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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 23, 1918

Number 1831

The March of Freedom

We are pressing on to battle,
Over land and over sea,
For Jehovah has commanded:
"Go and set my people!"
And the flag of truth which leads us
Shall in glory float unfurled
O'er the parliament of nations
In a federated world.

Chorus.

Onward, then, brave sons of freedom!
Strike, till all mankind be free!
Seal the despot's doom forever,
Lest we would his bondmen be!

God has said that Right shall triumph,
And no earthly power can stay
The fulfillment of His judgments
And the sweep of Freedom's day;
For the tyrant's throne will crumble
As God's fiery steel shall smite,
And proud Justice spring, eternal,
From the riven chains of Might.

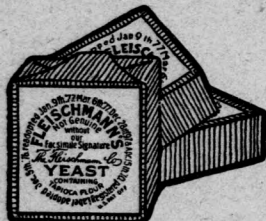
Outraged by a bloody monarch,
Comes our brothers' pleading cry,
And we're hast'ning to their rescue,
Lest the cause of Freedom die.
Ne'er again shall human kinsmen
Feel Oppression's cruel rod,
For no man shall be man's master
In the Commonwealth of God.

Lo, our conquering host advances,
And the earth's foundations shake
To the tread of Freedom's millions,
Who the despot's hold shall break;
And to tyranny's defiance
Our avenging swords reply,
Justice shall prevail forever,
Wrong forevermore shall die.

Howard N. Fuller.

EVERYWHERE

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



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

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

THE FLEISCHMANN COMPANY
"Fleischmann's Yeast"

SEEDS WANTED

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



The Albert Dickinson Company
SEED MERCHANTS
CHICAGO, ILLINOIS

Doing More Than "Our Bit"

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

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

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

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

The Government Has Decreed

That the Nation's "Christmas Shopping" must be spread over three months, **September, October and November**, in order to avoid the usual congestion of traffic, the necessity of engaging extra store help and of keeping the stores open at night.

Of course every merchant will cheerfully comply with the Government's wish, but in order to do so he must have the goods to supply his trade **RIGHT NOW**

ONLY FIVE WEEKS REMAIN

in which to transact the business of the best Holiday Season you ever had.

ARE YOU READY?

In case you have not made your purchases we would invite you to visit our store and inspect our great display of

DOLLS, TOYS, GAMES, BOOKS AND CHRISTMAS GIFT GOODS

SUCH AS

IVORY GRAINED CELLULOID

Toilet Sets	Combs and Brushes	Dresser Trays
Hand Mirrors	Photo Frames	Puff Boxes
Hair Receivers	Clothes Brushes	Manicure Pieces
Military Sets	Perfume Bottles	Buffers
Pin Cushions	Crumb Sets	Infant Sets
Tourist Sets	Clocks	Work Boxes
Five, Ten and Twenty Cent Manicure	Pieces on cards for quick selling.	

CUT GLASS

This beautiful and useful line makes the finest presents known for the price as they are only made in the most useful articles and are most **ESSENTIAL** in every home. Prices are about the same as last year and year before. **NO ADVANCES TO SPEAK OF IN THIS GREAT LINE.**

Sugar and Creams	Footed Comports	Salad Bowls
Bon Bons	Sweet Pea Vases	Candle Sticks
Celery Trays	Sandwich Trays	Syrup Jugs
Mayonaise Bowls	Vases	Water Pitchers
Flower Baskets	Spoon Trays	Fern Dishes
Water Sets	Ice Cream Sets	Tumblers
Goblets	Sherbets	Hair Receivers
Puff Boxes	Vinegars	Salts and Peppers

CLOCKS

Eight Day Clocks	Wall Clocks	Alarm Clocks
Mantel Clocks	Regulators	Fancy Case Clocks

STATIONERY

Five, Ten and Twenty Cent Ink and Pencil Tablets	Fancy Box Papers	Note Paper
	Writing Paper	Spelling Books

THERMOS BOTTLES

The Universal Vacuum Bottles either in open stock or "The Holiday Assortment" put up in Holiday style, sure sellers at a good profit.

PRESENTATION GOODS

In Mahogany, Brass, Nickel, Silver and Leather

Smoking Sets	Ash Trays	Jewel Cases
Cigar Jars	Umbrella Stands	Crumb Sets
Candle Sticks	Book Ends	Jardinières
Shaving Sets	Photo Frames	Necklaces
Serving Trays	Nut Sets	French Mirrors
Pocket Knives	Card Cases	Men's Purses
Ladies Bags	Waste Paper	Music Rolls
Knitting Bags	Baskets	Tie Racks
Collar Boxes	Ink Stands	Plateaux
Pictures	Electric Lamps	Vanity Boxes
Casseroles	Desk Sets	Candle Lamps
Match Holders		

Order from our catalogue if you can not come in person. Mail orders are given careful attention and we **SHIP PROMPTLY**. **ASK US FOR CATALOGUE** if you do not have one. A postal card will bring it.

H. Leonard & Sons

Wholesalers' and Manufacturers' Agents.

No connection with any retail store or department.

GRAND RAPIDS,

MICHIGAN

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 23, 1918

Number 1831

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor

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in advance.

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advance.

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issues a year or more old, 25 cents; issues
five years or more old, \$1.

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

NO TAX REDUCTION IN SIGHT.

No great surprise was created by the decision of Congressional leaders that Congress adjourn on October 29 until November 12. The arrangement was plainly enough designed to give Congressmen a change to go to their home districts during the final week before election day. Necessarily, this decision postpones to a still later date the enactment of the War Revenue Bill; but the failure to pass that measure in advance of the Liberty Loan campaign removed the principal argument for speedy action, stated by the Administration. It had already become evident that the Senate could hardly in any case report back the bill before election day, and as the war situation stands at present, the possibility of an earlier peace than had been expected when the House bill was framed would undoubtedly have caused still more deliberate action by the Senate.

It does not follow that an immediate and very drastic cut would be made in the taxes, even supporting the end of the war to be unmistakably in sight. "Demobilization," after any prolonged war, is apt to be for a considerable time nearly as costly a process as either mobilization or active prosecution of hostilities. In addition to this, it has always been the habit of the United States Government to make extensive provision, not only for meeting the largely increased interest on the war indebtedness, but for beginning retirement of the debt itself. In the Government fiscal year which ended with June, 1865, or barely two months after the surrender of Gen. Lee, the War Department's expenditure had reached \$1,030,600,000. It was reduced to \$283,154,000 in the ensuing twelvemonth; yet the revenue from taxes, which had been \$327,283,000 in the fiscal year 1865, was \$557,817,000 in the fiscal year 1866. Even in our brief war with Spain, although the War Department's outlay was cut from \$229,841,000 in the fiscal year

1898 to \$134,774,000 in the fiscal year 1899, ordinary revenue increased from \$405,321,000 to \$515,960,000. To a large extent, no doubt, the increased post-bellum revenue resulted on each occasion from the greater productiveness of the taxes under peace conditions, and on each occasion also, Congress promptly remitted some of the more burdensome taxes. But the policy was unmistakably one of meeting as soon as possible the war bill, and thereby establishing on a sound basis the public credit.

GOOD STRONG LANGUAGE.

The resolution offered in the Senate by McCumber and sent to the Foreign Relations Committee has some good strong language in it. It is against any armistice or suspension of hostilities before the Imperial Government disbands its armies and surrenders everything in use for war purposes "to the United States and her Allies," and consents unreservedly to the principles of reparation "declared as terms of peace by our Allies." It must also pay "in damages the cost of rebuilding the towns and cities that it has destroyed, restore fertility to the lands it has devastated, repay every dollar and the value of all property exacted from the people of invaded territory," make "proper compensation and allowance" for every crime committed in violation of "laws of warfare and humanity," and return to France not only Alsace and Lorraine but the indemnity exacted after the war of 1870-71. How long would it take for all that and what would be left of Germany when it was done?

Senator Lodge in his speech on the armistice proposition, was hardly less severe in his judgment of the offender, but perhaps more practical about the penalty to be exacted. In his judgment there is but one right course. That would be to put "her in such a position as to physically guarantee that she can not break out upon the world again," or again "enter upon a war of world conquest." Not only should she be put in a position "where she never can break out upon the world again," but be compelled to "make full reparation," because the Senator firmly believes that there is "such a thing in this world as retributive justice and punitive justice." As to a league to enforce peace there is one in existence now in the Alliance, and he believes that when Germany is beaten, "as she must be beaten, the world will have peace." The North Dakota Senator and the Massachusetts Senator are not so far apart, although the latter is less specific. Both use plain strong language to which there will be a general response.

EFFECT OF WAR PRESSURE.

Indications are not lacking of more goods being offered in cloth, knit goods and other merchandise. Peace talk, Liberty loan work, and the spread of influenza, have tended to contract business, especially with many of the smaller jobbers and those who deal with the retail trade almost exclusively. There is still a very substantial volume of business going on with the Government and in many places it is believed that the top of the demand and the peak of production for war are now being witnessed.

Selling agents for mills are doing what they can to supply their regular customers with standard goods but that is small in many cases. Instead of selling goods, they are being allotted to preferred customers up to the limit of the merchandise coming forward. The mills have been better disposed toward considering business for next year where there is an even chance that Government calls will not come forward to disturb plans.

Cotton goods sellers have begun to show more disposition to accept orders for convertibles, print cloths, and other merchandise that must be put into work to ensure a satisfactory delivery.

The most important matter confronting merchants now is a thorough realization of the necessity for restricting commercial credit demands upon banks and other financial institutions. Such credits must be diverted to other purposes than the expansion of trade or to maintain trade on its normal scale. Moreover, merchants of broad financial connections constantly urge that publicity be given to the need for making proper provision for taxes and loans for next year by the mercantile community everywhere. This can be best done, they say, by confining trade to less than normal volume, even where opportunities are offered to expand.

NO UNDERWEAR SELLING.

The peace talk is evidently showing itself in the knit goods trade with continued rumors afloat throughout the underwear market that the Government is going to dispose of considerable quantities of lightweight underwear. In several quarters of the market talk is heard that the Government has large surpluses of balbriggans and other summer underwear and that they are going to dispose of them to the civilian trade. However, in official quarters it is reported that there is no truth to this statement and that while the Government is fairly well provided for it is not considering selling at this time.

The order of the Patriotic Division of the War Industries Board regard-

ing the curtailing of the production of silk merchandise to 50 per cent. of the average production for 1915, 1916 and 1917, beginning Dec. 1, 1918, and continuing for six months, is being discussed in the silk hosiery trade. At this writing there is not much light on the subject and in the absence of more data little is being done. Silk hosiery is in demand and while the production is not up to normal it is more than 50 per cent. so the order will mean a cut which will most likely be felt.

Business as a whole continues at a satisfactory rate, with merchandise becoming harder and harder to locate. Even the production of cotton goods is not keeping up with the demand and while there is no big difference between the output and the call still the situation is holding very firm.

Whatever the method of her withdrawal, it becomes daily clearer that withdraw from the war Turkey must very soon. Isolated, starved, without military supplies, their armies shattered, the Turks can not possibly hold out much longer. It is not now a question of terms, but a matter of absolute surrender. However, one very serious obstacle stands between the Turks and peace—the German cruiser Goeben, which recently has been backed up by the Russian Black Sea fleet, now in German hands. Will the Teutons fall back tamely with their ships to Odessa, as the Allied navy sails up the Dardanelles, through the Sea of Marmora and into the Golden Horn? Or will they—perhaps aided and abetted therein by such extremists as Enver Pasha—turn their guns on Constantinople and wantonly transform that lovely city into a heap of smoking ruins? What their course will be depends largely on their negotiations with the Entente for a general cessation of hostilities. If these negotiations fall through, no one can tell how terrible the vengeance they may wreak on the Ottoman capital before they weigh anchor and leave.

Inability to deliver on account of National epidemic is an unavoidable cause of delay and the buyers who have been threatening to cancel high priced goods delayed in delivery from the cause stated are apt to have considerable difficulty in upholding their claims in any law court.

Recovery of the great textile districts in France and Belgium are heartening the importers in this country whose business went to pieces four years ago. Lille, Coutrai, Roubaix and other names now in the war news have a fond sound to dry goods men in this country.

EVERY GERMAN A BRUTE.

No Difference Between Kaiser and People.

The above words of the British Foreign Secretary, Mr. Balfour, tell the whole story. They go straight to the heart of the foolish, worse than foolish, the fatal assumption that the German government and the German people are two different entities. They are one—one in savagery, one in greed, one in purpose to crush and plunder their peaceable neighbors, one in perjured hypocrisy, one in coldly calculated determination to wade through havoc and slaughter to a world made over by Huns for Huns alone to live in or dominate.

A mere technical military defeat of ruthless barbarians such as these will not do. The iron must enter into their very souls before they will understand. The wreck and ruin they have wrought upon others must be brought straight home to them, must leave its blackened, blighting trail across and far beyond their own thresholds before their dull, sodden senses will grasp the fact that the philosophy with which their learned criminals have saturated their minds for half a century is a philosophy of ruin and of hell itself, and that the ruin and hell let loose fall not on somebody else alone, but with redoubled intensity upon themselves as well.

Back in Germany they do not know what war is. They have not seen it. They only measure the horrors France and Belgium have endured in terms of trainloads of plunder their own murdering, ravishing hordes of Hun brigands have sent back to decorate the homes of Hun peasants and shopkeepers and the palaces of Hun Crown Princes and junker "nobility." They measure it by the forlorn herds of men, women and little children driven back among them at the point of the bayonet to be hewers of wood and drawers of water for Hun masters. They measure it by the toll of millions of money stolen for their benefit from French and Belgian banks, communities and individuals.

"Brutes they were when they brought on the war," said Mr. Balfour, "and brutes they remain."

And brutes they will remain until their concept of what war means is measured in other than these inventories of plunder. It is a war of education against them. If this war means anything it means the teaching of the German people that war is ghastly, stricken ruin, not for others alone, but for themselves as well. There is but one way to bring this bitter lesson home to them and that is by object lessons the dullest brute among them can understand. When the logical deductions of their spectated Hun apostles of rapine and slaughter are read in the light of their own blazing cities, in the crash of their own dynamited historical monuments, in the ruthless waste and ruin of their own countryside, then, and not until then, will they know in a way they will not speedily forget just what the war they so exultingly plotted and launched upon a peaceful world really means.

Not a bit of use in trying to reach their understanding in any other way. They have no conscience. They have no honor. They must be shown. They must see with their own eyes and suffer in their own persons. A peace that falls short of bringing this lesson in all its awful significance home, not alone to the German rulers, but to the German people themselves, will be a peace that would be a lasting wrong to the civilized world. It would but cauterize a foul putrescence when the health of all humanity makes the sternest surgery imperative. The Hun must be shown.—North American Review.

Save Prune Stones For Carbon.

Be it ever so humble, the prune is a patriotic food. Depending on their size, between two and three hundred prune stones will furnish enough carbon for one gas mask. The carbon acts as an air filter and is the soldiers' protection against the deadliest German poison gas.

Sources from which suitable carbon can be secured are extremely limited in amount and the Food Administration points out that prune stones, which make an excellent quality of carbon, must not be wasted. In addition to prune stones, peach stones, apricot pits, olive pits, date seeds, cherry pits and plum pits, Brazil nuts, hickory nut, walnut and butternut shells furnish material for gas mask carbon. No other pits or shells should be substituted.

Take your collection of dried pits and shells to the nearest Red Cross station, thereby making a definite contribution to the safety of America's soldiers overseas.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Oct. 23—Creamery butter extras, 58@59c; firsts, 57c; common, 55@56c; dairy, common to choice, 40@50c; packing stock, 38@39c.

Cheese—No. 1, new, fancy, 31c; choice, 28c; old, 28@30c.

Eggs—New laid, 68@73c for fancy and 55@60c for choice; storage candled, 45@47c.

Poultry (live)—Old cox, 24@25c; fowls, 34@38c; chicks, 34@38c; ducks, 34@35c.

Beans—Medium, \$10@11 per hundred lbs.; Peas, \$10@11 per hundred lbs.; Marrow, \$11.50@12 per hundred lbs.

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

For the Buyer.

Two principles guide me in my buying transactions, which I believe are responsible largely for the lack of dead stock on my shelves.

No salesman ever under any circumstances knows what I am really interested in and I will not permit him to talk me into buying anything. I want to see the goods and hear the prices. The quality and salability are matters for me alone.

I prefer to buy in the large cities where the opportunities are greater and I like to go in the dull rather than in busy seasons because then bargains are more apt to be about.

G. G. Albert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 22—The request, which amounts to an order, recently sent out by the United States Fuel Administration to the effect that all street cars and interurbans eliminate the heating of their cars as a fuel saving measure, "except in extreme cold weather and then only enough to take off the chill," is positively unwise and dangerous to the public health. Coming at this time, when the Spanish influenza is so prevalent, thus endangering the health of women and children, many of whom are compelled to travel on our interurbans, it is particularly an unwise request. Those who travel know full well the dangers attendant upon poorly-heated depots, hotels, street cars and steam coaches, even when those in control are unhampered in their efforts to have the proper amount of heat. What will be the result if this recent edict of the Fuel Administration is carried out? Far be it from us to criticize in any measure the efforts of our fuel and food administration in the proper exercise of their respective duties, but, on the other hand, we do not think we would be performing a patriotic duty if we did not call attention to what appears to us an order endangering the health of the traveling public, and especially now when the full services of every man, woman and child are so greatly needed. Destructive criticism is positively contemptible and unpatriotic, but criticism of a constructive character we believe is welcome by all loyal patriotic Americans.

Mrs. Lucile Scott, of South Bend, Ind., is visiting her many friends in Grand Rapids, where she is taking a much-needed rest from her arduous duties as general manager of I. Eugene Scott.

Nov. 5 is the date when every red blooded American traveling salesman should exercise his God-given right of franchise. If you can not be here in person on that date, then for the love of Mike exercise your right to the absent voters' law—a right for which you fought and for which, if you did not have it, you would sob your heads off. Don't hang back on election day and then go out on the road with no voter's tag fastened to your button and tell folks what a red blooded patriotic American you are. If you don't vote, be consistent and keep your mouth closed about your Americanism.

B. A. Herdson, of Milwaukee, Wis., visited friends in Grand Rapids on his way to Jackson on business. "Doc" hasn't lost any of his agreeable and gentlemanly ways since he went up to live among the Badgers.

One of our traveling salesmen had an unusual experience recently at the La Vern Hotel, in Battle Creek. The night being somewhat chilly and growing colder, and he himself threatened with a cold, he asked for an extra blanket, and was impudently informed by the management that they had no extra coverings. If they are hooked up this way in the mild weather of October, what will they do when the cold blasts of December are on? In his traveling experience of fifteen years, he says he never was refused sufficient covering to keep him warm before. We think this particular hotel a mighty good one to keep away from in the coming cold weather. The gentleman in question went over to the Post Tavern, where he was provided with all the blankets he deemed necessary to keep him warm. The downright impudence and independence of some of the hotels in Battle Creek since they have been able to fill up their rooms from the cantonment should be remembered by the traveling salesmen upon whom they depended for their livelihood before the war began, and upon whom they

doubtless will want to depend again after the war is over.

A gentleman who signs his name C. H. Ibershoff sends the following communication to the Outlook: The other day, while traveling through Michigan, I fell into conversation with a fellow-passenger. We happened to be discussing the recently enacted prohibition law of the State when the conductor, who was close enough to overhear us, joined in our conversation. Being a man of experience, his testimony as to the remarkable change wrought by the Michigan dry law will no doubt prove interesting to many of your readers and may possibly be used as an argument to hasten the advent of prohibition in other states of the Union, not to mention foreign countries. "I have sometimes had," the conductor informed us, "as many as one hundred and fifty drunks on my train. There have been times when we had literally a solid row of broken windows in one car. Frequently I have had to act the part of a prize-fighter, since there was nothing for me to do but to sail into the more violent drunks and subdue them. On such occasions I have often had the welcome assistance of commercial travelers. For me the dry law has indeed proved a blessing, for it has transformed my job into a gentleman's job." And as he spoke his words had the unmistakable ring of truth and personal gratitude.

On account of the influenza proclamation sent out by Governor Sleeper, the U. C. T. series of dancing parties for the season of 1918 and 1919 has been declared off. Those in a position to judge estimate that the duration of this State-wide ban may be sixty and possibly ninety days, and, should this prove the case, a series of ten dances would extend into the warm months of May and June. The committee expected to have the closing orders on account of fuel to contend with, but this, together with the present indefinite period of closing all public meetings, makes the possibility of bringing a series of ten parties to a satisfactory conclusion too uncertain. The committee, however, will not disband, but will bide its time and hold special dancing parties during the winter months whenever the occasion seems appropriate. Those who have purchased tickets and paid for them will have their money refunded. We assure the large number of patrons of these famous dancing parties that they will be given an opportunity to participate in several of them during the season, but at no definite periods and only in such numbers and on such dates as will comply with the best interest of the country and the conservation of the public welfare. D. F. Helmer.

Tact in the Reception Room.

"When I go to a man's office I usually resent having the employe in charge ask me outright what my business is, and I don't believe that I am alone in this prejudice," said an executive who visits many offices. "But I can not help admitting that the attendant in a bank I called at last week got the information from me without any trouble, by tactfully saying, 'Mr. Winston is busy, but if you will tell me your name and what you would like to see him about I will tell him you are here.'"

"Had he asked me point blank: 'What do you want to see Mr. Winston about?' he might have received an ungracious response from me. As I waited I heard the attendant repeat the remark to others, and he got his information every time."

H. T. Clarence.

PATRIOTS AND PROFITEERS.

Does Food Speculation Imply Moral Obliquity?

Something more than half a century ago a man noted for his silence uttered two words. They saved a nation, and now seem destined to save the world. They are in everyone's thoughts and on everyone's lips—unconditional surrender! But it makes a difference as to whether they are spoken comfortably from an easy chair by an autumn fireside, or accompanied by appropriate curses from between the gritted teeth of an American doughboy facing a nest of machine guns.

Perhaps patriotism has to be visualized to a certain extent to make it come home with full force. There is a considerable stretch of land and sea between the Ourcq and Oklahoma, which may explain why the Senator from that State is so insistent that the 1919 wheat crop shall be sold at not less than \$2.50 a bushel. The plea for this higher priced wheat is made on the ground that it is necessary in order to stimulate production. Producers throughout the country have been coddled and pampered by high prices through some grotesque fear that otherwise they would sulk behind their own barn doors and refuse to do their duty to the land, to themselves and to the Nation. Those who make this specious plea in their behalf seem to lose sight of the fact that they are condemning the entire agricultural community as slackers; that they are marking the patriotism of the farmers as a purchasable commodity.

There is one tremendous impulse throughout the length and breadth of this land. It is that the war shall be settled on terms of unconditional surrender. It expresses itself in a hundred ways. A mere request from the Administration for a gasless Sunday has been self-enforced with all the rigor of an imperial edict. Wilful waste of food brings swift condemnation in its wake, not necessarily by the legal authorities but by those present. With such a feeling rampant throughout the country, with the Nation's heartstrings stirred as they never have been before, and with a unity of purpose without a precedent in all the ages, can it be possible that the American farmer has to be bribed into doing his duty?

Anyone, anywhere, will do anything for a soldier, and yet, such is the queer psychology of the race that if it is only a question of skinning one's neighbor, provided that neighbor does not wear a uniform, even some of our most patriotic citizens will only stop their profiteering within the limits of the law. There have been some curious expositions of this, happenings that would cause the offenders to resent with all their might any direct charges that they were unpatriotic.

The Food Administration, for instance, has the power to license the sale of foodstuffs except on the part of producers and the smaller retailers. Dried apricots happen to be one of the items that were left unlicensed because as a rule they do not form a large enough tonnage to make it

worth while. This year they happened to be a larger crop than usual and were thrust into a position of greater importance because of the fact that dried peaches were a short crop and the Government required such a large percentage of them as to leave a comparatively small quantity for commercial use. Straightway apricots were seized upon for speculative purposes and the price run up to almost double the opening price. When taken to task for it these speculators, for such they were, defended themselves on the ground that apricots were not licensed—that they were strictly within their legal rights! The immorality of speculating in foodstuffs in wartime did not seem to occur to them.

Perhaps it is too much to expect of human nature to refuse to make money when it is so easy to do so. This suggests thoughts on the high prices of milk and of butter, cheese and eggs, and, incidentally, on the inevitable working of the law of supply and demand and the unsound doctrine of price fixing. These dairy products have been undergoing a period of inflation that has brought joy to the farmers and woe to the consumers. The farmers, the shippers, and, in fact, all who have had a hand in the distribution of these commodities, except those whose profits are rigidly regulated, have, to a mere onlooker, been profiteering. They may have been within the law, but they have been "putting it over" just the same. Patriotism with them is like their religion—something not to be mixed with business.

The foundation upon which these high prices are supposed to be reared is the high cost of feed, whereas, as a matter of fact, feed is cheap. Even corn is 50c a bushel cheaper than it was during the summer, for the new corn crop ranks among the largest, and on the basis of quality is actually much larger than the record crop of last year. Barley is a large crop and as it can not be used for malting there is all the more for feed. By Government edict millfeed is cheap in order to facilitate the milling of flour. Hence, why the high price of milk and of butter, cheese and eggs?

The Government has requisitioned the greater part of the storage butter in the warehouses and on this theory the price of fresh, or unstored, butter has soared. But one of the subdivisions of the law of supply and demand is that high prices curtail consumption, and this is precisely what has happened. When the housewife found herself paying 60@70 cents per pound for creamery butter she paused, even though she could afford it, and turned to nut butter at half the price. Lots of housewives' husbands have been introduced to nut butter without knowing it and when they have discovered it have concluded that it was not worth doubling the price to be undeceived. In fact, most of them have been delighted to find that the thing could be done—that a substitute could be found at half the cost. The result of all this was that the sale of creamery butter stopped short and

the wholesale price dropped 5c a pound with a thud that could be heard from one end of the trade to the other.

