stolen and Paid For This Fall:

A. L. ARNOLD	Owosso	Buick Roadster	Factory No. 243528
G. L. HAHN	Pontiac	Buick Touring	Factory No. 300136
PAUL MARIENTHAL	Saginaw	Buick Touring	Factory No. 299974
W. N. WHEELER	Kalamazoo	Buick Touring	Factory No. 247522
J. L. COHN	Romeo	Buick Touring	Factory No. 297474
S. R. ANDERSON	Muskegon	Buick Touring	Factory No. 156446

Claims Paid in 1918	Fire 102;	Amount Paid \$25,423.19	Total \$69,620.18
	Theft 132;	Amount Paid 19,297.41	
	Liability 217;	Amount Paid 26,899.58	

Fire losses occur many times in the public garage, and, as cars grow old, there is a greater danger of a back fire or a short circuit.

A few days ago one of our members driving his car away from home left it standing; another driver accidentally bumped into the gas tank, setting the car on fire and burning it.

No man can afford to go without insurance at this time.

The Government expects everyone to keep well protected. They encourage insurance of all kinds, especially for those who are poor or in moderate circumstances. A small amount paid makes you safe. When the committee for Liberty Bonds comes, it is a poor excuse to say, "My Automobile burned or was stolen," or "I have a lawsuit to defend, and cannot buy." You can keep yourself safe by carrying automobile insurance, as the cost is only about 2c per day.

Keep Insured in the BIG MUTUAL Able to Stand the Shock of Serious Losses.

CITIZENS MUTUAL AUTO INS. CO.,

HOWELL, MICHIGAN



Movements of Merchants.

Sault Ste. Marie—Fire damaged the clothing stock of Michael J. Andary Oct. 11, causing a loss of about \$3,000.

Gobleville—Charles H. Ruell, who conducted a general store at Pine Grove for many years, was buried Oct. 10.

St. Johns—F. C. Mason & Co., dealer in agricultural implements, has increased its common stock from \$45,000 to \$55,000 and its preferred stock to \$10,000.

Sanford—The Sanford Elevator Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Pinckney—Bank robbers blew open the People's Exchange Bank Oct. 9, carrying away about \$10,000 in currency. They escaped in an automobile and no trace of them can be found.

Detroit—The Wright Jewelry & Luggage Shop has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in property.

Ishpeming—The Hendrickson Estate has removed its stock of general merchandise to the Johnson building, on Cleveland avenue. The store has been remodeled and is thoroughly modern.

Evart—Ernest Mahar has returned to Evart to take charge of the Evart Drug Co.'s store, Norman Weess having enlisted in Uncle Sam's service. Mr. Mahar has been in Lansing the past two years.

Negaunee—Ernest M. Klein is closing out his stock of mens and boys' clothing and will devote the room the stocks have occupied to the enlargement of the dry goods, cloak and shoe departments.

Detroit—The Salesmanship Club of Detroit, of which Stephen Jay of R. H. Fyfe & Co. is vice-president, has decided to suspend activities for the duration of the war at the request of the World's Salesmanship Congress.

Battle Creek—The La Vogue Co. has been incorporated to conduct a women's ready-to-wear clothing and dry goods store, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—Gowans & Greve, grocers at 1535-37 Jefferson avenue, have merged their business into a stock company under the style of the G & G Grocery, Inc., with an authorized capital stock of \$10,000, all of which has been paid in in property.

Detroit—The Harlan Gas Coal Co. Stores, Inc., has been organized at Harlan, Kentucky, with headquarters

at Detroit, to conduct a general merchandise business, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Arrangements have been completed through the Chamber of Commerce for the annual convention of the Michigan Implement Dealers' Association to be held here November 13, 14 and 15. Three hundred delegates will be in Kalamazoo for the meeting. A display of agricultural implements and tractors will be held in the Armory in conjunction with the meeting.

Detroit—Oliver H. Grunow, 635 East Grand boulevard, Secretary of the Grunow Drug Co., and one of Detroit's oldest merchants, is near death with heart trouble at his home, 635 East Grand boulevard. He was six years a member of the common council. His son, Corporal Oliver H. Grunow, Jr., is in camp at New Haven, Conn., and effort is being made to have him furloughed to be at his father's bedside.

Detroit—B. Burke, shoe dealer at 79 Washington boulevard, has decided to enlarge his selling space by moving to the rear the wall between the sales room and the store and shipping room. In other words, he will more than double his selling space. This he is compelled to do by reason of adding a women's department. During the year or more which Mr. Burke has been in business he has confined himself exclusively to men's shoes. Now, he is going to have a women's department also.

Manufacturing Matters.

Hudson—The Kefuss flour mill was badly damaged by fire recently and will be shut down from four to six weeks for repairs.

Marine City—The Banner Salt Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$91,000 has been subscribed and \$50,000 paid in in cash.

Detroit—The Parker-Murton Steel Co. has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Constantine—Fire destroyed the plant of the Constantine Board & Paper Co. Oct. 11, causing an estimated loss of \$200,000, which is partially covered by insurance.

Battle Creek—It is expected that the new macaroni plant of the Armour Grain Co. will be ready early in November. The building will be the most modern of its kind in the State.

Owosso—The Standard Flaked Food Co. has filed a voluntary peti-

tion in bankruptcy. Assets, \$36,000; liabilities, \$32,000. L. A. Sanderhoff has been named as temporary trustee.

Detroit—The Skinner Dry Gas Carburetor Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,780 paid in in cash.

Detroit—The By-Products Coal Corporation has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Oelman Machine Co. has been organized with an authorized capital stock of \$25,000, of which amount \$17,800 has been subscribed \$8,710.06 paid in in cash and \$8,089.04 in property.

Detroit—The Wolf Sanitary Wiping Cloth Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed, \$5,600 paid in in cash and \$4,700 in property.

Battle Creek—The Auto Primer Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in, \$3,400 in cash and \$6,600 in property.

Bad Axe—The capacity of the Milk Products Co. will shortly be doubled. The headquarters have been moved from Detroit to the plant and preparations are being made greatly to extend the business.

Detroit—The Samson Tractor Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash. The tractor will be manufactured at Janesville, Wis.

Port Huron—E. P. O'Rourke has been promoted to be factory manager of the Port Huron Engine & Thresher Co. Mr. O'Rourke has been assistant superintendent of the concern during the last twenty-three years.

Detroit—The S. S. & B. Machine & Tool Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$2,400 being in cash and \$3,600 in property.

Detroit—The Kor-Ket Co. has been organized to manufacture and sell cork flush balls and plumbers specialties, with an authorized capital stock of \$1,000, of which \$750 has been subscribed and paid in in property.

Detroit—The Harding & Madden Engineering Co. has been incorporated to manufacture and sell engineering machinery, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in, \$6,751.54 being in cash and \$18,248.46 in property.

Manistee—Considerable progress is being made on the construction work of the new Cooper Underwear Co. plant. It is expected that the plant will be ready for occupancy before the end of November. A feature in the construction is the unusually large number of windows, the purpose being to provide as much daylight as safety in construction will warrant.

Ypsilanti—A controlling interest in the Michigan Press Co., manufacturer of the Perkins power presses, has

been purchased by Theodore H. Millington and Charles W. Chapman, both of Detroit. The former, who was at one time connected with the General Motors Company and is a well-known engineer, is president of the re-organized company. Mr. Chapman is secretary and treasurer, and C. A. Perkins, well known in Ypsilanti, is vice-president. The company expects also to bring out a new four-wheel tractor. About forty men will be employed at the plant at the start.

Allegan—Six months ago the Blood Brothers Machine Co. gave notice to its men that each pay day thereafter a Thrift stamp would be given to each one who worked full time during each pay day period, and that a War Savings stamp in addition would be given each one who should obtain a Thrift stamp each pay day. This was done to stimulate a closer attention to business and increase production. Out of about 200 men employed the average number to draw Thrift stamps with their pay has been 140, and of these seven have qualified for the War Savings stamps. In a letter given the men with the stamps President Mattingly pays them a pretty compliment for their fidelity to the work in hand, and reminds them of the important part the company is playing in furnishing the Government means for supplying necessities to the men fighting at the front.

Liquidation of Grocer Martin at Petoskey.

Petoskey, Oct. 12—J. E. Martin, grocer of this city, has assigned to me all of his assets to be distributed pro rata to his creditors. His approximate liabilities are \$3,773 and his assets consist of the following:

Fixtures	\$500.00
Bills receivable	520.82
Merchandise	758.42

I will endeavor to have his affairs liquidated as soon as possible and dispose of everything at the highest price obtainable.

Any further information desired will be gladly furnished upon application. Leon Loeff.

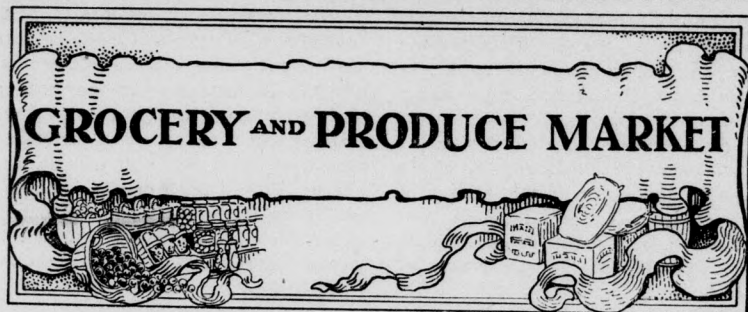
John E. Kenning, camp salesman for the Kent storage Co., dropped dead suddenly at Camp Custer Monday. The remains were brought to this city and the funeral will be held at the family residence, 556 South College avenue, Thursday afternoon. Deceased was formerly engaged in the manufacture of cigars under the style of Mohl & Kenning and John E. Kenning & Co. and had traveled out of Grand Rapids almost continuously for nearly forty years.

If you have a clerk who is a relative, don't let that be an excuse for treating him any different from the rest or you will have trouble with the whole force.

H. C. Morrell has engaged in the grocery business at 121 Sheldon avenue. The Judson Grocer Company furnished the stock.

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

Frederick Neureither succeeds Neureither & Schneider in the grocery business at 1212 Madison avenue.



The Grocery Market.

Sugar—The entire situation is unchanged, with no change in sight. There is plenty of sugar about, and if any retailer who is entitled to sugar fails to get it, the fault lies in the Food Administrator's office, if he has made his application properly. The consumptive demand for sugar is fair. Householders in future may obtain only half their monthly supply of sugar at one time by an amendment of the sugar distribution regulations announced by the Federal Food Board. The new ruling became effective Oct. 15. This will allow a family of ten persons to purchase half its monthly allowance of twenty pounds, according to the two pounds a person-a-month rule, which remains in force, on presentation of the usual sugar card. Purchases of half allowance quantities must be made before and after the 15th of each month.

Tea—While the market has a quiet appearance with buying confined within limits defining present wants of consumption there is a decidedly strong undertone which is apparent in connection with practically everything on the list. Of most descriptions the supply in sight is much below normal, Java being the only notable exception, while the outlook for an increase in imports to equalize the difference is made uncertain by the tonnage shortage and is further complicated in the case of producing countries on a silver basis by the extremely high rates of exchange. Latest advices from Japan are to the effect that the season there is closing and that prices remain at very high levels. Formosa reports an active and rising market, while in China export business is virtually at a standstill.

Coffee—Rio and Santos grades are unchanged, but fairly well maintained on the previously quoted high basis, the reason being the same reason previously given—short spot stocks, difficulty of replenishing those stocks from Brazil and high market in Brazil. Mild grades are firm. The general demand for coffee is fair and the general disposition is to put more life in trading, as the Government has shown more inclination to grant coffee dealers an increase in profits.

Canned Fruit—There are no offerings at present and the market is on a nominal basis with business restricted in consequence.

Canned Vegetables—The one great feature of the market which everybody concerned has to deal with is the scarcity of goods. There seems to be nothing to trade with and even the tomato situation is becoming

stronger from the supply standpoint. Some canners have already withdrawn for the time being and others are asking \$2.10 for No. 3 Maryland tomatoes. The present strain seems to have developed from the enormous requirements which the Government has indicated for itself which has led some jobbers to believe that it could be only temporary until deliveries have been made to the Government and the situation checked up after which it may be found that there will be plenty of tomatoes to go around and possibly more to be offered by canners who have temporarily withdrawn. Offerings of corn are light and the market is strong on the basis of \$1.75 for Maryland-Maine style f. o. b. Southern factory.

Canned Fish—There are still no offerings of salmon on the spot and the market is a very strong one. The pack of sockeye salmon on Puget Sound is a complete failure, the output being the smallest, according to the best estimates now available, since 1893, when the salmon fishery of the district first began to assume commercial importance. Many canneries were closed entirely during the time the sockeyes were expected to run, and those that operated had only fish enough to keep them going a small part of the time. Nothing like a real run appeared at any time during the season. The pack in 1914, the corresponding year in the previous cycle, was 335,230 cases, and packers felt justified in preparing for an output somewhat of similar proportions; but it now appears unlikely that the figures for this year, when the final total is made up, will be more than 10 per cent of that amount. There were less than 150 purse seines operating on the salmon banks this season, against over 400 last year, yet the average catch for the sockeye season was not over 300 fish per boat, and few if any of them made enough to cover expenses, and catches in the traps were correspondingly small. Sardines are unchanged.

Dried Fruits—The situation in regard to peaches is again rather complicated. While the Association has said that it will be able to offer from 35 to 40 per cent. to the civilian trade, the fact remains that the only arrivals of new crop which have come East were immediately taken over by the Government. These were not new crop peaches but they indicate the urgent desire of the Government to obtain all the dried fruit possible and do not carry very much hope of any great quantity being allowed to get into commercial channels from the new crop. At any rate, even if the

Association is permitted to deliver the percentage stated it will mean but a very small actual quantity that will become available, because the crop is a short one to begin with. Apricots are higher on the spot as there is a good speculative demand for this item, which happens to be unlicensed. Choice Blenheims are now held at 21c, extra choice at 23c and fancy at 24c. There are a few 90 to 100 Santa Clara prunes in the market held at 10 3/4c. There is no chance of any salvage of damaged prunes on the Coast and this will undoubtedly go down in history as one of the most calamitous years ever known in the trade.

Cheese—The market is very firm, having advanced approximately 2c per pound over previous quotations. This is due largely to extremely light receipts and a good consumptive demand. Continued high prices are looked for in the near future.

Sugar Syrups—No change in the situation is to be noted. Demand is in excess of supplies available for immediate delivery and prices rest on a firm basis.

Molasses—Offerings of stock to arrive are light and the spot market is practically bare. With a good demand the tone is strong and high prices are believed to be impending.

Corn Syrup—In sympathy with the lower cost of cash corn prices on the syrup have been reduced to the basis of 4.08c for 42 degrees mixing. Demand continues good and producers keep sold well up to capacity.

Rice—The restrictions placed upon trade by short supplies have been only slightly modified by recent arrivals. All of these go directly into consumption, leaving nothing on the spot in the way of domestic grades with which to fill emergency orders. There is more than enough demand to absorb whatever of foreign rice comes forward. The tone of the market is strong consequently, with prices showing an upward trend.

Provisions—The market on hog lard is very firm, with an extremely light supply. There is a good demand and local packers have no stock ahead. We look for higher prices in the near future. The market on compound is very firm, with a very good consumptive demand, but is in very light supply. The market on smoked meats is steady, with quotations ranging about the same as previous quotations. There is a fair supply and a moderate demand. The market on dried beef is very firm, with prices about the same as last week. There is a very light supply and a good demand. The market on barreled pork is firm, with quotations ranging the same as last week, with a fair supply and a moderate demand. The market on canned meats is very firm, with a light supply and a good demand.

Salt Fish—Codfish has taken another advance during the week and dry cod is now bringing 20c a pound, against a normal price of around 12 1/2c. Hake has advanced to 17c, which is further above normal than cod. Mackerel are scarce and continue high. Irish mackerel for delivery the latter part of October are

now being sold around \$40 per bbl., in a large way. The demand for fish is good.

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; Northern Spys, \$1.75.

Bananas—\$7 per 100 lbs.

Beets—85c per bu.

Butter—The market is strong, following the recent decline. There is a moderate supply and receipts are light. Local dealers hold creamery at 57c in tubs and 59c in prints. They pay 45c for No. 1 dairy in jars and sell at 48c. 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—Indiana hot house, \$1.50 per doz.

Eggs—The market is a little stronger, due to the heavy demand. Local dealers pay 45@46c per dozen, loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 45c for candled and 42c for case count.

Egg Plant—\$1.50 per dozen.

Grape Fruit—\$6 per box for all sizes Floridas.

Grapes—Home grown stock is practically all marketed. California Tokays and Malagas, \$3 for 4 basket crate.

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 have advanced to \$9 for choice and \$9.50 for fancy, on account of the flu. Stock is very scarce.

Lettuce—Garden grown, 65c per bu.; home grown head, \$1.50 per bu.; hot house leaf, 14c per lb.

Onions—\$1.50@1.75 per 100 lb. sack. The crop is large in yield and quality the finest ever.

Oranges—California Valencias, \$11 @12 per box.

Pears—Keefers, \$1.50@1.75.

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

Potatoes—Home grown command \$2 per 100 lb. sack.

Quinces—\$4 per bu.

Radishes—15c per dozen.

Squash—Hubbard, \$2.75 per 100 lbs.

Sweet Potatoes—\$2 per 50 lb. hamper and \$5 per bbl. for Virginia.

Tomatoes—Ripe fetch \$2 per 1/2 bu. basket.

Jay F. French, dealer in produce at 235 Ionia avenue, has merged his business into a stock company under the style of the J. F. French Co., with an authorized capital stock of \$20,000, of which amount \$14,000 has been subscribed and paid in in property. The company will conduct a wholesale and retail business.

RETAIL SALESMANSHIP.

Extent It Depends on the Five Senses.

The problem of the salesman is to get the customer to learn about the merchandise, to become interested, to desire to buy.

This is essentially a psychological problem, for psychology deals with the methods by which the mind gets ideas and how it uses them.

It is a matter of common sense that the way to reach a customer's mind is through his senses, hearing, seeing, touch, smell and taste; but it is not a matter of common knowledge that individuals differ widely in their ability to acquire knowledge through these senses.

It is a fact of psychology that some people learn new things through their eyes more readily than through their ears, while others learn much more through hearing than through sight. Eyeminded and Ear-minded People.

Those who learn most readily through their eyes are called eyeminded. Those who learn most readily through their ears are called ear-minded.

The lesson from these simple facts of psychology for the salesman is perfectly clear.

To try to sell to the eyeminded person the salesman must show the customer the goods, point out the things that may be seen and give the customer the opportunity to look over the goods.

The ear-minded person must be appealed to by telling him the things he should know about the goods. Although he has eyes, he may not see until told, appealed to through hearing what to look for.

The eyeminded person understands what he sees. The ear-minded person understands what he hears.

Some People Must "Feel of It."

It seems that more people are eyeminded than ear-minded, but it may be stated that more people learn through the sense of touch than through either seeing or hearing.

The sense of touch is a remarkable sense. Its contributions to the mind are not so definite as those from the eye and the ear, but it seems to be no less powerful in helping the mind to form ideas.

It is the oldest sense in the body. It begins to function before any other. It continues to work up to the point of death, even long after sight, hearing, smell and taste have passed away.

The deaf and the blind depend almost entirely upon the sense of touch.

Helen Keller's wonderful achievement of a good education, ability to write and to speak, are all due to her cultivation of the sense of touch.

Everyone uses the sense of touch in acquiring a knowledge about things more than most people think or are conscious of.

Why Shoppers Finger Merchandise.

Hold a bright object up before a little child and it will not be satisfied to enjoy it by merely looking at it. It will want to get it into its hands. Why? Because Mother Nature has implanted an instinct in it that tells

the child that its eyes may be deceived, that sight is incomplete as well as deceptive, and that, to know all about the object it must be touched or felt.

This instinct to learn about things through the sense of touch is what prompts the shopper to handle the merchandise she is shown. This instinct is what makes the open merchandise tables and counters so successful wherever employed. People see and then feel the merchandise and upon the results of what they learn through these two senses they buy the goods.

Hand the Merchant a Sample.

Here again the lesson for salespeople is obvious. Get the merchandise into the customer's hands. Fit it on. Get the customer to feel it in some appropriate way. Appeal to the

able to make an effective appeal through these channels. They are the type who learn more through the sense of touch than through either hearing or sight.

Appealing to Taste and Smell.