Within the past fortnight there have been occasions when all the normal market influences pointed to a decline, in the face of which the price advanced a cent a pound. It was a deliberate effort on the part of dealers to gradually work the price back again to the height from which it had dropped. It did not succeed. That there has been inflation in this branch of food purveying can not be denied and yet the perpetrators would be genuinely shocked if their patriotism were called into question.

Salmon packers by some curious combination of circumstances are permitted to charge the commercial buyer from 20 to 40 per cent. more than the Government pays them. Either they are selling the Government at a loss, notwithstanding that the Government says they are being allowed a reasonable profit, or else they are charging the trade an unreasonable profit. Selling expenses to the trade can not by any calculation absorb the difference, for if they did it could well be made a subject of special investigation by the appropriate Government agency to determine who is taking profits without rendering serv-

ice in accordance with the general principles laid down by the Food Administration. One of the large canning companies last year felicitated itself on the splendid showing of its balance sheet until one of its directors, with more conscience than the rest, declared that they ought to be ashamed to make so much money in war times!

From the producer's standpoint there is no question that a higher level of prices is in order than those prevailing before the war. The causes are understood by everybody. But there has been a tremendous amount of added profit that has had no justification other than that it was possible to fool the public. It has extended all along the line from the producer to the retailer and the chances are that the consumer himself was putting it over on someone else in his own line of business. It would be hard to reckon this as moral obliquity—it is just human nature, for when it comes to that are not the French shopkeepers themselves putting it all over our boys just because they can get away with it? While, as for the Germans, it is well known that profiteering has been rampant all through the war—but who cares for Germans—not even their own kind, for the disciples of Nietzsche have no souls!



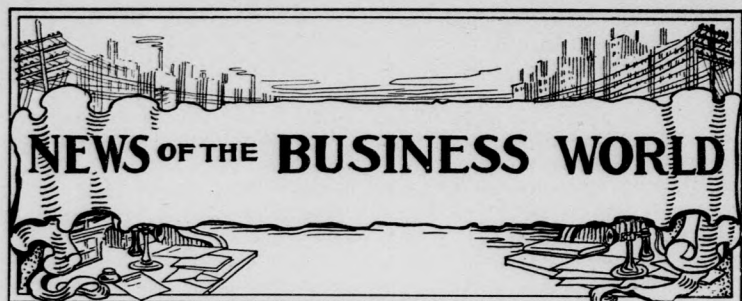
Visitors Unwelcome

No youngster will voluntarily take more than one mouthful of anything he doesn't like even when he gets it in a predatory way. The boy in the picture seems to be well pleased with results so far and apparently is going further into this Jell-O matter.

Which reminds us that some beautiful Jell-O advertising matter awaits delivery free to any grocer who will write to us asking for it.

THE GENESEE PURE FOOD COMPANY

Le Roy, N. Y.



Movements of Merchants.

Cedar Springs—George Harper succeeds Ray Bradley in the restaurant and cigar business.

Alma—Fred Dazelle has sold his store building, bakery and restaurant to Paige Throop, who will continue the business.

Hanover—The Hanover State Bank has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed.

Alma—Jay J. Swarthout, grocer on East Superior street, has sold his stock and fixtures to Lillian M. Swarthout, who has taken possession.

Detroit—The Central Woodward Lunch Co. has been organized with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Woodward Tire & Repair Co. has been incorporated with an authorized capitalization of \$75,000, all of which has been subscribed and 50,000 paid in in property.

St. Johns—A. Caldecourt, proprietor of the Steel Hotel, is changing to the European plan. The cafe will be located down stairs and will be opened to the public as soon as the new fixtures are installed.

Kalamazoo—George Powell, of the Edwards & Chamberlin Hardware Co., has been elected chairman of the Retail Dealers' Division of the Chamber of Commerce, to succeed R. Glenn Hathaway, recently resigned.

Fremont—A. C. Brink & Son will close their grocery store until May 1. The senior partner will spend the winter in Florida. The junior partner, Ray Brink, is in the draft and will qualify himself for a shipbuilder.

Ludington—Harold Miller, who has been employed by Koudelka & Cota, has joined his brother, Erwin Miller, in the conduct of the grocery at 509 South Washington avenue, formerly owned by Alstrom & Anderson. The business will be known as Miller's grocery.

Fremont—Lieut. Darrel D. Alton, Jr., son of D. D. Alton, the Fremont druggist, is making splendid progress in the Aviation Division of Government Service, having been recently appointed head instructor in Theoretical Bombing. His address is Ellington Field, Houston, Texas.

Lansing—Richard S. Budd has removed his stock of sewing machines and supplies to the newly remodeled store at 216 South Washington street, adding all kinds of musical instruments, victrola records, sheet music, etc., to his stock. The business will be conducted under the style of the Budd Music House.

Big Rapids—Dudley L. Thompson succeeds S. S. Smith in the grocery business.

Flint—Hamady Bros., grocers and meat dealers at 432 North Saginaw street, have merged their business into a stock company under the same style and will conduct a wholesale and retail grocery and meat business, with an authorized capital stock of \$65,000, all of which has been subscribed and paid in, \$27,141.55 in cash and \$37,858.45 in property.

Jackson—Many Jackson merchants have been the victims of a bogus check agent during the last week and his operations thus far have netted him many hundreds of dollars. The man went under a number of assumed names and conducted a butter and egg business in Jackson as a camouflage for his operations. He has departed from the city and the worthless checks which he passed out are now coming home. Checks for sums varying from \$25 to \$100 were passed by him.

Manufacturing Matters.

Detroit—The Zenith Carburetor Co. will build an addition to its plant to cost \$75,000, a permit having been obtained.

Ecorse—The Ecorse Salt Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—The Wolf Sanitary Wiping Cloth Co. has been organized with a capital stock of \$20,000, the stockholders being Edward and Jennie Wolf and Ruth Ackerman.

Detroit—The W. M. B. Machine Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed and \$1,200 paid in in cash.

Detroit—The Willoughby Welding Corporation has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$400 paid in in cash and \$660 in property.

Detroit—The Munro Dental Laboratory Corporation has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Menominee—The Menominee River Sugar Co. begun operations a few days ago and will continue without interruption, day and night, for the next ninety days. A force of 150 men are working the day hours and an equal number makes up the night shift. Beets have been arriving in goodly quantity. The 1918 crop is said to be about equal to that of 1917.

Albion—The Ventilated Mattress Co., of Chicago, has purchased the plant of the National Spring & Wire Co. and will install machinery at once to enable it to complete a large Government contract.

Cheboygan—The Cheboygan Electric Light and Power Co., which has been engaged for nearly two years in the construction of the large concrete dam at Black River, reports that the work is nearing completion.

Sturgis—The American Pharmacal Co. has been organized to manufacture and sell pharmaceutical and medicinal preparations, with an authorized capital stock of \$2,000, of which amount \$500 has been subscribed and paid in in cash.

Kalamazoo—The new plant of the Limousine Top Co. is nearly ready for occupancy. It is in every way an excellent structure and will take care of the present needs of the company. The factory site is so arranged that it will be possible to make enlargements to the buildings.

Port Huron—The Mueller Metals Co., which is engaged in war work exclusively, has just received another big contract from the War Department. This one is for 750,000 shells and 1,000,000 fuses. The company now employs more than 1,200 workers, and 300 to 400 probably will be added within the next few weeks.

Holly—E. H. Coville has been appointed receiver of the Patterson Manufacturing Co., which was organized in 1909 as the successor of the Holly Wagon Co., manufacturer of wagons, trucks, sleighs and implements. For some time the concern has been busy on war orders, some \$2,000 worth being on the books. Those petitioning for the receivership are E. H. Coville, W. T. Wilson, R. J. Waddell and R. Day Patterson.

Kalamazoo—The Reed Manufacturing Co. and Traction Motors Corporation, both of this city, are members of the American Tractor Association, which was formed in Chicago last week. This organization, which includes thirty-five concerns, was framed to protect the interests of manufacturers of tractors and to take up with the War Industries Board the problems of future production. The two Kalamazoo concerns have been engaged for three years in experimental work exclusively and are now in a position to market their respective types of machines.

Standardized baggage rules and rates will be made effective by all railroads December 1, the railroad administration announces. No change will be made in the excess baggage rate, with the free allowance of 150 pounds, the maximum weight per piece, nor the maximum dimensions of baggage. A convenience for commercial travelers will be the privilege of checking baggage to a point short of the final destination.

C. L. Bennett, dealer in general merchandise and postmaster at Thompsonville, in renewing his subscription to the Tradesman says: "I don't want to miss a copy. It is like a weekly visit with an old friend."

Washington Grocers Indicted For Coercion.

Declaring it has reason to believe that officers and members of the Washington Retail Grocers and Merchants Association, Seattle, are "wrongfully and unlawfully engaged in a combination or conspiracy among themselves" to suppress free competition in the sale of coffee, the Federal Trade Commission, "in the interest of the public," to-day issued formal complaint against the organization.

At the same time, complaints were served on five Seattle wholesalers alleging efforts to suppress free competition by forcing retailers to maintain standard resale prices, and refusing to sell to dealers who insist upon reselling at their own prices.

The complaint against the Association, which embraces a majority of wholesale and retail coffee dealers in the State, alleges that for more than two years past it has "induced, coerced and compelled" wholesale coffee dealers throughout Washington to adopt and maintain a system of fixing certain specified standard prices at which their coffees shall be resold by dealers. The conspiracy, the Commission alleges, "was calculated and designed to and did exclude wholesale dealers from free, open and untrammelled competition in interstate commerce in the sale of their coffee within Washington."

Among the "means and methods" employed, the Commission alleges the following:

1. Refusing to sell coffee to dealers who refuse to resell at the specified standard resale prices fixed by the Association.

2. Publication of articles in the Northwestern Merchant, Association organ, urging retailers to boycott wholesalers from other states who refused to maintain the specified standard resale prices enforced by the Washington Association; and

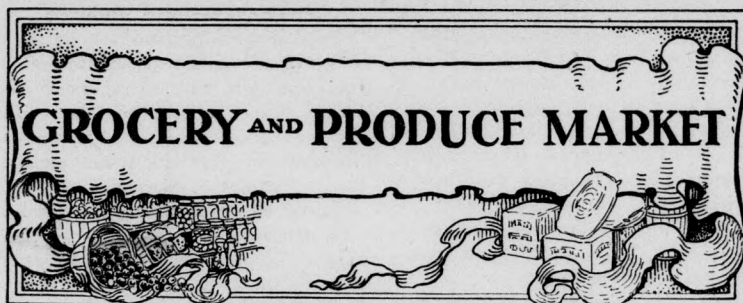
3. Boycotting coffee dealers engaged in interstate commerce who are not members of the Association and who refuse to maintain the specified standard resale prices.

The Association and five wholesale firms named were cited to appear before the commission in Washington, Dec. 5.

Frank Sibley has engaged in general trade at Wiley's Corners, 6½ miles south of Scottville. The dry goods stock was furnished by the Grand Rapids Notion Co. The groceries were supplied by the Judson Grocer Company and Rademaker-Dooze Grocer Co.

T. R. White, dealer in general merchandise at Solon, renews his subscription to the Tradesman as follows: "You bet I am against the Kaiser every time. Enclosed please find check for \$4 for two years in advance. Long live the Tradesman and E. A. Stowe."

The sweater trade is adapting itself to the new conservation rules that the War Industries Board has laid down and it will be but a question of time before "conservation sweaters" make their appearance.



Review of the Grand Rapids Produce Market.

Apples—Pound Sweet, \$2 per bu.; Strawberry, \$1.50@1.75; 20 oz. Pippin, \$1.50; Hubbardstons, \$1.25; Baldwin, \$1.50; Northern Spys, \$1.75; Wagners, \$1.50; Mackintoshes, \$2; Grimes Golden, 1.50.

Bananas—\$7 per 100 lbs.

Beets—85c per bu.

Butter—Distribution for the past week or so has been unusually light, due in some measure at least to the prevalence of influenza. A good many holders are anxious to sell and the pressure to move the stock is leading to further concessions in price, resulting in a decline of 2c lb. on creamery grades. Local dealers hold fancy creamery at 55c in tubs and 57c in prints. They pay 44c for No. 1 dairy in jars and sell at 46c. 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—Finer qualities of well candled and graded stock are wanted rather beyond the supply and tend in sellers' favor. Storage eggs in good demand and firm. Local dealers pay 47c per dozen, loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 45c for candled.

Egg Plant—\$1.75 per dozen.

Grape Fruit—\$5.50 per box for all sizes Floridas.

Grapes—Home grown stock is practically all marketed. California Emperors, \$3.50 per 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 \$10 for choice and \$10.50 for fancy, on account of the flu. Stock is very scarce.

Lettuce—Head, \$1.75 per bu.; hot house leaf, 14c per lb.

Onions—\$1.50@1.75 per 100 lb. sack for either Red or Yellow.

Oranges—California Valencias, \$15 per box.

Pears—Keefers, \$1.50@1.75.

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

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

Radishes—Hot house, 25c per dozen bunches.

Squash—Hubbard, \$2.75 per 100 lbs.

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

The Grocery Market.

Sugar—The withdrawal of the domestic canning and preserving allowance provision acts to still further curtail the demand for refined sugar and the market here yesterday presented an exceedingly dull appearance. Interest in developments in the Eastern beet campaign are watched with much interest, especially in view of the withdrawal of cane supplies from the Middle West territory at a date much earlier than last year. In the territory supplied by Michigan, Ohio and Indiana factories demand exceeds production. However, the weather the past week has been extremely fine and beets are being delivered to the factories in liberal volume and are testing very satisfactorily as to sugar content. Therefore it should be only a question of a few more days before all factories in this district are in operation and production should then make rapid strides toward catching up with the demand. At least, until production reaches more liberal proportions, the Sugar Distributing Committee is accepting from time to time only a limited amount of business, which is apportioned in specific quantities to the various producers and their representatives. Consequently it is impossible to confirm orders faster than as authorized by the Sugar Distributing Committee. Michigan's output of beet sugar this year will be more than double that of last year. The big crop, however, will not aid the Michigan sugar consumer as to the quantity to be supplied to him. There will be some benefit from the fact that the local winter and spring supply will not have to contend with long-haul transportation problems, but otherwise Michigan's sugar is in the country-wide pot. The sugar committee of the Federal Food Administration has allotted Michigan's sugar to a territory comprising all the Lower Peninsula of the State, Ohio, the Buffalo and Pittsburgh wholesale districts, the parts of West Virginia and Virginia west of the eightieth meridian and the cities of Northern Kentucky. In fact Michigan will have to do more in supplying outside territory than she did last year. The country's crop of beet sugar is 10 per cent. less than last year, the yield in which, in turn, was 10 per cent. under that of two years ago. The losses were in California and other western states, where weather conditions were adverse. No matter what happens, even the coming of peace, the country can expect little

improvement in the sugar rationing for some time. If peace were declared to-day the world's sugar supply would not get back to normal for possibly two or three years after that happy event. Germany, Austria, Russia, Belgium and France produced, before the war, nearly one-half the world's supply of sugar. The Russian supply is gone, the factories largely destroyed and business absolutely disorganized. The French production is wiped out—practically all of France's sugar was produced in the region invaded by Germany, and Germany has destroyed the factories. Even some of the French sugar lands may possibly require five years to bring back to cultivation, if work were begun now. Belgium's factories are ruins, her lands are waste. Italy produced nearly enough sugar for her own needs, and practically every pound of it was raised in territory now occupied by Austria. The Austrians, too, have destroyed the factories. The United States, Cuba, Porto Rico and Hawaii constitute the principal source of the other half of the world's sugar, with Java and the Philippines raising some. We lack the ships to get the Japanese and Philippine sugar—Java is so glutted that manufactured sugar there costs only three cents a pound. We have been compelled thus, with limited shipping facilities, to supply the deficiency in ally countries. England, before the war, used 94 pounds per capita a year, France 50 and Italy 20. England now is on a 16-pound ration, France 11 and Italy 5, while we went from a normal of 84 pounds to 44 pounds—still far larger than that of any of our Allies. Of the 44 pounds 20 is used in manufacturing and 24 is the annual per capita allotment for domestic use. France, Belgium and Italy will have to rebuild their factories, and Russia will have to rebuild and re-organize business conditions before normal sugar production can come about. We will have to increase shipping facilities to transport Javanese, Philippine and Hawaiian sugar as before the war. So, considering everything, even peace will not restore us to our former sugar resources for at least two years.

Tea—Javas of the medium and lower grades receive a fair share of attention, and a larger business could be done in Formosas if stocks were more plentiful. The trade is waiting for the increased supplies of the latter which are expected to begin to come forward at any time now. Japan and China green teas are extremely scarce here as yet and command very full prices. Ceylons sell fairly well in small lots, but not much demand for Indias is in evidence. Mail advices just to hand from Calcutta reflect a firm market there, with demand coming almost entirely from the native element. It was added that indications were that consumption of tea in India and up the Persian Gulf is increasing steadily if not rapidly.

Canned Vegetables—Tomatoes are still being held at \$2.10 for Standard No. 3 Marylands and there are few being offered at any lower price. Corn is held at \$1.75 for Southern and at about \$1.45@1.50 for Western.

Canned Fish—Until the new salmon arrives there is little or nothing available on the local market. Sardines are held at full maximum prices with a light trade.

Dried Fruits—If there is anything more that can happen to the dried fruit market the trade is wondering what it can be. As a matter of fact it might almost be said that there is not any dried fruit market. Any members of the trade, except the packers themselves, who have relied on the dried fruit business this year as a means of profit have been bitterly disappointed. Growers have seen a good part of their paper profits vanish into thin air, although along with the packers they have found an active demand for such part of their output as was not damaged by the rain. Brokers and jobbers, however, have been hard hit and particularly the former. There has really been no business for them. Many of them have put in an awful lot of hard work for which they are to have no returns. The packers and growers have been able to sell to the Government which does not require the intervention of brokers, but with commercial trading reduced to a minimum there has been no source of profit for the brokers and many of them have not been able to get back their expenses. A few operators who have been speculatively inclined have managed to make some money out of apricots which were not licensed and thus offered some speculative opportunities as substitutes for peaches. But with prunes, peaches and raisins damaged by rain there is not much left that resembles an old time market.

Sugar Syrups—Little business is being done as supplies coming out of the refineries are abnormally small. Demand continues good and promptly absorbs whatever is offered at the fixed prices.

Molasses—Not much stock of any sort is coming forward and most of that is already under engagement. Prices are nominal but the market has a firm undertone.

Corn Syrup—There continues a free movement of all grades into consumption with little obtainable for immediate delivery. Prices are steady.

Rice—There is no let up in the demand, which becomes more urgent as the small stocks distributors have been able to secure become exhausted. Any grade would be taken almost without reference to price, but dealers are unable to promise, much less offer, anything for delivery in the near future as the mills are not in a position to accept new orders and have so far been able to deliver little, if anything, on those booked as far back as August.

Flour—The market presents the same congested and overstocked condition as has prevailed for the past month. No relief is in sight and, while many believe that the worst is probably over, it is the consensus of opinion that recovery is going to be slow. Receipts continue fairly liberal and while they are small for this time of the year, still they add to the general over-supply.

REALM OF THE RETAILER.

Some Things Seen Last Saturday Afternoon.

For some months, whenever I passed through Grant on my Saturday afternoon trips among the trade, I noted just South of town a big pile of hardwood sawdust. On more than one occasion I dropped a hint in Grant that some one could make a pretty penny by purchasing that pile of sawdust, converting it into ashes, leaching the ashes and converting the result into potash, which is readily marketable at \$250 per ton. I was pleased to note last Saturday that the sawdust pile had disappeared.

The Newaygo Portland Cement Co. is now a large producer of potash, which is a by-product of the factory and which was formerly permitted to go to waste. Such utilization of waste materials is in keeping with the spirit of the age.

Fremont was in the throes of the last day of the Fourth Liberty loan and it was next to impossible to secure a long audience with any business man. No town of my acquaintance works harder and more determinedly than Fremont to put Liberty loans across as they should be handled. I was pleased to note that both of the mutual insurance companies which are making Fremont famous all over the State made liberal subscriptions to the Fourth loan. I was told that Andrew Gerber, President of the Old State Bank, actually lost twenty-five pounds in weight, working for the success of the campaign.

Hesperia has waited long and patiently for the Grand Rapids & Ludington Railway project to materialize. It will probably never see the realization of its hopes, so far as a steam road is concerned, but as soon as the war is over and financial matters settle down to the old channels, the right of way will probably be utilized by the present owner, the Michigan Railway Company, in the construction of a fine interurban line which will be worth more to Fremont, Hesperia and other way points than any steam line could possibly be.

Hesperia has some hardwood sawdust piles in the immediate neighborhood which ought to afford some one a handsome profit.

I arrived at Shelby about 2:30 p. m. and was surprised to find the bank and stores closed for an hour. Enquiry revealed the fact that the suspension of business was due to the unanimous desire of the community to pay homage to the memory of a dead soldier whose funeral was held that afternoon. It struck me that this was a very graceful tribute for business men of Shelby to pay one of our Nation's defenders.

At Hart I found Tom Welsh and his estimable wife pleasantly located in a fine store with steel ceiling and other accessories not always to be found even in a metropolitan establishment. Tom seems to have imbibed the spirit of the town to that extent that he is now regarded as one of the permanent features of the place.

At Pentwater I made a brief call on E. A. Wright, who has conducted a

drug store even longer than I have published the Tradesman. Lack of help has forced Mr. Wright to part company with his soda fountain and he and his faithful wife undertake to handle the drug trade naturally tributary to the store. They have hit upon a thoughtful expedient which might well be followed by other merchants in the same line of business. As soon as a customer shows any disposition to cough or sneeze they quietly sprinkle a little sulphur on top of the stove. This precludes the possibility of contagion and produces a happy effect on the person afflicted.

On every main road in Oceana county farmers were marketing their apples as rapidly as teams and automobiles permitted. The large loads rushing to market presented a handsome appearance and the banks at Shelby, Hart and Pentwater were all crowded with farmers, cashing the checks they had received for their fruit, making deposits of surplus monies and making payments on their Liberty bond subscriptions.

I have had some severe criticism to offer in the past regarding the Stearns Hotel, at Ludington, under a former management. I thought then the criticism was merited and I think now it had a beneficial effect, because many of the faults I so severely condemned have been remedied. The physical condition of the hotel has been improved by the use of paint, kalsomine and elbow grease. The dining room has been greatly improved, both as to menu, cookery and service. The head waitress and her assistants take their orders, fill them promptly and satisfactorily and then retire to another part of the room until summoned. They do not act upon the assumption that it is a part of their duties to watch the diners, make fun of their manners, comment on their garments or seek to entertain the guests at conversation. This shows careful training by a skilled hand in the managerial office. There are still some decidedly weak points in the housekeeping arrangements and the extreme youth and inexperience of the clerk behind the counter—hard as he may try to please—do not contribute to the efficiency of that department. The present landlord is certainly doing his best to rescue the hotel from the run-down condition into which it was permitted to lapse. I ought to have made his acquaintance, so as to have mentioned his name in this connection, but I do not even know what he looks like. His work speaks for itself, however. That is the main thing in hotel keeping.

In this connection I am disposed to repeat what I think every reader of the Tradesman already knows—that it is impossible for any landlord to entertain the editor of the Tradesman without his paying the regular price for the accommodations furnished. I have never accepted a courtesy from a hotel or transportation company in my life—and I never will. This policy, steadfastly adhered to for nearly forty years, has given me great satisfaction and enabled me to record pleasant or unpleasant words concerning the hotels I happen to patronize without be-

ing accused of sinister motives or ulterior objects. All I ask is that I get what I pay for, which is all any reasonable man should insist upon. If I ever permitted any landlord to frank my hotel bill I would naturally feel that I was estopped from passing judgment on the merits or demerits of his house, which would be an intolerable position for any man to assume who loves independence and freedom of action as much as I do.

Judging by the reports I received from Ludington merchants, the city is enjoying a run of good business, due to the steady demand for labor at remunerative prices.

It is a pleasure to enter Ludington from any angle, because it was laid out with due regard for future generations. Its streets are broad and spacious and its residence lots are wide, so that crowding is rendered unnecessary. Its more recent school buildings are models of construction, its library is unique in appearance and appointment and the location of the town on the lake gives it ample opportunity for artistic development. There is room in Ludington for a city of 50,000 people. E. A. Stowe.

New Millinery Effects.

With the approach of cooler weather many hats trimmed with fur of some kind are making their appearance in local millinery circles. Mole, monkey, beaver, nutria, seal, and natural and dyed squirrel are all in use, according to the bulletin of the Retail Millinery Association of America, and the trimmings consist of edgings, bandings, ornaments—some with touches of gold or silver cloth or tinsel—quills, fancies, and balls. Imitation fur is also being used. Although real fur is costly, some of the milliners are using it for entire crown or brims. Fur combined with satin, duvetyn, or velvet in bright colors is also popular here for millinery purposes.

The bulletin says that skating sets also are being seen here in angora, beaver cloth, and duvetyn. These sets usually consist of a collapsible turban, some with cuff effects, and a long scarf of the same material. This, as a rule, is thrown around the neck and finished off with a fringed edge of self material or of wool or chenille. The trimmings on the turbans are hand-embroidered flowers of chenille, wool, angora, or silk floss. Blue, beaver, sand, rose, brown, and taupe are the shades seen most.

No Parleying With Liars.

Our enemy, the Kaiser, is an adept at both blustering and whining. He has not got enough yet of his own kind of medicine. Trust him not. What Germany needs is a far bigger dose of punishment than they have yet had. Don't let them throw up the sponge until they are permanently knocked out. No parleying with liars, murderers, and thieves. The place for criminals is in prison, where they can do least harm to society. Unless we want to face another conflict, worse if possible, the mailed fist and shining sword must be shattered past hope of return—spürlos versenkt, in fact. Edward H. Cleveland.

After Adulterated Olive Oil.

Food inspectors have been instructed by the officials in charge of the enforcement of the Federal Food and Drugs Act to inspect interstate shipments of olive oil, in order to prevent the sale in interstate commerce of cheaper vegetable oils under the name of olive oil. Very little olive oil is now being imported, say the officials, and the domestic olive oil is not sufficient to supply the demand. The abnormally high price of genuine olive oil has tempted unscrupulous dealers to mix cheaper vegetable oils with a little genuine olive oil and to sell the mixture labeled as olive oil. Cottonseed oil, corn oil and soy-bean oil are the principal substitutes used.

Several seizures have been made and a number of prosecutions are now pending in the Federal courts as the result of finding in interstate commerce products labeled "olive oil," which upon analysis were found to consist largely of cottonseed oil. Cottonseed, corn and soy-bean oils are palatable oils which are not injurious to health and there is no objection to their sale as food when properly labeled, say the officials. Their sale as olive oil, however, is a fraud, and their shipment in interstate or foreign commerce labeled as olive oil is a violation of the Federal Food and Drugs Act. The sale of cottonseed, corn or soy-bean oils under the name of olive oil is also a violation of the laws of most states. State and city food inspectors are co-operating with the Federal food inspectors in stopping this form of adulteration.

State Food Inspectors recently found a quantity of alleged olive oil in the hands of Malick & Azkoul, 234 Ellsworth avenue, Grand Rapids, that was not olive oil at all, but cottonseed oil. This oil was purchased from S. F. Zaloom & Co., 21 Washington street, New York, who claim to be olive oil importers of long standing. The spurious oil is still in the hands of their Grand Rapids customers, who have been refused permission to return it. Under the circumstances, they refuse to pay for the oil.

Problem for Jewelers.

The prohibition on the use of platinum, iridium, or palladium, together with scraps of these metals or compounds in which they are used, in the alteration or repair of ornaments or articles of jewelry has raised an interesting question in the jewelry trade. It is this: Suppose a woman insists on having a platinum ring enlarged. Obviously platinum can not be used for the purpose. If white gold is used—this metal being a compound of yellow gold and nickel that very closely resembles platinum when properly mixed—must the tiny bit used for repairing be stamped with the carat of fineness under the regulations of the gold stamping law, and thus lead to belief on the part of some person who may later examine the ring that it is not made of platinum at all? The best answer seems to be that the woman should wait until after the war to have the job done.

Our Business Is To Destroy the Germans.

Germany, realizing the inevitable, proposes peace by negotiation.

Peace by negotiation? Do not disturb me. I am thinking:

Of flaming Louvain and its bloody shambles;

Of the 897 civilians shot or bayoneted in the streets of Brabant, Belgium;

Of Dinant, France, and its 606 inhabitants ranging from 3 weeks to 77 years murdered by the gentle exponents of Kultur.

Peace by negotiation? I am thinking:

Of the Canadian soldier crucified on the barn door in Flanders;

Of the Canadian officers and men turned into maniacs by the first gas attack at Ypres in 1915;

Of the young Italian officers with throats cut, and hanging on hooks in the butchers' shops in Venetia.

Peace by negotiation? I am thinking:

Of Belgian babies skewered on bayonets midst the cheers of marching Germans;

Of the bones of murdered little ones whitening the plains of Poland. "There are no children in Poland under six years of age," says Paderevski;

Of Italian boys and girls forced to march before the German troops in order that the Allies would not dare fire.

Peace by negotiation? I am thinking:

Of gentle-eyed Edith Cavell facing, with superb courage, a Prussian firing-squad in the light of the early dawn;

Of sturdy Captain Fryatt, who dared resist a submarine, murdered as a rare edition of frightfulness;

Of the bomb dropped from the Hun airplane into the English school room, and the twenty-five mangled little forms scattered amidst the ruins.

Peace by negotiation? I am thinking:

Of the bodies of white-robed American women and babes from the stricken Lusitania washing up on the Irish coast;

Of peaceful neutrals weltering in their blood on the deck of the cross-Channel Steamer Sussex;

Of captured crews set adrift at sea to perish without food or water.

Peace by negotiation? I am thinking:

Of Red Cross hospitals bombarded from the air;

Of a dozen hospital ships torpedoed in the dark, and the cries of drowning Red Cross nurses;

Of the Russian prisoner who had tuberculosis placed with other prisoners affected with bronchial troubles, in order that the latter might contract the white plague.

Peace by negotiation? I am thinking:

Of the All-Highest's boastful philosophy:

"It is my business to decide if there shall be war. There is only one law and that is my law."

"Our might shall create a new law in Europe. It is Germany that strikes. When she has conquered

new dominions for her genius, then the priesthood of all gods will praise the God of War."

"America had better look out—I shall stand no nonsense from America after this war."

Peace by negotiation? Has the Christ of Nazareth who knouted the moneychangers from the temple struck hands in partnership with the arch-fiend of Hell? Until then:

America be deaf! Fix bayonets, forward, march!

"OUR BUSINESS IS TO KILL HUNS."—Fletcher W. Stites in N. A. Review.

To speak of what three months of the Foch offensive have accomplished in terms of miles and towns and prisoners and guns is to enumerate the symptoms of a case which may be better described in the statement that the patient is dead. In the three months since July 18—we may say really in the twenty-four hours after early dawn of July 18—German militarism perished. German armies may keep up the fight, and the liberation of the occupied cities and peoples may be hastened, or slackened, but the German army has been defeated and the liberation of Europe is an accomplished fact. The thunderbolt of French and Americans whom Foch hurled out of the forest of Villers-Cotterets on July 18 smote the buckle of German Imperial power, and that mighty girth was loosened. Mitteleuropa, Asia Minor, Brest-Litovsk, Flanders and the arrow pointed at the heart of England became a memory overnight. But even these splendid achievements must yield in ultimate significance for the peace of the world to the fact that in these marvellous three months the Allies have met in battle the German army equal in numbers and armament, and have driven it back in defeat. The prestige of the German army was the foundation of German dreams of world domination and the prestige of the German army has been destroyed.

In the past week the disturbing factors recently in evidence continued to affect business in its various aspects. No one, however, grudged the efforts for the Liberty loan to which everything was subordinated in the whirlwind finish. In the smaller cities and towns, from reports received, business in many lines was virtually abandoned in order that quotas might be exceeded as a matter of local pride. The grip epidemic, which kept on extending in scope and virulence, took away another stimulus from business. Reports from mills and factories showed a lessening of production due to the epidemic. But there is no cause for complaint on the score of collections. These continue to be good and afford a gauge as to the care that is being taken to do a safe business. Overbuying and speculation in goods have become rather unpopular because of the danger attending them, to say nothing of the difficulty in borrowing money to conduct such operations.

The loafer seldom labors under a mistake—or anything else for that matter.

HOOVER Tells Us

Confidence

The results of true success in life and in business are expressed in the word confidence.

The confidence of our fellow men and more especially those with whom we do business should mean more to us than any other one thing in the world.

What a goal to strive for and what a prize when once attained?

We are more than just proud of the confidence placed in this institution by its many customers and friends; of the confidence placed in its products by the thousands of housewives of this great commonwealth.

If it were not for this confidence the fame and name of Quaker Brand Food Products could not have survived and grown in favor as they have for nearly half a century.

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

"Food Will Win the War"

THE GREAT OPPORTUNITY.

The United States is confronted now with the greatest opportunity that any nation has ever had in the history of the world. It is not conceivable that this should be neglected, evaded or mistakenly employed, in view of the plain road to peace and future safety. It compelled our interposition in the war of European nations in April, 1917, the part we have already taken in rescuing the Allies from the peril, and the power we have gained as a decisive factor in what it has brought about. Failing to meet this opportunity to the full would bring inconceivable disaster, which it is our plain duty to avert and will be our glory to have averted. What the Allies have accomplished in the last four months, and what they could never have achieved without our past support and our present help, is all at stake. We have got the upper hand in the fight for free government and the rights of people and of nations, and have only to go on with vigor and faith in our principles to bring absolute victory that never can be turned back.

Austria Hungary, tired almost to its death, saw that, and it has been forced upon the conviction of the ruling power of Germany, the home victims of whose despotism are stunned almost to helplessness. Their forces that trampled upon Belgium and carried slaughter, robbery and diabolical cruelty into France, are now being driven back, and will before long be thrust over the line where they will be dependent upon their own exhausted resources and despondent people, instead of upon stolen goods and the lashed service of captured victims. Winter will be soon coming on without relief for them and with severer suffering and depression than they have yet felt. They may still be assailed with destructive weapons from overhead, and against weak points on the surface, with lessening energy for resistance, while the enemies they have made are gaining. It is no wonder that they are using all their ingenuity and their demonstrated capacity for deception and false pretense, to escape what threatens to be decisive of their fate in the next few months. They are crying out for armistice and a consideration of peace terms which will save them from the consequences of their abominable crimes.

They are submitting this appeal to the United States, which of all nations in the world should treat it with scorn and contempt. It is the fundamental doctrine of its political existence, the principles upon which its institutions are based and the security of its national life, that this Teutonic power has treated with scorn and contempt and sought to destroy. It is for the defense and vindication of these principles of government that we joined in the conflict at such sacrifice and cost, and turned the tide of war toward their triumph. Shall we stop now, even to listen to cries of alarm and appeals for escape from punishment on the part of the criminals who have brought so much suffering, destruction and distress up-

on others? They have sought from outside of their regular band an official leader, originally opposed to their criminal proceeding, to plead for them and act as the instrument of their new design for escaping the penalty of their crimes. They hope thereby to check the preparations for growing strength, to paralyze the liberty loan of America for its support, and to stop the swelling tide that is ready to sweep over the barrier they have held so long and seek still to maintain for protection from the hand of justice.

It is no wonder that the Kaiser and his chief minions at Berlin are willing to have the mild Max of Baden, instead of a ruthless Prussian, act as their instrument to plead for an armistice and a conference on possible terms of peace, in the hope of escaping the inevitable. It is quite in keeping with their habits of thought and action, to assume that such a bold trick would deceive the simple Allies whose trusting qualities brought such a terrible experience upon them. But they have learned the lesson of that experience, and above all the United States is in a position to appreciate its significance to the utmost. Is it likely to halt after all its preparation and expense and vigorous action to accomplish a result that will be worth the cost, because the power against which it has been compelled to act is suffering fright and crying out to be saved? The Allies with its help have brought about a situation that brings a decisive victory in sight, with all the means of establishing a peace that is worth its cost and will spread freedom and justice in government throughout the civilized world and help to civilize the barbarous. Is this to be stopped to listen to any such cry as is raised at Berlin? The idea is preposterous. The situation that has been brought about must be carried to its culmination. The friends of peace and not its enemies will prescribe the terms on which it is to be restored, and establish the means of its preservation.

It is to be feared that the little knowledge which is a dangerous thing is doing harm in the present epidemic. Panic, it is generally understood, increases one's liability to disease, hence we should be optimistic and stick our heads in the sand to escape danger. Now, it is true that in some diseases panic, or great fear, does harm by lowering our vitality. Dr. Koch pointed out during a cholera epidemic that fear upsets the digestive organs, preventing the stomach from secreting the acid juice which destroys cholera germs; which helped to explain why some persons had the cholera and died, while others escaped entirely. But the influenza germs do not invade the stomach. They breed and multiply in the nose and throat, and fear or panic have nothing to do with the matter. It is in our army camps, where our fearless soldiers are congregated, that the greatest ravages have occurred; and in civilian life, too, it is in the most vigorous period of life, from fifteen to forty, that the liability is greatest.

VANISHED DREAM OF EMPIRE.

Not since Napoleon retreated, baffled from under the walls of Acre has there been shattered a dream of Eastern conquest more grandiose than now recedes from the German vision with the defeat and surrender of Bulgaria and the near collapse of Austria.

Long years of plotting and planning, of propaganda, of negotiation open and secret, of purchased alliances, of huge expenditures, military and industrial, of four years of desperate war at last, fought in the confident belief that it would repay a thousandfold all this gigantic effort—after all this spending of gold and blood Germany sees its febrile structure of Mittel Europa lying broken beyond repair in the battle ruck of Macedonia and Mesopotamia.

Napoleon, after subduing Egypt, planned to conquer Syria, Arabia and Turkey and return to France by way of Constantinople and Macedonia. Never, while master of Europe, did he entirely abandon his dream of an Eastern empire. Europe, he said, was too small. Only the vast stretches and populous cities of Asia could measure up to the demands of his imagination and his genius. Almost at the last we find him negotiating with the czar for a joint expedition to shatter the power of the Turk and loose French and Russian armies on the plains of Asia Minor. Even at St. Helena he believed Russia would pursue the vision he had conjured up before the eyes of his one-time ally.

The German militarists were the heirs of this dream in this century. They saw an easier path to conquest, and perhaps to richer spoils, through Central Europe to Persia and India than could be hewn through Western Europe. To strike for the English Channel meant all Western Europe in arms against them, but the road to Asia was already Germany's through Austria-Hungary and might perhaps be gained by negotiation and alliances through the Balkans and Turkey. Beyond, England was to be dealt with, but the German plan of conquest and penetration is to go as far as one weapon will take you and then use another. Pan Germanism always has had a commercial salesman, a steamship line or a railroad construction company in its van. When these encountered obstacles too great to be surmounted the Krupp guns could be brought up from the rear.

Thus equipped for whatever style of warfare might be met Pan-Germanism started out on its construction of a Mittel Europa empire. It was to consist of an unbroken tier of states from the Baltic Sea to the Persian Gulf—Germany, Austria-Hungary, Bulgaria, Serbia, Turkey. Held together by the Bagdad Railroad, which was to be both a military and a commercial highway, this vast political structure, buttressed by trade and Krupps, was to dominate Central Europe and Asia Minor, flank England in Egypt and Persia, put a German mercantile marine on the Arabian Sea, draw India into its commercial and ultimately into its polit-

ical system and forever divide the Western World from the East, which was to be made a German dependency.

How nearly this amazing project came to reality, the world, absorbed in the drama of the Western fronts, has hardly yet sensed. The Bagdad Railroad was almost a reality. The Turkish alliance was a reality, with German organization at work all through the Ottoman military establishment. Serbia was overrun and Bulgaria held in bond. The great spearhead aimed at India and the East was slowly advancing, dividing the West from the Orient. And then a British army, following almost in the footsteps of Napoleon, pushed eastward from Egypt, as he had done, and struck at the Turkish flank in Mesopotamia. And an Allied army that had stood almost inactive at Saloniki suddenly struck through Macedonia at the backbone of the Mittel Europa structure and broke it. Bulgaria crumpled, and Turkey, cut off from her allies in Europe and assailed by the British forces in Asia, was at once rendered impotent. Almost at a blow, Mittel Europa fell, and becomes now but a disembodied spirit of empire as thin as the gossamer of Napoleon's dream that vanished in the cannon smoke of Acre.

THE SITUATION IN WOOLENS.

Those who are interested in the wool situation have been receiving conflicting statements recently. None of these is authoritative but there has been just enough of plausibility about them to unsettle men's minds and leave them wondering what the actual conditions are. Early in the past week one announcement was made to the effect that there was no chance of any wool being released for civilian uses. Later on it was asserted that the chances seemed good for extra imports from Argentina and Australasia, and that wool might be released. The National Association of Woolen and Worsted Spinners evidently thinks wool will be forthcoming and has appointed a committee to confer on the subject at Washington with the powers that be. It appears that spinners and mill men, who used their own wool in Government contracts, are getting back similar amounts from the military authorities. But there is complaint that, although the poundage is the same while in the grease, the scoured product is less. This is said to be due to the extra dirt which domestic wool growers have sold with their clip. The goods market does not call for special notice at the present, the transactions in the primary markets being negligible. While there is no complaint of a lack of fabrics for the next lightweight season, a general feeling of confidence is growing that there will be plenty of wool available for goods for next fall. The early termination of the war, now almost assured, is likely to make this a certainty before the end of the year.

Even the man who makes nothing but mistakes is in the manufacturing business.



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.

The New Government Shoe Regulations.

Written for the Tradesman.

On Oct. 2, new regulations supplementary to those effective Oct. 1, were issued by the War Industries Board. From time to time during the weeks of deliberation in which the various points covered by the new regulations were being discussed with shoe manufacturers, wholesalers, and retailers, it was intimated that the new rules would draw the lines far tighter than the old; so shoemen were prepared, in a measure, for the new rules when they appeared in their official and final form.

That they are drastic all will agree. That they will put up to both shoe manufacturers and retail shoe dealers a whole bunch of new, different, and delicate problems, none will deny. But that the difficulties occasioned by the new rulings will be met in the spirit of patriotic loyalty by the great rank and file of the brotherhood composing the American shoe industry, is a foregone conclusion.

The new regulations are too numerous to be here reproduced, but there is to be, according to the new wartime programme, a still more drastic curtailment in the matter of colors. "All women's and misses' boots, both leather and fabric, including the outsole facings and trimmings, should be restricted to black, dark brown (the color recently adopted) and white, the white leather to be in buck and side buck only. Patent leather should not be used in women's boots." So also in low shoes for women and misses the three allowable colors are black, dark brown and white. And the same ruling applies to men's shoes, and to shoes for boys', youths' and little girls'.

All shoes are to be divided into four classes, namely: Class C—Service Shoes and Semi-dress Shoes, Class B—Stylish and Serviceable Shoes of Best Type for Business and Dress, Class A—Shoes of Finer Material and Superior Shoemaking, and Class XI—Military, Lumbermen, Custom and Other Special Types of Shoes. (Although it is not specifically so indicated, the assumption is that orthopedic shoes of special construction and shoes made to measure for deformed feet, would naturally come in this class). All shoes are to be stamped with a serial number indicating the class to which they belong; and while

the retail price remains uncontrolled, the maximum and minimum prices at which they retail has been fixed by the War Industries Board. These prices are as follows:

Class C Men's and Women's, from \$3.00 to \$5.50.

Class B Men's and Women's, from \$6.00 to \$8.00.

Class A Men's and Women's, from \$9.00 to \$12.00.

The new regulations, to be sure, do not apply to the present stocks of retail dealers bought to sell for more than \$12 the pair, but are "effective on all orders booked after Oct. 15." In other words, this price schedule is to go into effect in the fall and winter of next year. But as seems inevitable in all such cases, the newspapers got an entirely wrong steer and came out with blackfaced headlines announcing that the price of shoes retailing from \$15 and \$20 and upwards the pair, were to be reduced to \$12 a pair; and carrying, in some instances, the implication that the consumer would henceforth be able to buy a better pair of shoes at \$12 than he had been getting at \$15 or \$20 or whatever other price the profiteering shoe dealer might have asked.

It is exceedingly unfortunate that anybody connected with the War Industries Board should have been felt called upon to turn these new regulations over to the newspapers at this time—and especially that the information should have been given in such a way as to permit of its being garbled by the newspapers, for it has undoubtedly done a great deal of harm to shoe dealers. It arouses false hopes in patrons of shoe stores, and also creates the impression that profiteering has been going on among shoe dealers; whereas the facts are that there is no industry in the country freer from profiteering than the great American shoe industry. Nevertheless this sensational story necessitates a lot of explanation.

In a recent statement given out by John O'Conner, president of the National Shoe Retailers' Association, he says:

"The present stocks of shoes held by retail shoe merchants will not be influenced in any way by this new Government ruling at this time. Shoe manufacturers are now engaged in the manufacture of spring shoes, 95 per cent. of which are low shoes and which very rarely sell for more than \$12. Accordingly this new order will not be felt by the public very probably until the fall of 1919, when high shoes will again be in demand.

"The papers," continues Mr. O'Conner, "also stated that the public would

R. K. L.

R. K. L.

Do You
Sell Our

Victory Shoe

A \$4.00 Welt

Tan and Black. Heavy enough for any work—Light enough for semi-dress.



Made of vegetable tanned upper leather, gain insole, first grade outsole with a rubber slip sole. A shoe for every wear.

No. 8733—Dark Chocolate Blucher Welt, D and E, Sizes 5 to 11. Price..... \$4.00
No. 8734—Black Blucher Welt, D and E, Sizes 5 to 11. Price..... 4.00

ORDER TO-DAY—SHIPMENT AT ONCE.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

R. K. L.

R. K. L.

BLACK KEDS

Ready to Ship

7539—Black Vici Kid, Imitation Tip, whole quarter, one-half Leather Louis Heel, S. S. McKay, 3-8, B, C, D and E \$4.00

7552—Black Vici Kid, Imitation Tip, three-quarter Fox, one-half Leather Louis Heel, S. S. McKay (a Dressy Shoe) 3-7, A, B, C, D 4.00

7575—Black Vici Kid, Imitation Tip, Circle Vamp and Heel, Foxing, one-half Leather Louis Heel, S. S. McKay. An extra good shoe. Cincinnati make, 3-7, B and C widths only 4.00

7536—Black Vici Kid, 8 inch, Polish, Military heel, ¾ Fox, Imitation Tip, Welt, 3-7, B, C and D 4.50

7553—Black Vici Kid, Polish, ¾ Fox, Plain Toe, S. S. McKay, Military Heel, 3-7, C and D 4.00

These black kid dress shoes now in big demand are on the floor.

HIRTH-KRAUSE CO.
Hide to Shoe.

Grand Rapids,
Michigan

receive almost the same grade of material and workmanship for \$12 for which they heretofore paid \$18 and \$20. This assertion casts undue reflection on the general shoe business, inferring that there may be considerable profiteering in the present retail sale of shoes.

"The people should not be led to believe that they can soon be able to purchase for \$12, the same quality and workmanship that they are now buying for \$18 and \$20. It is an impossibility—commercially and mechanically. The \$18 and \$20 shoes will vanish from the market—they will not be obtainable."

The writer would suggest that retail shoe dealers clip or copy this clear and authoritative utterance of president O'Conner and pass it on to the editor of his local paper or papers. There can be no doubt that the misunderstanding of the War Industries Board's regulations are widely misconstrued and greatly garbled. It is up to the local dealer or dealers to correct any false impressions that may have gotten abroad in his community.

Of course the idea underlying these regulations is economy—to save shoe material, man power, and money power. To reduce the number of styles now in vogue, and so release man power for other and more vital industries; also to reduce the capital of shoe manufacturers and retail shoe dealers, and thus realize additional capital for investment in War Savings stamps and Liberty bonds.

All this is entirely in keeping with our Government's determination to win the war no matter what it costs. In this paramount aim it is safe to assume that retail shoe dealers everywhere will lend their heartiest cooperation. It may occasion some special merchandising activities to clear the present stocks of shoes, but the writer believes that retail shoe dealers will be equal to the demands of the situation. They will do their part.

Of late there has not been much talk of the so-called Liberty Shoe. But styles, colors, and prices will be restricted; so instead of a Liberty Shoe, we have a Liberty Plan.

Cid McKay.

Ocean Salt Made By Electricity.

Successful experiments have been made in Norway for extracting salt from ocean water by means of electricity, and two salt factories will be started for this purpose in the near future. The capital for the factories is estimated at \$5,360,000. Each will produce about 50,000 tons of salt per year at the start but they will be so built that the production may be doubled if necessary. Besides the salt, different by-products will be made.

Red Fox In More Demand.

One of the recent developments of the raw fur business has been the increased demand for red foxes on the part of the manufacturing trade. This article, which usually is a "late starter," now promises to be a lot better than it was expected to be a month or six weeks ago, and good prices are being paid for it.

Believes We Should Have Continuous Expositions.

Grand Rapids, Oct. 22—I beg to apologize for not answering your letter of Sept. 24 in regard to the West Michigan fair. I had put this one side, as I have been obliged to do with several matters of late on account of being away a few days and the extraordinary duties that are upon me from the fact that business is very large at present.

As I am one of the directors of the West Michigan fair, I always hesitate to say anything about the fair itself. I am peculiarly impressed with the fact that Grand Rapids is not as progressive as it ought to be, and whether it is from the lack of keeping up to date on all such things as fairs, or particularly those things that bring the country merchant to Grand Rapids, I am at a loss to know.

When I go to a thriving city that abounds in manufacturing enterprises, then I conclude that manufacturing is the thing for a city, and when I go to some other locality and find that Merchants' weeks, State fairs and conventions seem to thrive and bring throngs to the city, then I am at a loss to know which one would be my choice.

Personally, I believe that county and state fairs are things of the past and that cities like Detroit and Grand Rapids should have continuous expositions. I believe that Grand Rapids should have a building in which not only the manufacturers, but the wholesalers, together with assemblers and distributors of certain special lines, should have space, and that they should all contribute to the annual rental, or in other words the annual expense of such an undertaking, and that it should be kept open the entire year and also be kept in the best possible shape from the standpoint of exhibition, cleanliness, etc., that could possibly be attained.

Then not only the citizens of the city, but especially the Board of Trade, should invite visitors to our city to visit such a place, free of any admission charge. My company is not at all dependent upon a State fair and, in fact, we do not profit by it except in an indirect way for the general interest of Grand Rapids, if there is such a thing as its being a benefit to the city at large.

We ceased relying upon such efforts a long time ago and of late years, in order to be successful in our special undertakings, as you know, created a plan of our own and we work the plan—and the plan works. Grand Rapids lacks something to create enthusiasm and a more rapid expansion, but I am not wise enough to say what that something is, but I am very sure that State fairs and county fairs are practically things of the past.