The sense of smell and taste are likewise important in the selling of some kinds of goods, such as perfumes and foods. Expert salespeople will appeal to them whenever possible.

Without intimate knowledge of the customer it is impossible for any salesman to tell easily just which of the senses is the main highway into the customer's mind.

This is a difficulty that can be surmounted by taking no chances. Appeal to every customer through as many senses as possible.

Show the goods, tell about them,

feeling, causing the mind to like it or dislike it.

It is easy to see how significant this fact is in selling when one recalls that everything that the customer hears, sees, smells, tastes, or feels may result in an idea, and that every idea, whether fully formed or not, is classified by the mind as satisfactory or not satisfactory, and, therefore, helps or hurts in making the sale.

The store's advertising, its architecture, the window trim, the doorway, the store management, the arrangement of goods, the appearance and dress of the salesperson, the voice, speech, breath, etc., all produce their effect on the customer's mind. The merchant and the salespeople can set out definitely to have all these items produce satisfactory rather than unsatisfactory results.

Study the Buyer's Face.

Another fact of psychology is that every idea that enters a person's mind tends to be expressed. Not every idea is expressed, but it tends to be expressed. There are dozens of ways in which the tendency of expression may show. Speech, exclamations, shaking of the head, movements of the hands or body, the brightening of the eye, the movements of the muscles of the face, laughing, crying and blushing are all forms of expression.

Many people learn to control this tendency to show what they are thinking. Most people learn to control their speech to a certain extent. Some learn to control the expression of the eyes, but very few learn to control the movements of their finer muscles of the face and body.

These expressions of ideas that are within the customer's mind are very valuable to the salesman. Every good salesman watches his customer's expressions with great care, for it is by these expressions that he must judge whether he is showing the right goods, whether he is pointing out that which is interesting to the customer, whether he is on the right track or not.

Switching Lines of Arguments.

Skillful salesmanship consists in interpreting the customer's expressions quickly, making the necessary adjustments if the expressions seem to indicate that the salesman is on the wrong track, or pushing ahead forcefully if the expression seems to indicate favor.

Every salesman must take a chance at the start, present some idea, then watch the customer for expression.

If the expression is good or favorable, then the customer knows that he may push ahead safely and positively.

If the expression indicates disfavor, then the quicker the salesman turns some new idea or phase the better for him.

The study of psychology yields certain facts and certain theories about the mind. Both are of interest to the salesperson. Even the most practical minded must accept the facts such as those given above, and many others that might be given.

Every good salesman succeeds because his practice squares with these



Paul H. Nystrom.

sense of touch just as you appeal to the eye or ear.

Every dry goods salesman makes his appeal to the sense of touch. The machine salesman gets the customer to work the machine. The clothing salesman gets the customer to try the garment on. The shoe salesman sells shoes by fitting the feet, and fitting means appealing to the sense of touch.

Even the life insurance salesman appeals to the sense of touch by giving his prospect a card or folder to hold, something that will at least keep the touch nerves busy while he is trying to reach the customer's mind through ear and eye.

One of the reasons why it is so difficult to sell insurance to some people is because they are neither ear nor eyeminded. It is almost impossi-

get the customer to feel them or try them on, and if there is odor or taste that should be known get the customer to sample the goods in that way.

Nearly all people who are not defective get some impression through all of their senses. It is better to have the impression reach the mind through two senses than one, and better through three than two, even about the same point.

Another fact of psychology that has enormous significance in selling is the following:

Delicate Impressions Count.

Every idea which enters a person's mind is accompanied by some feeling, and this feeling is either good or bad, pleasant and unpleasant, satisfactory or unsatisfactory. There is no idea so small that it does not produce some

facts whether he knows it or not. Progress towards success can be made most rapid, however, by consciously ascertaining the underlying facts and then building one's practices in direct accordance. Paul H. Nystrom.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 15—James R. Brown, merchant at Delton, was recently called to Upper Sandusky, Ohio, to open the Better Wheat Factory which was closed two years ago on account of shortage of wheat. During his absence Mrs. Brown will look after the business.

Mr. Smith, buyer for the grocery department of L. E. Field & Company, at Jackson, was in Grand Rapids the first of the week.

J. E. Ehrenberger, merchant at Traverse City, was reported sick this last week.

J. Fred Rood, general merchant at Kewadin, is closing out his business.

A good large meeting was enjoyed by Grand Rapids Council Saturday evening, Oct. 5, followed by cigars and luncheon. Mrs. Rockwell, Mrs. Sawyer and Mrs. Lawton, with the assistance of Miss Hubbard, served the coffee and luncheon. Mr. Sawyer is evidently bent on making Grand Rapids Council one of the best in the State. As a preliminary in attaining this end he has appointed Walter F. Lawton and John B. Martin as captains of two teams to capture new members. The captains have the privilege of choosing their own men for co-workers. The November meeting will be called at 1 p. m. the first Saturday in November for the transaction of the regular order of business. There are a large number of candidates to be initiated. The officers promise to make this meeting snappy and the committee in charge of the new ritualistic work and the new necessary initiary paraphernalia

will be on hand with their new stunts. No member of Grand Rapids Council should fail to be at the afternoon meeting. The afternoon session will close in ample time for the officers and members to go to their homes and round up the members of their families in time for the pot-luck dinner at 6:30 p. m.

Wayne Hotel (Detroit) has "come back." James R. Hayes, who managed the hotel for more than thirty years, states the proprietors have been discharged from bankruptcy, after being insolvent for nearly a year. The place will not be conducted as a hostelry, but Mr. Hayes has re-opened the mineral baths, which are an annex to the hotel proper. Mr. Hayes believes it will not be consistent with good judgment to re-open the hotel itself until some time after the war is over.

John A. Hach, Jr., has been called off the road by the war edict until Feb. 1, 1919. Instead of loafing around home, he has removed from Coldwater to Battle Creek, where he has associated himself with the Gordon Shoe Co., 28 West Main street. John is a worker from Workville and will prove to be a valuable asset to his employer.

At no time since the war started has the shortage of store help been so much in evidence as at present. Many dealers are getting along without any clerks at all, remaining in their stores from early morning until 6 o'clock, when they can secure the help of school boys for an hour or two. Such a thing as getting away for rest or recreation is out of the question.

Wonder what Jim Goldstein ever did that he had to leave Detroit and move across the Detroit River into Canada? While a resident of Grand Rapids, some years ago, Jim's conduct was exemplary to a remarkable degree—so remarkable that he was held up as a model by doting fathers and fond

mothers in bringing up their offspring. It can hardly be conceived how a few years in Detroit should have contaminated so distinguished a paragon. D. F. Helmer.

Late News From the Saginaw Valley.

Saginaw, Oct. 15—Victor J. Tatham, proprietor of a chain of grocery stores and one of Saginaw's most influential merchants, is ill at his home. In his absence, the business is ably looked after by his Secretary, Miss Anna Roth, at headquarters store No. 4 on Genesee avenue.

Put the stamp of sincerity on your war economics—a Thrift stamp. It is not made in Germany, either.

E. W. Tinkham, merchant of Burt, was in the city on business the past week.

R. Sied, grocer at 218 South Washington avenue, this city, recently sold out to Ailk Dhir, formerly in business at Quincy.

Solomon & Kathe have opened a fruit store, with grocery in connection, at Lapeer and North Warren avenue, Saginaw.

Philip Jelmyer has opened a grocery at 510 Potter street, this city. Mr. Jelmyer was for several years in the grocery business in Midland.

Notice to squirrels: Nutshells are needed to make gas masks. Conserve a nut and help win the war.

Mayor Paddock, Manager J. A. Cleveland (Saginaw-Bay City Railway Co.), President Geo. Hannum and Secretary J. B. Kirby, of the Saginaw Board of Commerce, went to New York last week for a conference with W. C. Durant, head of the General Motors Corporation, relative to the establishment of bus lines to connect the Peninsular shell works, the Saginaw shipyards and other industries with the street car lines, making them easier of access to the workers. We are all wishing Mr. Durant would furnish the local street car system with

more real street cars, thereby improving the much-needed service on certain lines.

Ernie Mesle has leased the Center House, at Bridgeport, and last Thursday night held a grand opening, at which time the place was filled to overflow with pleasure seekers. Mr. Mesle is well known in this city and his new undertaking will, no doubt, be a success. He especially caters to evening parties, serving chicken, fish and frog dinners.

The Bancroft Hotel patrons are now having their wants attended to by colored lady bell hops. This has been brought about through the scarcity of help and so far the new system is proving a success.

Saginaw folks were shocked last week by the new adventures of King Alcohol. A spree party was held in a Southern Michigan barber shop. The results were four deaths and several others in the hospital. Wood Alcohol was used in making high balls, instead of the grain alcohol. Hence the results.

Flying is now said to be as safe as walking. This may be so six days a week, but the gasless Sunday is the pedestrian's paradise.

Jack Bradley, grocer at Warren avenue and Atwater street, this city, was operated on at St. Mary's hospital last week. Late reports are to the effect he is doing well.

Saginaw went over the top by better than a million dollars this time. Any wonder the Hun is crying for peace?

Mrs. Catterfeld, wife of Hugo C. Catterfeld, the Lapeer avenue druggist, underwent a very serious operation at the Woman's hospital two weeks ago. She is reported as doing splendidly now, which is a great relief to her many friends.

Genial John Haley, head of the Chesaning Produce Co., was a business visitor the past week in Saginaw. L. M. Steward.

In France Alone Your Liberty Bonds Have Built

The Biggest Military Seaport in the World.

The Biggest Military Base Hospital in the World.

The Biggest Staff Training School in the World.

The Biggest Locomotive Roundhouse in the World.

The Biggest Field Bakery in the World.

The Biggest System of Military-Equipment Warehouses in the World.

The Biggest Cold Storage Plant in the World.

The Biggest Foreign Automobile Storage Depot in the World

The Biggest Single Warehouse for Stock Provender in the World.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

GERMANY VS. DEMOCRACY.

Through her entire history Germany turned a cold shoulder to issues and ideals which might have prevented the present war. In his book on "Imperialism" Prince Bulow justifies that policy on the ground that "the Germans are intellectually inferior and politically less skilled than other people, and can only survive by military achievement, in which they are most skilled."

Who is responsible for this lack of political education? Who declined to sit at the conference table when Viscount Grey made his memorable request? Who declined to submit the tenth clause of the Austro-Serbian controversy to The Hague? Who declined the invitation of the Czar to make use of The Hague? Who declined on two occasions England's proposal for mutual disarmament?

Who are the leaders for universal liberation? There is President Wilson, a man of the people, an ex-school-teacher, and as radical as the most radical progressive in Germany ever dared to be. There is Lloyd George, a man of the people, an ex-coal-miner, the same Lloyd George who condemned and agitated with all his might against the Boer War. There is Clemenceau, a man of the people, whose *L'Homme Libre* was the delight of the radical circles of Paris.

Now, what kind of men has Germany to match against these? The marching millions of democracy have decided that Germany is out of step and must fall in step before there can be peace. Is there nobody big and brave and honest enough in Germany to-day to say what has to be said and to do what has to be done? The world is sick of bombastic phrases, and wants a man over there who has demonstrated his utter sincerity—a man who will not play to the boxes when things go well and to the gallery when things go badly, but a man who will show some steadfastness of purpose, based on broad humanitarian principles.

A new Cabinet has been formed in Germany. The head of it is a man of good heart who carries his Emerson in his pocket. However, what matters now, and what matters only, is the independence these men will employ in their speeches and in their actions. If they fail to repudiate the vicious influences which brought their country into war; if they again should but form the catpaw of some wilful men whose greed for power and adventure has at all times exceeded their sense of righteousness, then indeed will they have neglected the greatest opportunity that was ever presented to any group of men.

The writer of this editorial—who happens to be one-quarter German—believes that this is a war of ideals, not of birth certificates and that the American people are fighting for Germany, and not against it. He wrote along the same lines in the very early days of the war and vigorously protested against the Belgian atrocities when so many German-Americans out-junkered the junkers in the defence of the indefensible. He had to

face the unspeakable arrogance of certain German customers of the Tradesman who justified the unmentionable crimes of the German people against the innocent women and children of other nations. When he condemned the sinking of the *Lusitania* and other passenger ships carrying innocent neutrals then some German business men withdrew their patronage from the Tradesman and the boycott is still in effect, showing very plainly that they "are of the same opinion still." Because of this personal touch with the infamous side of the German character—both in Germany and in this country—the writer believes he has not only the privilege but the duty to point to a new orientation in Germany's political purpose. So far as the technical evolution of this great problem is concerned, and the test of sincerity or insincerity, that indeed may be safely left to the judgment of the political genius at the head of this Nation, to whom free men everywhere look for inspiration and for leadership.

THE WRONG WAY TO DO IT.

A new and drastic regulation for retail grocers has been put into effect in California, which, it is said, will soon be put into effect everywhere. It has been contemplated for some time by the Food Administration at Washington, and is apparently built on the theory that the average grocer, that is the unlicensed grocer, is profiteering.

Briefly, the grocer subject to this regulation must display on a bulletin board not less than 3x5 feet the price he pays for a list of twenty staples, and his selling price. The cost figures he is ordered to display are not cost as understood in the trade—the only proper cost; the price of goods plus all cost of selling. They can only include cost of goods plus freight or cartage. This is unfair, because the consumer will at once conclude that the grocer makes the difference between these two figures, which obviously he doesn't. As a cure for this injustice, the Food Administration allows a grocer to state at the bottom of his list what his expense of doing business is, but before he can even do that he must analyze and tabulate his costs and send the analysis to the Food Administration. This isn't a cure for the injustice, anyway, for how many consumers will pick up that cost of doing business, fit it in between the figures covering so-called cost and selling price, and from those three factors correctly calculate the grocer's real net profit? Not one. The result will be to give consumers the impression that the grocer is making more than he is, with contention and suspicion as the inevitable result.

It would be interesting to know what possible reason the Food Administration could have for doing the thing in such a foolish way.

Business dangers and troubles, like others, look less fearsome when you come face to face with them than when you are trying to run away from them.

UNTHINKABLE TREASON.

Everybody longs for peace. It is the aim and hope of our fighting men, our civil governors of all our people in their homes and offices and shops. But this is not an ordinary war to be ended by an ordinary peace. The United States and the Allies have a vast and sacred trust committed to them. This asks them to plan and labor, to suffer and make supreme sacrifices, not for the immediate but for the long distant future; to safeguard our children and their children; to take care to-day for civilization itself as it shall be in the long lapse of years. Any peace which did not secure all this, so far as human endeavor and wisdom can secure it, would be shameful and intolerable. It would make the last estate of the world worse than the first.

In considering the peace offers from Germany, it is for Americans and those fighting with them in France to think first of all, not of comfort, but of duty. The easy way would be to patch up a peace. That could undoubtedly be done now on terms which two years ago, or even eight months ago, the German government would have scouted. But now we have to persist in the harder and sterner way which Germany forced upon us. We have to be as severe as justice, as unbending as truth. In a very true sense, the United States and the Allies are at present called upon to mount the judgment-seat. They have to pass upon monstrous crimes. They have to see to it that unutterable wrongs are righted. It is not a time to press merely for a military victory, certainly not for vengeance, but for the solemn delivery of judgment against a system and against men that sought to wade through slaughter to a throne dominating the world. We can not hold our hands now, when we have it in our power to demonstrate to the German people that their faith in Prussian militarism was a ghastly mistake, and that the whole Hohenzollern conception of government and of loot through war must be forever doomed as something both horrible and obsolete. The enemies of Germany do not think of themselves as victors in battle, but as vindicators of right. This is the great reason why, as President Wilson has repeatedly said, anything like a bargained peace would be unthinkable treason to the ideals of humanity for which we have fought.

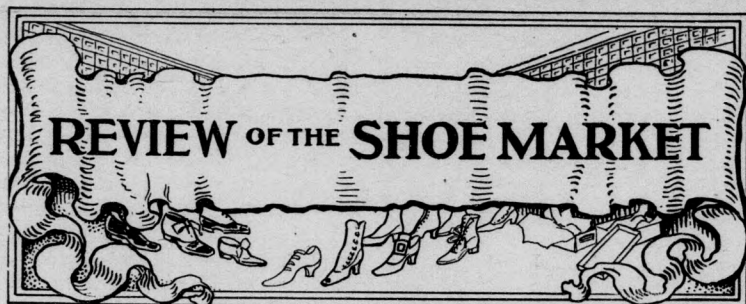
When all is said, there is no denying the immense significance of the most recent German plea for peace. It could only have been extorted from the German government by enormous pressure. This came undoubtedly from Austria and Turkey, both of whom must soon have peace or perish. It came also from the German people, now stricken with fear: It must also have been the case that even the German military leaders have notified the government that the game is up. Hence this amazing turn-over in the composition of the government, this sudden promise of a responsible ministry and the rule of the people. Whatever other interpretation may be put upon these astonishing changes, one

inference is not to be challenged: Germany is under the shadow of defeat. She has said A. to the Allies and the United States; she has said B.; in time she will say C. All that is needful now is for President Wilson and the Allies to make it clear that they will have no peace except one of restitution and reparation, and the whole edifice of German lies and hypocrisy will come tumbling to the ground, the Kaiser along with it.

What with the grip epidemic, the drive for the Liberty Loan and the possibility of an early peace based on the Allies' military successes and the dire straits of the Central Powers, business circles have had ample reasons for agitation and uncertainty during the past week. The results of the first named of these causes have been more pronounced in certain sections of the country than in others and have been manifest there particularly in reduced mill output and in checking retail buying. This check has been reflected somewhat in the wholesale markets. There are evidences, in all localities and in every occupation, of the influence which the loan campaign is having on merchandising. It is not only that producers, wholesalers and retailers are everywhere giving up most of their business hours trying to make the loan a great success, but those who buy from them have been restricting their purchases for the time being so as to have the funds available for investment in the Government bonds. These two factors are, however, merely temporary. The more important source of hesitancy is the prospect of an early peace. This will involve such a re-adjustment of industries and values extending over quite a long period that it makes business men cautious about future commitments, and so causes enterprise to lag.

Both Democrats and Republicans in California have endorsed the Federal prohibition amendment. The Democrats are now saying that they did it in a fit of absent-mindedness, but the wine-makers are alarmed. Timid—or far-sighted—vineyardists are looking about for another use for their acres. One company has planted walnut trees between the rows of vines, so that people accustomed to walnuts and wine after dinner may have at least half of the combination. The State University has been experimenting with plans for using wine-grapes in making syrups. Why, one would naturally ask, should not the vineyardists turn their produce into grape-juice? There may be horticultural reasons, but we suspect other obstacles. Anything but that, will cry the Republican grower, bitterly covering his eyes to shut out the image of an ex-Secretary of State. Let my thousand-dollar-acre vineyard go for the raising of turnips, or carrots, or jimson-weed, but for grape-juice—never!

What you "give out" always comes back to you sooner or later. The optimistic, cheerful salesman always has business "coming to him."



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.

Selling Shoes for Children's Wear.

Written for the Tradesman.

"There must be some trick about this children's footwear proposition that I haven't gotten on to," confessed the dealer of a certain establishment, "I seem to make less money on my juvenile lines, according to the amount invested in same, than other lines; also get correspondingly smaller returns in the way of satisfaction on my time investment."

And this reminds me of a statement made by the author of a paper read in a certain session of the National Retail Shoe Dealers' Convention, in which the writer went on to say that there was a time in his experience as a retailer when the juvenile footwear game had him buffaloed. It seems that local conditions were such that he had to carry them, although he confessed that he knew less about children's shoes than any other class of footwear; and the cause of his lack of knowledge—as he came presently to understand it, when he had analyzed the situation—was due to his lack of interest. A traveling shoe salesman who made his territory was good enough to criticize this dealer's merchandising scheme, and point out certain ways in which he could get a whole lot of fun, satisfaction, and money out of the game—provided he got into it right and played it as it may be played almost anywhere, and at any time.

At the time I was listening to this interesting address—or especially that part of it involving this confession—I was wondering if there aren't many shoe retailers throughout the country who are in the same predicament. They've got 'em, but they don't like 'em; and the only reason they handle them at all is because they must.

Good Game Per Se.

In itself the children's footwear game is a good one.

It isn't a side-line proposition, and least of all a so-called "necessary evil." It isn't an evil at all.

The merchandise is interesting considered as merchandise. And it is salable. It carries a profit that will compare favorably with profits in other lines—being exceeded only by that of women's and misses' fancy shoes.