Lee M. Hutchins,

Mngr. Hazeltine & Perkins Drug Co.

Harvest Days.

Written for the Tradesman.

I love the days when the corn is ripe
And arrayed o'er the stubble field
The sentinel shocks in their golden stripe
Stand guard o'er the harvests' yield.

I always thought they secrets told
To the ears within their care
That the kernels knew, as their husks
unfold
Just why they were sheltered there.

The purpose of man's toil they were
The goal for which he wrought,
And out from a seeming sepulchre
New life the corn-field brought.

Each pregnant planted grain—resigned
Surrendered self to be
Transformed—e'en though in earth con-
fined—
To a larger liberty.

To-day war gods their harvest take
In the battles of the earth
But the dying live, and somehow make
More life with greater worth.

Charles A. Heath.

Unless a man is polite to his wife he
is not polite.

If you never handled the

BERTSCH SHOES FOR MEN

you have missed a wonderful opportunity at profit and business building.

We are in an era of change. Many people who paid cheerfully a price several years ago to get "this" or "that" make of shoe are utterly unable to pay the price to which many lines have advanced.

Here the BERTSCH dealer gets his opportunity. He knows that the comfort and service of the BERTSCH SHOE will appeal to the most exacting, as well as save him quite a sum on his original investment.

Capitalize this opportunity of doing your customers a real service by having at hand a Comfortable—Stylish—Service-Giving Shoe, at a price they can afford to pay through—the sale of the BERTSCH SHOE FOR MEN.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Hood 4 Buckle Delaware

Don't miss this chance



All Rubber Black
4 Buckle Gaiter
@ \$2.95

Four buckle goods
are rare and hard
to get this season.

Here is an opportunity while they last.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

AFTER THE WAR.

This Nation Can Feed and Clothe the World.

The post-war problems in many lines of business are already receiving such consideration and attention that we are justified in believing the old adage "in time of peace prepare for war" has been superseded by the new adage "in time of war prepare for peace." The war demand for certain chemicals has in many instances caused such an abnormal increase in their production that even now careful consideration is being given to their possible utilization in the post-war period.

One of the biggest problems of all is presented by the king of chemicals, sulphuric acid. It has long been a truism of the chemical industry that the prosperity of any nation could be measured in terms of its consumption of sulphuric acid. From a normal pre-war production of 4,000,000 tons a year we have, at great effort and by the expenditure of millions of dollars, brought our production to over 9,000,000 tons at the present time, and before the snow flies it is predicted we will be producing at the rate of more than 10,000,000 tons per year. The largest part of this increase in production has been used to supply this vitally necessary ingredient for the manufacture of powder and a long list of modern high explosives; and the fact is, the production of most of our explosives is directly dependent upon the supply of sulphuric acid.

It is no wonder, therefore, that the increase in the production of this acid has been a matter of National importance and effort, and our constantly increasing army and armament demands a still further increase in production. But when the war shall cease and the production of munitions shall revert to a pre-war basis, we shall be face to face with a problem of astounding magnitude — finding a proper outlet for some 6,000,000 tons of sulphuric acid per year.

Millions of dollars with comparatively little amortization have been invested in new plants and equipment which do not lend themselves to other lines of manufacture, and we are obliged to choose whether we will junk this vast expenditure of time, money and energy, and absorb a tremendous loss at the end of the war, or whether we will convert it into one of our greatest National assets which will not only show us satisfactory profits, but which, with our large merchant marine now building will offer a boon to civilization throughout the world. It is impossible to store sulphuric acid in any but the most relatively small quantities, and a manufacturing outlet must therefore be found or developed which can use the large daily production.

Any business which can handle on comparatively short notice some 6,000,000 tons annually of this acid must possess at least two characteristics: First, it must manufacture an article of which sulphuric acid is a chief ingredient; and second, on account of the tremendous tonnage, the

article must be of relatively low selling price, it must possess a wide field of distribution with the necessary distributing machinery, it must be an absolute necessity, and it should show the eventual purchaser an attractive profit on his investment.

Of all industries, the manufacture of fertilizer offers, perhaps, the best field for satisfying all these conditions. The lowest grade of fertilizer is acid phosphate, a compound containing approximately half phosphate rock, of which we have inexhaustible supplies in Florida, Tennessee and other fields, and the other half consisting of sulphuric acid. Should our excess production of at least 6,000,000 tons of acid be thus utilized, it would produce 12,000,000 tons of acid phosphate, which is sufficient for the production of at least 18,000,000 tons of complete high-grade fertilizer.

The current production of all grades of fertilizer is perhaps approximately 7,000,000 tons per year, so that we may be confronted with the problem of making and using two and a half tons additional fertilizer for every ton now produced. Practically all of our Eastern States strongly advocate the use of fertilizer, and their various agricultural colleges and experiment stations are conducting a keen campaign for an increase in the amount used per acre. The Central States in the great Middle West are only beginning to assist their once virgin soil by the use of artificial manures, and even in our great Western Wheat Belt the favorable effects of fertilizers, used experimentally, in forcing maturity has been well noted, as compared to neighboring fields where the drought has done considerable damage to unfertilized wheat.

This country has the acreage to absorb this possible extra production of fertilizer and we may be forced, on account of the large supply of free sulphuric acid available after the war, to use this fertilizer on our large Western grain fields, and thus bring our yield per acre to figures which compare more favorably with the European yield. The average yield of wheat in the United States, as compared with various European countries for corresponding yearly periods, is not only lower than in any of the other representative countries excepting Russia, but what is even more to the point, the increase in yield per acre in the United States during the last twenty-five years was shockingly small and inconsiderable when compared with the European countries. The increase in the German yield has been ascribed to the effect of fertilizer used, and, as is well known, the Germans have always applied more fertilizer per acre than most of the other European countries.

The Southern cotton states are really the big fertilizer consumers of the country, and in 1914 these ten States consumed 4,911,000 tons, representing an increase of about 50 per cent, during this five year period of about 10 per cent. While the two States of South Carolina and Georgia used practically as many tons of fertilizer as the remaining eight Southern cot-

ton states together, it is still a known fact that even these two states using a maximum percentage do not apply as much fertilizer as they could with increasing profit to themselves.

Again, if the cultivated land in Texas, Arkansas and Oklahoma were treated with only 200 pounds of fertilizer per acre, it would require 5,298,000 tons of fertilizer per year to take care of this moderate requirement of these three states. With the greatest fertilizer-consuming states in the country still able to use additional plant food with increasing profit to themselves; with three states in our great Southwest able to consume over 5,000,000 tons of fertilizer if applied only at the rate of 200 pounds per acre (an absurdly small application); and with the unfertilized wheat fields in our great Middle West capable of at least equaling the yield of any country on earth, if properly fed and cared for, it may well be possible that America will literally feed and clothe the world in the very near future, and although this may be forced upon her by our enforced overproduction of sulphuric acid for normal times, may we nevertheless handle this proposition with the enthusiasm and energy which it deserves so that Germany will discover, not only, as has been so aptly said that "we can make anything from Christmas toys that will run to dyes and armies that will not," but that in so doing we have not overlooked our vast agricultural possibilities, and that we have taken our place as leaders of the world in the production of those agricultural prod-

ucts so necessary for the health, maintenance and happiness of humanity.

Raymond W. Tunnell.

Production of Attar of Roses.

In favorable seasons the production of attar of roses in Bulgaria, the principal source of this perfume, amounted to about 11,000 pounds a year. This year the production is expected to reach only about 6,600 pounds. The cold weather, with snow and frost, had an unfavorable effect on the rose gardens. As the leaves of this year's crop were of poorer quality, 300 pounds of them were required for the manufacture of one ounce of oil, as against 185 to 200 pounds last year.

There are a lot of skins in the leather business.

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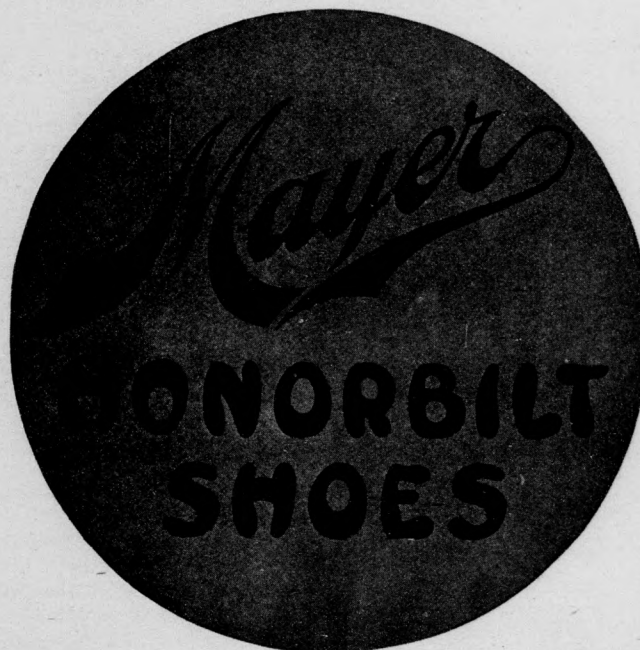
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Unfortunate Attitude Assumed By Vigilance Committees.

Written for the Tradesman.

People of the United States—yes, the world—owe a great debt of gratitude to the business men of our country who, laying aside their own business affairs often at a great sacrifice of time and money, have devoted their energies to the Fourth Liberty loan. There are instances where their zeal overran the bounds of discretion and some times of decency. One instance came to the attention of the writer. The proprietor of a store in a small country town desired to subscribe for \$1,000 of the Fourth Liberty loan and entered his subscription early with a financial institution. Subsequently he was taken ill and was compelled to go to a hospital, where an operation was performed and where, it is stated, he now lies at the point of death with cancer. The responsibility of the business fell upon the shoulders of his son, a mere boy. The institution was asked to hold the subscription in abeyance until it was seen how heavy the expenses in connection with the elder man's illness would be. They proved so large it was necessary to cancel the thousand dollar subscription, but with the assurance that some subscription would be made. The financial institution wrote a sympathetic letter, telling the boy not to worry. The local Liberty Loan committee in the country town wrote the young man a letter, saying if the family did not subscribe its members would be published as slackers. This course was evidently taken without proper investigation. The poor boy wrote the financial institution with which his father had been doing business for years, apologizing for not subscribing through it and in the letter said he had received the communication threatening publication; that he had taken a hundred dollar bond; that his mother and sister were sick and that the hospital had written that his father was suffering from cancer and that nothing further could be done for him. This sandbagging method on the part of the Liberty Loan workers was little in accord with the spirit of liberty for which our boys are contending in Europe. There is no doubt that the intention of the Liberty Loan committee was good, but "Hell is paved with good intentions."

Another instance was told the writer recently. It was of an old man owning a small farm. When he failed to subscribe his little home was painted yellow in the night. Investigation showed he was working for neighboring farmers for \$35 per month and had no other means for meeting pay-

ments on Liberty bonds. His daughter, a school teacher with a very small salary, had to use the money she would otherwise have devoted to the purchase of a Liberty bond, to repaint her father's house. In these and other instances a spirit of merciless autocracy crops out repugnant to the letter and the spirit of the constitution of the United States and decidedly opposite the Liberty loving sense of real Americans.

There is much that should claim the most earnest attention of fair minded men in this whirlpool of the world's affairs and it is up to bankers and other business men who should be leaders of public thought to take cognizance of it.

Many things are predicted to come out of the war, one of which is a new "social era." There seems to be an idea afloat that "labor" is to attain a new position—that the laboring man is to come into "his own." What is "his own?" Will he become a capitalist and cease to work? Do not men of wealth labor for long hours, in addition to carrying heavy burdens? Are not their sons in the army and the navy? Are they not paying a great portion of the cost of this war? Where, then, is this "aristocracy of wealth?" What, then, would be the change, according to those who make predictions of impending changes? Will there be an aristocracy of labor? There is danger ahead from two sources—autocracy of labor and bureaucracy in government. The present governmental assumption of authority is only another form of unbridled socialism, but to accomplish it the people must be idealized and human nature changed. This is illustrated in the story of two Irishmen.

Dennis: "I say, Pat, if you had two houses, you would give me one?"

Pat: "Sure."

Dennis: "If you had two teams of horses and two cows you would give me one of each?"

Pat: "Sure thing."

Dennis: "And if you had two pigs you —"

Pat: "Hold on there. Not by a — sight. I've got pigs."

The world's experience has been that when affluence comes in at the door socialism flies out of the window. What we need is a democracy in which every man will be regarded by every other man on the merits of his efforts and character. There is no need for a new social era as regards opportunity and ownership. We need only to change ourselves and quit hating a man because he is very rich or looking with contempt upon a very poor man because he is very poor.

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The very last thing on earth we want is some legislative hocus pocus that will set up an aristocracy of the poor in the place of an aristocracy of the rich it proposes to destroy. There is—and will continue to be—a large opportunity to spread the practice of the Golden Rule, both socially and in business.

Holders of telephone securities will be pleased to learn that a "mutually satisfactory agreement" with Postmaster General Burleson is announced by President Vail upon the relations between the Government and the telephone and telegraph systems of the country. For the owners are provided payment of interest and existing amortization charges on all obligations of the Bell system in public hands, including the convertible 6 per cent. bonds of August 1 last, "dividends at the existing rate" on outstanding stock in public hands, and payment of any charges or interest or other costs on new securities or capital issued in discharging or extending present obligations. License and rental contracts are to be continued and all taxes are to be paid by the Government. Extensions made to meet abnormal conditions shall be appraised by the Interstate Commerce Commission at the end of the term of control and their appraised value shall be paid in annual 5 per cent. installments; those made with money furnished by the Government and with the approval of the system shall be paid for in like installments after the term of control. A similar announcement of agreement with the Western Union has been made. The Government is to pay the interest on the outstanding bonds, dividends and interest due on stocks and bonds of subsidiary companies, all taxes and operating charges on the property and eight millions a year in addition, "thus assuring the present rate of dividends on the stock." The company will loan without interest \$1,600,000 toward financing approved additions or extensions, and further sums required therefor to be furnished by the Government; if new securities have to be issued by the company, the Government is to pay the interest, dividends or such other costs of such as may be issued in exchange, discharge or renewal of existing obligations. This is a sharp contrast to the situation between the Government and the railroads, the proposed contrast being so unsatisfactory to the holders of railroad securities that a judicial ruling or interpretation of the act creating Government control is being asked for.

Paul Leake.

Convincing.

A fancy basket of neat design, tied with a nice white ribbon, was the only object in the window of one bank. The basket was overflowing with new quarters, half dollars and other glittering coins. This placard told its story:

"Perhaps you believe in putting all your eggs in one basket—perhaps you don't. Whatever your method may be don't forget to have a 'nest egg.' Our savings accounts set well and hatch fine interest."

STOVE RESTRICTIONS.

Retrenchment Promulgated By War Industries Board.

The retrenchment in the use of iron and steel is still being extended to every industry which the War Industries Board can reach. The most important item this week is the restriction which has been imposed upon the oil stove industry. The Conservation Division of the War Industries Board has worked out a programme which it says will save at least 25 per cent. in the quantity of iron and steel used, as well as between 40,000 and 50,000 lbs. of aluminum.

The regulations provide for the elimination of 339 sizes and styles of oil stoves, heaters and ovens and of 127 sizes and styles of gasoline stoves and heaters. The saving in aluminum will result through the substitution of zinc for aluminum for name plates.

The finish of all stoves or heaters will hereafter be plain Japan or Japan enamel or vitreous enamel, without nickel trim, and the use of nickel is to be eliminated. Use of brass in the manufacture of stoves or heaters is to be confined to the burner parts.

The schedule of the types which may still be manufactured provides for only four styles of kerosene-oil cooking stoves. There will be a small one-burner size in one style, employing the minimum of steel; a two-burner size in one style, without built-in oven; a three-burner size in one style, without built-in oven; or one size of range stove with built-in oven but not both, and a four-burner size in one style without built-in oven. There will be only one model of warming shelves, one for the three-burner stove and one for the four-burner stove. All splashers backs, sub-base pans and removable drip pans will be eliminated.

Only one style of gasoline cooking stove, in the one, two and three-burner sizes of the Junior design will be allowed. There will also be only one style of kerosene-oil heaters, in three sizes. The founts will be made of steel, lead, zinc-coated or galvanized except the burner parts of the fount where brass is necessary.

The portable oil stove oven will be limited to one style in two sizes, and all doors will be made of steel, or with glass panels, but not in both designs by any one manufacturer. The doors also may be made either of the drop or swing type, but only one to be made by each manufacturer. Each manufacturer also is to limit his output of kerosene water heaters and of gasoline water heaters to one size of each.

To enforce this restriction in oil stove manufacture the Priorities Division of the War Industries Board has ordered a curtailment during the six months begun October 1 of 50 per cent. of the production for the corresponding six months of 1917-18. It also "urges that the production of gasoline stoves shall cease forthwith."

More Curtailments.

Besides this the Priorities Division has ordered the following additional curtailments:

Electric heating appliances, including electric stoves and ranges: Effect-

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Combined Total Deposits	10,168,700.00
Combined Total Resources	13,167,100.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

tive October 1 and for six months thereafter, curtailed to 50 per cent. of six months' production during 1917.

Roadmaking Machinery: Six months from October 1 no roadmaking machinery or any part thereof shall be manufactured, except: (1) repair parts, (2) for work on railroads and other public utilities, (3) for roads repaired by the United States Government, the several states, counties and municipalities, and (4) for new construction by the United States Government, either directly or indirectly.

Sewing Machines: Effective October 1 and for six months thereafter: Curtailed to 50 per cent. of six months' production during 1917.

Saddlery and Harness: Effective October 1, that no light or fancy harness or saddlery be produced, provided that no restriction is made in the production of heavy saddlery and harness for use by the United States and the Allies, or agricultural or industrial use.

Metal Stamps, Metal Stencils, Rubber Stamps, Metal Tags or Badges for Industrial Purposes: Effective October 1 and for six months thereafter, curtailed to 75 per cent. of six months' production during 1917.

Pocket Knife Industry: Consumption of iron and steel reduced during the last four months of 1918 to a basis of not exceeding 70 per cent. of four-twelfths the 1917 consumption.

Bicycle and Motorcycle Industry: Consumption of materials reduced during the last four months of 1918 to a basis of not exceeding three-fourths of four-twelfths of its 1917 consumption.

Composition Roofing, Rag-Felt Floor Covering and Building Board Industries: In so far as it manufactures composition roofing made of rag felt or asbestos or combinations thereof, or building board or building paper made of wood pulp, waste paper, gypsum or cement, or combinations thereof, to confine its distribution of same to the United States Government and the Allies, to constructions licensed or authorized by the War Industries Board and to structures in which its use may be allowed by permit of the War Industries Board, and to repairs and replacements; and in so far as it manufactures floor coverings made of bituminous rag felt, or felts thereof, for and during the period from October 1 to December 31, to reduce its consumption of materials to a basis of not exceeding 40 per cent. of three-twelfths of its 1917 consumption, and to reserve from general disposition sufficient to take care of Government requirements.

Clock-Watch and Clock Industry: To reduce its consumption during the last four months of 1918 of iron, steel, brass and copper to a basis of not exceeding 70 per cent. of four-twelfths of its 1917 consumption.

Boiler and Radiator Manufacturing Industry: To reduce its consumption of iron and steel to a basis of not exceeding 40 per cent. of four-twelfths of its 1917 consumption and to furnish its products for no uses other than to orders placed by the United States Government or the Allies, or

direct agencies of the same, for use in buildings constructed under permits by the War Industries Board or pursuant to permit of the War Industries Board, and in repair and replacement of existing heating and radiating equipment.

Preference Ratings.

The Priorities Division of the War Industries Board has announced that it will issue special priorities certificates to give preference ratings, under special conditions, to the following industries:

1. The gas range, water heater, room heater, hot plates and gas appliances industry.
2. The metal beds, cots, couches and bunks, and metal springs for beds, cots, couches and bunks industry.
3. The wire-bound box industry.
4. The black galvanized and enameled ware and tin-plate household utensils industry.

This is to enable these industries to supply essential needs, but at the same time conserve materials. To obtain the certificate the manufacturer must file with the Priorities Division a statement of stocks on hand, in storage, or in transit, owned by such manufacturer; his 1917 consumption of materials and output of product; and quantities of materials needed to balance stocks to manufacture reduced outputs ordered. The manufacturers must pledge themselves also to observe the regulations summarized in last week's Hardware Age as to curtailments, economies and substitution of materials; to devote products to essential uses, and not to furnish products for resale to dealers without obtaining a similar pledge from them.

The Senate Finance Committee is still at work on its difficult task of revising the House war tax bill. It seems doubtful whether there can be a report on the measure to the Senate before the adjournment over Election Day.

Let The Turkeys Grow.

The turkey is still a wild bird. All the efforts of the farmer and breeder have failed to domesticate this wanderer into a barnyard dependent that puts on fat at the whim of the owner. A chicken will put feed into fat at almost any age and at any time the crop is kept filled with the right kind of feed.

The young turkey, however, is a long-legged, bug hunter until the winter thatch of feathers is put on and nature suggests that it is time to store up a reserve for rigorous weather. Turkeys will put on weight rapidly and economically at that season and raisers should take advantage of it.

This, too, is the season when fields provide plenty of feed that would otherwise go to waste and, in the case of weed seeds, would do damage to future crops.

Now when we have need for every ounce of food that can be put into form for human consumption, whether ground by mills or gizzards, it is the soundest economy to let the young turkeys live through the fall bug-and-seed-hunting season.

A young gobbler that weighs ten

pounds in October will weigh twelve or thirteen, sixty days later if given a little extra feed along toward the end of that period. A hen turkey in the same time will fill out from seven pounds to nine or ten. Such satisfactory gains can be made at no other time in the bird's life. It is the season when nature is preparing for winter. The turkey hasn't learned to depend on the farmer's grain bins.

The U. S. Food Administration suggests that in order to take advantage of this favorable season for putting on gains that no young turkey hens weighing less than six pounds dressed should be marketed. Young gobblers should be of sufficient size to dress at least eight pounds before being sold. Let the turkeys develop and grow fat.

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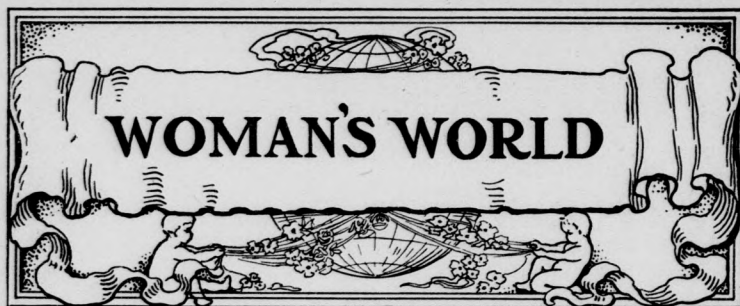
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Test of Bravery in Peace or War.

A little woman—nothing about her that you would notice; not even good-looking; simply dressed, but with an air of general refinement, came into the "Hostess House" at one of the embarkation camps the other day and asked the women there to find her husband; she gave his name, rank, and organization with intelligent precision, and then sat down to wait while the orderly went in search of him. Let me tell the story as nearly as I can in the words of the woman who told it to me:

"After a long time I saw the orderly coming back, and something in his face told me that he was bringing bad news. I hurried out to meet him.

"What luck?" I asked.

"He's gone. That unit went out early this morning."

"Somehow it seemed harder than usual; although we have had plenty of such cases, you don't get used to them. I hardly could bear the news myself. It seemed as if I just couldn't go back and tell that little woman that her journey had been in vain. What should I say to her, and how would she take it? Perhaps it would be easier if she fainted and made a scene. I felt in my heart that she would not, and it only made it harder.

"At last I screwed up my courage and went to her. I think she read the truth in my face, although I tried to smile.

"Gone!" she said. Her lips tightened until they were almost white.

"She looked past me for a minute or two with eyes far away. Then I could see her pull herself together, and as I took her hand in both of mine she looked straight up at me and smiled—it was a wan little smile—as she said:

"I wasn't quite prepared for this. Somehow I felt that they couldn't send him away without at least a word."

"She struggled a little within herself, and then went on:

"While I have been waiting I have seen these other women who have been bearing the same kind of news. That little Italian woman crying over there hasn't seen her son in months. She came all the way from Western Pennsylvania, and, like me, was too late. But I am better off than she—I saw my husband yesterday for twenty minutes."

"Stay a little while," I said, "and let me get you a cup of tea."

"You are very kind; but I must hurry back; I have left a two-months-old baby."

"With your mother?"

"Oh, no. At the hospital. I knew they would know how to take care of my baby there. I haven't any relatives."

Brave! How much more courage does it take to go over the top?

"Be strong and of good courage." Over and over these words come to me as day after day I see the boys, the flower of our land, going by on the trains—all of them headed for the deadly business Over There. And almost always I think of the mothers and what it means to them. And then I think of what it has been meaning all these four years and more to the mothers of France and England, Italy and Serbia—yes, and Germany, too!

The bravery of the battlefield—who may dare to underrate it?—is sending back to us the tales of heroism, of unflinching nerve and determination, impelled by consciousness of the holiest cause that ever sent men out to war. But back home the women are going about their daily tasks—with new ones added—with faces cheerful and hearts courageous.

"I did not mind it so much in the summer," one woman said to me. "I could go out and walk, and there were many ways to keep busy, with daylight almost up to bedtime. But now that the cold weather and the long evenings are coming—Last winter we sat together by the open fire in the evenings. It seems as if I could not stand it. But of course I will. That's the job we women have."

I have heard so few women complain. They just bear up and, as the English say, "carry on." There was one woman whom I met not long ago, whose manner was full of gloom. She acted as if the end of the world was half a day away, and nobody was really interested in it but herself. Her oldest boy was just a few days short of the draft age, but she was anticipating the time when he might be summoned, hurried away inexorably in a horribly brief space of time, and killed—beyond a doubt he would be killed! She has everything of a material sort that heart could wish, and nothing serious ever has happened to her or any member of her family. But sorrow sat upon her as you might expect it to sit upon those who wear gold stars on their sleeves.

What is it, I wonder, that makes the difference? Temperament? Perhaps. Account for it as you will; I know very well that the influence of the spirit that women are showing now, be it brave or weak, has been

working in their homes from the beginning of those homes and has left indelible impress there. There are instances, no doubt, in which some great shock or bereavement brings out strong qualities of character that have been latent; and there are instances in which persons who have seemed strong and self-reliant go to pieces under stress.

But, generally speaking the woman who in normal times has borne with composure, cheerfulness, and unselfish courage the day-to-day burdens and trials of home life; who has kept the tone of her family spirit high; whose smile sent the menfolk away in the morning cheerful for the day's duty and welcomed them back in the evening, is she who stands up bravely under the strains and deprivations of these dreadful days—sending her men forth cheerily to battle and keeping up the courage of the home while they are gone. The whole family, at home or abroad, takes its spirit-color from the mother.

Time is too precious now to "indulge your grief." That indulgence is a luxury none of us can afford. Do you remember what Mrs. Jameson said about "indulging grief"?

"How idle to talk of indulging grief! Talk of indulging the rack, or rheumatism! Who ever indulged grief that truly felt it? To endure is hard enough."

The wonderful women of Belgium and France are not "indulging grief." Heaven knows they have a right to—those women who have lost husband and all the sons, but go right on with what they have to do, toiling, helping, sacrificing to the uttermost in complete absorption of unselfishness.

To fight the good fight one must have the spirit not only of those who with thrill of battle go singing "over the top," but of those who keep sweet and sunny and unselfish in the quieter times of ordinary home life. It reflects in the character of those who grow up in the home, equips them for the supreme test of life, and helps the woman herself bear the uttermost when that comes knocking at the door of her heart.

Prudence Bradish.

Concerning Sugar Substitutes.

Written for the Tradesman.

The people of the United States no less than those of Canada and European countries had the white sugar habit fastened upon them to a surprising extent, and that is the reason our present sugar regulations seem drastic. But two pounds of white sugar per person as a monthly allowance should entail absolutely no sacrifice or hardship whatever, provided one uses any of the many excellent substitutes as to the form in which one takes one's sweets.

Some one has recently called attention to the fact that our ancestors in the middle ages never had tasted sugar. They ate honey; but chiefly their sweets were derived from fruits. Naturally those fruits were most highly prized which abounded

in sugar. Our colonial ancestors got along very nicely on a pitifully small allowance of white sugar. They knew how to treasure their loaf sugar, and use it sparingly, saving it mostly for tea parties and special occasions.

Honey, maple sugar and syrup, corn syrup, and fruits rich in sweetness, are the principle substitutes for white sugar. And, moreover, there is this to be said about them, they are nature's products. Racial habits or pre-dispositions acquired through centuries are not easily outgrown; and so it may very well be that our bodies are better adapted to taking sugar in some such form as honey, maple or corn syrup, dried fruits and the like, than through the extravagant use of white sugar in its present granulated form.

Statistics prove that we as a Nation used white sugar extravagantly and wastefully; that the average person consumed more sugar than was good for him. Small children were deliberately taught to eat candy and confections to the detriment both of their teeth and their stomachs. This abnormal and excessive craving for sweets, begun in babyhood, was carried on through childhood to maturity. You have no doubt seen people pouring into a cup of coffee or tea from two to five spoonfuls of sugar—generous spoonfuls at that. Perhaps not all this sugar was dissolved, but the undissolved portion was, of course, lost. And even at that, the beverage thus oversweetened must have been a nauseating portion to any but an abnormal appetite.

And it is the American patriot (?) of abnormal sugar requirements who is yelping so loud because of the present sugar card system. He insists that two pounds per month is not enough. He is dead wrong. Two pounds is sufficient. Pieced out by the sugar substitutes above referred to, two pounds is an abundance; and anybody who thinks he is being abused and required to make a personal sacrifice because his allowance of white sugar is thus cut, doesn't know the first principles of dietetics.

For the grocer or dealer in delicatessen products, the present sugar shortage supplies a good opportunity for pushing nature's sugar substitutes. In order to make these splendid foods popular, there should be some sort of an educational programme. It would be better if it could be general—conducted through the magazines; but if not, it can be managed locally by the dealers of the various communities, and by those dealers who are most interested in the matter. People can easily be taught the honey habit. Undoubtedly the sugar shortage occasioned by the war has greatly stimulated the bee industry, and choice honey in increasing quantities is going to be produced. The increased production of maple sugar and syrups have been commented upon in these columns. Concerns making corn syrup are turning out the biggest outputs of which they are capable.

Frank Fenwick.

A Great Principle Established

THE Federal Trade Commission has ruled that an advertised offer to sell a specified commodity below its cost to the advertiser, on condition of the purchase of other articles therewith, is an unfair method of competition. This great victory for the principle of fair prices was gained in a proceeding brought and carried to a successful conclusion by the organized retail grocers. We take pleasure in publicly acknowledging their achievement in the interest of the whole business world, and we congratulate them upon it.

It will have far-reaching results.

If selling below cost, under ordinary conditions, is unfair, so also is selling below cost plus selling expense. For the vice in each case is the selling at a loss. The only difference is the amount of the loss. And we see no escape from the further conclusion that, under ordinary conditions, it is unfair to sell at less than a living profit. The difference is again only one of degree.

Such sales are unfair to the merchant's competitors and they are unfair to the manufacturer, whose products are cheapened in the eyes of the public and rendered unprofitable to handle.

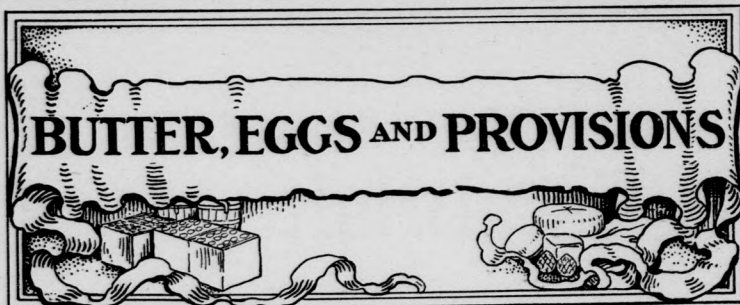
And this leads inevitably to the final conclusion that the manufacturer in an open line, who has no monopoly, whose product, selling in a competitive market, must necessarily be priced to the public at a reasonable figure, should be permitted to name a fair resale price and to refuse to sell to dealers who will not observe it.

We are now engaged in a suit, not yet decided at this writing, to determine whether a manufacturer may so refuse to sell to dealers who ask unfair prices.

Whether we shall win or lose, we do not know. We hope we shall win. But, in any event, we are certain that the ultimate thing for which we are all contending---the right of a manufacturer to protect himself and his distributors from unfair price-cutting---will eventually find recognition in the law. And the victory of the grocers marks the longest advance yet made toward that result.

Again we congratulate them.

ESTABLISHED 1806 NEW YORK



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.

Poultry Policy Recommended By Administration.

A circular addressed to farmers by the poultry and egg section of the U. S. Food Administration sets forth that owing to compliance with Government efforts to secure increased production a very large crop of chickens is now found in the Central West, South, North and Northwest, while there is, at the same time, a shortage of labor, shortage of transportation facilities, shortage of freezing space due to the great demands for space to freeze meats for the soldiers and Allied countries abroad. In order to prevent waste under these circumstances the Administration asks farmers to give a patriotic co-operation in carrying out the following suggestions:

1. Market only well matured birds, leaving the others on the farm to grow and increase the supply of poultry flesh.
2. As, from now to December, most of the old hens are moulting, unattractive in appearance and under weight, only those birds should be marketed that are full feathered, the others being held until after Dec. 1.
3. Hold as many birds as practicable on the farms until after Jan. 1, to relieve the freezer situation.
4. Keep all pullets for egg production this winter and next spring.
5. East of the Mississippi market turkeys intended for Thanksgiving from November 10 to November 16; west of the Mississippi from November 8 to 14, holding the rest until December 7.

Usually a large percentage of the turkeys reaching the market too late for Thanksgiving must be placed in cold storage, and room for this is this year declared to be unavailable.

Turkey Bulletin To Buyers.

The administration regards as wasteful the selling of young turkeys before they attain a good size and requests licensed dealers buying from farmers to observe certain suggestions. The Administration evidently appreciates the fact that in fixing dates differences must be made in different sections and, therefore, in these suggestions dates are left blank, to be filled in by the local authorities or co-operating associations in different sections so as to carry out the general purposes. The suggestions are:

1. That from October—to November—dealers refrain from buying hen turkeys under 8 lbs. or young toms under 12 lbs., live weight.

2. That licensees purchase no turkeys for Thanksgiving markets east of Pittsburgh and Buffalo after November —.

3. That turkeys for points east of Pittsburgh and Buffalo be loaded and ready for shipment not later than November —.

4. That no turkeys be dressed when atmospheric temperature is above 40 degrees, unless the licensee is equipped with refrigerator to chill immediately after dressing.

5. As in former years many turkeys arriving in markets after Thanksgiving demand is supplied have had to be frozen, and as a large proportion of the freezer space is needed by the Government for freezing meats, the Administration discourages the selling and dressing of turkeys after Thanksgiving demand has been supplied, until December —.

Encouraging Poultry Dressers.

The Food Administration has asked the Federal Labor Bureau to co-operate in an effort to impress upon poultry dressers the importance of their work as an element in supplying our armies and Allies with food. It has been requested that speakers be sent to poultry and egg packing plants to address the dressers, during the noon hour, on this subject and upon the need of continuous work in their departments.

In appreciation of such service a plan has been devised as follows:

Women dressers who work forty-eight hours a week or more, and men dressers who work forty-eight hours a week or more, during October, will receive a sleeve band bearing the U. S. Food Administration emblem.

An apron, bearing the Food Administration emblem will be given for the same service continued during the balance of October and November.

The same weekly service continued up to Christmas will be awarded with a printed and signed certificate from the Food Administration bearing witness of their patriotic service.

Milk Canners To Save Tin.

Canners of evaporated and condensed milk, at a conference with officials of the Food Administration, agreed to lend their influence in the conservation of tin plate. Evaporated and condensed milk, which heretofore has been put up in four sizes, namely 6, 12, 14 and 15 ounce cans, will, when the supply of tin plate now on hand is exhausted, market their product in only 14 and 15 ounce cans.

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.

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.

Opposes Vinegar Made From Cores and Parings.

Saginaw, Oct. 21—You ask if we think the State law should be amended so that cider vinegar made from cores and peelings of apples can be manufactured and sold in this State, providing the package containing the same is properly labeled?

In reply, will state that vinegar manufactured from dried cores and skins of apples can not be classed as cider vinegar, for it is not manufactured from the cider of the apple. All the liquid of this class of vinegar is artificial. The process is simply to soak out the sugar contents and from this residue you secure the quantity of alcohol to oxidize into acetic acid. Vinegar manufactured from raw material of this class should not be classed along with the family of cider vinegars. It does not contain the quantity of phosphates which are so essential in good vinegars for the upbuilding of sinew in the human body. In our opinion there is but one kind of vinegar in the world which has a perfect right to be called vinegar, and that is the one manufactured strictly from the fresh juice of apples.

No doubt you have been conversant with the conditions of the markets from the year 1915 up to the present. This company gave a great deal of its time and was put to a very large expense in a monetary way to assist in securing a clean-up on the spurious vinegars being distributed on the markets in Michigan. The vinegar in question at that time was being marketed here and could be sold at a great deal less per gallon than the pure cider variety, and at the same time it was branded as pure cider vinegar, and we suffered a great monetary loss considering the condition and concluded to fight. The result was a general clean-up, not only by the State Food Department, but the Federal also. Do not believe anyone in this department will for some time to come forget the conditions we put up to them and the assistance we gave in cleaning up this class of goods. What we could not understand at the time was why this department would allow the markets to get in such deplorable conditions and then have a manufacturer of the line to go to them and request they get busy. After the good results were obtained we cautioned both the departments and absolutely demanded they keep in close touch with the situation; if not, the condition would return and, in our opinion, we are getting some of it in this State at the present time. As a matter of fact, it has been presented to us that in reality would warrant our making a charge against the department.

I note you state that Mr. Woodworth stated he would not prosecute anyone who sold vinegar made from cores and skins of apples, providing it was labeled according to the Federal law. The Food Commissioner of the State of Michigan has no authority to modify or amend a law which has been put upon the statutes books by the representatives of the people and until this law has been amended Mr. Woodworth should see that the law is strictly complied with in every phrase by all manufacturers. We are confident this condition has come up to him within the last three weeks regarding vinegars being distributed in this State which do not comply with the law. Analysis of such vinegars have been made by one of the best research chemists in the United States. In other words, any action of the Commissioner to disregard the law would be a discrimination against manufacturers of vinegar in this State. They have repeatedly stated that dried cores and skins of apples vinegar could not be sold within the borders of this State. If they permit this sold by outside manufacturers where will the manu-

facturers of vinegar inside of the State fall for the reason it can be sold at a much less price than cider vinegar at all times.

In our own opinion we will state frankly we would prohibit its sale and believe it should be done also by the Federal authorities, or if permitted to be sold, to eliminate entirely the use of the words "cider, apple or orchard product" from the label. If they permitted the sale of this class of vinegar we are confident there are manufacturers who would secure the services of chemists who would doctor the goods in such a way so as to be able to brand and market goods as cider vinegar, and it would be most impossible to detect the adulteration.

John A. Cimmerer,
President Oakland Vinegar
& Pickle Co.

Early Meeting of Michigan Dairy-men's Association.

Bay City, Oct. 22—At the recent meeting of the Board of Directors of the Michigan Dairymen's Association it was decided to hold our convention this year at Lansing in the Capital Building on December 3, 4 and 5.

This convention will consist of a convention of all the allied associations. These allied associations will hold joint meetings as well as individual meetings at this time and it now looks as though we might have a very large gathering, in fact, the largest convention which has ever been held in Michigan.

The object of holding our meeting in December this year is to avoid the bad snow storms and the extreme cold weather which we have had to contend with in past years.

This year there will be no exhibits of machinery. This change has been made to conserve the use of the railroads during this busy season of the year. It is simply a war measure and after the war it is the intention of the Board of Directors to again hold exhibits of machinery as heretofore.

In order to defray the expenses of this convention, a programme with advertising matter is being published.

Will you kindly give this matter publicity in your publication. We assure you that anything which you can do to bring these facts before the dairy public will be greatly appreciated by us.

M. Seidel,
Sec'y Michigan Dairymen's Assn.

Heavy Cheese Shortage.

Holdings of American cheese in 530 houses on October 1, 1918, were 42,218,276 lbs., according to the reports of Bureau of Markets. In 470 houses holding this year were 38,249,787 lbs. compared with 89,082,290 lbs. October 1, 1917, a decrease this year of 57.1 per cent. This is a very heavy shortage and judging from recent reports it will be even more marked by November 1.

Other varieties of cheese show less marked reductions and some an increase. Holdings of Swiss in 81 houses were 926,057 lbs. October 1 against 841,808 lbs. October 1, 1917, an increase of 10 per cent.

Camouflage.

"What will we do? The Germans continue to bomb our hospitals."

"There's only one thing to do and that is to disguise our hospitals like fortresses."

APPLE BARRELS

Get our prices for prompt or fall shipment.

Reed & Cheney Company
Grand Rapids, Michigan

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

The "Little Gem" Battery Egg Tester

Write for catalogue and prices.
We have the best.

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

Knox Sparkling Gelatine

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

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.

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

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.

SHEET ANCHORS OF SUCCESS.

Ideas and Methods Which Determine Leadership.

This is not a story that deals with any element of luck. Success is a strictly hand-made product, the direct result of well-laid plans and intelligent effort, backed by an intense desire to make good. Luck is at best but a camouflage for laziness or inefficiency, and there is no indication of either in the following history of a successful firm.

Whenever a bunch of keen American business men start out to make a success of any undertaking, and want success badly enough to put their whole fund of energy and ability behind it, there can hardly be any question as to the final outcome. No power on earth can keep them from achieving their full measure of success.

This is, in brief, the story of the success of a store, which for convenience sake, we will call Blank Brothers Company (name omitted by special request of the brothers) throughout the eighteen years that have marked its growth from a humble beginning to a prominent place on the front row among the most progressive and successful stores of the country.

Right from the very beginning the members of the firm set out to attain success and to build up a large business. Observation had taught them that the most successful firms were those that knew every detail of their business, so right from the beginning "system" was the eternal watchword of their business. Each year has brought an improvement in their system until to-day they have the most systematic management and accurate accounting system to be found in any retail store.

Their methods of correct accounting begin with the buying and do not stop until the annual profit and loss statement is issued at the close of the year. There is a purchasing order made out in triplicate for every article ordered, whether it is ordered by mail, telephone or handed direct to the wholesaler's salesman. When any items are ordered a purchasing order is made out, putting in the date of the purchase, the name of the firm, the terms, the order number, the shipping instructions and an itemized list of all articles ordered along with the prices. This order is then signed by the member of the firm who does the buying, and if the goods are being ordered direct from the wholesaler's representative, the representative also signs this order. One copy is given to the wholesaler's representative, the second copy is handed to the stockkeeper and the third copy goes to the bookkeeper. When the goods arrive the stockkeeper takes his copy and checks the goods to see that they are all there and in the quantities ordered. If the goods are received as ordered he O.K.'s his copy and hands it to the bookkeeper. Should the goods not correspond in every way to the order the wholesaler is immediately notified, but if they are O.K. the

bookkeeper goes over the extensions and sees that the invoice received for them corresponds with the original order; if so, the invoice is O.K.'ed.

Now this may seem a lot of work, but I was told that during the first year this firm used this method, they kept a strict account of the money they saved through keeping a record of every purchase to see if it would really pay them to do it, and found that in a year's time it had saved them over \$400. Goods were sold to them, for instance, at one price and then billed to them at a higher price, but by keeping a record of every purchase and then checking the invoice with the copy of the order they found all such errors and thereby saved themselves over \$400. Sometimes a salesman anxious to secure the trade of the merchant will offer him a special price on a staple article in order to get an order for other goods from him—in most instances he will also put a higher price on the balance of the order to make up for the lower price on the staple, so that the total is often greater. In other cases he will make a certain price and bill it at another thinking that the grocer will have forgotten the price made him by the time the goods arrive, which is very often the case. Blank Bros. Co. do not take any chances, however. The price is entered on the purchasing order and that is what they pay.

As soon as the invoice is O.K.'ed by the bookkeeper it is entered on the "invoice record." Here the date of the invoice is recorded, the name of the firm from which the goods were purchased, the gross amount of the invoice, the date due, the discount date, and the terms, and then when the bill is paid the amount of the discount is likewise entered with the date paid and the net amount. From this "invoice record" they know at the close of each day their full amount of accounts payable.

A record is made of every sale, cash or charge. Each clerk carries a sales book and is required to make a sales slip for every transaction, no matter what the size. All cash is handled by a cashier. A multiple drawer register is used so that each clerk's sales are kept separate. Under this method the firm knows which of their clerks are the most valuable.

Through their accounting system Blank Bros. Co. knows what their average percentage of mark-on is. A form is provided for entering the name of each article, its cost price, and the retail price, generally figured at a mark-on of 20 per cent., 20 per cent. being their average percentage of mark-on. There are two extra columns provided on this form, one headed "Gains" and the other "Loss." When the price at which the article sells is more than the price which is obtained by the 20 per cent. mark-on, the difference between the two is entered in the column headed "Gains," but when the price at which the article is sold is less than the figure obtained by adding 20 per cent., the difference is entered

in the "Loss" column. These two columns are totaled at the close of each day and they endeavor to have the "gains" balance the "losses" in order to keep their average percentage at 20 per cent. But should the losses be greater than the gains the goods are gone over and a slight increase made in the price of any goods which will stand it.

Through this method the firm has had no trouble in keeping their percentage of gross profits above the 20 per cent. mark. Their accounting further provides them with a record of sales, both cash and charge for each business day, their total amount of accounts receivable each day, their bank balance, an itemized expense account, etc.

Blank Bros. Co. has made a very successful fight against the increasing cost of doing business. Through their itemized account of all expenses they are able to keep an eye on every item of expense and to know just about what each division of the store expense should run each month in order to keep their costs averaging 15 per cent. When they find a certain division of their expense mounting up above its allotted percentage they begin to investigate. One of the biggest factors in keeping the cost of operation at a low point has been their very systematic management. Every bit of the work connected with the store is divided and each clerk has his separate work to do and knows that the firm looks to him for that particular work being done and done well. Everything is arranged in the store so that the trade can be taken care of in the least possible time. All goods for which there is

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.
237-239 Pearl St. - OFFICE - Grand Rapids, Mich.

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

SOMETHING PRACTICAL Have You Seen It? A Non-Breakable Doll

You will profit by showing this BABY DOLL in your HOLIDAY DISPLAY.

These Dolls—dressed complete—to retail for 50c to \$1.50.

Call and see them, or will be glad to submit samples.

Quality Merchandise—Right Prices—Prompt Service

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

a big demand and which will not be injured by it are tied up during quiet hours in convenient packages ready for sale. Small items are watched very closely. Here is where a great many grocers allow waste to creep in, but this firm watches the little items of expense just as closely as the larger items. They see to it that nothing is wasted—lights which are unnecessary are turned off just as soon as through with, sacks and wrapping paper are used so as to eliminate all loss, goods which are not moving are taken off the shelf and a special effort made to dispose of them. In fact, they watch for everything that may hinder them from making a profit. These are minor details, but it doesn't require many such practical details to add materially to the net profits of the store.

When the war came on and with it the higher costs of doing business there arose a tendency to do away with all unnecessary expense in order to keep prices as low as possible. The Government called upon every business man to do his "bit" to help win the war. The Blank Bros. Co. delivery service had always been an expensive feature of their business, but with the war they made a change. First they mapped out a schedule for delivery routes, making two deliveries each day, one in the forenoon and one in the afternoon to the four sections of the town. This saved them in gasoline alone more than \$300 the first year. Following this they made a charge of 5c for de-

livery on every order that amounted to less than \$1.

Later they replaced two of their clerks who were called into the service of their country with girls. This was their first experience with girls as clerks, but their experience proved so satisfactory that they later added two more to their staff and found that they were equal in every way to men clerks. The girls have proven very efficient salespersons and have also taken a greater interest in seeing the store kept attractive than was ever exhibited by men clerks. While this firm paid their girls a high wage for women workers they were able at the same time to cut labor costs considerably.

This store is constantly fighting for more business and with the exception of one year their business has made a very substantial increase every year since they began. They attribute a large measure of their success to advertising. A good slice of newspaper space is used by the store each week, and that space is filled with good copy each time it appears. Usually this space is used to present to the public seasonable and special articles. They believe a few articles well presented—that is a full description of the article along with the price—is more effective than an endless string of goods without any description.

One of the features used in their fight for more business and the one to which they credit a great share of their success has been their Wednesday and Saturday specials. The arti-

cles selected for these sales are articles which they have been able to purchase at a low figure either through buying in quantity or articles which they have been able to purchase cheap because the jobber has been overloaded. These articles, however, must be up to standard quality, as no article is presented to the public unless it is of good quality and will give satisfaction. This accounts for their special sales growing more popular each week. People have come to know that any article advertised will be all that the firm claims for it and so have no fear of getting something inferior. Thus their advertisements continue to draw and to hold trade. This is one of the secrets of successful merchandising. Price may induce people to come to your store once, but if the article purchased is not up to standard and has not given satisfaction or the goods were misrepresented in the advertisement, your advertising loses its pulling power. The public once deceived loses confidence and public confidence is a mighty hard thing to regain if once lost.

Before the war this firm used a great many stunts to promote sales, such as solicitors, openings, demonstrations, etc., but with the coming of the war they eliminated these features and to-day they depend very largely upon their salesforce to increase their sales. Bonuses are offered to the clerks making the largest number of sales, the largest amount of sales, etc. Goods which they wish to have pushed are given

a prominent place in the store and the salespersons put their selling efforts behind those goods with the result that sales have increased and profits have been maintained.

Walter Engard.

I AM A GERMAN.

At last I cast my mask aside
And bare the hate I used to hide.
Now to myself I can be true
And do the deeds I love to do.
I am a German.

The stolid kindly man is dead;
A ruthless beast is born instead.
The bars are down—the beast is free
To roam at will on land and sea.
I am a German.

I love to send the good ships down
And see the helpless children drown.
And when the mothers scream in pain
I laugh at struggles all in vain.
I am a German.

The poison gas and liquid fire
Have satisfied my heart's desire.
It's sweet to see men reel and choke
And fight against the deadly smoke.
I am a German.

And sometimes in a sheltered place,
I spy a baby's dimpled face.
Ah! then, I feel a fiendish joy,
And kill it quick, if it's a boy.
I am a German.

I poison wells so more may die;
No pity lives in such as I.
The simple homes I burn at night,
And in this pillage find delight.
I am a German.

The sick and wounded feel my hand,
And when I see a Red Cross band
I straightway set upon their track,
Because I know they can't strike back.
I am a German.

I rape and ravish, rend and tear;
With hideous noises fill the air.
The loudest screams of pain and fear
Are sweetest music to my ear.
I am a German.

There is no law of God or man,
But I will break it if I can.
I only live to maim and kill,
And while I live I always will.
I am a German.