It is as nearly on a staple basis as anything in footwear for modern

uses; and the distribution of it does not involve any methods or principles that are capricious, difficult, or different.

And, finally, there is no apparent reason why any dealer who can sell other kinds of footwear at a profit cannot also sell children's footwear.

But the main point in getting a right start is in having the right sort of attitude to the game.

One must care for it. If one has an instinctive (or supposedly instinctive) dislike for it, one must overcome this feeling.

Nobody can successfully do the thing he does not like.

If you can't see the game, you can't play it well.

Therefore, I contend the first step in getting into the proposition right is to discover for oneself that the juvenile game is worth playing.

An Old Game With New Rules.

I personally feel that a good many retail shoe dealers appear not to realize that we have in juvenile footwear what may be called an old game with new rules.

Many of them apparently think of buying, marking, and featuring the same. They do not seem to realize that a perfectly new day has dawned in the distribution of juvenile footwear.

The goods are different from what they used to be—different as respects materials of which they are made, workmanship, lasts, looks, fitting qualities, comfort, wear, and price.

Take, for example, a lad's shoe of the typical medium to better grade sort, and what have you? You have a dapper piece of footwear made of some high grade material such as is now worked up in men's shoes. If there's any difference at all, it is that somewhat lighter portions of the skin have been used in making the boy's pair; but the material is there.

And so is the workmanship. It's a well-made shoe. Nothing is slighted. The work isn't skimmed. It's good shoemaking.

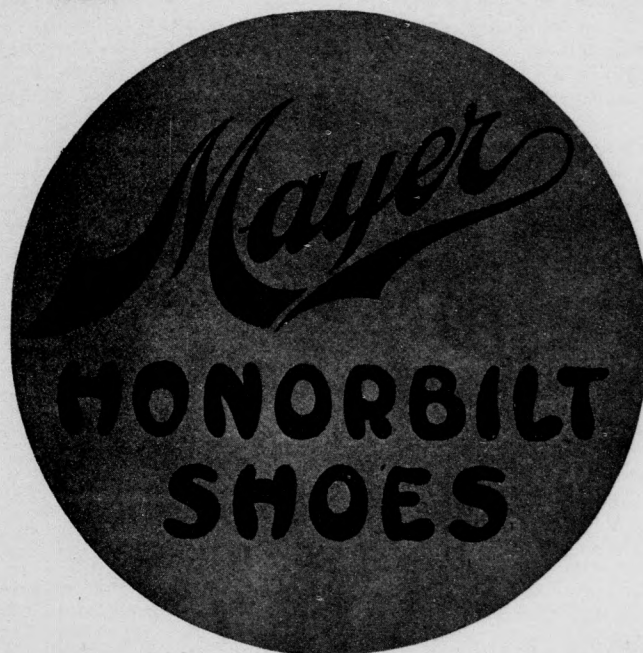
And the shoe is built on a good last—one that fits. The last closely parallels the best sellers in the men's lines—especially the practical, commonsense lasts for men.

And there's service in the shoe; and satisfaction. It'll fit the foot, and stand up under everyday wear conditions. There's nothing cheap and shoddy about it.

And you can get from \$4.50 to \$5.50 for it. And it is better value at that price than some others that sell for half that amount.

And, from a dealer's point of view, the profits on that pair are just as

To hold trade and to gain new trade, stick to a well established quality line.



DEALERS who handle the MAYER HONORBILT line do not lose customers because of "shopping around." Their customers stick.

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.



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.

inviting as the profits on an adult's pair.

And why isn't it a good proposition? It is a good proposition.

And I might go through the lists calling attention to other kinds of shoes for lads and growing boys, for little tots, for little girls, for larger children generally, and for misses. But what's the use. Most dealers know what these things are, and the people who make them, and why children's shoes to-day are made better than they used to be.

But enough has surely been said on the subject of grading up children's lines to prove that the game isn't at all what it used to be.

There's more to it. It has ceased to be a skin game in the sinister sense of the term and has become a straight and legitimate proposition. It carries dignity, and affords the dealer a real opportunity.

A single pair at \$5 that'll actually outwear two pairs at \$3 is an economizing opportunity.

The Service End of the Game.

But remember this: the service end of the children's footwear game is a big and vital thing.

You can't afford to slight your service in the little folks' department.

Service here counts as much as service anywhere else in the store—more if any difference.

The little people are entitled to a good fit in their shoes. And this whether they buy a medium or better grade pair or a pair of the less expensive variety.

I know stores that try hard to make the service-end of their juvenile department as nearly perfect as they can.

It pays.

These stores are getting the business and making the profits.

And best of all, perhaps, they are getting the goodwill of a class of trade whose goodwill means more than any other class, for, according to vital statistics, they have the greater life expectancies. Hence if you can get 'em coming young and keep 'em coming all their days, you've got the best customers on earth.

Cid McKay.

How the Merchant Helps.

"Uncle Sam's Melting Pot" is the means by which a jeweler promotes the sale of thrift stamps. He invites everyone to bring their old gold and silver to the store, where it is assayed, without charge. The owner is given thrift stamps in return for its value.

The "melting pot," displayed in the window, is a large iron kettle hung from three army rifles. Under this is a "fire" of sticks and shavings with a red electric light for the "flame." A half dozen patriotic signs, old gold and silver scrap, and thrift stamp books complete the window.

The response has been so great that the jeweler believes he will sell hundreds of dollars worth of thrift stamps before he exhausts the neighborhood supply of old gold and silver.

Another merchant—this time it is a hardware dealer—stimulates the sale of thrift stamps at mark-down sales.

The Eight Commandments of Salesmanship.

1. Be Agreeable. Other things being equal, I go to the store where the clerks try to please me. I buy of the man who acts as though he likes me. Exert yourself to make a pleasing impression on me, please. I appreciate it. Hence, dress well. Untidy clothes mean you don't care what I think of your appearance. Dress just right. If you don't know how, find out. Cultivate a pleasing voice. Learn to converse entertainingly. Cut out all mannerisms. Give me the impression of a gentleman, honest, square, anxious to please, and good natured.

2. Know Your Goods. Don't let there be any question I can ask you relative to what you have to sell that you cannot answer. Put in your spare time making of yourself an encyclopedia of information about your goods.

3. Don't Argue. Go with me in your talk, not against me. Lead, don't oppose. Don't show me where I am wrong. Dodge a square issue, and show me wherein you are right. Suggest, don't antagonize. Arguments, as a rule, result in irritation, not conviction.

4. Make Things Plain. Don't use any words I don't understand. You can explain the most complicated matter to a washerwoman if you know your subject perfectly and practice using a simple language. Don't air your technical knowledge and try to impress me. I want to be flattered, not awed.

5. Tell the Truth. Don't lie, or exaggerate, or mislead, or conceal. Let me feel you are sincere, and mean every word you say, and that every statement you make is of par value. If you represent goods that need lying about, directly or indirectly, quit. There are plenty of articles that are straight and all right. Sell them.

6. Be Dependable. Even in small things, create the impression that whatever you promise is as much to be depended upon as your signed note. If you make an appointment at 3 p. m., Tuesday, be there at 2:45, or telegraph. If I order goods of a certain grade, let them be found to be exactly of that grade when I receive them.

7. Remember Names and Facts. If you have not a natural gift for this, acquire it. Get a little book and set down every day the names of those you have met, with their characteristics. Practice this until you become expert. No man likes to be forgotten, or to have you ask his name.

8. Don't Be Egotistic. Eliminate the pronoun "I" as much as possible from your vocabulary. Talk about me, not yourself. Don't tickle yourself, tickle me. I'm the one you want to win.

Frank Crane.

A Saving All Around.

In the place of heavy cardboard formerly used, the manufacturers of a food product use a lightweight paper for interior subdivisions in the packing cartons. It saves money and weight, and many grocers find it excellent for scratch paper.

The Hood "Red Rock" Line

Standard Compound Uppers with
Red "Red Rock" Soles



Men's Wavels—Dull finish with side foxing.....	\$1.10
Boys' Wavels—Dull finish with side foxing	.95
Youths' Wavels—Dull finish with side foxing	.80
Men's Newvels—Dull finish with side foxing	1.05
Boys' Newvels—Dull finish with side foxing	.90
Men's Defender—Bright finish with red soles. London.....	.95
Women's Defender—Bright finish with red soles. Opera.....	.72

Here are some very attractive goods of late designs.

ON THE FLOOR

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.

CAN GIVE CANDY AND CIGARS.

Edict of Federal Trade Commission Does Not Apply.

West Branch, Sept. 24—We noticed in your issue of Sept. 18 an edict by the Federal Trade Commission, regarding the treating of a customer, and for further information we are addressing you.

It has been a custom of ours for a number of years at Christmas time to present candies to the children and chinaware to the women who visit our store during that week.

What we desire to know is whether it would be contrary to the ruling of the Commission if we should therefore continue as before. It is our earnest desire to comply with all laws to a maximum point and we would therefore appreciate any information that would enlighten us concerning the said edict. Philip Blumenthal.

On receipt of the above letter the Tradesman immediately submitted the enquiry of Mr. Blumenthal to Mr. John Walsh, chief counsel of the Federal Trade Commission, who replied as follows:

Washington, Sept. 30—This is to acknowledge receipt of your letter of Sept. 26, in which you have asked to be furnished with a ruling of the Commission on the subject of commercial bribery. I am enclosing herewith a copy of an order which has been issued by the Commission with reference to this matter, and from this you can determine whether or not the presents as given would be a violation of this order.

John Walsh,
Chief Counsel Federal Trade Commission.

To this letter the editor of the Tradesman replied as follows:

Grand Rapids, Oct. 3—I am in receipt of your letter of Sept. 30, written in reply to my enquiry of Sept. 26, in which I embodied a letter from Philip Blumenthal, of West Branch, Mich., enquiring if the presentation of candy to the children and chinaware to the women at Christmas time constituted a violation of the commercial bribery order recently promulgated by the Commission.

The order you send me concerning the Rockford Varnish Co. does not appear to have any bearing on the subject, because in the case of the Varnish Company the presents are made to the employees of the corporation as BRIBES, pure and simple.

In the West Branch case the merchant has been in the habit of presenting his own customers—direct to them—small tokens of his appreciation of the patronage they have accorded him during the years he has been in trade; not as a bribe to influence future business, but as an expression of his good will and Christmas time thankfulness for the mutual relations which exist between customer and storekeeper. No obligation is imposed on the recipient of the present as to future relations. The present marks the close of a usually prosperous year and is in thorough keeping with the Christmas spirit and holiday time habits and customs.

As an attorney, you will readily differentiate between the situation in Rockford and the situation in West Branch.

I ask you to kindly favor me with an opinion based on the merits of the West Branch case, independent of any other case which has no bearings on the matter at issue.

E. A. Stowe.

To the above enquiry Mr. Walsh replied as follows:

Washington, Oct. 9—Replying to your letter of Oct. 3, enquiring if the presentation of candy to children and chinaware to women by a merchant of West Branch, Mich., at Christmas time as an expression of

appreciation of their patronage constituted a violation of the Commercial Bribery order recently promulgated by the Commission, you are advised that the orders issued against certain varnish manufacturers and others refer only to the giving of gratuities, valuable presents and entertainment to employees of customers as an inducement to influence their employers in making purchases.

I see nothing objectionable under these rulings to the giving of presents such as you describe to customers; moreover the business is probably confined to the State of Michigan and is not of an interstate character within the jurisdiction of the Commission.

John Walsh,
Chief Counsel Federal Trade Commission.

Character.

Character is another name for individuality.

The beginning of good character is sincerity.

Insist upon doing the thing that seems to you right.

Persist in saying the thing that seems to you to be true.

Never allow yourself to consent, even tentatively, to things that seem to be false.

Nothing short of this is sincerity.

Nothing short of this will lead to a good character.

Character is the great heart tonic in the world. It quickens the circulation, strengthens the heart-beats, flushes the cheeks with blood.

It gives strength to the nerves and expression to the face.

It is composed of equal parts of sincerity, courage and human sympathy. It is a tonic that should be taken every day the whole year around.

It is a drugless remedy in reach of everyone. It costs money, effort, and it never fails to give good results.

Character throws out its threads of usefulness everywhere, in standing for sentiment, in defending principle and in working for the good of the whole as well as for individual aspirations.

Liberty Bell.

Written for the Tradesman.

Ring it again
Ring long and clear;
Ring it again
That all may hear
Again and again afar and near.
Ring it again
That foes may fear;
Ring it again
They'll disappear
And never again will battle here.

Ring it again
Ring clear and long;
Ring it again
To right and wrong.
Again and again till weak are strong.
Ring it again
All lands among;
Ring it again
The joy prolong
And ever again—'tis freedom's song.

Ring it again
And over the top
Ring it again
Nor ever stop
Again and again till tyrants drop.
Ring it again
With a bumper crop
Ring it again
In factory—shop
Again all again right over the top.

Ring it again
The Liberty Bell,
Ring it again
And fear dispel.
Again and again o'er seas as well
Ring it again
There patriots dwell;
Ring it again
Where heroes fell—
Yet once and again—the Kaiser's knell.
Charles A. Heath.

Inhuman Betrayal of Soldiers by Their Relatives.

Kalamazoo, Oct. 14—The Tradesman certainly has a way of "talking right out in meeting," as the expression is. Your editorial on "Besmirching the Soldier" in the Tradesman of this week is one of the most appropriate references to the subject I have ever had the pleasure of reading. You hit the nail squarely on the head and hit it hard. I do not think the war has developed anything more contemptible—aside from the conduct of the Germans—than the disposition of relatives and friends to blacken the reputations of the soldiers at the front by refusing to meet the obligations they have left behind, trusting to the honor of the stay-at-homes to satisfy the claims of creditors. I am the victim of fully a dozen such cases. Fully 100 of my customers have gone forth to battle for the cause of right and justice and the triumph of liberty and freedom. In all cases the families are left well provided for—thanks to the kind thoughtfulness of a beneficent Government, yet a dozen families—thirteen to be exact—withhold from me the money honestly due me for goods supplied them, because the head of the home has gone to war! Yet I know to a certainty that in every case the man made ample provision for meeting his obligations before he marched off to the training camp.

The Tradesman certainly voices the sentiment of every honest merchant when it editorially condemns the slackers and fire-in-rear relatives who thus besmirch the good names of our soldiers and sailors.

Retail Merchant.

Staging the Sale.

A lot of men's shirts which a Chicago haberdasher bought to sell at reduced prices came in two big wood-

en cases. The expressman deposited these on the sidewalk in front of the store. The haberdasher, instead of taking them in immediately and unpacking them, nailed large, printed signs on the boxes: "These boxes contain shirts bought at auction. Will be sold within a few days at a great reduction in price." It looked like "getting ready for a big sale" and performed its duty.

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

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.

These Shoes Now
In Big Demand

We Have in Stock



7599—Chocolate Vici Kid
8 inch, Polish $\frac{3}{4}$ Fox,
Int. Tip, Welt, 1 $\frac{1}{2}$
Louis Heel, Plate in
Heel, $\frac{3}{8}$ A B C D...\$6.50

761—Dark Grey, Vici as
above, $\frac{3}{8}$ B C D...\$6.50

7568—Chocolate New
Kid as No. 7599, $\frac{3}{8}$
A B C D...\$5.50

7598—Dark Grey New
Kid as No. 761, $\frac{3}{8}$
A B C D...\$5.50

Have above shoes also with
Military Heel.

Hirth-Krause Company,

Grand Rapids, Mich.

Shoes when you need them



McAdoo Places Merchants in Unprotected Position.

Written for the Tradesman.

It would seem there are few unmixed blessings. The successful drive of the Allies and peace offensive and capitulation of Bulgaria have, in the minds of many, heralded the dawn of peace. This pleasant dream has so influenced public opinion as to cause the Fourth Liberty loan to drag, whereas it should have gone over with a whoop! The mere fact that it is very slowly mounting toward the \$6,000,000,000 objective is most encouraging to Germany. This is unfortunate. The camouflaged peace offering of Germany and Austria is met with the only answer America and the Allies can give, "unconditional surrender." The joker in the offering—acceptance of President Wilson's fourteen points—is "as a basis of negotiation"—negotiation, which, if an armistice were granted, would be prolonged under all sorts of evasive arguments until the Hun would be able to re-organize his army ready for further savage onslaughts. The sentiment of the country should now, above all other times, be backed by its dollars.

A straw showing which way the wind of the public is blowing is seen in the sudden strength of the securities market, dubbed peace markets. While this is really premature, and the prospects are that we have still hard fighting ahead, it is a clear indication that the beginning of the end is in sight. To make predictions as to future speculative and investment conditions would be a hazardous task. There are, as has been pointed out, tremendous problems before us. There seems to be a hazy notion as to what is to become of the so-called "war babies" of the stock market. Before becoming too bearish on these, it is well to remember that all of these companies are in a much better condition than at the beginning of the war period. Many have entirely or partially paid off their funded indebtedness. All are much stronger in working capital. Assuming that considerable shrinkage will occur in the inventory item, forming in most cases a large portion of this working capital, the asset value of these stocks will still be greater than before. It must also be remembered these companies working on war orders have been earning for the last year or two from one-quarter to one-half of what the stocks have been selling for. In normal peace times a stock would sell for ten times its average earnings. These companies could, therefore, earn much less and

still have their stocks worth as much.

Again attention is being called by financial writers everywhere to the apparent unpreparedness for peace conditions and it is probable that this constant prodding may awaken the business interests of the country and the same American energy and ingenuity which made us prepare for war in record breaking time may do the same thing for peace and our future prosperity. There can be no doubt that when peace comes there must be a drastic reduction in the prices of commodities and labor. It is true, a limit has been set upon the price of the more important raw materials, so that re-adjustment will not have to be as severe as it would be otherwise, but even these fixed prices have, necessarily, been above normal figures. No limit has been set to the price of labor.

The Federal Reserve Bank of Chicago, covering the 7th district, which includes Michigan, reports that of the first Liberty loan $3\frac{1}{2}$ per cent. bonds, owners of eighty-nine of these bonds aggregating \$13,450, reported them to have been stolen, lost or destroyed. It is evident this loss fell upon those least able to afford it, as thirty of the bonds were \$100 denomination and forty-nine were \$50 bonds. It can be seen there is good grounds for Secretary McAdoo's plea to either place Liberty bonds in a safe place or have them registered.

Samuel Untermyer's socialistic talk before the American Bankers' Association at Chicago is provoking its full share of public criticism—and justly so. He insists that natural resources should revert to the people. Under this heading he places coal, iron, copper, oil, forests and water power. To carry his idea to its logical conclusion, why not the land itself? As pointed out, it is lucky that possessing these Bolshevik views he is an American citizen possessing the privilege of airing them. It is noticeable that Mr. Untermyer recognizes there is no socialism in government ownership. This is a patent fact. There is only inevitable and increasing inefficiency. The Postoffice Department is not socialistic. It is merely stupid and Mr. Burleson is rapidly reducing what was a few months ago the best telephone service in the world to the level of the incompetency of the Department which he so wretchedly mismanages. There was no war necessity in this movement and the same might be said of the railroad service. We are receiving under Government management a change for the worse in both cases. Where it was before cheap

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and efficient, it is now dear and inadequate. Wages are not based upon the value of services rendered but, as the Wall Street Journal says, on "a ransom scale"—and this with a Congressional election well in sight. The effect of this is so vicious and serious elsewhere that England is already considering, so far as politicians dare, the disfranchisement of employees in Government-owned utilities for protection of the remainder of the people, so that liberty shall not be transformed into a sterile bureaucracy.

Bank clearings in the United States for September, 1918, form an exhibit similar to those of several months past. They register the effect of the continuation of marked activity in the industrial and commercial lines of the country as a whole, notwithstanding the extremely ruling high prices of commodities. Large inflation of prices under ordinary circumstances would mean a contraction in buying, but with the earning capacity under war conditions of a very large number of wage earners in ratio far above the cost of commodities, there has been no perceptible tendency to curtail purchases. This being so, the greater outlay for the same quantity this year than last has in itself helped to swell bank clearings.

The Poo Bah of the Nation, W. G. McAdoo, seems to be laying another plank in his political campaign foundation. In the absence of an explanation of this motive in issuing an order that the extremely highly paid railroad employees are not subject to garnishment process, it is reasonable to suppose that motive is to become even more popular with the petted army of railroad wage earners. What other basis can be ascribed to his action if it is not political? Of all classes of wage earners, those employed upon the railroads are in the best position to pay their debts. It is difficult to understand why they should be exempted from due process of law to compel them to do so. One thing which has heretofore made the credit of railroad men good was the attitude of the railroad companies, which, as a rule, compelled their employees to pay their bills and held frequent and repeated garnishment proceedings, unless an excellent excuse was given, cause for discharge. This was before the Government made these men affluent. It is difficult to understand why they should now be placed upon a pedestal and why merchants and others should be deprived of their lawful right to enforce the collection of money due them. This is paternalism with a vengeance, and is not a pleasant phase of Government control to contemplate.

Paul Leake.

Check Collection Plan is Offered.

Addressing the clearing house section of the American Bankers' association in Chicago last week, Clay H. Hollister, President of the Old National Bank, Grand Rapids, urged the establishment of a country-wide check collection system.

"To reduce the cost of handling checks and to place the burden

where it properly belongs," said Mr. Hollister, "there might be established, in reserve centers, country clearing houses. These should be near enough to their clients so that mails could reach them in not over eight hours. These clearing houses could be operated by joint membership of all banks in the district and used simply in a co-operating way for clearing purposes.

The Federal reserve banks could place in charge of each country clearing house a representative to link up the operation of it with the Federal Reserve bank. Each country clearing house might receive from member banks a balance not subject to interest which the country clearing house might in turn deposit with the neighboring reserve city banks. This balance would constitute a fund to protect the clearing house from loss—in addition to this, member banks should make daily settlements of clearing house balances by drafts on some neighboring reserve city bank. Rules covering details could easily be formulated. In this plan every country clearing house could receive and collect direct all checks in its designated zone.

"This plan would relieve reserve banks from handling much detail and would leave steadier balances in their hands from correspondents, and from the country clearing house. In our judgment, the saving in detailed handling, postage, and in time of collection would be very great. The reserve bank's balances would be as large as before the shift, for the country clearing house would distribute its funds not in transit in reserve banks.

"It seems more scientific and efficient than present methods and might work out to greatly simplify the task of liquidating promptly the floating check currency. It would put it up to each bank, large or small, to make a service charge for service rendered to their customers. That is where the chief hitch in the plan lies, but is it not as well to face this squarely now?

"With the extension of the Federal Reserve bank—its constant growth in membership, its ability to serve its members, and its insistence on getting par collection facilities—are we not facing the fact that sooner or later we must spread our expense where it belongs and not fool ourselves into thinking that we somehow will play even under the old practice?"

Wanted the Proper Word Used.

Judge West said to an officer one morning:

"Officer, what is this here prisoner charged with?"

"Bigotry, your honor," said the officer. "He's got three wives."

The judge giving a sneering laugh.

"Officer," he said, "what's the use of night school, business college, correspondence train, and eddicatin in general? Please remember, in future cases of this kind, that a man what has married three wives ain't guilty of bigotry, but of trigonometry. Call the fust witness."

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In short we will relieve you and your family of all details in connection with the business management of your affairs, and in addition, will gladly give you any advice or suggestions that have been developed from our twenty-eight years of investment experienced.

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Personal Tribute to the Late Jacob Kleinhaus.

For more than half a century Jacob Kleinhaus was a citizen of Grand Rapids and an active member of its bar. At the time of his death, and for many years before, he was one of our foremost lawyers. I have personally known him more than thirty years, and for the greater part of that period knew him well. I was associated with him during the last several years of my practice at the bar.

I have never come in contact with a lawyer of sounder judgment. He was not only excellently versed in the law, but had a remarkable capacity for prompt and accurate decision of legal questions. His mind was as clear as a bell; it at once located the pivotal question and advanced to its solution by a path as straight as an arrow.

While his practice in both the State and Federal courts was large, he was not conspicuously a jury lawyer, although he actively participated in the trial of a great many important jury cases. In presenting a case, whether in the trial court or in the court of review, he used none of the arts of the advocate, if, indeed, he knew how; yet his arguments, on questions both of fact and of law, were highly effective. He impressed his hearers by his intimate knowledge of his case, a simplicity of statement and a rare gift of clear and cogent reasoning.

Although by no means lacking in a proper respect for his own views, he was always modest and unassuming. No one could associate with him without being impressed with his quiet strength and the genuineness of his character. With his friends he was companionable and amiable; his sympathies were quick and generous.

He had no taste for public life and his time was given almost entirely to his profession, his home and his church. To all these he was devoted. Outside his business and professional relations and his church he was not as widely known as many others who have lived with us a shorter time; but I think no member of our bar enjoyed in greater measure the esteem and confidence of judges and lawyers alike, as well as of the business community.

His death brought to a close a notable, useful and honorable life of more than the scriptural three score and ten years. He will be remembered with deserved respect by all who knew him and with warm affection by those who knew him best.

Loyal E. Knappen.

One of the most prominent lawyers in New York City, recently deceased and a director of a great bank, is said to have owed his legal success and his great usefulness as counsel for the bank to his fine inherent sense of justice. That is the base of all common law, of course. Its exemplification, it seems to us, is well evidenced in the decision of the New Jersey Court of Chancery, upholding the Ingersoll Watch Company in

restraining dealers from selling its watch below the company's advertised price under the company's guarantee and trade mark. Should a manufacturer of an advertised article, the good will for which has been built up at great expense and effort and which is trade-marked and guaranteed, be permitted to restrain the dealer from offering the article at prices below those advertised by the manufacturer? That is the point of issue in the Ingersoll case. There are considerations due the company for the obligation assumed by it under its guarantee as well as the value of the trade mark. Moreover the article is not a monopoly and the company offered to make a similar article without its guarantee on which it would not require price restrictions. The court held that no rulings of the Supreme Court had as yet been made which applied to exactly similar cases. Furthermore, it was held that underpriced selling of the watch was an intention to mislead the public into the belief that all the goods sold in the defendant's stores were similarly low priced. The guarantee, however, seems to have been the determining factor in the court's decision, reinforced, also, by the company's declared willingness to exact no resale restrictions on similar goods without such guarantee. The ruling, of course, applies only to this limited type of case and only in the State of New Jersey, thus far, but it establishes a precedent which is important in its possible bearing on interpretations of the Sherman and Clayton Anti-Trust Laws. More and more are these laws being read in the light of reason and simple justice.

When the whole record has been written, history will deny William II even the prestige of great evil. There is nothing great about the confusion of thought and speech, about the mixture of bombastic boastfulness and cringing whine, of this fiend incarnate who was once supposed to embody in himself Germany's good qualities as well as her sins. While his new Chancellor humbly recites before the world an indictment of Germany's acts and motives, the War Lord keeps on mumbling old formulas, with that awesome lack of a sense of humor which amounts almost to pathology.

His eyes still rest with admiration on his indomitable army and navy, and everything is as right as right could be—save that pesky Macedonian front which has given way. It is not because he fears defeat, but because Bulgarians have refused to fight, that the Kaiser extends his hand once more in honorable peace; quite a different hand from that he waved over the burning fields of France last March. History has no place for William II as a leader. He has been a weak accomplice in the greatest crime the world has ever witnessed.

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THE UNTHINKABLE TURK.

Admirers of the almost incomparable National Geographic Magazine winced at its even qualified praise, in a recent number, of the past and a possible future of Turkey. Since the time, some five centuries ago, when the Moslems fought their bloody way to Constantinople, it is not easy to point out one national act or trait of theirs that has benefited the world, while their falsehood, rapine and murder have been unequalled in any country except modern Germany.

Even in the matter of ridding Constantinople of its pest and menace of wild ravening dogs, the Turks, not so long ago, showed cowardice and cruelty. Instead of exterminating or diminishing their number according to civilized usage, they shipped the beasts to a barren island and left them to starve or prey upon each other, their howls being heard for miles.

The unhappy Crimean War left few ameliorating memories, except the advent of Florence Nightingale, and the inception under Cavour of the unification of Italy. When the tragic conditions among the allied troops in the Crimea became unendurable, Sydney Herbert, the English Minister of War, appealed to Florence Nightingale, whose passion and genius for nursing had already transformed English hospitals. Her great work of healing began when she was a girl and cured the broken leg of a shepherd dog which was to have been shot as no longer useful. She, with a few chosen friends, went to Scutari

and out of the midnight of pain emerged the "lady of the lamp." Herbert, in his plea for her help, said, "Your example will be multiplied to good in all time." Is there now a day or an hour when we do not see the truth of his inspired prediction?

When the cruel war was over and the so-called Peace Treaty of Paris was signed, the so-called "integrity" of the Ottoman Empire was assured upon certain conditions signed by the Porte and witnessed by the Powers. One of these conditions was that Serbia should be unmolested. The most important was the pledge of the Porte to respect and protect the rights of Turkey's Christian neighbors and vassals. How this Turkish "scrap of paper" was ignored, history since 1856 bears terrible witness.

After the Armenian massacres and outrages depicted in Watson's "Sonnets of the Purple East," Americans returning to this country from the devastated lands gave accounts of acts they witnessed equally as horrible as those perpetrated by German brutes during the last three or four years. A physician of distinction stated the following for which he vouched: In an Armenian village, the young mother of a young infant was outraged by Turkish soldiers before the eyes of her husband and father. When they tried to protect her, they were both shot before her eyes. Then she was bound to a tree and the infant was tied just out of reach of the mother's breast. The child died of starvation, the mother died raving

mad. This clearly indicates that German kultur and Turkish brutality are one and the same.

Shall such a race have the protection of Americans and their Allies? In this time of cleaning up the world, shall its "integrity" be maintained? When those treaties of peace were signed in Paris, it was agreed that any infraction of them was to be considered a casus belli. How again and again, most strikingly in the present time, have such flagrant occasions of war been ignobly ignored!

Of the many thrilling and heroic narratives of the war, none surpasses Masfield's "Gallipoli." Heaven grant that that high emprise may yet be one of the crowning achievements of this struggle for the right!

The advantages of a single telephone system over two systems would seem obvious, but Postmaster-General Burleson's proposal to merge the two in Indianapolis is not received there with any great throwing up of hats. The nuisance of the double arrangement is admitted, but it is frankly preferred to the increased rate that is expected to follow the unification. Under the existing condition, any one who chooses may avoid the inconvenience of the two-fold system by paying for the double service. But the Postmaster-General's intervention is feared as meaning a larger telephone bill for every user of an instrument. He has appointed a committee to determine a fair rate, but those affected recall that one of the first signs that the

Government had taken over the telephones was an increase in the charge for moving and installing instruments. It would be a pity if Government control of a utility should result in a lessening of the number of persons benefited by it, but that is seriously forecast as an outcome of the situation in Indianapolis.

Washington reports that the total number of Indians in the army is about 8,000, three out of four having volunteered. Almost every tribe is represented. Such names as Ironthunder and Raincrow in the casualty lists bespeak an Indian origin, and there are many with Anglicized names. One of the engineering units early in action had a full-blooded Menominee named Peters. Commissioner Sells, speaking of the Indians' fighting quality, tells us nothing new when he alludes to their bravery and endurance, but he brings out gratifyingly the way in which they yield to discipline. A report from the Dakota reservations is of Indian women patiently organizing and carrying on Red Cross work as do white women, and contributing their bead-work and woven robes to sales to raise funds. Recent sales of Indian goods at Cheyenne Agency and Rosebud Reservation, S. D., brought in more than \$2,500 for war charities.

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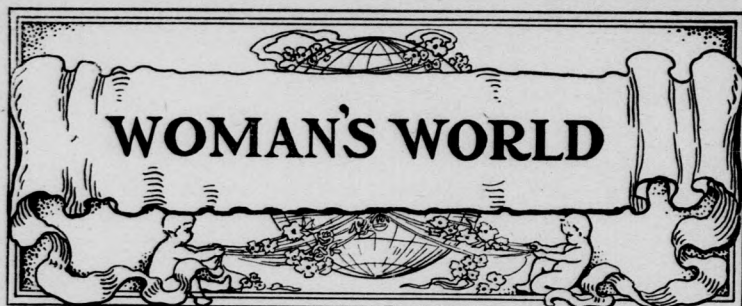
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Eggs Are Still Worth Talking About.

Seems as if only the rich could afford even to talk about eggs nowadays! It would be a sort of mystery to me, and I should be thinking that the farmers were just conspiring against the city egg-eaters, if I hadn't seen up in New England this summer a fine young farmer who sends eggs and poultry to the Boston clubs and hotels trying to figure out whether he could afford to keep on with his poultry-farm. Notwithstanding the gilt-edged prices he was getting for his product, the cost of feed had reached a point almost prohibitive, he couldn't get labor at any price, and all the other costs were mounting accordingly. Since then I have been looking with more tolerance upon the man who charges me awful prices.

I didn't set out to excuse the price of eggs; I thought I would suggest some good ways to use them before they get out of reach altogether. Meat and fish are attainable now only with a financial balloon. Let us get what we can out of eggs while there are any to be had!

The quality of eggs is as important as that of meat and fish; I sometimes suspect that the inability of some persons to eat eggs at all had some of its origin in an experience with eggs that were not good. However, I know that there are stomachs that cannot digest them at all. Owners of these will not be interested in what I am saying now.

Raw eggs are usually digested in the intestines; therefore when eaten raw an egg should be absolutely fresh. When the stomach is out of order a raw egg is the most manageable food.

The yolk of the egg contains more fat and protein than the white, and is more difficult to digest; but on the other hand, it is of more food value, and is a good food for invalids and most children. It is concentrated food, like milk and bread, and there are salts extremely valuable in the food combination. Already the war is showing its effect upon children of the poor, and one of the reasons undoubtedly is the high cost of these essential foods, and of butter with its wealth of fat.

Let us talk about eggs a few minutes, as if we really could afford to have them as of old. The ways of cooking them are innumerable. For children nothing is better than the simple soft-boiled egg—placed in boiling water and the kettle put on the back of the stove until the white and yolk are both soft and creamy; or the soft-poached egg. Another

way is to allow four tablespoonfuls of milk to an egg; place in double boiler with a pinch of salt and stir till creamy, serving on toast. These are simple ways, easy and quick, and the result is compatible with very delicate digestions.

I know a man who has scrambled eggs and bacon for breakfast every day, year in and year out. He was highly indignant when it appeared that the soldiers and the Allies needed his bacon. He never heard, I guess, that there are a score of ways of scrambling eggs, available for him but hardly for the army. You can scramble eggs with any bit of fish, meat, or vegetable, and spare yourself the use of quite so many eggs. Try them with asparagus tips, truffles, mushrooms, celery, tomato, lobster, tripe, oysters, clams, cheese, chicken-livers, green peas, crab-meat, shrimps, kidney, sausage, sardines, tongue, smoked beef, ham—almost anything that you have in the ice-chest. It is amazing, the variety that you can achieve with scrambled eggs.

Try Fried Eggs au Beurre Noir—Fry eggs in butter or oil. When done, skim out, add more butter or oil, salt, pepper, vinegar, or lemon-juice; brown this and pour it over the eggs. Garnish with pieces of toast and parsley.

Eggs a la Pauvre Femme—Melt a tablespoonful of butter in a baking-dish, break into it six eggs, and sprinkle over them fresh bread-crumbs. No, you don't necessarily require six eggs! Set in the oven for two minutes, then remove and pour over a good tomato sauce and on top some minced ham. Or, instead of the tomato sauce you can use a spiced sauce made with a cup of rich broth for a base, flavored with carrot, thyme, whole peppers, clove, celery, parsley, and thickened with cornstarch and chicken fat or butter.

Eggs Baked in Cream—Put a half-cupful of cream in a baking-dish; when it boils break into it eggs—I keep thinking of six—with a pinch of salt and pepper. Let cook for two minutes, and then set in the oven for three minutes. Serve.

Eggs with Melted Cheese—Grate an ounce of Parmesan cheese on a dish. Set on a slow fire, add a little white wine, a pinch of parsley, chives, salt, pepper, nutmeg, and a spoonful of butter. Stir, and as the cheese melts break in the eggs. Cook for five minutes and serve surrounded by croutons.

There are many kinds of omelets as of scrambled eggs; all you need to know is how to make a good omelet; you can add almost anything,

folded in when the omelet is turned just before serving. Here is about the best omelet recipe I know—it was given to me by a French chef:

Crack six eggs into a bowl; season with pepper and salt, and beat well for about four minutes, until it is thoroughly mixed. Place in a small-sized frying-pan one tablespoonful of butter; when it crackles pour in the eggs; stir well for three minutes; let it rest a minute. Then fold it over with a fork, the side nearest to the handle folded toward the center; then the opposite toward the center. Rest a minute; then have a hot dish in the left hand, and with the right turn out the omelet quickly and serve at once.

Sweet omelets are very acceptable for supper, spread with jelly, marmalade, or a tasty sauce. Creamed oysters, lobster, or tomato are nice with omelet. A heavy cream sauce or custard flavored with chocolate, vanilla, or coffee is sometimes spread on an omelet before folding, and the whole sprinkled with powdered sugar and garnished. That is, it would be if you had the sugar. You can put this idea aside until some day when the sugar cane blooms again!

Many of us took the precaution last spring to preserve a goodly quantity of eggs in water-glass. They will prove very valuable in the months to come. But neither these nor storage eggs are very acceptable in the ways that suit only the "strictly fresh"; therefore it is quite worth while for housewives to study the other ways of cooking eggs in combination with tasty things that give character enough to disguise the suggestion of preservation. There is some compensation in these days of unwonted economy; the home-maker is having to learn the things that our grandmothers learned at their mothers' knees. But I must acknowledge that the eggs they had generally were fresh!

Prudence Bradish.

Brevities for Busy Storekeepers. Written for the Tradesman.

If you want to create in others confidence in the merchandise you sell, you yourself must believe in it. In view of the increasing difficulties in getting capable clerks, every dealer ought to try his best to keep the help he now has.

It's false economy to use old inadequate cuts and illustrations that really caricature your goods. Provide yourself with new ones.

Cultivate the sense of seeing business opportunities. There are plenty of unrealized opportunities in every village, town, and city throughout the country.

Some one has said that whether or not you do more business this year than you did last will depend upon yourself far more than times and conditions.

The practice of courtesy is one of the cheapest things under the sun, but sometimes merchants and their salespeople treat their customers as if they didn't know it.

In order to keep the boys in the training camps fit and full of snap,

they have every morning their regular setting-up exercises—free arm movements and deep breathing. Not a bad thing for the merchant.

You've no doubt got posters in your store informing your customers that you have War Savings Stamps for sale, but do you put in a good word now and then to supplement these printed appeals?

Now concerning that tricky competitor of yours whose trade-seeking stunts have occasioned you a lot of worry. The best way to meet his competition is for you to be absolutely frank, honest, and open—and above board. Try it and see if that doesn't get his goat.

There are new articles, commodities, and devices coming on the market constantly. Some of them are good, and others are good for nothing. The dealer who doesn't want to tie up a lot of money in unsalable stock had better go slow and make sure the thing will sell, and that it's worth selling.

When children come to your store to buy something or other for mother or father, do you keep them waiting until you've attended to the needs of all the grown-ups irrespective of the order in which they have come in? If you do you are making a serious mistake. This isn't fair, and the tot who is big enough to toddle to your store instinctively knows it isn't.