Kenneth Graham Duffield,
in Hardware Age.

SERVICE

QUALITY

TIME THAT TRIES MEN'S SOULS

Great men hold the world stage to-day. Trenches and transports, dugouts and destroyers, battleships and battleplanes are filled with them. Men of brilliant courage and men of quiet heroism; men of brains and men of brawn; men from every walk of life—all moulded into greatness by a fire of devotion which is bringing victory nearer every day.

We are supplying our soldiers and sailors with a large portion of our output. We are, therefore, caring for our domestic trade with great difficulty, but with your co-operation we will continue to supply our customers with limited quantities of staple goods to enable them to keep their stocks in such condition as to meet the requirements of their customers.

We again urge our customers to visit this market frequently so as to keep in close touch with market conditions and the trend of all branches of the dry goods trade. It will be greatly to your advantage to do this.

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 Experiences Competing With Mail Order Stoves.

Written for the Tradesman.

It is not often that the small town merchant welcomes the mail order catalogue in his community, and it is still rarer that a merchant gives that catalogue a place of honor in his store. But a number of years ago I ran across a merchant in a thriving little village of 500 people who, far from trying to escape mail order competition, seemed actually to court it—with profit.

One day a customer came into Brown's store—I'll call him Brown—and enquired his price on a coal heater with oven. The stove Brown featured retailed at \$44 in those days.

"Why," exclaimed the prospect, "I can get the same thing from Blank & Company in Chicago for \$28.59."

"How much does Blank's stove weigh?"

"I don't know, but—"

"I'll look it up. And we'll have a look at my stove, which is as cheap and of much better quality than the one Blank & Company are offering at \$28.59."

"Here are the figures. The catalogue stove, weighing 350 pounds, at \$28.59 costs eight cents a pound, or a shade more. My stove which I offer at \$44 weighs 555 lbs. costs practically the same per pound. So when it comes to the cost, there's really very little difference.

"But a heavier stove had advantages which you of course appreciate. As you understand, it holds the heat much longer, and will therefore warm a room more uniformly than a light stove, without keeping it going at full capacity all the time. Then, the heavier stove is more durable. The light stove looks pretty much the same, but the heavier stove will more than outlast two of this light article."

He told of one which he had installed many years before and which was still in use, and had cost on'y twenty-five cents for repairs.

"Then," he added, "I'm right here to set the stove up in your house, get it started, and see that it works."

"I guess you're right, after all," conceded the customer; and the deal was closed.

That was a typical instance of the policy of meeting the out-of-town competition squarely.

Met squarely like this, mail order competition is not difficult to defeat.

Of course the mail order dealer is bound to get some sales. On P. T. Barnum's showing that a sucker is born every minute, the only wonder is that the number of mail order sales is not larger.

But this competition can't be met by just sitting behind the counter and waiting for the customer to come and buy. The hardware dealer must be aggressive, even to the point of going out and canvassing at times, and certainly to the point of advertising constantly.

Thus, a merchant in a town of 12,000 people heard of a prospect who was thinking of buying a stove from a mail order house. He got right on his wheel and went out to see the man personally. The man had been attracted by an artistic illustration of a cheap grade stove and had practically made up his mind to buy. The dealer gave him a talk on quality, hinted at the trouble he would have in putting the stove up, played on his loyalty to home industries, and finally sold him a better grade of stove.

In another instance the prospect had actually secured the stove from the mail order house on approval. He had trouble putting it up, and then it proved defective. The dealer induced him to send it back and demand a refund; and sold one of his own stoves to replace it.

An important point to remember is that the stove in the catalogue looks strikingly attractive. Hence, it will pay the dealer to keep the stoves in his store spick and span, and to give them a good share of advertising and window display.

Much can be done to offset the efforts of the mail order firms by keeping in close touch with your community. Try to get a line on every stove prospect before he has a chance to write away to the mail order house. The more aggressive the local dealer is along these lines, the less will the mail order dealer cut into the local man's business.

To begin with, a liberal amount of advertising is desirable. This includes frequent window displays, demonstrations at the season when they will do the most good, an attractively kept stove department, and the distribution of advertising literature wherever possible.

One firm went so far as to copy the mail order method in toto, and issued a catalogue of sixteen pages 9 x 12. This catalogue was written from the standpoint of the local retail merchant, and contained full information on how to order. This catalogue was sent out to a large mailing list, and produced good results. In addition

to stoves, other lines were listed and illustrated.

Under present conditions, however, the ordinary retail merchant as a rule cannot undertake anything very extensive in this line. The difficulty is, not so much the high cost of putting out a catalogue, as the constant increase in prices, price changes being so frequent as to render a catalogue obsolete in a very short time.

But while the catalogue may be impracticable, the mailing list is a great help. It will pay any retailer to keep a mailing list of stove prospects. He can get in touch with them in various ways—through his advertising, or as

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.

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



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

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

prospects come under the notice of himself or his staff, or in many other ways. One merchant distributes small souvenirs in return for the names and addresses of stove prospects. The fall fair brings another merchant in touch with many new prospects. The great thing is to get their addresses down in black and white.

Then follow them up systematically.

A good starter is a personal letter calling attention to your line of stoves and ranges, and inviting the prospect to call and see what you have. Some special inducement may be offered to get the prospect inside the store. One merchant offers a booklet of gummed labels for preserves. Another has a little cook-book which he distributes. Then, there is always the demonstration to draw people to the store at certain seasons.

If at first there is no response to the invitation, follow it up with more advertising literature—circulars, special offers, booklets and other advertising matter.

A good follow-up system of this sort will enable the local retailer to hold the business of his community, to the almost entire exclusion of out-of-town competition.

Victor Lauriston.

Effect of the Grip On Coal Conditions.

The influenza epidemic has had the same effect on the anthracite trade as a cold wave or a snow storm—it has increased consumption and at the same time has slowed down production and distribution. According to Saward's Weekly the heating of homes in which there are sick people is not wholly responsible for the increased consumption, for on cool days fires are lighted as a preventive measure in many residences and apartments in which coal would not be burned until later in the season if the fear of catching the grip had not made people take extra pains to avoid it.

This early use of coal fires, it goes on, has caused the pressure upon retail dealers to increase somewhat, but not nearly to the same extent as would be the case in normal years, when the public was less forehanded in the matter of fuel supply. Emergency calls are very few. The fact that some people are still without coal is to be explained usually by their insistence on having particular sizes or grades.

A New Way To Announce a Sale.

Customers of a hardware merchant in a small Missouri town could not get into his store one Thursday recently. On the door was this placard:

Closed for the day

Gone to market for bargains

Come in tomorrow

Because of this unusual notice, the merchant's "stunt" was talked about. On Friday and Saturday he did a record business.

You may tip the soda clerk a wink, but you can't tip a Pullman porter that way.

MADE TO PAY THE PENALTY.

The Business Houses Heavily Penalized By Prescott.

Lansing, Oct. 22.—Three Michigan concerns felt the teeth in the Food Administration law last week. Fred E. Hamlin, a Decatur grocer, was before the food court and admitted taking excessive profits in flour and selling flour without substitutes. He was ordered to close his place for the week beginning Oct. 21 and post the following sign on the front door:

CLOSED BY ORDER OF THE UNITED STATES FOOD ADMINISTRATION.

The Jamestown Co-operative Elevator Co. was directed to close its plant for a week, or in lieu thereof contribute \$100 to the Red Cross for selling wheat flour without the proper amount of authorized substitutes.

P. H. Fahey, of Hubbardston, pleaded guilty to profiteering when he made an affidavit that flour costing \$8.25 and \$8.35 per barrel, was sold by him at \$1.25 per 1-8 barrel sack. The official penalty order putting him on the unfair list says:

"In view of this acknowledged violation on your part, it has been determined to impose the following penalty: Next Monday morning, Oct. 21, you will be placed upon the unfair list, which means that your source of supply on all staple food commodities will be notified not to sell you any goods whatever during the period of the war. We are, however, going to extend to you the privilege of choosing between two alternative penalties to dispose of what goods you have on hand. You may close your place of business for three days, beginning Oct. 21, during which period there must be placed on the door of your place of business a sign reading as follows: "Closed by Order of the United States Food Administration," or you may make a contribution to the Red Cross organization of your county of \$50 in lieu of the three days' closing order."

New Sugar Alignment.

Lansing, Oct. 22.—Under the latest sugar sale ruling the Food Administration now allows Michigan grocers to sell to housewives and other consumers in two sales their monthly allotment of two pounds of sugar per person per household; that is, the housewife may purchase anytime between the first and the fifteenth of the month, one-half her legal monthly allowance of sugar and again any time between the sixteenth and the thirtieth of the month may purchase the balance of the family's monthly ration. This rule supersedes the old two and five pound sales rule and the subsequent week's supply sales rule. This is a direct easement to the grocers to whom the item of labor, weighing and wrapping has in the aggregate been very considerable.

Saving Will Be Enormous.

Approximately 200,000,000 pounds of sugar will be saved by the ruling. Many people were unconsciously breaking the regulation regarding the distribution of sugar by purchasing their sugar on the basis of one-half pound per capita per week. On the new basis of four weeks to the month there would be only forty-eight weeks to the year, or three hundred and thirty-six days. This leaves twenty-nine days or practically another month during which sugar has been consumed on a basis of two pounds per capita. With a population of 100,000,000 people this represents an annual saving of 200,000,000 pounds.

No More Canning Sugar.

All County Food Administrators received telegrams Saturday advising them to discontinue issuing canning certificates at the close of business on Saturday, Oct. 19, but in order to take care of those certificates which

were issued on Friday and Saturday the instructions permits the merchants to sell sugar on all outstanding certificates Monday and Tuesday, Oct. 21 and 22, but no sugar can be sold by any Michigan retailer after Oct. 22 on any canning certificates no matter when issued.

Warning to the Public.

Lansing, Oct. 22.—Agents in many places are canvassing from door to door with publications purporting to be issued by the Government, representing that they have Government sanction. They are charging as high as \$4.75 for the publication.

The Food Administration has been requested to warn people in Michigan that no such publications have been authorized by the Government. The publications issued by the Government are always given away or sold at cost, or in the case of certain school text books prepared by the Food Administration, sold under contract with the publisher to charge the price fixed by competition, ranging from twenty cents to half a dollar. Anyone who engages in a scheme such as above described is guilty of false representation if no more. All such cases should be reported to the Department of Justice for action.

Boomlets From Bay City.

Bay City, Oct. 22.—Webb Bros., clothing and shoes, Caro, have closed out their stock and retired from business.

G. R. Fisher, Metamora, has bought the Miller Bros. stock of general merchandise, at Farmer's Creek, and will continue the business there.

There is now only one railway station at Lapeer—the Grand Trunk—the Michigan Central station having been closed by the powers that be. It is claimed that \$8,000 per year will be saved by this change.

R. M. Gordon, for several years local freight agent at Bay City, has engaged in the general merchandise business at Sterling with Oscar Vogel under the firm name Vogel & Gordon, succeeding M. A. Vogel, who was one of the pioneer general merchants of Sterling.

Grand Counselor Ballamy visited Detroit Council, No. 9, last Saturday evening and reports that candidates were initiated and it was an enjoyable meeting.

Many conflicting reports have been circulated regarding the proposed change and restriction in the manufacture of shoes to be made by the War Industries Board. Upon investigation it has been discovered that the requirements will not be as difficult to meet as has been reported. Several changes have been made regarding ornaments and fancy top facings; also several classes of shoes will be made without pull straps. Apparently the object of the War Board is to eliminate non-essentials in the construction of shoes. The only colors which will be permitted are black, dark brown and white. No shoes will be made higher than eight inches, except lumberman's boots and riding boots, which have been placed in a special class to be known as class "X." All shoes will be divided into three classes, A, B and C, excepting the specials referred to as class X. The minimum retail price has been fixed at \$3 and the maximum price at \$12 for these three classes.

J. H. Belknap.

For Handy Goods.

A huge, outspread hand forms the background of the window of an office supply house. At the tip of each finger of the hand is an office record form. Other office devices are scattered about in the window. A sign above the hand reads: "Everything at your fingers' ends."

Van Dervoort Hardware Co.

LANSING, MICH.

Buy Bankrupt and Surplus Stocks of Hardware—Implements—Plumbing and Heating Goods. We can still fill orders for everything offered on this page last week at same price except 5c per square advance on Roofing Nov. 1st. We have accumulated from several small factories who have gone out of business and sold their equipment to us a lot of good Tools and Supplies, some just as good as new that we offer subject to prior sale.

1 James Engine Lathe at \$375.00. 14 ft. Bed, 18 in. Swing, with Chuck, Face Plate and 150 lbs. Tools. This Lathe is about 25 years old but has never seen hard service and is in first class condition.

1 Small Star Thread Cutting Lathe, at \$110.00. With Chuck, Compound Rest, Foot Power, Counter Shaft and some tools. Is worth on to-day's market over \$250.00 and has been used less than 3 months in a garage.

1 Small Wood Turning Lathe, \$10.00.

1 Pattern Maker's Lathe, \$25.00.

1 20 inch Back Geared Silver Drill Press, \$90.00. Almost new, never done 3 solid months' work, having been in a shop for several years where it was only used a few minutes a day.

1 20 inch Barnes Drill Press, \$75.00.

\$10.00 Chuck to fit same, \$5.00 extra.

While this drill has seen considerable service it has been well taken care of and is in good condition. Drill Presses are very scarce at the present time, factories away behind on their orders.

1 5 H. P. Westinghouse Electric Motor, 110 AC, \$95.00. In first class running condition.

1 3 H. P. Westinghouse Electric Motor, 110 AC, \$80.00. Thoroughly overhauled and made good as new.

1 1/2 H. P. DC Electric Motor Rebuilt and in A-1 condition, \$30.00.

1 1/4 H. P. 110 AC Electric Motor, brand new, \$37.50.

1 1/2 H. P. 110 AC Electric Motor, brand new, \$27.00.

1 Beach Sewing Machine Motor, brand new, \$13.50.

1 Power Hack Saw, \$10.00.

1 Heavy Lever Punch to handle 1 inch holes, \$20.00.

1 Light Bench Punch, 3/4 inch capacity, \$7.00.

1 Lever Iron Shear to handle 1/2 x 4 or 1 inch round, \$20.00.

1 30 in. P. S. & W. Squaring Shears, \$25.

A few good Tinner's Tools, at 1/2 Price.

1 Nearly new Solid Steel Anvil, 12c.

1 Defiance Universal Wood Worker, consisting of Band Saw, Planer and Circle Saw, intended for country wagon shops, can be adapted to most any wood work. Practically new with several extra saws, \$125.00.

3 Emery Stands, \$5.00 to \$15.00.

1 Nearly new Root Bros. Lawn Mower Sharpener, worth \$25.00, for \$10.00.

1 6 H. P. Peerless Air Compressor, \$90.00.

1 4 H. P. Novo Hopper Cooled Engine, used 90 days, \$90.00.

1 3 H. P. New Way Engine, \$60.00.

Several 1 1/2 and 2 Rebuilt Engines, \$25.00 to \$35.00.

1 12 H. P. Acme Kerosene Engine, \$300.00.

Has Webster Oscillating Magneto and Clutch Pulley, actually used only 2 weeks and replaced with a larger engine.

1 8 H. P. Acme Kerosene Engine, mounted on steel truck, with portable steel saw table, \$225.00. Only used about 60 days and in first-class condition.

3 Second Hand Forges, \$5.00 to \$15.00.

1 Nearly new Blacksmith Blower, \$10.00.

2 Back Pressure Blowers, at 1/4 price.

1 6 inch Centrifugal Pump at 1/4 price.

200 Good Second Hand Pulleys at 1/2 price.

These are from 8 to 60 in, good as new.

A few badly worn Wood Pulleys that will still do a lot of work at 1/4 price.

400 ft. Good second hand Shafting.

100 Good second hand Hangers, nearly all Dodge, from 1 to 2 7-16 inch.

500 ft. Good second hand Leather Belt, from 1 to 5 inch at about 1/4 price.

30 ft. 15 in. 6 ply Red Canvas Belt in first-class condition for \$24.00.

27 ft. 14 in. 5 ply Red Canvas Belt, badly worn, for \$6.00.

600 ft. Nearly new Wall Radiation at 1/4 price.

200 Pieces 1 inch Second hand Pipe, 4 1/2 foot long, 5c foot.

1 36 in. x 8 ft. Pressure Tank, used some but good as new, \$150.00.

1 42 in. x 10 ft. Pressure Tank, used one year, now tests over 20 lb., holds over 850 gal. A-1 for storage, \$150.00.

5 Second Hand Saws, from 1,000 to 7,000 lbs., at about 1/4 price.

1 Small Paper Baler, \$8.75.

1 Large Paper Baler, \$14.00.

Some Scales, Trucks, Oil Tanks, Drills, Reamers, Taps and a lot of other small tools not yet listed.

VanDervoort Hardware Co.

Lansing, Michigan



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

Price-Cutting Is Peanut Salesmanship.

The price-cutter is worse than a criminal.

He is a fool.

He not only pulls down the standing of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price-cutting? Nobody.

The man who sells makes no net profits; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty

soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap!"

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he can not win by fighting fair.

He brands himself as a hitter-below-the-belt.

If the business world were dominated by price-cutters, there would be no business at all.

Price-cutting, in fact, is not business any more than smallpox is health.

Whenever you see this sign on a price-cutter's store—"Going Out of Business"—you may be sure it is a lie. How can he go out of business when he never was in?

Herbert N. Casson.

Tit For Tat.

An Irishman paid a visit to China. He was quick tempered and it was not long before he had high words with a native who spoke very broken English. Seizing a dish from a stall close at hand, Pat let fly with it, and the Chinaman's head was cut. Being brought before the English consul, he was asked why he had insulted the native.

"Sure," replied Pat, "he spoke broken English, and I just gave him broken China in return."

GRAND RAPIDS
THE NEW MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 FIRE PROOF
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

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

Citz. Phone 61366

Joseph P. Lynch Sales Co.
Special Sale Experts

Expert Advertising—Expert Merchandising

44 So. Ionia Ave. 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 \$3.50

To Chicago

Monday, Wednesday, Friday

From Chicago

Tuesday, Thursday and
 Saturday Nights.

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

Your Freight Business Solicited.
 Following Morning Delivery.

Tickets sold to all points.

Goodrich
 City Office
 127 Pearl
 St.
 Powers
 Theater
 Bldg.

**GOODRICH
 LINE
 STEAMERS**

Muskegon
 Interurban
 Station
 156 Ottawa
 Ave. N.W.

Automobile Insurance

is an absolute necessity.

If you insure with an "old line" company

you pay 33 1/3% more than we charge.

Consult us for rates

INTER-INSURANCE EXCHANGE

of the

MICHIGAN AUTOMOBILE OWNERS

221 Houseman Bldg., Grand Rapids, Mich.

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



The New Murray Hill Hotel at Sault Ste. Marie.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 22—Manistique is to have a new co-operative mercantile association, which has recently been organized by the farmers around Manistique for the purpose of selling their produce direct to the big city markets. The following directors have been chosen: Del. Smith, Paul Wehner, Chas. Lausten, Angus McEachern, Curtis Blosser, Ed. Wehner, Ed. Mercure. The officers are as follows: Del. Smith, President; Paul Wehner, Vice-President; Chas. Lanston, Secretary and Treasurer.

The Belvidere Hotel, one of the old landmarks of the Soo, has recently undergone new management. George Coleman, well-known hotel man, and Jack Baines, one of the best chefs in Cloverland, have had the place redecorated throughout and had the building put into first-class condition. They have added a new waiting room on the first floor for the comfort of the ladies. The place is still the headquarters for the various stages which drive throughout the country. The new managers are both hustlers and will, undoubtedly, make a success of the new venture.

Manistique lost one of her esteemed citizens and veteran hotel men in the death of John Shunk last week. Mr. Shunk for a number of years was proprietor of the American Hotel and later took charge of the Hiawatha Hotel until a couple of years ago, when his health commenced to fail and he left the hotel in charge of his son, August, while he himself went to his farm in Manistique township. He stayed there until a couple of weeks ago, when his condition became critical and he was taken to Battle Creek, where he remained until the end came. He is survived by a wife and two children.

Roy Gooch, manager of the grocery department of the Peoples Store, at Manistique, received a telegram from Camp Custer, stating that his brother, William Gooch, had died at the training camp.

The board of supervisors made no mistake when they secured the services of county agent E. L. Kunze, as shown from the report submitted to the board of supervisors last week. He certainly is a live wire and is on the job all the time. He has accomplished much during the past year in agricultural pursuit, co-operation among the farmers, offering suggestions and arranging demonstrations instructive to farmers throughout Cloverland. Not only does he confine his efforts to agricultural pursuits, but he is instrumental in helping the farmers secure farm labor, getting the proper drainage and standardizing the planting of grain. Mr. Kunze is a man of varied judgment and has proved himself a valuable asset in this community. He is to be congratulated upon the success so far achieved.

The many friends of our esteemed citizen and ex-Governor, Chase S. Osborn, were surprised to hear of his signing up with the Salvation Army at New York, whence he expects to sail soon for France. The ex-Governor is still in the pink of condition and, undoubtedly, will be of great value in his new vocation. The field is large and the services greatly needed. He always stood for something that was good, no matter what it cost.

E. F. Martin, of the firm of Martin & Wheeler, at Trout Lake, was a business visitor here last week.

O. W. Smith, of Trout Lake, was in the Soo attending the supervisor's meeting last week.

J. J. Hruska, popular butcher of Manistique, was re-appointed poor

commissioner by the board of supervisors last week.

Goetzville farmers are setting the record on white turnips. Jacob Grouber brought one in last week weighing 13¾ pounds and is solid through and through. It is 18 inches in circumference.

"The wise doctor may not know what is the matter with the patient—but he knows enough not to say so." William G. Tapert.

Late News From Michigan's Metropolis.

Detroit, Oct. 22—Retailers of shoes have by no means thrown themselves into a panic over the recent Government regulations covering the styles and prices of shoes. On the other hand, they are optimistic, and see great benefits when the regulations are once in actual operation. It is their attitude that people are going to wear shoes, that if they don't buy one style, they will another, and that they are going to buy what their pocketbook can best afford. If \$12 is the highest price, thousands will pay that price, and so on right down the line.

They have not given much thought to the matter of merchandising present stocks over \$12. Those who have them will naturally keep up the prices for a while, and later dispose of them by sales as they would in the regular course of events. Retailers do not believe they will have the least difficulty in disposing of all their high-priced shoes before the allotted time. Their attitude is one of "We'll sell all we have in stock and all we have coming." No one seems to be overloaded with high priced footwear.

The Detroit Retail Shoe Dealers' Association has decided to hold meetings every week until further notice. The officers feel there are so many important things coming up especially in view of the new Government regulation of styles and prices that dealers should co-operate on these matters and have a thorough understanding of every point. It will be the aim to have a well known shoe man address the members at each meeting, and to bring about a closer relationship among dealers which is sure to result in greater co-operation. President Jeffries believes that co-operation is absolutely necessary for the stabilizing of business during these trying times, and if all dealers will co-operate along the same line, it will be much easier to make the public understand what retailers are trying to do, and what the Government is trying to do so far as the new regulations are concerned.

The meetings are always preceded by a luncheon at the Cafe Frontenac, and President Jeffries takes this means of inviting visiting shoemen, whether manufacturers, jobbers or retailers to attend the luncheons and meetings any Wednesday afternoon at the Cafe Frontenac on Monroe avenue which is in the heart of the downtown business district.

Doty Bros., druggists, Willis and Woodward avenues, are making extensive improvements in their store and are putting in an entirely new set of fixtures except soda fountain.

Harry B. Mason, who has been editor of the Bulletin of Pharmacy, the official organ of Parke-Davis & Co., for some years past, retires to assume greater responsibilities as Director of Promotion, Publicity and Advertising with the same firm. The zeal with which Mr. Mason attacks big propositions assures his success in the new field and we congratulate him on his preferment.

The Detroit Drug Co. is adding another store to its chain. This will make ten stores. It has secured the lease on the building that was to have opened as the Lincoln Bank, at Milwaukee and Woodward avenues, but for some reason failed to open. It will

have executive offices over the store and will make it the banner one of the chain.

The former store of the Schroder Shoe Co. is being remodeled, and when completed it will be re-opened as an exclusive store for women and children.

Howard Carpenter has leased the store on the southwest corner of Bates street at Jefferson, opposite the Interurban station, and will move his drug stock at 211 Jefferson as soon as alterations are completed. He expects to be at the new location about November 1st.

B. F. Gain has sold his drug stock at 1350 Fourteenth avenue to W. W. Wells, who was formerly in business on Van Dyke avenue, but recently in the employ of Walter J. Turnbull on Hamilton boulevard. We are pleased to see Mr. Wells again in business.

New Regulations For Home and Public Eating Houses.

Lansing, Oct. 22—Because of the epidemic of Spanish influenza throughout the country, the United States Food Administration has postponed the distribution of its new Home Card until Dec. 1. The original plan contemplated the opening of this campaign Oct. 27. However, the new conservation programme, which is considered vital, will be pushed uninterruptedly.

Meetings of all kinds having been banned on account of the epidemic, the aid of the churches, the schools, the four-minute speakers, libraries, lodges and patriotic workers could not be secured for the strenuous campaign in the planning of which they were essential parts. It is hoped that by Dec. 1, necessity for quarantined conditions will have disappeared.

Preparatory to the issuance of 20,000,000 home cards on that date, the Food Administration will have perfected, through the co-operation, a plan of distribution, which it is anticipated will result in the placing of home cards bearing the latest suggestions of the Food Administration in the hands of every American housewife simultaneously.