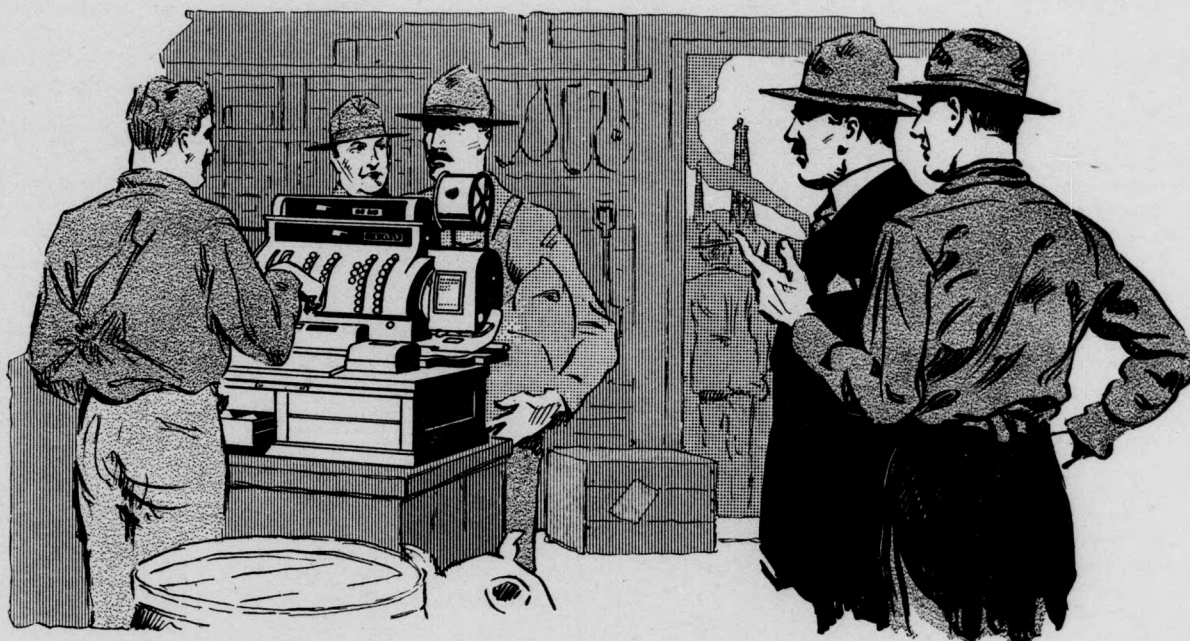
A hasty word or a sarcastic question on the part of a dealer or his clerk frequently gums the works in so far as his sale prospects are concerned; but a word of explanation fitly spoken goes a long way in removing objections and paving the road for a nice sale.

If ideas for your newspaper announcements or other forms of advertising matter come slowly and seem to be as lame ducks, maybe it's because you put off preparing copy until you are driven to it, and so miss the benefit that you might derive from those hours when your mind was more alert and resourceful. A whole lot depends upon the mood one is in at the time of writing.

Frank Fenwick.

Standard Grades for Rice.

Standards for milled rice have been prepared by the Bureau of Markets, approved by the Secretary of Agriculture, and adopted by the Food Administration for use in determining the quality of milled rice submitted by rice mills, brokers, and dealers in filling their contracts for the United States armed forces and the Allies. These grades were requested by the Food Administration and published by the Bureau of Markets as "Markets Document No. 15." At the present time these standards are only permissive. It is expected, however, at a later date, possibly next spring, that these grades shall be formally announced, hearings held for suggested changes, and official grades promulgated for milled rice in the United States under the grain standards act. This act provides for the Federal supervision of grading, but applies only in the settlement of appeals and disputes.



“We are handling our cash and records by machinery”

“The best thing we ever did was to install an N. C. R. System.

“We are now able to meet the Government's requests to conserve man-power and materials.

“The cash registers in the various departments help our clerks wait on customers quickly. We do more business—and without congestion at the counters.

“The N. C. R. system is simple and complete. If a mistake is made, we know who made it.

“The new clerks catch on quickly. They appreciate how the N. C. R. System protects them and increases their sales.

“The clerk-wrap registers make our customers glad to carry their own parcels, because there is no waiting for change.

“I'm sold on the N. C. R. System for what it does to help us meet the national needs for conservation of man-power and materials. It benefits our customers, our clerks, and the business.”

A National Cash Register stops guesswork and losses

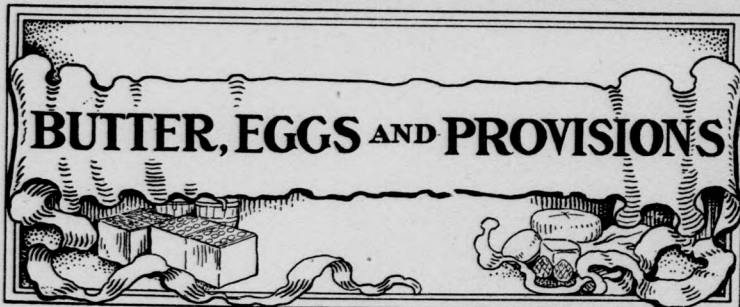
Fill out this coupon and mail it today.

Department No. 10706
The National Cash Register Company,
Dayton, Ohio.

Please give me full particulars about an
N. C. R. System for my business.

Address _____

Name _____



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Beware of Excess Moisture in Butter.

The Review has repeatedly called attention to violations of the law regarding excess moisture, in butter, and the determination on the part of the Revenue officials to make it costly for the manufacturers who exceed the legal limit in the product that they put upon the market. For the past two months inspectors have been constantly on the watch for shipments that show more than 16 per cent. water, and hundreds of tubs of creamery have been tied up while the Revenue Department has made the necessary chemical tests. How many cases have been made against creameries, and the amount of penalties imposed, it is not definitely known, but enough information has come to us to make it clear that some shippers have had to pay every dollar in taxes and fines that the law permits.

It has been clearly proven that in most cases the excess moisture is the result of deliberate planning. We have in mind one particular case which is now in process of adjustment, where the butter seized tested 23 to 25 per cent. water. The Government saw that a fraud was attempted and it went after the offender in a most vigorous manner. A payment of the tax of 10c a pound was first demanded, and then the question arose as to how the goods should be disposed of. It was finally agreed that the creamery should make up another lot of very dry butter—12 per cent. moisture—and ship here to be mixed with the lot that contained such an excessive amount of water. The two lots are now being worked over in a local packing house, under Government supervision in the expectation that the product will be under the legal limit of 16 per cent.

Here are two shipments of butter made at the same creamery, one containing 12 per cent. moisture and the other 23 per cent. or more. The only evidence that the Government has is an attempt on the part of the creamery to put an adulterated product on the market, and with all such cases there is a disposition to make the offender suffer as much as the law allows.

When butter prices reach 60c per pound or more, as they have recently, the temptation to incorporate more

moisture into the butter is strong. But such a course is open to the most severe censure, especially these times when a high degree of patriotism demands fair dealings with one another. The rule that fixes the limit of water content in butter at 16 per cent. is considered fair to the producer and consumer alike, and it should be honestly observed.

No Salmon Famine After All.

There is not going to be a salmon famine after all. It may be a near-famine, but the situation will not be quite so bad as it appeared at first, because the Government has finally determined to release some of the grades it had originally held in reserve. Latest advices from the Coast are to the effect that there will be released for commercial purposes 35 per cent. of pinks, 40 per cent. of chums, 100 per cent. of medium reds and 20 per cent. of Alaska reds. The Government will, however, take all the sockeyes, although everything else on Puget Sound will be left to the general trade. The salmon run in Alaska and further down the Coast has been much better this year than was at first expected, and this additional supply has enabled the Government to re-adjust its reservations.

The sockeye pack last year amounted to 764,000 cases, and may run about the same this year, although it is nowadays an absolutely unknown quantity. Alaska reds last year packed 2,465,000 cases, making about 500,000 cases for commercial use this year. The pack of pinks, humpbacks and chums last year amounted to 5,577,000 cases, so that about 2,250,000 of these varieties would be available for the public. Chinooks, medium reds and all other kinds not required by the Government may amount to 1,500,000 cases, so that there may be a total of 4,250,000 cases to be turned into commercial channels.

In 1910 the total pack of all kinds was 4,313,000 cases. In 1912 it was 5,600,000 cases; in 1914 it was 6,645,000 cases; in 1916, 7,355,000 cases, and last year, 10,125,000 cases. In 1910 the price of reds was \$1.35 a dozen. This year it is \$2.35. Pinks opened at 80 cents in 1910, 65c in 1912 and 1913, and \$1.65 last year, and this, considering that ten years ago 4,000,000 cases were considered a large pack, it is possible the public may be able to worry along after all.

A few dollars' worth of paint put on the woodwork in your store at odd times when the store is closed will make many dollars worth of difference in the looks of things.

CIDER APPLES

Why cannot you make a market for Cider Apples in your neighborhood? Forty thousand pounds Cider Apples for a good carload. For further information, write WM. W. VAUGHAN COMPANY, 209 Beecher Avenue, Detroit, 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.
SHERWOOD HALL CO., LTD.
 Ionia Ave. and Louis St. Grand Rapids, Michigan

Special Sales
John L. Lynch Sales Co.
 No. 28 So Ionia Ave.
 Grand Rapids, Michigan

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



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

Eatmor 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.

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

Rice Crop Doubled Since Beginning of War.

The rice crop of the United States has practically doubled since the beginning of the war and the crop of the current year promises to be the biggest on record. A lecture delivered before the class on international trade and commercial geography in the educational department of the National City Bank of New York shows that the United States has recently become the largest rice producer of the occidental world, our total productions have grown from 136,000,000 pounds in 1890 to 253,000,000 in 1900, 637,000,000 in 1914 and 1,008,000,000 in 1917, and a prospect for 1,136,000,000 in the current year if the predictions of the Agricultural Department are sustained.

Rice production in the United States, said the lecturer, languished after the Civil War, for it was not then realized that it could be grown and harvested by the machinery and methods applied to the production of wheat and other grains. Rice can only flourish on wet land, so wet that ordinary farm machinery cannot be used upon it. But a few years ago it was discovered that certain lands in Texas, Arkansas, Louisiana and elsewhere were so constituted with relation to soil, climate and water supply that they could be prepared with the usual agricultural machinery, the rice also planted with machinery, the lands then flooded from nearby streams or artesian wells, and the water drained off as the rice approaches maturity and ordinary reaping and threshing machines used in harvesting the crop.

The people of the United States have greatly increased their consumption of rice with the large increase in production. The production has as above indicated doubled in a few years, and even quadrupled since 1900, yet the importations steadily continue to grow, and the exportations although increasing are still less than the imports, indicating that the actual consumption at home has kept pace with the increase in production at home.

War Rations to Fatten Poultry.

On account of the scarcity of wheat middlings many Ohio poultry raisers are finding that it will be necessary to use substitutes in their crate fattening rations. If ground oats and barley meal are available, a very satisfactory ration may be made of 55 pounds of cornmeal, 20 pounds of ground oats, 20 pounds of barley meal, and 5 pounds of fine meat scrap. Another efficient ration consists of 55 pounds of cornmeal, 40 pounds of wheat or buckwheat middlings, and 5 pounds of finely ground meat scrap.

Heavy feeding of cornmeal gives a yellow fat and skin, while if oatmeal and barley meal make up a large part of the ration the fat and skin will be lighter in color.

Either of the mashes mentioned is intended to be fed with milk, either skim milk or buttermilk, using 1½ to 2 pounds of milk to each pound of mash. If milk is not available, add

10 pounds of fine meat scrap and mix the mash with water.

The mash mixed ready for feeding should have the consistency of a good buckwheat cake batter. It is not necessary to mix the mash fresh more than once a day as a slight fermentation makes it more palatable and more digestible.

The chickens to be fattened should be given nothing to eat or drink for at least 12 hours after they are placed in the crates. This permits the digestive tract to become empty and in better condition to receive the concentrated fattening mash.

Looking For Violations.

The Food Administration is turning the full power of its enforcement machinery against dealers who are taking advantage of the present stringency in butter supplies and are reaping heavy profits from the rising market. Its inspectors throughout the country have been instructed to center their work upon investigations of butter operations and to obtain a close check upon the recent activities of dealers.

Some manufacturers and dealers who had stored late butter have been taking advantage of a rising market to remove their goods and to sell, as fresh butter, on account of an advanced market.

This is a clear violation of Food Administration rulings, which state that butter, both fresh and storage, shall be sold at prices not to exceed stipulated margins of profit over cost. The dealer is not allowed to sell on the basis of replacement value. This eliminates all possibility of speculation, as the dealers in butter are not allowed to profit by abnormal advances in market quotations.

Telegrams have been sent to federal food administrators instructing them to take decisive measures in their states to keep a close check on butter operations and to take vigorous action wherever violations are disclosed. The inspectors have been notified that they are expected to center their attentions upon these operations and to make a thorough investigation of the entire butter situation.

There's a Reason.

In the center of his window, a New England merchant has a large cardboard cut-out of a smiling man. The man's money-pouch is open over a barrel. There is an opening at the top of the barrel and another at the top of the pouch. Directly back of both openings is a circular disk on which are pasted one-, two- and five-dollar bills.

As the disk revolves the bills appear to drop out of the pouch into the barrel. On the barrel is the inscription: "Yes, we are making barrels of money—because our customers are satisfied."

APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
Grand Rapids, Michigan

Knox Sparkling Gelatine

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

To Help Out the Sugar Shortage



Just thin corn syrup with hot water, add a little

Mapleine

and the finest "mapley" syrup imaginable is ready to serve.
Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.

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

The "Little Gem" Battery Egg Tester

Write for catalogue and prices.
We have the best.

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

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License Number G-17014

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

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

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

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

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

FREIMANN & CO.,

Successors to
"Northern Mich. Hide, 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

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

Both Telephones 1217

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



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.

Catering More To The Little Ones.

One of the most interesting of the recent developments in the retail dry goods trade is the increasing attention that many merchants are giving to supplying the needs of the extremes of their clientele. In other words, the "wise ones" are coming more and more to realize that the fruitful sources of profit provided by stout women and by young children and infants should be made use of, and they are acting accordingly.

In general, it has been found that the trouble and expense of operating departments catering to the needs of these classes of customers are small in proportion to the resultant profits. Many stores have, consequently, set aside certain space for the selling of various garments for stout women. Others will do so later.

Probably very few retail dry goods establishments throughout the country do not handle merchandise for use by young children and infants, but it is said by trade authorities that the owners and managers of the great bulk of them apparently do not realize the general trade-pulling powers of these goods. The result is that this end of the business is very often cramped as to space and neglected to a considerable extent in the feature advertising.

Often there is no separate department for the sale of the goods in question, and the assortments are said frequently to look as if they were bought, as an afterthought, by the person entrusted with the purchasing of carpets and rugs or by the man who has the hardware section in charge. Excepting in the really "live" stores, little attention also is apparently given to window displays of the very class of goods that is most likely to attract the attention of the average, normal woman. The result is that the stilted "set ups"—they can often be called nothing better—which pass for trims attract hardly more of a mother's attention than a window full of hammers and nails.

The various factors outlined, probably coupled with some others that have been overlooked for the moment, are said to be responsible for a considerable loss of trade in children's and infants' wear to the specialty shops and to the neighborhood stores. Realizing what their lack of attention to this end of the

business had done, executives of many of the more up to the minute stores set about to repair the damage, and the result has been plainly seen.

Stores which had not let these departments run down accepted the challenge to their prestige in this respect and sought to give even better service than before. In both instances departments were enlarged, more care was given to the selection and display of stocks, and the advertising staff was given more leeway in telling the public what mothers, expectant and actual, might find in the way of little garments and other supplies. In some stores the departments in quest were virtually dug out of dark corners and re-established in a quiet part of the building where there was real sunshine and air and where the atmosphere of a morgue was missing. That efforts to improve the service have paid is proved, trade authorities say, by the steadily increasing number of stores taking the matter in hand.

In view of the way American parents coddle their children and the way they sacrifice in a great many cases things that they should have for themselves in order to supply some real or fancied need of their offspring, it is nothing short of a mystery to men in the wholesale branches of trade that so many stores have not used to the utmost the open sesame to the pocketbooks of mothers and fathers which is supplied by infants' and children's departments. The failure to do it, however, is said to be more marked in the medium and smaller cities of the country than in the larger ones. By stores in the latter places many interesting methods have been used to bring parents in to investigate the goods on hand.

Sometimes this is done by special advertisements, couched in subtle language that can make a woman with any imagination at all almost see her offspring clothed in the little garments described, or playing with the various toys for children that may be told about and held out as bait to get mothers into the stores. Sometimes the appeal is made through really artistic and dainty window displays. Often it is done directly with the parents by a means that not only makes them well disposed toward the store, but which brings it one of the most valuable forms of advertising—word of mouth.

Among the various things that have been done with these objects in view is the practice of a certain clothing store of sending to parents of new-born boy babies a letter of

congratulation, accompanied by a tiny pair of trousers. In the letter is an invitation to return those trousers to the store, when the time comes for Willie or Johnny to doff skirts and exchange them for a real pair free of charge. While the direct results of this device may not be large, measured by the resultant purchases for these babies after they pass the infant stage, the indirect advertising it gives the store and the possibilities it opens for business with the fathers of newly-born sons are not lightly to be overlooked.

Somewhat along this line is the idea of a retail shoe concern in sending to parents of new infants of both sexes an invitation to call at the store and get baby's first pair of shoes free. This invitation not only has a wider appeal than that of the clothing concern, because it is open to both boys and girls, but its direct and indirect results are apt to come more quickly. Not only is the average small boy certain to wear shoes before he encases his little legs in his first trousers, but he is apt to use up several pairs of shoes before the "pants" stage is reached. In addition to this, the scheme has the advantage of encouraging mothers to buy their footwear at the store in question, as well as the fathers. The information necessary to the workings of both the plans described is obtained with comparatively little difficulty from the local records of vital statistics.

These are times when the welfare of your business calls for a closer attention than ever before to the credit ratings of your customers.

The United Agency System of Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

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

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

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

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.



139-141 Monroe St.
 Both Phones
 GRAND RAPIDS, MICH.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

237-239 Pearl St. near the bridge, Grand Rapids, Mich.

The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
 St. Louis Minneapolis
 Dallas

Government Recommendations

1. Retail shopping must cover a period of three months from October 1, 1918.
2. Retailers will not be allowed to employ additional help on account of holiday business.
3. Retailers will not be allowed to keep their stores open evenings on account of holiday business.
4. Customers are asked to carry as many of their Christmas purchases as possible.
5. Packages are not to be wrapped where wrapping is not absolutely necessary. This is in order to conserve paper.
6. If transportation facilities are overtaxed in December on account of holiday purchases, deliveries will not be made until January.

This space contributed by

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

REALM OF THE RETAILER.

Some Things Seen Last Saturday Afternoon.

For some years I have devoted my Saturday afternoons to long trips into the country within a radius of 100 miles of Grand Rapids. Sometimes I cover a half dozen towns, making from a dozen to fifty calls on the good friends who read the Tradesman and who are usually glad to devote a few moments to discussing trade topics uppermost in their minds. Aside from the pleasant friendships which these trips enable me to cultivate and maintain, I find these calls to be a source of great stimulation and encouragement to me in my work as an expounder of advanced ideas on merchandising.

My first call last Saturday was on a merchant who has the only store in a railway town about twenty-five miles from Grand Rapids. While I was conversing with him, a farmer came in and asked for a ten quart galvanized iron pail. The merchant had two on hand and proceeded to pound them apart and hand one to the customer. All that was left for the farmer to do was to pay the price of the pail and go on his way. I thought to myself that if I was that merchant I would have handed both of the pails out to the farmer and permitted him to take his choice. Then he would have felt that he was really a party to the transaction—that he had been given an opportunity to make a choice and determine which was the better pail, if there

was any difference. True, the customer received all he paid for, but I could not help feeling that he was entitled to a little more deference, considering that he stated his need quickly, paid spot cash for the article purchased and went on about his business without barter or controversy.

I think, perhaps, I was led to the above conclusion by recalling the remarkable treatise on the psychology of salesmanship I published in the Tradesman about three years ago, in which that noted authority, Paul Nyström, urged merchants to permit their customers to finger the merchandise offered for sale. I think so highly of the contribution and its value to every progressive merchant that I am reprinting it in its entirety elsewhere in this week's paper.

At the picturesque old town of Smyrna I found the long-time merchant, George P. Hoppough, just recovering from a severe illness. Mr. Hoppough was postmaster at Smyrna more than forty-two years and conducted a general store there for nearly thirty-six years. He and his estimable wife are living in the quiet seclusion of their comfortable domicile, under the shadow of the wonderful old tavern which has sheltered many distinguished guests during the past fifty years and which will some day become a mecca for automobile travelers if the right kind of people manage to obtain possession of the property. The Hoppough family are happy over the rapid advancement of their son in Europe—he is Captain Hoppough now—and bears on his breast

the proud emblem of honor bestowed by the President of France for exceptional bravery in battle. Carl N. Hoppough, who succeeded his father in general trade at Smyrna, now resides in Grand Rapids, where he holds a road position with the Judson Grocer Company.

At the Hotel Belding, at Belding, Tom—everybody knows Tom—held out the glad hand and he and Landlord Dunham, threw the dining doors wide open. Within a half hour Frank A. Washburn, manager of the Richardson Silk Co., dropped around, as usual, and started in on his latest pet hobby—a cement road all the way from Belding to Grand Rapids. Mr. Washburn has lived to see many of his cherished plans put into execution and confidently expects to see the cement road project a reality "before he dies," as he expressed it. I think he misjudges the time it will require to complete such an improvement, because there really is no valid reason why such a dominant descendant of New England as he is should ever leave us. When he does go—which, God willing, should not be during the present generation—he will leave us all a precious and priceless legacy in the memory of his buoyant spirit and enthusiastic good nature which have made his life a blessing, both to himself and his friends.

At Greenville I found a merchant who is doing his level best to educate his trade to the desirability of paying their store bills promptly. Only a few days ago he posted a well-worded notice in his store, stating that if

his customers would pay their bills in full regularly every week and not ask for cigars and candy at each settling time, he would undertake to maintain the credit and delivery system a little longer. If they do not toe the mark, cash-and-carry must reign supreme in his establishment. Not being a betting man, I did not offer to wager him a hat against a paper collar that he would be doing business on the cash-and-carry plan inside of two months, but the next time I call on Howard C. Kipp, manager of the Isaac Kipp Co., I shall expect to see his cash balance at the bank larger than it ever has been in the past and his delivery wagons, carefully greased and covered, peacefully reposing in the barn.

At the Winter Inn, I was shown about the hotel by W. H. Mills, the rotund proprietor. I never saw a more complete assortment of supplies for the winter season—and nearly all of the home made kind so dear to the heart of the poor devil who has to eat away from home five days a week. Mrs. Mills has enough canned fruit in her cellar to excite the envy of a New York hotel chef and Mr. Mills has done his part in meeting the winter demands in coal and wood fuel, potatoes, turnips, also eggs produced by their own hens, put up in water glass. Every room in the house bears evidence of scrupulous care and rigid oversight and, judging by the array of names on the register, the situation is fully understood by the traveling public. E. A. Stowe.

SERVICE

QUALITY

Make Your Store a Shopping Center

Your opportunity to make your dry goods store a shopping center during the Christmas buying of the next two months depends on your having the "right dope" on the Christmas situation. All you require is the right stock of useful articles, such as the Government has requested the American public to buy for Christmas Gifts.

We know, too, that every woman will be glad to go to you for her goods, and it is to the woman you must look this year for 90 per cent. of your holiday trade—as all stores will be closed on all evenings—and all Christmas buying will be done during the day, when the majority of men are at work.

All you need to "cash in" on this wonderful opportunity to get the "big end" of the Christmas trade—instead of permitting it to go to the jeweler, the confectioner, etc., as in other years—is to put in lines which will attract the trade properly tributary to your store, so that you will most surely clinch this unprecedented Christmas business.

We are prepared to give you just the material you need to use in winning new trade, not only in this exceptional Christmas opportunity, but every month in the year.

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.

Some Pointers in Regard to Stove Salesmanship.

Written for the Tradesman.

To get the customer's viewpoint is a first essential in stove salesmanship. Add to that a thorough knowledge of the article you have to sell, and you have the ideal combination.

Knowledge of the goods alone will not sell stoves; nor is that salesman fully equipped who looks at the customer's side of the thing habitually but has not the exact arguments at hand to bring to bear upon the customer.

As a matter of actual fact, the man who is in the market for a stove understands very little and cares less about the processes which certain parts go in the course of construction. It is a waste of time for the stove salesman to direct his selling talk along this line. What does interest the stove prospect is the results which that particular range or heater will produce in his own home.

So, if a heater is under consideration, the element of comfort should be the basis of your selling talk. Add to this the element of fuel economy. Then, as bearing on these points, the prospect will be interested in learning of any special features the heater may possess that make for greater efficiency and economy in the production and radiation of heat.

If the prospect is interested in a range, then cooking and baking facilities are the vital consideration. A large, roomy oven is a selling point; also the even and fully controlled distribution of the heat for cooking purposes.

Appearance is, of course, a factor in selling; here the salesman cannot speak for the stove. The stove must speak for itself. For this reason the stoves should be kept in spick and span condition at all times, that they may make the best possible impression upon intending customers.

But on the other hand there is a good selling point for the plain stove. It is easy to keep clean. This will appeal to the busy housewife, if properly driven home; particularly in times like these, when competent hired help is difficult to secure.

The price objection is one with which the stove salesman is constantly forced to contend. The prospect is satisfied with the range or heater, but has figured on getting one with all these heating or cooking qualities for less money. It is here that the

salesman's hardest task is apt to arise.

For this reason he should be sedulous in preparing the way to meet the price objection. The more favorable the impression the stove makes on the customer's mind, the easier it will be to overcome the difficulty of price.

Probably the readiest way of meeting the price objection is to attempt to persuade the prospect that no other stove is worth the trouble of taking home. This decrying of competing lines, however, is as a rule far from good tactics. There is no better way of calling attention to a competing article than to "knock" it.

The logical way, and the best way, is to play up the merits of your own article rather than to decry opposition. Discuss your stove from an investment standpoint. Figure out just what the service costs. It has a life of so many years during which time it will give excellent service; divide the purchase price accordingly, and you see in an instant what a small annual output is involved.

The salesman who allows a prospect to throw him on the defensive is usually lost when it comes to clinching the sale. And it is at the crucial moment when it comes time to close the deal that the salesman generally falls down. Everything depends on the salesman's ability to clinch things. A blunder at the crucial moment may lose the sale; a shrewd maneuver may turn things completely in the salesman's favor.

The salesman's pet phrase, "Sign on the dotted line, please," is familiar. It represents an attitude of calm confidence that helps to sway the prospect's decision in your favor. Or, "We can have this put up for you this afternoon," is a pointer toward immediate action. But, while you drop the casual remark that hints that you consider the deal closed, remember not to be in any way offensive. It is at this point that tact in salesmanship achieves its biggest victories.

Commenting on stove selling, an experienced salesman said: "It pays to watch out for new selling ideas. Then, if I find a customer hard of approach on one line of talk, I simply switch to another line along which he is more accessible." This merely emphasizes the idea I have urged, that the salesman must not allow his prospect to throw him upon the defensive. He must maintain the initiative for himself all the way through.

"If one can ascertain the line of thought that causes the prospect to take even the slightest interest in

stoves, the battle is half won," says another salesman. "Give the prospect an occasional lead, a helping hand, a lift here or there, and he will seize on the natural argument and fly at the job of convincing himself. In such a case, the less the salesman has to say, the better. True, he must be there with the life-line to throw out if the other fellow shows a hint of weakness; but if one can, by suggestion, lead the customer's thoughts into the proper channel, he will be likely to sell himself and pause between times to admire his own shrewdness. Even the most captious customers can sometimes

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

TAKING INVENTORY

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

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.

by the exercise of a little tact be led into this frame of mind.

"I go pretty strong on demonstrations. They not merely give the prospect a better idea of the stove, but they give you a better idea of what the prospect wants. Just to illustrate: One day a restaurant keeper came into my stove department to 'look around.' He wasn't buying; far from it. I found that he seemed most interested in the time it took to cook things with my range. From that lead I found that he had a range already that was a satisfactory article, except that it was a slow cooker. I brought out a loaf of bread that I keep always handy, turned on the gas in my demonstration range, and in a jiffy handed over some slices of nicely browned toast. That one move did the trick. 'Send it up right away,' the man said. I might have talked all day and never made a sale, had I not caught that particular cue—that what my prospect wanted was a stove that could be depended on to do cooking for him on the double quick."

Of course all customers are not alike. That's why it pays the stove salesman to get a line as quickly as possible upon the needs and wants and preconceptions of the individual customer, and to adapt his selling methods accordingly. Knowledge of the stove is an essential; but the salesman should use his knowledge solely as it will prove to the prospect that the stove he is looking at will produce the results he wants.

Victor Lauriston.

One Man Less.

This plan required the co-operation of every merchant in town, but it released several otherwise necessary salesmen for other lines of work.

At 1 o'clock each day a sign announcing "Store Closed" appears on the door of every store. This gives the employes a chance to go to lunch. They are back at their posts at 2 o'clock.

A few of the merchants, of course, who employ only one or two salesmen, have not been able to cut down their forces, but many of them who employ several men have found it possible to let at least one man go.

The reason for this, of course, is obvious. Few customers came into the store at noon time. But there formerly had to be someone in the store just the same. Now those customers plan to do their shopping earlier or later in the day.

And for the same reason—to cut down the sales force—the stores close at 6 o'clock every evening except Saturday. Felix J. Koch.

The Dyspeptic.

A well-known banker in a downtown restaurant was eating mush and milk.

"What's the matter?" enquired a friend.

"Got dyspepsia."

"Don't you enjoy your meals?"

"Enjoy my meals?" snorted the indignant dyspeptic. "My meals are merely guideposts to take medicine before and after."

Fourteen Rules For Figuring Costs and Profits.

The National Association of Credit Men, one of the largest and soundest business men's organizations in existence, having 20,000 members, recommends the following rules for merchants for figuring costs and profits:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular payroll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, all debts, etc.

10. Charge collection expense.

11. Charge any other expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amount to, prove it by your books, and you will have your total expense for the year; divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder and what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

What the Customer Thinks.

A customer on her way in or out of one department store passes a table on which is a supply of cards, with a placard inviting her to take one. The card is divided into two columns. The first column is headed: "What I like about this store." The second column is headed: "What I dislike about this store."

Underneath each column are suggested likes and dislikes, in smaller

type, like: the salesmen, the method of tying bundles, the prices, the deliveries, and so forth. One blank line at the bottom provides for likes and dislikes not listed. The mailing side of the card has the printed address of the store on it. As the card need not be signed the customer feels that she may express an opinion without incurring publicity.

Lots of Fun—And Business.

A barrel of peewee marbles brought many new customers to a Missouri store one day. And the merchant is sure that some of these new customers are permanent.

The merchant advertised that the marbles would be sold at a penny a grab. The novelty attracted old and young.

The marbles were put into bushel baskets and for a penny anyone could have as many as he could grab in one handful. The merchant later said it was hard to tell who showed more interest—the children or the "grown-ups."

The grab lasted all day and the marbles paid for themselves, too. Buying them in barrel lots the merchant was able to get them at a very low price. The "stunt" paid over and over in increased sales of the regular goods.

A Way To Get Suggestions.

Often customers would take advantage of the opportunity to make suggestions to a concern were it not for the publicity involved, the Utilities Development Corporation believes.

So on each of its boxes for dropping the suggestions appears the notice: "Only executives from the main office have access to this box. A representative of the main office will empty the box on his next inspection trip. Let us have your co-operation."

This Gets Repeat Orders.

After a customer has had several weeks' opportunity to enjoy his new talking machine and to "wear out" the records, a dealer in musical instruments writes him to ask if a salesman, whose card is enclosed, cannot help him to make a further selection of records. The dealer is convinced that this simple follow-up increases his sales.

Refuse To Handle "Made in Germany Knives."

Binghamton, N. Y., Oct. 15.—A number of German-made pocket knives were given away by the Croker & Ogden Hardware Co., of this city, to-day and the announcement was made that they would no longer carry goods of German origin in stock or offer them for sale. A large display window filled with knives was soon emptied by the droves of small boys who responded to the offer.

Fiber Containers May Save Tin.

Experiments having in view a general substitution of wood fiber containers for tin are to be made by the Forest Service. Relief for a decided stringency in the tin can market seems possible only through restricting the use of tin to containers of commodities that can not be satisfactorily packed otherwise.

Vandervoort Hardware Co.

LANSING, MICH.

Buy Bankrupt and Surplus Stocks of Hardware— Implements— Plumbing and Heating Goods. Have taken in during the past few weeks about \$50,000 worth of merchandise, some of which over stocks us and will be sold below present market. Goods guaranteed in first-class condition. Terms—Net 10 days. Prices only guaranteed 17 days. Order quick.

80 Bushel Litchfield Manure Spreaders, \$110.00.

20 Wagons 1 1/4 to 3 1/2 inch. below car load price.

26 in. Wagon Boxes, \$23.00. Steel Shovel End Gates, \$2.50.

1,500 lb. Boister Springs, \$5.00. 1 inch Jute Rope, 8c pound.

1,000 lbs. Sal Medico Stock Tonic, 5, 10, 20 and 30 lb., 3c net.

Charcoal Sad Irons, 50c. Rope Machines, 50c.

Mark Cross & Durham Safety Razors, 15c.

1 1/4 and 1 1/2 inch Cotton Covered Thresher Suction Hose, 15, 20 and 25 feet, 40c.

5,000 Squares of Roofing, below car load prices.

1 Ply Common, 95c. High Grade Rubber, 1 Ply, \$1.20; 2 Ply, \$1.60; 3 Ply, \$2.00.

85 lb. High Grade Red or Green Tile Coat, \$2.25.

Genuine Simplex Tin Head Roofing Nails, 7/8 in. Any quantity, 9 1/2 c.

Pint Cans Roof Cement, 5c. Gal. Cans, 35c.

Gal. Black Roof Coat, 30c. 5 Gal., 27c.

10 Gal., 25c. Bbls., 20c.

Black Iron Paint, 35c. Black Asphaltum, 60c.

No. 2 or 3 Tar Felt 3 1/2 c. 20 lb. Red Rosin Paper, 65c. 25 lb., 75c.

5, 6 and 7 inch Stove Pipe Dampers, 9c. 8 inch, 17c.

Genuine 40 Volume Formaldehyde Pint, 35c; Quart, 65c; Gallon, \$2.50.

100 lb. Steel Drums 99% Blue Vitriol 12 1/2 c.

100 lb. Steel Drums, Good Ground Glue, 19 1/2 c.

Gallon Cans Liquid Fish Glue, \$1.75. Best Rosin, 6c.

Good, Full Polished D. or Long Handle Rd. or Sq. Point Shovels, \$11.90.

Set Length Pumps, \$4.50. 3 inch Cast Cylinders, \$1.60; 3 1/2 Check Leathers, 8c.

300 7 and 9 inch Cedar Cider Faucets, 6c.

25 Wood Vinegar Pumps, 80c.

4 inch Closet Plungers, 33c. 3-16 Red Auto Tubing, 2 1/2 c. foot.

3 Tine Straight Handle Hay Forks, \$4.00 per dozen.

Full Stock of Bent Bob Sled Runners, 5 and 6 feet.

Genuine Liquid Veneer, 50c, \$3.60; 25c, \$1.80.

1 oz. Sewing Machine Oil, 45c dozen. 3 oz., 90c; Tin Cans, \$1.00.

Heavy D. A. Auto Pumps, \$1.10. Electric Bike Lamps, 95c.

3 Good Safes Cheap—Paper Balers, \$8.75 and \$14.00.

4 lb. Cans Auto Hard Oil. Fibre Grease. Graphite Grease, 38c.

4 lb. Cans Black Axle Grease. Furnace Cement or Roof Putty, 25c.

100 Dozen Black Knight Stove Polish, 72c.

25 2 Qt. All Metal Fireless Cookers, 90c ea.

30 Buckeye & Queen Incubators at 50 off.

1,000 ft. 4 inch Extra Heavy Soil Pipe.

Several Hundred Feet 3 1/2, 4, 5, and 6 inch Pipe, nearly new that can be cut to any lengths for Posts. Have square cast plates for top and bottom. Prices quoted on request, stating length.

3 x 24 Cast House Movers Jack Screws, \$2.25.

7/8 to 1 1/4 inch Sarvin Spokes, 3 1/2 c. Neck Yoke Woods, 25c.

300 A-1 Single Tree Woods, medium and heavy, 13c and 18c.

10 T Malleable Rakes, 25c. 15 inch Ditch Spades, \$1.25.

4 1/2 and 5 ft. Cant Hooks, \$1.15. 36 lb. Warehouse Brooms, \$10.00.

2 12 H. P. Acme Kerosene Engines with Webster Magnets, 1/2 under market.

Kant Freeze for Auto Radiators, 5c lb.

Mix 5 pounds with gallon water, won't freeze at 20 below.

Watch for further bargains next week. What have you to sell? We need Range Boilers, Pipe Fittings, Galvanized Iron, and Small Size Pipe, New and Second Hand Radiators.

Our goods are actually on hand ready for instant shipment.

We give you quick service and short prices.

Vandervoort Hardware Co.

Lansing, Mich.

P. S. Will advance prices next week on all Roofing and Paint Goods.



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

One Man Does Two Men's Work.

The draft cut one manufacturer's sales force exactly in two. This manufacturer did not want to replace the men who had gone. In the first place, he wanted those men to feel their jobs would be waiting for them when they came back, and, in the second place, he felt that if he tried to fill his ranks he might take men who were badly needed elsewhere.

He decided to have his remaining men handle all of the sales territories. Consequently he redistricted the territories to give each man again as much as he had.

Of course it would have been physically impossible for the men to call on all the customers as often as they formerly did. So the manufacturer arbitrarily cut down the calls on each customer to one every two months.

For the times between calls the manufacturer provided other means of contact. Each salesman sends out a personal letter to his customers and prospects twice a month. And twice between calls the salesman calls up each customer by long distance.

These long distance conversations are carried on at a minimum expense and effort. Each territory is divided according to the long distance rates. The salesman makes his calls from towns designated as "calling centers."

Three days before the salesman arrives at the calling center all of his prospects and customers in that section have received this card:

"Our Mr. Faber will telephone you Wednesday from Rochelle. We will give special attention to any orders you give him by telephone. We shall appreciate your co-operation in ordering by this time-saving method and thus helping us in our effort to have each do two men's work while the war lasts."

When the salesman reaches the town he goes immediately to the local telephone exchange. To the manager he gives a duplicate of the list of calls he wants to make. This duplicate is turned over to the long-distance operator, who puts through the calls one after another, and has

one ready as soon as the salesman finishes talking to the previous one.

Most of the customers find the combination of visits and telephone calls satisfactory, and many of them are ready with their orders as soon as the operator notifies them of the coming call. The manufacturer has made special arrangements for shipping the telephone orders as soon as they are received. P. L. Frailey.

They Cut Their Own Expenses.

The salesmen for a middle western concern ride in day coaches whenever they can without too serious inconvenience; and when they stop only an hour or two in a town they no longer register at the hotel, but instead check their baggage.

This is because the sales manager adopted a plan whereby the saving in expenses directly benefits not only the salesman, but also the Nation. The plan was announced in a letter sent to the men by the sales manager, which read, in part, as follows:

We are at war with the most ruthless power on earth. If we are to win, we must save and sacrifice. We must cut out all luxuries and many of the things we formerly considered necessities.

Many traveling men are shaving their expenses to the bone. Some do it through choice; others because their house demands it. We make no complaint and cast no reflections, but we submit the following for your consideration. It is optional with you.

For every dollar saved by you in traveling expenses, based upon your average weekly expenditure last year, we will present you, or any one you may designate, with one 25-cent thrift stamp.

Further, we will invest an additional 25 cents in thrift stamps, and we will put the balance of the dollar into a permanent fund for the dependents of soldiers formerly in our employ.

We feel sure that you will grasp the spirit of this proposition. We will all profit, and we'll have the satisfaction of knowing that we are giving to the Government, to ourselves, and to those left behind, what would otherwise be wasted.

Chesla C. Sherlock.

"Why I Failed to Close."

That the other salesmen may profit by the mistakes their fellows make, one concern runs a "why I failed to close" column in its salesmen's bulletin. An occasional description of methods the salesmen should guard against has increased the percentage of closed sales, the sales manager says.

There is only one way to sell damaged goods or seconds, and that is for just what they are, making sure the customer understands what he is getting.

Automobile Insurance is an absolute necessity.
If you insure with an "old line" company you pay 33 1/2% more than we charge.
Consult us for rates.
INTER-INSURANCE EXCHANGE
of the
MICHIGAN AUTOMOBILE OWNERS
221 Houseman Bldg., Grand Rapids, Mich.

A Quality Cigar
Dornbos Single Binder
One Way to Havana

Sold by All Jobbers

Peter Dornbos
Cigar Manufacturer
16 and 18 Fulton St., W.
Grand Rapids :: Michigan

\$3.50 To Chicago
\$3.50 From Chicago
Monday, Wednesday, Friday
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.

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

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

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.

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

BANKRUPTCY MATTERS.

Proceedings In the Western District of Michigan.

Grand Rapids, Oct. 15—In the matter of Arthur E. Clingman, bankrupt, Muskegon, a first meeting of creditors has been held. It appearing from the schedules of the bankrupt and the examination of the bankrupt at such first meeting that all assets are claimed as exempt to the bankrupt, no trustee was appointed. No further meeting of creditors will be called. The estate will be closed out at the expiration of twenty days.

In the matter of Carl Zarbock, bankrupt, Grand Rapids, a sale of the assets of this estate was held, and it appearing that there were no further bids received for such assets the ten shares of stock in the Peat Fuel Co., were sold to Herbert Garnett, of Grand Rapids, for \$50. An order was made confirming the same forthwith.