Disregarding the precedent set in the first Home Card distribution, the Food Administration will make no effort to re-duplicate the pledges of more than 12,000,000 American housewives who last year signified their willingness to co-operate in the conservation of all foodstuffs, as it is apparent that American womanhood will aid the Food Administration in helping to supply the nutritive sinews of war to the Allies and our armed forces.

The new Home Card will contain no regulations regarding either "Wheatless" or "Meatless" days, but will urge as a whole, the most careful saving in all edibles, particularly in the conservation of wheat, meat, fats and sugar. The significant fact that it will be necessary for the United States to send 5¾ million tons more foodstuffs to the Allies this year than last, with an almost staggering total of 17½ million tons for the coming year will re-awaken the supervisor of the family market basket, to the urgent necessity of maintaining a patriotic watchfulness over spread, of her individual table in order that the 120,000,000 Allies sitting at a "common table" with America may have the stamina with which to bring the war to a successful conclusion in 1919.

These twelve "General Orders" summarize the programme for the guidance of the proprietors and their patrons. They provide in short for

Sparing use of cereals.

One portion of meat at a meal.

Service of as few fried dishes as possible, to save fats.

One teaspoonful of sugar to a patron at one meal on request only. No candies after meals.

No icing made with cane or beet sugar on cakes.

Wide use of vegetables and vegetarian meals.

Economy in use of coffee, because of shipping space.

Discontinuance of American cheese as garniture.

Ice is to be used sparingly.

Elimination of fourth meal.

Elimination of meats at suppers and use of substitutes.

Simple fare for luncheons and banquets.

Reduction in service plate and ware and use of one plate instead of side dishes.

Standard menu cards in plain English, actually describing food.

Cafeteria system recommended as money, time, and labor saver.

Use of local and seasonable supplies.

All waste food saved for animal feed or for fats. Burn nothing.

Two ounces of Victory Bread at each meal.

Butter and American cheese, one-half ounce each at a meal.

No bread served with the first course.

Prices to be adjusted to meet reduction in quantity of food served.

Keeping It In Mind.

The Joseph Horne Company, a Pittsburgh department store, celebrated its sixty-eighth anniversary with a general sale. To impress upon customers the long life of the company, all goods on sale were marked in terms 68. Dollar goods sold for 68 cents, \$2 for \$1.68, \$3 for \$2.68, and so on. The plan got the sale talked about and remembered.

The Cost Is Small.

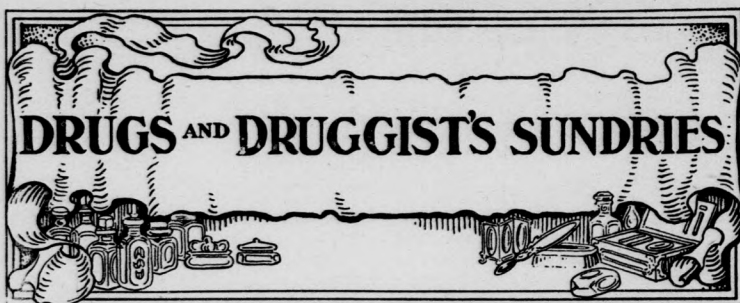
At the county fairs in one community a lumber dealer gives away attractive little souvenir badges of wood, turned out by his mill. The badge measures 3¼ inches square, and has a neat, silk red, white, and blue ribbon running through it. As each badge bears the name of the dealer, stamped in black ink, it is an excellent advertisement.

Cheese—Most of the demand here is for cut rate held cheese. Buyers as a rule, are not taking hold of the high cost fresh receipts, some of which are held even above our top figures. Fresh goods accumulating slightly here. Stocks in four large cities—New York, Chicago, Philadelphia and Boston—are not reducing as rapidly as heretofore.

Lye—The Pennsylvania Salt Co. has given notice that only a set amount of American and Lewis lye will be allotted per month. The proportion is said to be about one-fourth normal use heretofore. Orders will be filled until wholesaler's quota is used up each month.

Briars—Briar pipes have advanced 25 per cent. Manufacturers say they can not get the wood and additional cost of labor, etc., figures in the deal. The present price will make a 50 cent seller as the jobbing figure is \$4 per dozen.

Irving F. Hopkins (Hazeltine & Perkins Drug Co.) is in Harper hospital, Detroit, where he is undergoing a course of X-ray treatment for his ailment.



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.

Malted Milk Led to Safety Razor.

Picture an elaborate drug store, most carefully appointed, cooled by electric fans, spacious and utterly delightful. At one end an expensive fountain with every modern equipment installed; at the other end, nearest the entrance doors, a large and well stocked cigar counter; and somewhere near the middle of the store one of the store's interior lighted show cases with a tempting stock of confectionery—all this on a May afternoon with six or seven clerks scattered on the floor, but none stationed at the cigar counter, nor any at the confectionery counter.

After you imagine all this, listen to some facts—not fiction—plain facts which happened in this store, an actual store, owned and operated in a booming city somewhere in the United States.

An unknown wanderer, fairly well dressed, and bearing some of the earmarks of being busy, entered this store, his immediate purpose being to consume a malted milk. Maybe a card in the window awakened the desire for a malted milk within him. Maybe it just awakened automatically. Be that as it may, there was another desire lying asleep in the dusty corners of this wanderer's brain, the desire to possess a safety razor. The money for same was forthcoming from his pocket.

As he passed to the soda fountain, he noticed an array of safety razors. He got his malted milk. Its quality was entirely in keeping with the appearance of the store. It was a rich and smooth concoction.

After consuming the milk, he paused at the counter where the confectionery was displayed. It was so particularly tempting that it caused an unselfish thought to enter his mind. He would send one of those boxes to a friend. He stood at the counter perhaps two minutes—two minutes is an awful long time. No clerk came, and by the end of two minutes that little infant unselfish notion had died of neglect. He had

passed on to the cigar counter, took out a shining quarter, and waited. He waited one minute, in that minute noted that three clerks were wholly unemployed, said something under his breath which would have done the proprietor dollars' worth of good to hear; although the hearing of it would undoubtedly have caused him some irritability on this lovely May afternoon.

The wanderer went out on the hot sidewalk. Before the day was over he purchased a five dollar razor in an unostentatious little drug store. It goes without saying that the wanted cigar was purchased. But the idea of the candy was lost forever.

The Chewing Gum Conquest.

It is reported that more than one million dollars' worth of chewing gum will be exported from the United States this year. This is by far the greatest amount ever exported by the chewing gum manufacturers.

Of the \$925,000 worth of chewing gum exported last year, Europe has taken over \$600,000 worth. This new demand has been created through many causes. It is quite difficult to ascertain which cause was the first and most important, but it is a fact that the Canadian troops going to Europe brought their taste for chewing gum with them and there was a constant demand in the trenches for chewing gum for these troops. They naturally passed this good thing on to their fellow-soldiers and the result was that soon the English soldiers were chewing gum with much appreciation.

We also hear of French children near the firing line quickly catching on to the chewing gum habit and chewing it with as much relish as any American boy or girl.

We hear of British soldiers and French soldiers at first carefully putting their piece of chewing gum, when not in use, in their handkerchief for safe keeping and very quickly learning that this is not the way to keep a piece of chewed gum for further use.

We then hear of them sticking it on their bayonets when not in use (we mean the chewing gum) and no doubt this is a very favorite place for giving the gum a rest.

On another occasion we read of a certain American-Canadian passing over the field in the rear of the advancing army and noticing the many wrappers from chewing gum lying around.

In England and France we hear that owing to the nervous strain on the munition makers they immedi-

ately found a certain amount of relief in having a piece of chewing gum in their mouths. It relieved thirst and overcame the great desire to smoke, which of course was forbidden in all of these factories.

It would seem as if chewing gum was beginning to come into its own and it not only has invaded England and France but is really conquering these countries.

Harmony in the Show Window.

In response to an enquiry from a subscriber, we reprint the following color combinations which harmonize. There have been many lists published showing the colors that harmonize and those that clash in a window display. In the following list are named the colors most frequently used and those that go well with them:

Blue with green, orange or yellow.
Brown with lavender and purple.
Cream with blue, red, purple.
Gray with blue, green, red.

Heliotrope, with brown, yellow, cream.

Lavender with brown, tan.
Maroon with yellow, gray.
Navy with orange, salmon, yellow.
Orange with blue, navy, purple.
Purple with brown, green, orange.
Red with green, yellow, blue.
Tan with navy, purple, red.
Yellow with blue, navy, purple, red.

Specifications That Do Not Specify.

It now appears that the various patents granted by this country to German firms on synthetic chemicals

are not to be depended upon in actual manufacture. Since the United States government has abrogated a number of these patents, our own chemists have had the experience of trying to carry out the specifications. Frequently it is insufficient directions which are causing the trouble. In some cases where attempts to combine the ingredients were made explosions resulted. Some of the formulas for dyes worked out all right in a test tube but fell completely when attempted on a commercial scale.

Cannot Be Overlooked.

All parcels coming from one drug store are wrapped with the name of the druggist on the inside of the wrapper instead of the outside, as is usually done. When the customer arrives home and unties the package, the druggist's name stares her in the face.

Pedigrees and epitaphs are intended to perpetuate ready made reputations.

To Help Out the Sugar Shortage

Just thin corn syrup with hot water, add a little

Mapleine

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

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

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



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

Vanilla Extract for Flavoring.

Probably there is no flavoring extract in use to-day which has gained such a strong hold upon the drinking and eating public as vanilla extract. It has been estimated that three times as much vanilla flavor is consumed in the United States as all other flavors put together. To a great extent the exquisite flavor of the vanilla bean depends upon the care and method with which it is cured. When picked from the vine it has neither flavor nor odor, but these two qualities, which make the bean so desirable, are secured by curing. The beans are picked from the vine before they have dried, and put through a sun-drying process. Were they allowed to dry on the vine the flavor and odor would be impaired. The

sun-drying process has been superseded, in many places, by artificial drying, which produces a more uniform result.

After the beans have been cured they are stored away for a time, at the expiration of which they become covered with a white, needle-like covering of vanillin crystals. This substance is the chief element of the vanilla flavor and comprises from 1.69 to 2.75 per cent. of the vanilla bean, depending upon the country from which it comes.

You cannot get the best possible return from your advertising space unless you know enough about the way the ads ought to look so that you can get them properly set up and displayed.

WE ARE ACCEPTING CONTRACTS NOW FOR 1919 DELIVERIES OF

J. Hungerford Smith Co.'s

Soda Fountain Fruits and Syrups

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

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

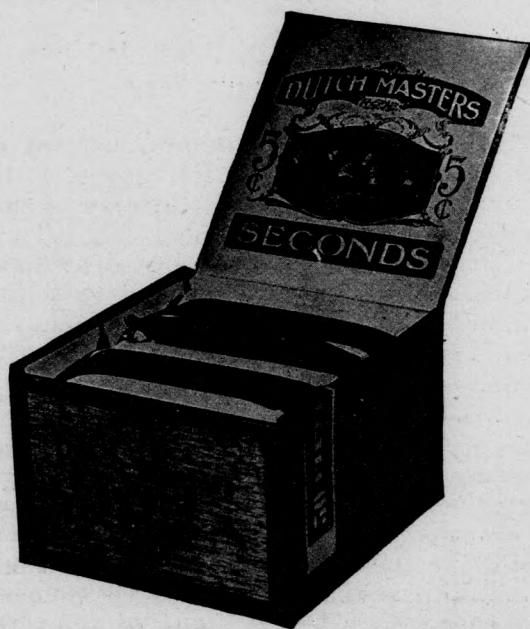
We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs	10 00@10 25	Capsicum	2@15
Boric (Powd.)	18@ 25	Eigeron	4 00@4 25	Cardamon	2@10
Boric (Xtal)	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	1@60
Carbolic	67@ 70	Hemlock, pure	2 00@2 25	Catechu	1@60
Citric	1 30@1 35	Juniper Berries	16 00@16 25	Cinchona	2@35
Muriatic	3 1/2@ 5	Juniper Wood	4 00@4 25	Colchicum	2@40
Nitric	10 1/2@ 15	Lard, extra	2 15@2 35	Cubebs	2@35
Oxalic	53@ 60	Lard, No. 1	2 00@2 15	Digitalis	2@30
Sulphuric	3 1/2@ 5	Lavender Flow'r	7 25@7 50	Gentian	1@50
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Ginger	2@20
Ammonia		Lemon	2 25@2 50	Guaiaac	1@90
Water, 26 deg.	12@ 20	Linseed, boiled, bbl.	1 67@ 1	Guaiaac, Ammon.	1@80
Water, 18 deg.	10 1/2@ 18	Linseed, bld less	1 77@1 82	Iodine	1@50
Water, 14 deg.	9 1/2@ 17	Linseed, raw, bbl.	1 61@ 1	Iodine, Colorless	1@75
Carbonate	19@ 25	Linseed raw less	1 75@1 80	Iron, clo.	1@60
Chloride (Gran.)	30@ 35	Mustard, true, oz.	2 25@ 2	Kino	1@65
Balsams		Mustard, artifil oz.	2@ 00	Myrrh	2@50
Copaiba	1 40@1 65	Neatsfoot	1 80@2 00	Nux Vomica	1@75
Fir (Canada)	1 25@1 50	Olive, pure	8 80@10 50	Opium	2@90
Fir (Oregon)	40@ 50	Olive, Malaga,		Opium, Camph.	1@35
Peru	4 75@5 00	yellow	7 50@8 00	Opium, Deodor'd	2@90
Tolu	1 75@2 00	Clive, Malaga,		Rhubarb	1@65
Barks		green	7 50@8 00	Paints	
Cassia (ordinary)	35@ 40	Orange, Sweet	4 50@4 75	Lead, red dry	14@14 1/2
Cassia (Saigon)	90@1 00	Origanum, pure	2@ 50	Lead, white dry	14@14 1/2
Elm (powd. 35c)	30@ 35	Origanum, com'l	2@ 75	Lead, white oil	14@14 1/2
Sassafras (pow. 40c)	30@ 35	Pennyroyal	2 50@2 75	Ochre, yellow bbl.	1 1/2@ 5
Soap Cut (powd.)		Peppermint	7 50@7 75	Ochre, yellow less 2	1@ 5
35c	26@ 30	Rose, pure	30 00@32 00	Putty	4 1/2@ 7
Berries		Rosemary Flows	2 00@2 25	Red Venet'n Amer.	2@ 5
Cubeb	1 60@1 70	Sandalwood, E.		Red Venet'n, Eng	2 1/2@ 5
Fish	@ 75	1.	18 50@18 75	Vermillion, Amer.	25@ 30
Juniper	12@ 18	Sassafras, true	3 25@3 50	Whiting, bbl.	@ 3
Prickly Ash	@ 30	Sassafras, artifi'l	90@1 20	Whiting	3 1/4@ 6
Extracts		Spearmint	6 25@6 50	L. H. P. Prep'd	2 90@3 10
Licorice	60@ 65	Sperm	2 85@3 00	Miscellaneous	
Licorice powd.	1 50@1 60	Tansy	5 50@5 75	Acetanalid	1 10@1 20
Flowers		Tar, USP	45@ 60	Alum	17@ 20
Arnica	1 20@1 25	Turpentine, bbls.	@ 72 1/2	Alum, powdered and	
Chamomile (Ger.)	70@ 80	Turpentine, less	75@ 85	ground	18@ 21
Chamomile Rom.	1 50@1 60	Wintergreen, tr.	7 00@7 25	Bismuth, Subni-	
Gums		Wintergreen, sweet		trate	4 00@4 10
Acacia, 1st	75@ 80	birch	4 50@4 75	Borax xtal or	
Acacia, 2nd	65@ 75	Wintergreen, art 1	25@1 50	powdered	10@ 15
Acacia, Sorts	40@ 50	Wormseed	15 00@15 25	Cantharades po	2 00@2 50
Acacia, powdered	60@ 70	Wormwood	7 50@7 75	Calomel	2 69@ 2 75
Aloes (Barb. Pow.)	30@ 40	Potassium		Capsicum	38@ 45
Aloes (Cape Pow.)	30@ 35	Bicarbonate	1 25@1 30	Carmine	6 50@7 00
Aloes (Soc Pow 1 25)	1 20@ 1 25	Bichromate	60@ 70	Cassia Buds	45@ 50
Asafoetida	2 75@3 00	Bromide	1 68@1 78	Cloves	77@ 85
Pow.	@ 30	Carbonate	1 35@1 45	Chalk Prepared	12@ 15
Camphor	@ 25	Chlorate, gran'r	65@ 70	Chalk Precipitated	12@ 15
Guaiaac	@ 25	Chlorate, xtal or		Chloroform	97@1 04
Guaiaac, powdered	@ 25	powd.	60@ 65	Chloral Hydrate	2 32@2 42
Kino	@ 85	Cyanide	45@ 75	Cocaine	14 30@14 85
Kino, powdered	@ 100	Iodide	4 59@4 66	Cocoa Butter	50@ 60
Myrrh	@ 85	Permanganate	2 75@3 00	Corks, list, less 40%	
Myrrh, powdered	@ 90	Prussiate, yellow	1@ 75	Copperas, bbls.	@ 3
Opium	28 50@29 00	Prussiate, red	3 75@4 00	Copperas, less	3 1/4@ 8
Opium, powd.	30 00@30 50	Sulphate	@ 100	Copperas, powd.	4@ 10
Opium, gran.	30 00@30 50	Roots		Corrosive Sublim.	2 35@2 40
Shellac	85@ 90	Alkanet	3 60@3 75	Cream Tartar	88¢ 92
Shellac, Bleached	90@ 95	Blood, powdered	66@ 70	Cuttlebone	75@ 80
Tragacanth	@ 95	Calamus	60@2 50	Dextrine	10@ 15
Tragacanth powder	3 00	Elecampane, pwd.	15@ 20	Dover's Powder	5 75@6 00
Turpentine	15@ 20	Gentian, powd.	27@ 35	Emery, All Nos.	10¢ 15
Insecticides		Ginger, African,		Emery, Powdered	8@ 10
Arsenic	15@ 20	powdered	25@ 30	Epsom Salts, bbls.	@ 4
Blue Vitriol, bbl.	@ 11 1/2	Ginger, Jamaica	35@ 40	Epsom Salts, less	5@ 8
Blue Vitriol, less	12@ 20	Ginger, Jamaica,		Ergot	@ 2 25
Bordeaux Mix Dry	20@ 25	powdered	22@ 30	Ergot, powdered	@ 2 50
Hellebore, White		Ginger, Jamaica,		Flake White	15@ 20
powdered	38@ 45	powdered	22@ 30	Formeldehyde, lb.	19@ 25
Insect Powder	40@ 60	Goldenseal, pow.	8 50@9 00	Gatine	1 75@1 90
Lead, Arsenate Po	34@ 44	Ipecac, powd.	5 50@6 00	Glassware, full case	58%
Lime and Sulphur		Licorice	50@ 55	Glassware, less 50%	
Solution, gal.	20@ 35	Licorice, powd.	50@ 60	Glauber Salts, bbl.	@ 2 1/2
Paris Green	48 1/2@54 1/2	Orris, powdered	40@ 45	Glauber Salts less 3 1/2	@ 2 1/2
Ice Cream		Rhubarb, powdered	20@ 25	Glue, Brown	25@ 35
Piper Ice Cream Co.,		Rhubarb	1@ 100	Glue, Brown Grd.	25@ 35
Kalamazoo		Rhubarb, powd.	1 25@1 50	Glue, White	30@ 35
Bulk Vanilla	95	Rosinweed, powd.	25@ 30	Glue, White Grd.	30@ 35
Bulk Special Flavored	1 00	Sarsaparilla, Hond.		Glycerine	66@ 80
Brick, Plain	1 20	ground	1 25@1 40	Hops	60@ 75
Brick, Fancy	1 60	Sarsaparilla Mexican,		Iodine	5 60@5 90
Leaves		ground	1 00@1 10	Iodoform	6 59@6 74
Buchu	@ 3 25	Squills	35@ 40	Lead, Acetate	25@ 30
Buchu, powdered	@ 3 50	Squills, powdered	45@ 65	Lycopodium	2 25@2 50
Sage, bulk	67@ 70	Tumeric, powd.	25@ 30	Mace	85@ 90
Sage, 1/4 loose	72@ 78	Valerian, powd.	@ 100	Mace, powdered	95@1 00
Sage, powdered	55@ 60	Seeds		Menthol	7 50@7 75
Senna, Alex	1 40@1 50	Anise	42@ 45	Morphine	15 45@16 00
Senna, Tinn.	40@ 45	Anise, powdered	47@ 50	Nux Vomica	@ 30
Senna, Tinn. pow.	50@ 55	Bird, ls	13@ 19	Nux Vomica, pow.	53@ 55
Uva Ursi	45@ 50	Canary	28@ 35	Pepper, black	50@ 55
Oils		Caraway	75@ 80	Pepper, white	@ 50
Almonds, Bitter,		Cardamon	1 80@2 00	Pitch, Burgundy	@ 15
true	18 50@18 75	Celery (Powd. 1.10)	90@1 00	Quassia	12@ 15
Almonds, Bitter,		Coriander	27@ 30	Quinine	1 28@1 72
artificial	7 00@7 20	Dill	30@ 35	Rochelle Salts	59@ 65
Almonds, Sweet,		Fennell	1 00@1 20	Saccharine, oz.	@ 170
true	3 50@3 75	Flax	10@ 15	Salt Peter	36@ 45
Almonds, Sweet,		Flax, ground	10@ 15	Selditz Mixture	.48@ 55
imitation	75@1 00	Foenugreek pow.	22@ 30	Soap, green	20@ 30
Amber, crude	3 25@3 50	Hemp	11@ 15	Soap mott castile	22 1/2@ 25
Amber, rectified	4 50@4 75	Lobelia	40@ 50	Soap, white castile	@ 35 00
Bergamont	2 25@2 50	Mustard, yellow	45@ 50	less, per bar	@ 75
Cajeput	2 00@2 25	Mustard, black	30@ 35	Soda Ash	4 1/2@ 10
Cassia	4 50@4 75	Poppy	@ 100	Soda Bicarbonate	3 1/2@ 8
Castor	3 40@3 65	Quince	1 50@1 75	Soda, Sal	2@ 5
Cedar Leaf	1 75@2 00	Rape	15@ 20	Sulphur, roll	5@ 10
Citronella	1 00@1 25	Sabadilla	@ 35	Sulphur Subl.	5 1/4@ 10
Cloves	4 50@4 75	Sabadilla, powd.	35@ 45	Tamarinds	15@ 20
Cocanut	40@ 50	Sunflower	10@ 15	Tartar Emetic	@ 90
Cod Liver	5 60@5 75	Worm American	@ 25	Turpentine, Ven.	50@6 00
Cotton Seed	2 05@2 20	Worm Levant	1 20@1 25	Vanilla Ex. pure	1 50@2 00
Croton	2 00@2 25	Tinctures		Witch Hazel	1 35@1 75
		Aconite	@ 1 65	Zinc Sulphate	10@ 15
		Aloes	@ 1 35		
		Arnica	@ 1 50		
		Asafoetida	@ 4 40		
		Belladonna	@ 2 35		
		Benzoin	@ 2 50		
		Benzoin Compo'd	@ 3 30		
		Buchu	@ 2 40		
		Cantharadial	@ 3 90		