In the matter of Alvan A. Brader, bankrupt, Grand Rapids, a sale of the assets of this estate was held. It appearing that no further bids were received the nine shares of stock held by this bankrupt in the Peat Fuel Co., were sold to Herbert Garnett, of Grand Rapids, for \$45. An order was made confirming the sale forthwith.

In the matter of Harry J. Campbell, bankrupt, Butternut, the adjourned first meeting of creditors has been filed. The bankrupt was sworn and examined, after which the meeting was further adjourned until Oct. 28.

In the matter of Nels J. Larsen, bankrupt, Manistee, the trustee has received an offer of \$700 from S. C. Thompson for the real estate of said bankrupt, described as Lot 9, Block 1, of Engelwood addition to the city of Manistee, which property was scheduled by said bankrupt to be of the value of \$1,200, subject to mortgage of \$500 and interest, running to Frank Bauer, leaving equity of \$700 for this estate. From the amount offered to the trustee will be paid mortgage claim, leaving a balance for general creditors of approximately \$200. A hearing will be had on such offer on Oct. 19.

Crt In Electrical Utensils Production.

A radical cut in the output of manufacturers of electrical utensils and appliances was ordered last week. The list of articles the manufacture of which is absolutely prohibited after Dec. 31 next is large, including among the more important things the following: Cigar lighters, frying pans, plate warmers, curling irons, saute pans, waffle irons, fluting irons, egg boilers, soup kettles, stew pans, corn poppers, hand driers, hosiery forms, transfer irons, vaporizers, entree dishes, automobile foot warmers, fudge warmers, vegetable dishes and all Sheffield plated ware.

The number of styles and total number of sizes of articles that are permitted to remain on the market are greatly reduced. In this list the conservation division has cut out 691 different styles and sizes. For instance, in chafing dishes there were thirty-six styles and but three will be allowed; of electric teapots, twenty styles and one allowed; of toasters, ten styles and but two allowed.

Manufacturers are to discontinue silver plated and copper finished appliances from the styles and sizes they will continue to make. The same drastic restrictions were put into effect in the matter of industrial appliances and all restaurant equipment.

Pledge To Be Required of Every Householder.

Detroit, Oct. 14—A good many retail merchants have asked from time to time why a compulsory rationing system is not instituted in this country. A splendid answer is given in the letter, as written by Mrs. Gertrude Mosshart, Chief of the Retail Stores Section, Educational Division, United States Food Administration.

This is a most clear and concise presentation to the retail merchant of the advantages that accrue to himself

and his customers by reason of the voluntary rationing plan in the United States. Read every word of it, and then read it again.

The fact that his very existence is indebted to the principles of democracy and self control that govern free America, should impel every retail merchant to the utmost unstinted loyalty to the cause of food conservation; to assist in bringing every customer and every person possible to a realization of the stern necessity for saving food, in order that the millions upon millions of our fighters and our Allies may have enough to maintain health and strength for the supreme effort that is before us.

In another week you will receive, through your County Merchant Representative, a most interesting letter, incorporating the programme of the Food Administration for the coming year. This is of vital importance to you and concerns the part the retail merchant must take in helping to win the war. Watch for it. Plan now, and every day, on how you can help in the most stupendous provisional plan the world has ever known.

Oscar Webber,

State Merchant Representative for Michigan.

Pledge for Every American at the Dining Table.

This is my chance to serve. Directions are given me by the United States Food Administration that I should follow like a good soldier. If I fail, whether selfishly or ignorantly, I desert the colors of the nations fighting for democracy—I stab in the back the men we have sent to France. I WILL save food and help win the war.

Restrictions on Christmas Buying.

The Chamber of Commerce of the United States has asked every retailer who advertises to publish the conditions under which the Government agreed not to stop extra Christmas buying. These are:

Retail interests are not to increase their working forces by reason of the holiday business over the average forces employed during the year.

Normal working hours will not be lengthened during the Christmas season.

Retailers will use their utmost efforts to confine Christmas giving, except for young children, to useful articles.

Every effort will be made to spread the period for holiday purchasing over the months of October, November and December.

Deliveries will be restricted and customers will be asked to carry their own packages wherever possible.

Case Count Eggs Must Have Candling Certificates.

Grand Rapids, Oct. 11—Cold storage operators are now putting out their stocks under two heads—candled and case count. Of course the eggs were carefully candled on being taken in last April or May.

Is it necessary for the cold storage operators or people who have eggs in cold storage which they are disposing of to use candling certificates in the sale of case count eggs—quoted as case count, sold as case count and billed as case count?

E. A. Stowe.

Lansing, Oct. 15—Replying to your esteemed favor of Oct. 11, will state that it is necessary for all eggs shipped to be accompanied by candling certificate, whether or not case count.

Geo. A. Prescott,
Federal Food Administrator.

Status of the Michigan Bean Crop.

The bean market seems to be in a healthy state and without any speculation, as the profit to all dealers has been permanently fixed by the Food Administration. This, of course, offers no incentive for the dealers to buy beans except for immediate need.

The Michigan crop is practically secured in good condition. The beans are of fine quality and will require very little labor to put them in marketable condition, which will permit their being marketed very rapidly, provided they remain around the present price.

Previous to 1916 most of the beans consumed in the United States were grown in three or four states, while the Agricultural Department reports that nineteen states produced some beans last year. This seems unusual competition for Michigan. Particularly has California developed a very large acreage and produced more beans than Michigan last season.

The Army and Navy bought their beans from California, owing to the excess moisture in Michigan beans, which would not keep in their warehouses or battle-ships without spoiling, but it would seem that the percentage of moisture in Michigan beans this year is low enough to permit us to sell at least a part of our crop to the Government.

At a meeting of the so-called Growers Association at Saginaw something was said about the farmers not growing beans at the present price, but when we come to figure carefully that the present price of beans is twice the price of wheat, which is being grown profitably by the farmers in Michigan, and that no other crop on the list has had as much to do with the prosperity of the farmer in Michigan as the bean crop, it is the consensus of opinion of those interested in the bean industry that the average farmers in the State of Michigan is about as smart as the cheap politicians whose predictions are based on their inability to secure rigid price fixing and Mr. Producer will continue to grow beans and increase his acreage.

The Secretary of State estimates the crop in Michigan this year at something over five million bushels. From present outlook we believe all these beans will be taken at a fair price, but doubt very much if there will be advance enough to warrant their being held by the farmers or any one else.

The biggest and best bean producers in the State of Michigan are marketing their beans this year as fast as they can get them threshed.

Ernest L. Wellman.

Every Grocer Asked to Sign a Pledge.

By the display of fair-price certificates in the windows of loyal retail grocers, the public will be able to determine what stores are co-operating in the enormous food-saving programme which the war has imposed and which America is obligated to fulfill.

Every retail grocer in the United States is asked to sign a pledge to conform to the rules and regulations of the Food Administration and to co-

operate fully in the conservation programme. All dealers who sign this pledge will receive direct from the Food Administration attractive certificates which are to be posted in the grocery windows, reading as follows:

The United States Food Administration.

This certifies that has enlisted in the service of the Nation and as a dealer in the necessities of life pledges to abide by the rules and regulations of the United States Food Administration, to give all customers the benefit of fair and moderate prices, selling the necessities at only a reasonable advance over cost, regardless of market conditions, to discourage and prevent hoarding and waste, and to co-operate fully in the food conservation programme in order to

Save Food For Our People, Our Armies and Those of the Allied Nations.

United States Food Administration,
Per Herbert Hoover.

The Food Administration counts on the aid of the retail grocers in carrying out the food programme for this year, which calls for a 50 per cent. increase over last year in the amount of food and feedstuffs which America must send to Europe.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Oct. 16—Creamery butter extras, 59@60c; firsts, 58c; common, 55@57c; dairy, common to choice, 40@50c; packing stock, 37@40c.

Cheese—No. 1, new, fancy, 31c; choice, 28c.

Eggs—New laid, 62@68c for fancy and 54@58c for choice; storage candled, 45@46c.

Poultry (live)—Old cox, 22@23c; fowls, 28@32c; chicks, 28@33c; ducks, 30@33c.

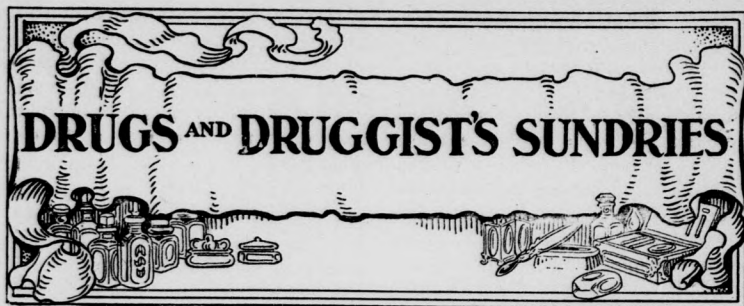
Beans—Medium, \$11 per hundred lbs.; Peas, \$11 per hundred lbs.; Marrow, \$11.50@12 per hundred lbs.

Potatoes—New, \$2@2.25 per hundred lbs. Rea & Witzig.

To the German Ambassador in Madrid has been given the melancholy privilege of picking out those German ships in Spanish harbors which are to be taken over by His Most Catholic Majesty's Government as indemnity for Spanish tonnage ruthlessly torpedoed. King Alfonso's Ministers say, in effect: "We much regret being forced to help ourselves in this manner, and will do our best to make the whole proceeding as painless as possible." The German Ambassador probably will not care to sanction the contemplated sequestration by his presence or by his designation of the ships to be taken. In any event, a good many more important things must be occupying his attention just now.

To overlook small savings is deliberately to decrease one's profits that much, but in watching small issues large and important ones should not be lost sight of. The big things first and details next. To neglect either one is unfortunate.

If your business is not good enough so you can afford to buy an occasional War Savings Stamp or a Liberty Bond it's mighty poor business to be in in war times.



DRUGS AND DRUGGIST'S SUNDRIES

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.

Essential Features of the Neighborhood Drug Store.

Of the nearly fifty thousand drug stores in the United States it is estimated that more than one-half can be placed in a class that depend for their patronage upon people who live in the immediate vicinity of the store. Such a class would include drug stores in villages and small settlements.

The capital invested in such a store is, of necessity, limited. Purchases are made in small lots. The room occupied for business is generally small. The proprietor is often the whole show—clerk, porter and errand boy.

At best life behind the drug counter has its shadows, in a small store at all times there are clouds. Customers in such a store are prone to criticize, to contrast the size of the shop with the larger stores in successful centers. Hourly the druggist is told that such and such a store sells much cheaper. There are insinuations that the stock in a small store is not "fresh," there are harsh innuendoes and comparisons of all sorts unfavorable, irritating and sometimes almost unbearable. The hours are long, work is made hard and it is but little wonder that at times one hears that the owner of such a store is a "crank."

But there are advantages as well as disadvantages in a neighborhood store. In many of them the owner has succeeded in overcoming the difficulties mentioned, and managed by reason of lessened expenses to make a comfortable living and amass a greater proportion of profits.

In stores of this kind there is no need to be discouraged or become careless. Success can be attained in spite of all drawbacks.

In the neighborhood store the druggist has the great chance of knowing every man, woman, and child who passes the door.

He should be able not only to call them by their name, but to know their family history. This intimate

personal knowledge of a customer—their business, their income, their habits, their peculiar traits, can be turned into a great lever towards interesting them in the things that the druggist has to sell. It is a lever that often the store with only a transient trade, would give much to possess.

Under such circumstances one can, by his knowledge, amounting almost to a certainty, know to whom he can sell a given article or given class of goods, and thus avoid buying goods that he knows he will not sell. Such an intimate personal knowledge of one's customers is one of the greatest assets of any business. On the other hand, the customers visiting a small store know the druggist, if he is worthy he can gain and hold their confidence, and they will often confide in him more than in the doctor, the lawyer, or the priest.

In a small community the druggist has the opportunity to become a most influential and powerful citizen; in a restricted neighborhood he can become a most potent factor. He will, if he chooses, be the guide, counsellor and friend of his patrons in all the affairs of life. If he is wise he will not abuse his trust but will use it to bring in business.

Many owners of small stores do not realize their opportunity. They are too apt to take things easy, to allow the store and stock to run down; the shop to become unclean, dingy, a loafing place—until one by one customers pass by to the smarter shop "down town," and the poor druggist sits and growls at the hard lots which prevail in the drug trade.

Quite in contrast to this condition are the little stores whose owners are ambitious. They hustle for business and get all there is in sight, and often work up a smart trade, become owners of the building which they occupy, even reaching out as owners of tenements and buildings in their neighborhood, and at times aspire to the position of a political boss.

A former fellow clerk of mine in a large city has a store only sixteen feet front and twenty-five feet deep, but he has a trade that keeps him and two clerks busy all the while. He is away out in the residence section, and there are but few stores of any kind near him. He has customers who come miles in the trolley cars to trade with him, and when a customer moves to another section of the city they are always sure to come back to his store for their drugs. When his customers go on their summer outings, as most of them do, he is still busy mailing their wants to their seashore and mountain homes.

An important measure for any store, especially for the small store, is its appearance. Herein the small store again has its advantages and disadvantages. It is unwise and unnecessary for a small store to have elaborate and expensive fixtures. Board shelving and counters can be made to do. Oil cloth on the floor, or else painted and polished boards will serve every purpose. I know a store which presents a very nice appearance. It does not have a counter in the place, has only two show cases (bought second hand); instead of counters there are tables procured at the furniture store, and in appropriate places are chiffoniers and sideboards (bought second hand). This store is kept painted, scrubbed and polished. It looks professional, business-like and gives the impression of inexpensive but substantial worth.

Dirt is more noticeable in a small modest store than in a large elaborate one. Therefore the small shop should be kept extremely clean; no dust, dirt, litter, not even a fly speck, should be allowed. Soap, water and elbow grease should be everlastingly at it. Extreme cleanliness may be made a hall mark by which the store is known.

I know a small store that is noticeable for considerable distance. The interior and exterior is painted white, and the paint renewed frequently. White seems to me to be a striking color for a drug store, wherever it can be utilized.

The small store can be made for

appearance by a neat and orderly arrangement of stock. In my store we shift the stock about occasionally; that is, we move the different classes of goods from one side to the other—from the back of the store to the front—we shift the show cases, thus giving appearance of change and overcoming the sameness in the eyes of the customers.

The small store should give every attention to the matter of wrapping up goods. Here time can be used making neat packages and containers; twine, paper and sealing wax are cheap. Every well wrapped package will make a good impression on the customer.

Children are often the most frequent customers of the neighborhood store. Here is a chance to work upon impressionable clay. Make yourself solid with the kids. Don't scold them, rather jolly them. Interest them in your store, show them about, even into the mysterious prescription department where you "make medicine," show them the scales, the soda fountain; let them look behind the counter and into the closets; they will talk about you when they go home. Occasionally pass out bits of licorice root, candy, etc.; send samples of toilet goods home; keep a supply of picture cards, blotters and the like. When children are once familiar with the and friendly to your store they will become chattering advertisements in your behalf.

Small stocks while perhaps inconvenient can be made to count on the

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

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

HERBS	
Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45

HIDES AND PELTS	
Hides	
Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

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

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

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

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

HORSE RADISH	
Per doz.	90

JELLY	
15lb. pails, per pail	
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	55
Stock	
Half barrels 5c extra	
Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle, No. 2 1/2	5 65

MUSTARD	
1/2 lb. 6 lb. box	30

OLIVES	
Bulk, 1 gal. kegs 1 50 @ 1 60	
Bulk, 2 gal. kegs @ 1 40	
Bulk, 5 gal. kegs 1 25 @ 1 30	
Stuffed, 5 oz.	1 45
Stuffed, 14 oz.	3 00
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
1 inch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	
oz.	5 50
Queen, Mammoth, 28 oz.	
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.	28 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	
Cob, 3 doz. in box	1 25

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

POTASH	
Babbitt's, 2 doz.	2 65

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

Dry Salt Meats	
S. P. Bellies	31 00 @ 32 00

Lard	
Pure in tierces	28 @ 28 1/2
Compound Lard 24 @ 24 1/2	
80 lb. tubs ..advance	1/4
60 lb. tubs ..advance	1/4
50 lb. tubs ..advance	1/4
20 lb. pails ..advance	3/4
10 lb. pails ..advance	7/8
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	12
Liver	18
Frankfort	19
Pork	14 @ 15
Tongue	11
Headcheese	14

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

Pig's Feet	
1/4 bbls.	1 75
3/4 bbls., 40 lbs.	3 40
1/2 bbls.	9 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

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

Uncolored Oleomargarine	
Solid Dairy	23 @ 26
Country Rolls	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	
Flavor, 1/4s	55
Potted Tongue, 1/4s	1 00

RICE	
Fancy	
Blue Rose	10 @ 11
Broken	

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

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

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

SAL SODA	
Granulated, bbls.	1 95
Granulated, 100 lbs. cs.	2 10
Granulated, 363 pkgs.	2 25

SALT	
Solar Rock	
56 lb. sacks	52

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	3 1/2
Canary, Smyrna	22
Caraway	20
Cardamon, Malabar	1 20
Celery	50
Hemp, Russian	12
Mixed Bird	12 1/2
Mustard, white	40
Poppy	80
Rape	15

SHOE BLACKING	
Handy Box, large 3 dz.	\$ 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. glass	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
Fig Master 100 blocks	6 00
Climax	5 00
Queen White	5 90
Oak Leaf	5 50
Queen Anne	5 50

Proctor & Gamble Co.	
Lenox	5 65
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 50
Wool, 10 oz. bars	9 40

Tradesman Company	
Black Hawk, one box	3 75
Black Hawk, five bxs	3 75
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	
Sapallo, gross lots	9 50
Sapallo, half gross lots	4 85
Sapallo, single boxes	2 40
Sapallo, hand	2 40

Queen Anne, 30 cans	
Queen Anne, 60 cans	3 60
Snow Maid, 30 cans	1 80
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 pkgs.	6 55
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	6 25

Cotton, 3 ply	
Cotton, 4 ply	67
Cotton, 6 ply	67
Wool, 100 lb. bales	20

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

Oak Leaf Soap Powder, 24 pkgs.	
Oak Leaf Soap Powder, 100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 70

SODA	
Bl Carb, Kegs	3 1/4

SPICES	
Whole Spices	
Allspice, Jamaica	@ 12
Allspice, lg. Garden	@ 11
Cloves, Zanzibar	@ 55
Cassia, Canton	@ 20
Cassia, 5c pkg. doz.	@ 25
Ginger, African	@ 15
Ginger, Cochlin	@ 20
Mace, Penang	@ 20
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

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UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 15—The Quality store, owned by M. J. Andary, sustained a loss by fire last week to the extent of \$2,000. The stock consisted of clothing and men's wearing apparel. The damage was mostly by smoke and water. The stock was fully insured. This may lead to another fire sale in the near future.

A preliminary survey of every county in Cloverland is now being made by the Department of the Interior in order that Congress may enact suitable legislation providing for Government assistance to returning soldiers who may want to take up agricultural pursuits.

Attorney A. E. Sharpe is the newly appointed treasurer to fill the unexpired term of the late Byron C. Campbell, whose term would have expired Dec. 31. The appointment was very satisfactory and no better selection could have been made.

The Marks-Schenk Co. has arranged one of the most attractive show windows of the season. It is decorated in fall attire and devoted to showing the trade marks and symbols of nationally advertised goods handled by the establishment. The display is attracting much attention.

G. M. Smith, well known merchant of Trout Lake was a Detroit visitor last week.

W. H. Murner, popular merchant and lumberman of Raber, paid the Soo a visit last week.

A. Nicholas was for a number of years the whole push at Algonquin, conducting two grocery stores, the A. Nicholas boarding house, employment agency and general man in charge over the Greeks working at the tannery. Later reverses came thick and fast, causing him to lose most of his prestige and wealth. He has disposed of his remaining interests and departed last week for Boston where he will make his home.

"The best reward for any faithful work is the privilege of going on and proving our faithfulness with more difficult tasks."

"A new and better hotel for the Soo," which has been the slogan for many years is to be a reality in the near future, and why it was not put up years ago has been a mystery. There is no place in Michigan, where a good hotel with ample accommodations is needed more than in this beautiful country, surrounded by our lakes, greatest water locks in the world, Government parks, and the United States Army stationed at Fort Brady. It is decided that the Murray Hill, situated in the heart of the city, convenient to boats and trains, and having a frontage of 118 feet with a depth of 127 feet, three stories in height, built of sand stone, is to be remodeled into a first-class hotel. There will be a large rotunda, 60 x 70 feet, with 60 feet of observation windows overlooking the street. The office will be directly in the center of the rotunda with inviting stairways to the right and left, also elevator service. A large fireplace with palms here and there leading to a ladies' reception room will be one of the features affording comfort amid enjoyable surroundings. Also quiet niches for writing tables, settees, etc. A colonnade feature will lead to the billiard hall. An up-to-date cigar and news stand will be added, also five large commercial sample rooms. Baths and barber shop in a well lighted basement with inside and outside stairways. Two large inviting stairways or the electric elevator will place you on the second and third floors, where you will find spacious halls and inviting rooms which will accommodate about 250 guests. Telephone, hot and cold water in every room, and thirty rooms with bath. All cheerful outside

rooms. A cafeteria plan with the latest thing in fixtures will be installed. Service will be day and night with special service as well for those who want it, all under expert management. The cafeteria or self serving plan will be stocked with the choicest of foods and will give zest to the new hotel. The intention is to remodel the interior in many ways to add comfort and beauty. Also by placing an attractive entrance in the center of the building, surmounted by marquese hung by chains, and many other features that will be pleasing. Mastic floors will be laid in rotunda, billiard hall and cafeteria. Modern plumbing throughout will also be installed. The decorations will be high class with furnishings to match. A free auto bus to meet all trains and boats. With high-class management, pleasing personalities there is no reason why this can not be made a "Soo for you" hotel. Mr. Demar, the architect who has the matter in hand, will give the remodeling of the building his personal attention. J. W. McTavish, the veteran hotel man now in charge, expects to retire as soon as the new change is made.

The mighty duck hunters of the Soo are up in arms as usual, coming back with very few of the feathered species, so that the local meat dealers are not feeling the effects of the over-supply of water fowl.

Mr. Shanks, of Marks-Schenk, is laid up with the flu this week. He is not the only one affected with the present epidemic although there have been few fatal cases here as yet.

J. McKenzie, well-known grocery traveler, has been working overtime, trying to get members in order to organize a U. C. T. here.

William G. Tapert.

A Millinery Forecast.

If well-dressed women forecast the popularity of a fashion, says a bulletin of the Retail Millinery Association of America, then maline combined with fur will be quite the thing for dress wear in millinery this winter. These materials make a very soft combination, and some of the exclusive modistes are showing many hats made of them. Among the attractive models seen here is one that has a large brown maline brim and a crown of dyed squirrel. The only trimming is a brown ostrich tip placed at the back. A somewhat similar model has a black maline brim and a natural squirrel crown.

Satin combined with fur will rival the maline-fur combination, the bulletin also asserts, and it is possible that it will be given preference over all other materials because of its softness and high lustre. Black is expected to be the dominating shade in satin hats.

Fox Pelts In Demand.

While the call for muskrat, skunk, and other of the so-called staple furs is active in the local market for raw furs, one of the interesting things at the moment is the demand for fox pelts. Practically all varieties of these skins are being purchased of the dealers by the manufacturing furriers. A good call for beaver is also reported in some quarters, but it is said to be a question whether this is due to an improvement in their sale in the manufactured state or the desire of those who sell them to the furriers to get them processed. Owing to a shortage of labor the dressing process is slow these days.

The more loose sugar you wrap, the more you lose

The greater the number of packages of loose sugar you sell, the greater your loss—in time for wrapping—in spilled sugar—in overweight—in expensive paper and twine.

Domino

Package Sugars

in sturdy cartons and cotton bags are packed, weighed and sealed by machine in the refinery ready for the customer.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown

The List of Substitutes

Is a long one so that every housewife will be able to select the ones best suited to the tastes of herself and family.

Corn Meal, Corn Flour, Barley Flour, Rye Flour, Buckwheat Flour, Oat Flour, Rice Flour, Potato Flour, Sweet Potato Flour, Peanut Flour, Bean Flour, Kaffir Flour, Milo Flour and Feterita Flour and Meals may be purchased as substitutes.

All of the above, except Rye Flour, must be used on the basis of at least 1 pound of substitute to every 4 pounds of pure wheat flour. Rye Flour must be used on the basis of at least 2 pounds to every 3 pounds of pure wheat flour.

Lily White

"The Flour the Best Cooks Use"

Is a 100% pure wheat flour, so it is necessary to buy substitutes with it on the above basis.

However, Lily White is so well milled and of such splendid quality you will not experience difficulties in using substitutes with it on the basis given by the Food Administration.

In fact, you will be delighted with the splendid baking results you will be able to obtain from the use of LILY WHITE FLOUR and the Substitutes.

Your dealer is instructed to sell you LILY WHITE FLOUR on the Guarantee of perfect baking satisfaction or the return of your money.

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.

Stovemaking Greatly Restricted.

In order to conserve the steel and iron needed for Government purposes the manufacturers of stoves may now, until January, 1919, manufacture only 50 per cent. of such production as they made for the similar period of 1918. This provision will also probably continue after the first of the year. Moreover, commencing Jan. 1, 1919, the stove manufacturers are required to make only 25 per cent. of the assortment of stoves, that is in sizes and kinds such as they formerly made.

Exceptions may be made as to the reduction in tonnage product between now and Jan. 1, 1919, in favor of wood burning stoves and down draft heaters, in which corn cobs and the like may be used, as that is really a conservation of coal as fuel.

Gasoline stoves, except the very cheapest, have declined in sales since the great perfection in the making of oil stoves makes them one of the most convenient and economical of all cook stoves. The abundance of oil as a fuel makes oil stoves great favorites even where coal is plentiful.

Gas stoves are in general use in those sections where natural gas can be had in sufficient quantity and at reasonable prices. In some cases it serves as fuel in localities from 250 to 300 miles from the gas fields because of the ease with which it is carried by pipe lines.

Electric stoves grow slowly in general use, partly because of their expense and partly because it needs much intelligence to use them so as to get the best results in cooking. Their advantages in cleanliness are manifest, and their use will grow with the knowledge how best to handle them.

The great number of steam laundries in the country have failed to put the old-fashioned laundry stove for home use out of business, as the demand for them continues unabated. There are still a good many old-fashioned "cannon" stoves made, the kind that always figure in the comic paper cartoons of the country store.

Despite the constantly growing use of stoves, there is still a large demand, mostly in the South, for cast iron hollow ware such as furnishes the cooking utensils for the large open fireplace—such things, for instance, as skillets, fry pans, stew pots and the like.

No More Platinum Jewelry.

The use of platinum in jewelry is doomed by Government edict. The use of platinum, iridium and palladium is restricted to war purposes and absolutely essential uses, such as in dentistry and the sciences. The use of platinum will not be permitted even in the arts, as it is the purpose of the Government to conserve to the limit this greatly needed metal for war purposes.

Manufacturers and dealers in these metals will be licensed, and without this license no person, except an authorized agent of the Government, will be permitted to buy, sell or deal in the metals named or possess one ounce, Troy weight, of any of the

three metals or their compounds for more than ninety days after Oct. 1, 1918.

Platinum jewelry not worn by the owner or platinum jewelry in the stores and not sold are not brought under the license provision and such jewelry is not affected by the Government's action.

The War Industries Board leaves open to jewelers the opportunity to sell their present stocks of made-up platinum jewelry. But since Oct. 1 there can be no sales of unmanufactured platinum, iridium and palladium or their compounds, and as a consequence no manufacture of platinum jewelry. Desiring to build up as large a supply as possible, Chairman Baruch has announced that any person who desires may donate platinum to the collection agency of the Red Cross or sell it to the Government at the fixed price of \$105 an ounce, and either course will be recognized as patriotic. Supplies from this source will be of distinct help to the Government.

Retail Shoe Prices Fixed.

Retail prices of shoes have finally been fixed by the War Industries Board. These prices range from a \$3 minimum to a \$12 maximum and are classified under three distinct classifications as follows: Class A includes shoes to retail from \$9 to \$12, Class B to include shoes to retail from \$6 to \$8.50, and Class C to include shoes to retail from \$3 to \$5.50. Proportionate prices for boys', girls' and children's shoes have been fixed in each of the three classes.

The new regulations eliminate entirely the shoes heretofore retailed from \$12.50 to \$25 and all the fancy novelty goods of footwear.

These recommendations of the War Industries Board became effective Oct. 15, and affect the shoe output for the spring and summer seasons of 1919. The sale of shoes cut and contracted for and already under way or in the hands of retailers before the restrictions become operative are not under the ban.

The color restrictions, as given out at recent conferences between the War Industries Board and the shoe interests, still obtain and are black, white and one shade of dark brown. Manufacturers and retailers are enjoined by the War Industries Board to respect the letter as well as the spirit of the regulations and those who run amuck will be refused fuel and practically put out of business.

Wool Dresses Are Wanted.

Among the few features of the local dress trade at the moment are said to be the re-orders that are being placed for wool garments of various kinds. While satin and other silk dresses are not being neglected, rumor has it that women are showing a preference just now for garments of serge, wool jersey, and similar goods. Wool jersey dresses, in particular, are said to be well regarded by the "ultimate consumers." Black, navy, and other staple shades are the most favored.

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—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

Wanted to buy stocks of merchandise; highest prices paid; no location considered. H. Bloom, Hibbing, Minn. 955

For Sale—Complete battery shop equipment, office furniture and vulcanizing outfit, also a Singer Lockstitch tire sewing machine. Cuthbert Battery Shop, 215 North Rose St., Kalamazoo, Michigan. 956

Bazaar Stock For Sale—Live town. Good business, established fifteen years. Selling reason, illness. Store rent reasonable. Good proposition for husband and wife or mother and daughter. C. E. West & Co., Linden, Michigan. 957

Confectionery, Ice Cream and Soda, Stationery, etc.—Live business; well established; next door to large motion picture theater; good reason for selling. For particulars address D. G. McHenry, 6748 Sheridan-rd., Rogers Park, Chicago, Illinois. 958

Our duplicate deposit slips are the best obtainable. Order 1919 supply now. Save money. Send sample slip for quotation. The Ed. M. Smith Co., Winterset, Iowa. 959

For Sale—Drug store, less than half actual worth. Best corner in city. Present owner not druggist. Sell for \$1,600 or trade for anything of equal value. Geo. H. Maier, Grand Ledge, Mich. 960

Wanted—A position as traffic manager. Have fourteen years railway experience. For full information, address No. 961, care Michigan Tradesman. 961

For Sale—Drug store in Battle Creek, Michigan, "The Military City." Situated in fine location and doing good business. Must sell on account of poor health. Address No. 962, care Michigan Tradesman. 962

Cash buyer of clothing, shoes, dry goods, furnishing goods, will pay highest price for good merchandise. Sam Marks, 24 W. Hancock, Detroit, Mich. 963

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

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

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

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

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

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., 1818 1/2 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

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, 1 1/2 miles from crossing station for railroad motor cars, gravel road to market except 1/2 mile. \$50.00 an acre is cash price. Will exchange for merchandise. Reason for selling, too much to look after. Address Geo. N. Lanphere, Ithaca, Mich. 910

Wanted

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

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

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

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.

Fiegler's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

TO WHOM HONOR IS DUE.

A recital of some of the war deeds performed by Great Britain is sufficient answer to the old Hun charge that England had become decadent.

By August, 1918, the British Empire had raised 8,500,000 for the army and navy, Great Britain alone contributing 6,250,000. To-day, every third male of any age in the British Isles is fighting; not far from 15 per cent. of the population of England and Scotland is in the forces. On the same basis the United States would contribute about 16,000,000 men. To December, 1917, British casualties amounted to over 2,000,000. The British are fighting in fifteen far away parts of the world; the naval tonnage is 8,000,000; in 1914 the tonnage was 2,500,000; the personnel of the navy 500,000. The navy has conveyed 13,000,000 men, 2,000,000 horses and mules, 500,000 vehicles, 25,000,000 tons of explosives, 51,000,000 tons of oil and fuel, and has kept the seas open for 130,000,000 tons of food and material; at the same time cutting off Germany's normal annual supply of foods and necessities amounting to 6,000,000 tons. It is said that 80 per cent. of the ships in the eastern Atlantic fighting the U-boats are British and that have sunk 150 of the 200 U-boats destroyed. Forces in the air service number 42,000, and in one week recently British aviators dropped 3,000 tons of bombs, and in a single day on the Western front silenced 127 German batteries and destroyed 28 gun pits. The great British merchant marine of some 16,000,000 tons has been engaged in the task of feeding not only the allied British nations, but also in large part the people of Belgium, France, Italy, Servia, etc. Over 5,000,000 British women are doing 1,701 different kinds of work previously done by men, and what is more astonishing, they have broken every pre-war production record set up by the sterner sex. 4,000,000 workers are engaged in munition factories, producing in two weeks more than in the whole of the first year of the war. Amazingly increased efficiency in civilian production makes up for the shortage of labor caused by the draft. The arable area of the islands has increased by 1,245,000 acres; 1,000,000 acres are worked by steam plows by the government. A new wheat has been produced which repels the rust and the grain crop this year will be the biggest since 1868. 3,000,000 tons represents the increase in the potato crop for 1917. 18,000,000 people out of a population of 44,000,000 have invested in War Bonds or W. S. certificates; the per capita income is \$236 against a per capita debt of \$589. Loans to Great Britain's allies total \$8,000,000,000. Hundreds of thousands of refugees have found succor and shelter in the British Isles—Belgian, French, Polish, Serbian and others. The government has a nation-wide organization devoted to the care and uplift of its crippled soldiers and sailors.

These are impressive facts and if they are in any way an indication of the efficiency which Great Britain

will bring to bear in her commercial reconstruction, it will not be many years before she has completely rehabilitated her financial position and to a considerable extent, at least, reassumed her former position in international commerce. The financial, shipping and trade supremacy of the world will be in the hands of the United States and Great Britain. That is hardly a prophecy.

Will the premium for cash discount ultimately be reduced or, in other words, will the cash payment of bills lose something of its value? The thought opens up a rather interesting field of speculation. Values, of course, are after all relative. There was almost as much value in a dollar four years ago as there is in two dollars to-day. There are a number of developments in connection with the Federal Reserve Banking System which offer much in support of the idea that cash discounts may ultimately work to a lower level. The laws of supply and demand apply as much to credit as to anything else. The Federal Reserve Act added vastly to the credit resources of the country. We have only to look back to money rates before the war to realize that fact, and to get at the real situation we should disregard the artificial stimulus created by a \$24,000,000,000 a year Government business. Credit is not only much larger in amount, it is also more fluid, and the mobility of the banking system has naturally tended, in the normal course of events, to a leveling of interest rates throughout the whole country. There is another element also which must be taken into account; that is the growing use of the trade acceptance. Here is a banking instrument readily negotiable at a maximum of 6 per cent. per annum. That is a big saving over discount terms of 2 per cent. 10 days or 1 per cent. 30 days. It cuts the premium of 1 per cent. 30 days exactly in half and naturally tends to weaken the advantages of the cash discount accordingly. It is quite possible, therefore, that the yardstick of cash value will contract as the country is relieved of its war obligations. The situation affords an interesting study from many angles.

A sweeping war profits tax of 80 per cent. means practically that business will have a reserve of only 20 per cent. against depreciation due to possible violent reaction in prices and value of war equipment. There is no other protection against unusual losses sustained during the post-war period. In England, we understand, business is protected by Government guarantee. We are asking the manufacturers to support the Government to the fullest extent, but, under the proposed tax law, he assumes nearly all the risk after building up his plant and organization to meet war needs. The Government guarantees the price of wheat and the Government assumes the risk. Why not apply this principle to the protection of business as well by allowing a reasonable reserve against merchandise depreciation?

DOES NOT APPLY AFTER ALL.

Retail merchants as a class and grocers in particular will be interested in the correspondence, published elsewhere in this week's paper, between the Chief Counsel of the War Industries Board and the editor of the Tradesman relative to the ruling promulgated by the Board Sept. 9, making it unlawful for any merchant to give employees of customers, customers or prospective customers any cigars, entertainments or other gratuities for the purpose of influencing the purchase of supplies.

The essential features of this ruling still stand, but—as the Tradesman interprets the situation they do not apply to the giving of cigars, candy or other gratuities to store customers direct.

The intent of the ruling is to put an end for all time to the pernicious "commercial bribery," so-called which has been alarmingly prevalent in this country for years. Buyers of merchandise, machinery and goods of all kinds have been frequently subsidized by persons who were willing to adopt such unfair expedients to ensure results. In some cases commissions were paid employees in cash; in other cases, they were embodied in the form of gifts of watches, diamond rings, meals, cigars and theater tickets; in fact, it is hard to specify any avenue of expenditure in which the slimy hand of graft has not found an opportunity to manifest itself. A Grand Rapids man who sold varnish was in the habit of buying fifty gold watches every Christmas to present to the foremen of the varnishing rooms in the various factories where he had obtained a foothold. Because the manufacture of printer's ink is almost wholly in the hands of Germans—who are the most unscrupulous traders the world has ever seen, never to be depended upon to do business along honorable lines if it is possible to pursue it otherwise—this commodity has always been "sold nasty," as the expression goes. Nine-tenths of the pressmen of Grand Rapids have been in the pay of the German sneaks. Members of the pressmen's union talk of little else at their meetings except to devise means to force the German ink manufacturers to give more "scale," as this species of graft is defined by the union labor profiteers. Lubricating oil has long been cursed by the same blight. Even our greatest oil company, whose methods in every other branch of the business have always been unchallenged and above board, has permitted its employees to pay commissions to buyers of oil in large quantities. Merchandise buyers for large commissaries have been able to accumulate large bank balances through the commissions paid them by jobbing and manufacturing salesmen. Many of the lady buyers of cosmetics, perfumes, corsets and silk umbrellas in the department stores expect lavish entertainment when the salesmen in their lines come along and frequently exact full supplies for themselves and their friends as a con-

dition of their stocking and pushing the goods.

If the Tradesman understands the situation—and it believes it has the right angle on the point at issue—the object sought to be accomplished by the War Industries Board is to put an end to the bribery, where the bribe is given to the agent of the purchaser. It does not believe that it will undertake to interfere with the giving of presents or gratuities by the merchant to his customers direct. If such was the intention of the Board it would long ago have placed an interdict on trading stamps, which are one of the most pernicious and demoralizing factors in trade. The trading stamp people claim that they are so strongly entrenched in Washington that nothing can dislodge them and it begins to look as though there was some justification for their claims.

The presentation of a cigar on the occasion of a monthly, bi-monthly or weekly account being settled or a stick of candy given to the child of the customer is merely a token of the esteem the merchant entertains toward his customer. The trade stamp, on the contrary, is a lure to lead the customer into excessive and unneeded purchases in order to obtain some article of doubtful value. The customer buys his head off, so to speak, only to find in the majority of cases that the trading stamp company has failed or quit business, so that it is unable to live up to the agreement it entered into with the merchant when it sold him stamps for cold cash and depended on his weakness and gullibility to hand them out freely.

That union riveter who earns \$64 for eight hours of work raises the question, in the bewildered bourgeois mind, as to how an aristocrat of labor of this category gets his wages. The old pay envelope, containing a roll of bills, must now be impossible. There is no pay envelope made large enough to hold a week's pay at the rate of \$64 per day. There is no pocket in any overalls large enough to hold such a wad of the where-withal. Do riveters now receive their pay in checks, like effete bank presidents and corporation lawyers? And do they have a checking account in a trust company? What, then, becomes of all the old traditions of labor, the dinner-pail, the shirt-sleeves, the daily bread earned by sweat of brow? Has the time actually arrived when a shipyard worker is receiving a "salary"?

Good advertising will perhaps do more than any other one thing to cure the troubles of your business, most troubles at least. But don't let up on effort in other directions because your advertising is good.

You don't want clerks telling tales out of school, but you do want them to boost the store all they can among your friends and their friends outside.

It is human nature for one man to ask another how he feels—also not to care.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

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 85 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



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 par-
ticulars.

The Woolson Spice Company
TOLEDO OHIO



LIKE A COOL DRINK
ON A HOT DAY

IS THE SATISFACTION
RECEIVED IN THE
SOWING *of*
PINE TREE BRAND

TIMOTHY, CLOVER AND
ALFALFA

The ALBERT DICKINSON CO.
MINNEAPOLIS
CHICAGO