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Citron Prunes Honey Mince Meat Olives Old Dutch Cleanser Paper Baskets	Raisins Gelatine Lye		
AMMONIA		Corn	
Artic Brand		Fair
12 oz. 16c, 2 doz. box	2 70	Good 1 85
16 oz. 25c, 1 doz. box	1 75	Fancy
32 oz., 40c, 1 doz. box	2 85		
AXLE GREASE		French Peas	
Diamond, 1 lb., 4 dz., dz. 55		Monbadon (Natural)	per doz.
Mica, 1 lb., 4 dz., dz. 1 10			
Mica, 3 lb., 2 dz. dz. 2 75		Gooseberries	
Mica, 25 lb. pail 1 40		No. 2, Fair
		No. 10 7 75
BAKED BEANS		Hominy	
No. 1, per doz. 1 35		Standard 1 25
No. 2, per doz. 2 25		Lobster	
No. 3, per doz. 3 60		1/4 lb. 2 10
		1/2 lb. 3 35
		Picnic Flat 3 75
BATH BRICK		Mackerel	
English 95		Mustard, 1 lb. 1 80
		Mustard, 2 lb. 2 80
BLUING		Soused, 1 1/2 lb. 1 60
Jennings'		Soused, 2 lb. 2 75
Condensed Pearl Bluing		Tomato, 1 lb.
Small, 3 doz. box 2 55		Tomato, 2 lb.
Large, 2 doz. box 2 90		Mushrooms	
BREAKFAST FOODS		Buttons, 1/2s @30
Cracked Wheat, 24-2 4 60		Buttons, 1s @50
Cream of Wheat 7 50		Hotels, 1s @44
Quaker Puffed Rice 4 35		Oysters	
Quaker Puffed Wheat 4 35		Cove, 1 lb. @1 40
Quaker Bkfst Biscuit 1 90		Cove, 2 lb. @2 00
Quaker Corn Flakes 2 90		Plums	
Saxon Wheat Food 4 50		Plums 1 50 @2 00
Shred Wheat Biscuit 4 50		Pears in Syrup	
Triscuit, 18 2 25		No. 3 can per dz.	2 50 @3 00
Pillsbury's Best Cerl 2 50		Peas	
Keillogg's Brands		Marrowfat 1 75 @1 85
Toasted Corn Flakes 4 20		Early June 1 90 @2 10
Toasted Corn Flakes 4 20		Early June siftd	2 15 @2 30
Toasted Corn Flakes	2 00	Peaches	
Individual	2 00	Pie @6 00
Krumbles	4 20	Pineapple	
Krumbles, Indv.	2 00	Grated
Biscuit	2 00	Sliced
Drinket	2 60	Pumpkin	
Peanut Butter	4 40	Good 1 50
Bran	3 60	Fancy 1 65
		No. 10 4 50
BROOMS		Raspberries	
Fancy Parlor, 25 lb. 10 00		No. 2, Black Syrup 3 00
Parlor, 5 String, 25 lb. 9 15		No. 10, Black 12 50
Standard Parlor, 23 lb. 9 00		No. 2, Red Preserved 12 50
Common, 23 lb. 8 50		No. 10, Red, Water 12 50
Special, 23 lb. 8 25		Salmon	
Warehouse, 23 lb. 11 00		Warrens, 1 lb. Tall 3 35
BRUSHES		Warrens, 1 lb. Flat 3 45
Solid Back, 8 in. 1 00		Red Alaska 2 85
Solid Back, 11 in. 1 25		Med. Red Alaska 2 60
Pointed Ends 1 00		Pink Alaska 2 20
Stove		Sardines	
No. 3 1 00		Domestic, 1/4s 6 50
No. 2 1 50		Domestic, 1/2 Mustard	6 50
No. 1 2 00		Domestic, 3/4 Mustard	6 60
Shoe		Domestic, 1/2s 15 @18
No. 1 1 00		Portuguese, 1/2s 30 @35
No. 2 1 30		Sauer Kraut	
No. 3 1 70		No. 3, cans 1 65
No. 4 1 90		No. 10, cans
BUTTER COLOR		Shrimps	
Dandelion, 25c size 2 00		Dunbar, 1s doz. 1 75
CANDLES		Dunbar, 1 1/2s doz. 3 40
Paraffine, 6s 14 1/2		Succotash	
Paraffine, 12s 15 1/2		Fair
Wicking 65		Good
CANNED GOODS		Fancy
Apples		Strawberries	
1 lb. Standards .. @1 60		Standard 2 50
No. 10 .. @4 75		Fancy 2 90
Blackberries		Tomatoes	
2 lb.	No. 1 1/2 1 40
Standard No. 10 .. @10 50		No. 2 1 75
Beans		No. 10 8 00
Baked .. 1 25 @2 25		Tuna	
Red Kidney .. 1 25 @1 35		1/4s, 4 doz. in case
String .. 1 75 @2 25		1/2s, 4 doz. in case
Wax .. 75 @2 20		1s, 4 doz. in case
Blueberries		CATSUP	
Standard .. @		Van Camp's, 1/2 pints	1 90
No. 10 .. @11 50		Van Camp's pints	2 85
Clams		CHEESE	
Little Neck, 1 lb. 1 60		Peerless @32
Clam Bouillon		Brick @36
Burnham's 1/2 pt. 2 25		Lelden @
Burnham's pts. 3 75		Limbinger @30
Burnham's qts. 7 50		Pineapple @
		Edam @
		Sap Sago @
		Swiss, Domestic @

COFFEES ROASTED		COFFEES ROASTED	
Rio		Santos	
Common 12	Common 17
Fair 13	Fair 18
Choice 14	Choice 19
Fancy 15	Fancy 20
Peaberry 32	Peaberry 32
Maracaibo		Mexican	
Fair 20	Choice 20
Choice 24	Fancy 24
Guatemala		Java	
Fair 18	Private Growth 34
Fancy 19	Manding 34
		Ankola 34
San Salvador		Mocha	
Good 22	Short Bean 31
Bogota		Long Bean 31
Fair 21	Package Coffee	
Fancy 23	New York Basis
Extracts		Arbuckle 21 50
Holland, 1/2 gross bxs.	1 30	McLaughlin's XXXX	
Felix, 1/2 gross	1 15	McLaughlin's XXXX	
Hummel's foil, 1/2 gro.	85	McLaughlin's XXXX	
Hummel's tin, 1/2 gro.	1 43	McLaughlin's XXXX	
CONDENSED MILK		McLaughlin's XXXX	
Carnation, Tall 5 50	McLaughlin's XXXX	
Carnation, Baby 5 00	McLaughlin's XXXX	
Hebe, Tall 5 00	McLaughlin's XXXX	
Hebe, Baby 4 90	McLaughlin's XXXX	
Pet, Tall 6 60	McLaughlin's XXXX	
Pet, Baby 4 50	McLaughlin's XXXX	
Van Camp, Tall 5 50	McLaughlin's XXXX	
Van Camp, Baby 3 60	McLaughlin's XXXX	
CONFECTIONERY		McLaughlin's XXXX	
Stick Candy Pails	McLaughlin's XXXX	
Horehound 25	McLaughlin's XXXX	
Standard 25	McLaughlin's XXXX	
Jumbo 26	McLaughlin's XXXX	
Big Stick 26	McLaughlin's XXXX	
Mixed Candy		McLaughlin's XXXX	
Broken Pails	McLaughlin's XXXX	
Cut Leaf 26	McLaughlin's XXXX	
French Cream 29	McLaughlin's XXXX	
Grocers 29	McLaughlin's XXXX	
Kindergarten 29	McLaughlin's XXXX	
Leader 25	McLaughlin's XXXX	
Novelty 26	McLaughlin's XXXX	
Premio Creams 35	McLaughlin's XXXX	
Royal 24	McLaughlin's XXXX	
Special 24	McLaughlin's XXXX	
X L O 23	McLaughlin's XXXX	
Specialties		McLaughlin's XXXX	
Auto Kisses (baskets) 28	McLaughlin's XXXX	
Bonnie Butter Bites 30	McLaughlin's XXXX	
Butter Cream Corn 32	McLaughlin's XXXX	
Caramel Bon Bons 28	McLaughlin's XXXX	
Caramel Croquettes 26	McLaughlin's XXXX	
Cocoanut Waffles 28	McLaughlin's XXXX	
Coffy Toffy 28	McLaughlin's XXXX	
Fudge, Walnut 28	McLaughlin's XXXX	
Fudge, Choc. Peanut 27	McLaughlin's XXXX	
Honeysuckle Candy 28	McLaughlin's XXXX	
Iced Maroons 28	McLaughlin's XXXX	
Iced Orange Jellies 27	McLaughlin's XXXX	
Italian Bon Bons 27	McLaughlin's XXXX	
AA Licorice Drops 2 25	McLaughlin's XXXX	
5 lb. box	McLaughlin's XXXX	
Lozenges, Pep. 29	McLaughlin's XXXX	
Lozenges, Pink 29	McLaughlin's XXXX	
Manchus 27	McLaughlin's XXXX	
Molasses Kisses, 10	McLaughlin's XXXX	
lb. box 28	McLaughlin's XXXX	
Nut Butter Puffs 28	McLaughlin's XXXX	
Star Patties, Asst. 31	McLaughlin's XXXX	

COFFEES ROASTED		COFFEES ROASTED	
Rio		Santos	
Common 12	Common 17
Fair 13	Fair 18
Choice 14	Choice 19
Fancy 15	Fancy 20
Peaberry 32	Peaberry 32
Maracaibo		Mexican	
Fair 20	Choice 20
Choice 24	Fancy 24
Guatemala		Java	
Fair 18	Private Growth 34
Fancy 19	Manding 34
		Ankola 34
San Salvador		Mocha	
Good 22	Short Bean 31
Bogota		Long Bean 31
Fair 21	Package Coffee	
Fancy 23	New York Basis
Extracts		Arbuckle 21 50
Holland, 1/2 gross bxs.	1 30	McLaughlin's XXXX	
Felix, 1/2 gross	1 15	McLaughlin's XXXX	
Hummel's foil, 1/2 gro.	85	McLaughlin's XXXX	
Hummel's tin, 1/2 gro.	1 43	McLaughlin's XXXX	
CONDENSED MILK		McLaughlin's XXXX	
Carnation, Tall 5 50	McLaughlin's XXXX	
Carnation, Baby 5 00	McLaughlin's XXXX	
Hebe, Tall 5 00	McLaughlin's XXXX	
Hebe, Baby 4 90	McLaughlin's XXXX	
Pet, Tall 6 60	McLaughlin's XXXX	
Pet, Baby 4 50	McLaughlin's XXXX	
Van Camp, Tall 5 50	McLaughlin's XXXX	
Van Camp, Baby 3 60	McLaughlin's XXXX	
CONFECTIONERY		McLaughlin's XXXX	
Stick Candy Pails	McLaughlin's XXXX	
Horehound 25	McLaughlin's XXXX	
Standard 25	McLaughlin's XXXX	
Jumbo 26	McLaughlin's XXXX	
Big Stick 26	McLaughlin's XXXX	
Mixed Candy		McLaughlin's XXXX	
Broken Pails	McLaughlin's XXXX	
Cut Leaf 26	McLaughlin's XXXX	
French Cream 29	McLaughlin's XXXX	
Grocers 29	McLaughlin's XXXX	
Kindergarten 29	McLaughlin's XXXX	
Leader 25	McLaughlin's XXXX	
Novelty 26	McLaughlin's XXXX	
Premio Creams 35	McLaughlin's XXXX	
Royal 24	McLaughlin's XXXX	
Special 24	McLaughlin's XXXX	
X L O 23	McLaughlin's XXXX	
Specialties		McLaughlin's XXXX	
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Cocoanut Waffles 28	McLaughlin's XXXX	
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Fudge, Walnut 28	McLaughlin's XXXX	
Fudge, Choc. Peanut 27	McLaughlin's XXXX	
Honeysuckle Candy 28	McLaughlin's XXXX	
Iced Maroons 28	McLaughlin's XXXX	
Iced Orange Jellies 27	McLaughlin's XXXX	
Italian Bon Bons 27	McLaughlin's XXXX	
AA Licorice Drops 2 25	McLaughlin's XXXX	
5 lb. box	McLaughlin's XXXX	
Lozenges, Pep. 29	McLaughlin's XXXX	
Lozenges, Pink 29	McLaughlin's XXXX	
Manchus 27	McLaughlin's XXXX	
Molasses Kisses, 10	McLaughlin's XXXX	
lb. box 28	McLaughlin's XXXX	
Nut Butter Puffs 28	McLaughlin's XXXX	
Star Patties, Asst. 31	McLaughlin's XXXX	

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Fair 18	Private Growth 34
Fancy 19	Manding 34
		Ankola 34
San Salvador		Mocha	
Good 22	Short Bean 31
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Hummel's foil, 1/2 gro.	85	McLaughlin's XXXX	
Hummel's tin, 1/2 gro.	1 43	McLaughlin's XXXX	
CONDENSED MILK		McLaughlin's XXXX	
Carnation, Tall 5 50	McLaughlin's XXXX	
Carnation, Baby 5 00	McLaughlin's XXXX	
Hebe, Tall 5 00	McLaughlin's XXXX	
Hebe, Baby 4 90	McLaughlin's XXXX	
Pet, Tall 6 60	McLaughlin's XXXX	

GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 90
Knox's Acidu'd doz.	2 00
Minute, 1 doz.	1 25
Minute, 3 doz.	3 75
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 55
Plymouth Rock, Plain	1 50
Waukesha	1 60

Jell-O	
Assorted Case, 3 doz.	3 40
Lemon, 3 doz.	3 40
Orange, 3 doz.	3 40
Raspberry, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Cherry, 3 doz.	3 40
Chocolate, 3 doz.	3 40
Weight 11 lbs. to case.	
Freight rate, 3d class.	

Jell-O Ice Cream Powder	
Assorted Case, 3 doz.	2 85
Chocolate, 3 doz.	2 85
Vanilla, 3 doz.	2 85
Strawberry, 3 doz.	2 85
Lemon, 3 doz.	2 85
Unflavored, 3 doz.	2 85
Weight 15 lbs. to case.	
Freight rate, 3d class.	

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	28½
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30½
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.	6 65

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 doz.	16 50
32 oz. bottles, per doz.	30 00

MINCE MEAT	
Per case	4 15

MUSTARD	
½ lb. 6 lb. box	30

OLIVES	
Bulk, 1 gal. kegs	@1 75
Bulk, 2 gal. kegs	@1 55
Bulk, 5 gal. kegs	@1 50
Stuffed, 5 oz.	1 45
Stuffed, 14 oz.	3 00
Pitted (not stuffed)
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19
oz.	5 50
Queen, Mammoth, 28
oz.	6 75
Olive Chow, 2 doz. cs.
per doz.	2 50

PEANUT BUTTER	
Bel-Car-Mo Brand	
6 oz. 1 doz. in case	2 90
12 oz. 1 doz. in case	2 50
24 1 lb. pails	6 50
12 2 lb. pails	6 00
5 lb. pails, 6 in crate	7 00
10 lb. pails	21½
15 lb. pails	21
25 lb. pails	20½
50 lb. tins	20½

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 75

PROVISIONS	
Barreled Pork	
Italian Bon Bons	25
Clear Back	52 00@53 00
Short Cut Clr	49 00@50 00
Brisket, Clear	55 00@56 00
Pig
Clear Family	48 00

Dry Salt Meats	
S P Bellies	31 00@32 00

Lard	
Pure in tierces	29@30
Compound Lard	24½@24½
80 lb. tubs	advance ¼
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34½@35
Hams, 18-20 lb.	33 @34
Ham, dried beef
sets	37 @38
California Hams	23 @24
Picnic Boiled
Hams	35 @40
Boiled Hams	47 @48
Minceed Hams	22 @23
Bacon	40 @50

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

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

Pig's Feet	
¼ bbls.	1 75
¾ bbls., 40 lbs.	3 40
¼ bbls.	3 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	50@55
Beef, round set	19@20
Beef, middles, set	45@55
Sheep	1 15@1 35

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

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, ¼s	55
Potted Meat, Ham
Flavor, ¼s	55
Deviled Meat, Ham
Flavor, ¼s	55
Deviled Meat, Ham
Flavor, ¼s	1 00
Potted Tongue, ¼s	55
Potted Tongue, ¼s	1 00

RICE	
Fancy
Blue Rose	10@11
Broken

ROLLED OATS	
Monarch, bbls.	10 25
Rollad 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, ½ 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 ¼s	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	@15½
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, 850
to 400 count
Spiced, 8 lb. pails	95

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

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

Lake Herring	
8 lbs.

SEEDS	
Anise	38
Canary, Smyrna	22
Caraway	80
Cardamon, Malabar	1 20
Celery	50
Hemp, Russian	12
Mixed Bird	12½
Mustard, white	40
Poppy	80
Rape	15

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

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

SOAP	
Lautz Bros. & Co.	
Acme, 100 cakes	5 50
Eg 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	7 75
Black Hawk, five bxs	7 70
Black Hawk, ten bxs	6 65

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

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

Washing Powders	
Snow Boy, 100 pkgs.	5 65
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	6 25

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

Oak Leaf Soap Powder.	
24 pkgs.	4 25
Oak Leaf Soap Powder.	
100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	3 85

SODA	
Bi Carb, Kegs	3½

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

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@58
Cassia, Canton	@32
Ginger, African	@25
Mace, Penang	@1 00
Nutmegs	@45
Pepper, Black	@35
Pepper, White	@52
Pepper, Cayenne	@30
Paprika, Hungarian	@45

STARCH	
Corn	
Kingsford, 40 lbs. ..	9½
Muzzy, 48 lb. pkgs.	9½

THE COMING READJUSTMENT.

However well or ill founded the rumors of a speedy peace prevalent during the past few days might be, they had the effect of renewing discussion on the probable effects, immediate and otherwise, which peace will bring. More interest, too, was shown in the subject of what official action was likely to be taken by this and other Governments to prevent too violent a readjustment to normal conditions. The wholly erroneous impression seems to prevail among persons who ought to know better that problems apt to arise have been provided for by European Governments in advance. A good corrective to such an impression was afforded by the exhaustive report on the subject made public the other day by the Bureau of Foreign and Domestic Commerce, which had collated the various reports of agencies of foreign countries. Great Britain has probably made the most thorough research into the different questions connected with after-the-war trade, both domestic and foreign. Yet the sum total of it all is that "any present attempt to lay down complete and binding policies regarding the future is now being recognized as a waste of effort." In this country many Government agencies have been at work gathering data and improving research, educational, and promotive organizations with a view to having a proper equipment for whatever may come.

While it is recognized both here and in Great Britain that success in trade in the future must depend, as it has in the past, on private initiative, it is none the less perceived that for a period at least a certain amount of official control can not be avoided. Take the matter of prices as an example. In this the Government has acted and will continue to act because it can not do otherwise. Wheat prices are fixed until the next harvest and with them go the prices of the foods into which that grain enters, and these in turn are reflected in the prices of the other cereals, to say nothing of those of the food animals which live on those articles. Prices of iron and steel and other metals are set with a view to securing a large production and to safeguard the wages of the workers in them. Other commodities and finished products which have to be provided in advance of needs are also on bases which take into account the inflation apparently inseparable from a state of war. There can be no sudden unsettlement in all these values without producing a great deal of financial ruin, no matter how cautiously traders may go in trying to avert this condition. The matter of readjusting wages alone is one which will call for the greatest patience and consideration, coming as it will with a shifting of production from war needs to peace time requirements.

It appears to be conceded everywhere that, during what is called the reconstruction period, it will be necessary for the different Governments to continue to exercise many of the powers which they have assumed in

order to meet war requirements. They will have to help stabilize values and provide for a gradual change to price bases controlled by the law of supply and demand. Nor will it be possible to permit immediately the resumption by private agencies of the transportation facilities now in Government hands. And it may safely be assumed that certain changes in form and method of operation of such facilities will become permanently attached to them. Defects which have become apparent will have to be corrected, but economies and other factors tending to greater efficiency will be retained. In connection with this matter of transportation will also come up the disposition of the merchant fleet which the shipyards of the country are turning out at such a rapid pace. Much of it will doubtless be needed for military after-war needs, as in bringing back troops from Europe, forwarding supplies for those who remain, etc. But some of the vessels will doubtless be put in service for the needs of foreign trade. While ultimately the merchant ships built by the Government will go into private operation, there will be quite a period during which they will have to be run by and under official authority. What methods will be adopted will depend on Congressional action.

It may not be amiss, in connection with the matter of foreign trade, to call attention to efforts to excite distrust which pop up every once in a while. Some of these are quite likely due to an obsession coupled with ignorance. In this category come the labored and rather tricky statements issued by the high tariff advocates at periodic intervals trying to show that Japan is taking advantage of the war to cut into American trade abroad or to swamp the domestic field with its products. The only basis for this claim seems to be that Japanese exports have expanded, as was bound to happen, and that more raw silk, tea and hat making materials have been coming from Japan hither. It is only necessary, as against this, to call attention to the fact that the great bulk of what Japan sends here is either raw material or other products not otherwise obtainable. Besides this, the exports from this country to Japan now far exceed the imports from that country. In the seven months ended with July those exports were \$173,242,225, while the imports were only \$161,286,455 in value.

CANNED GOODS SITUATION.

The canned goods situation is one of undisputed strength at the present time in that the tendency toward higher prices is pronounced. It has all the elements of an old-fashioned market based upon the law of supply and demand, for supplies are undeniably scarce and the demand urgent. Had there not been the restraining influence of the Food Administration's regulations there would be what is commonly called a run-away market. And yet it is because there are the earmarks of the working of the law of supply and demand that the jobbers are puzzled, for it was supposed to have been superseded

for the time being by act of Congress. Under this act Mr. Hoover has said to the canners of the country that they may charge a reasonable profit over and above their actual costs without reference to supply and demand. Yet when the demand increases prices go up and when it decreases prices go down. Manifestly costs can not fluctuate in that manner although profits can. There is nothing in the law that prevents canners selling at a minimum profit or at no profit at all, or at a loss if they choose to or circumstances compel them to, but there is a distinct prohibition against their selling at an excess profit. The assumption is that when canners name prices they figure their costs liberally and their profits also, so that when the price goes up as the demand increases the further assumption is that profits have been further increased. A few conscientious canners have been known to bill their goods below the contract price as the law requires, if they find their cost estimates were excessive, but the fact is that most of them do not seem to be confronted by any such proposition for rebates are few and far between.

PRICES ON COTTON FABRICS.

A few outstanding facts were used to influence cotton quotations during the past week. These included weather reports showing some unnecessary rainfall and a report from the Census Bureau giving the figures of consumption at the mills during September. In that month only 490,779 bales,

outside of linters, were consumed. This is 31,600 bales less than in the corresponding month last year, although the number of active spindles was about the same. Exports for the month were 336,375 bales, including linters, an increase of over 82,000 bales over September, 1917. The rapidity with which the crop has been ginned is shown by the large increase of cotton in sight. The goods market evidenced a little more activity by first hands during part of the week, the commitments going through the first quarter of 1919. The mill people seem to have abandoned the notion that fabric prices would be raised by the Price Fixing Committee of the War Industries Board. Some reasons adverse to such a proposition were put forward in strong language by Clarence Ousley, Assistant Secretary of Agriculture, who showed how much more cotton fabrics had advanced in price than had the raw material. He also said there was no purpose to fix the price of cotton or any reason for doing so. Buyers have been a little slow in taking advantage of the mills' offers to sell goods. Feeling rather confident that prices will not be advanced, they see no reason for being in a hurry to stock up too much ahead.

An old bachelor says the worship of the fair sex requires a good many human sacrifices.

Between two evils some folks have no choice, so they embrace them both.

A Safe Buying Guide

Merchandise that has given universal satisfaction for a quarter of century is good merchandise.

That's the kind to buy.

We have been making and selling

Lily White

"The Flour the Best Cooks Use"

for more than thirty-five years—more than a third of a century.

During all that time LILY WHITE FLOUR has given splendid satisfaction for every requirement of home baking.

LILY WHITE FLOUR will continue to do so as long as we make it.

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.

BANKRUPTCY MATTERS.

Proceedings In the Western District of Michigan.

Grand Rapids, Oct. 21—Joseph Farber, of Muskegon, has filed a voluntary petition for adjudication in bankruptcy. The adjudication has been entered and the matter referred to Mr. Corwin. A first meeting of creditors has been called for Nov. 1, at which time creditors should appear to prove their claims and elect a trustee, if deemed necessary. The schedules of the bankrupt show the following:

Frank Tremel, Shelby	\$ 26.00
Colby A. Spittler, Hart	16.00
L. B. Hyde, Hart	9.00
Henry Bechtel, Shelby	3.75
George Bates, Hart	3.60
John Shepherd, Route 6, Shelby	56.00
A. J. Rankin, Shelby	56.00
Dr. Buskirk, Shelby	10.00
Farmers Mutual Telephone Co., Shelby	5.00
Talant & Conger, Shelby	10.00
Reed Brothers, Montague	30.00
Gus Kroll, Montague	6.00
Peter Jensen, Whitehall	7.00
Julius Jensen, Whitehall	5.00
Gee & Car, Whitehall	45.00
Earny Brown, Whitehall	4.00
A. M. Layton, Whitehall	1.75
Dr. Smith, Whitehall	19.00
Dr. Keyse, Whitehall	12.00
Dr. Hersick, Whitehall	37.00
Dr. F. B. Marshall, Muskegon	38.00
George H. Nelson, Whitehall	62.00
George Haverkate, Whitehall	7.00
Herald, Shelby	5.60
Robert Menley, Whitehall	6.00
Captain Peterson, Whitehall	26.00
F. Watkins, Whitehall	10.00
J. Watkins, Whitehall	4.00
Whitehall Farm, Whitehall	4.00
William Coats, Whitehall	35.00
Mutual Home Telephone Co., Whitehall	10.00
Whitehall Bakery, Whitehall	7.00
Frank Glasier, Whitehall	10.00
Mrs. Frank Sanders, Muskegon	24.00
Mattie Hinman, Whitehall	8.00
Elliott Slocum Estate, Whitehall	37.00

\$753.00

The schedules of the bankrupt show assets consisting of household goods, \$125, and personal property \$75, all of which is claimed as exempt, and also interest in telephone, \$28.

In the matter of Walter Hotham, bankrupt, Muskegon, the first meeting of creditors has been held. It appearing from the schedules of the bankrupt and from an examination of the bankrupt that there are practically no assets not claimed as exempt to the bankrupt, an order was made that no trustee be appointed. The estate will be closed out in the near future.

In the matter of Charles Kahler, bankrupt, Grand Rapids, the first meeting of creditors has been held. Certain claims were proved and allowed. Walter H. Brooks was elected trustee and his bond fixed at \$1,000. Appraisers were appointed to appraise the assets of the bankrupt estate. The meeting was then adjourned until Nov. 4 for further examination of the bankrupt and hearing on contested claims.

In the matter of Schaffer Brothers, bankrupt, Ionia, the final meeting of creditors has been held. The final report of the trustee, showing balance on hand of \$1,030.51, disbursements of \$480.66 for administration expenses and first dividend of 5 per cent., leaving balance on hand of \$552.85, together with interest item of \$6.77, making total on hand to be disbursed at this time of \$559.62, was approved and allowed. Order for distribution was entered, for the payment of certain administration expenses and a small final dividend, the exact amount of which has not as yet been determined.

Appeal to the Sense of Touch.

A city clothier noticed that a comparatively new girl at the haberdashery counter was selling more than two girls who were more attractive in appearance and who had been with the store longer. She was especially successful in the sale of the better grade of neckties. He wondered why, and this is what he learned through observation:

She used every effort to get the tie she was showing into the hands of the customer—to get him to handle it, to feel it, to examine it closely.

After showing two or three ties of the kind she believed the customer might like, and after casually offering them to him to examine if he did not reach for them, she would smile, and, as she reached for an-

other bunch of ties, she would ask, politely, "Please hold this for a moment." Not a man in a thousand would decline to hold a tie for a smiling girl who politely asked him to do so.

And once he had his hands above the show case, she laid the next tie into his hands, taking away the one he was examining if it seemed not to satisfy him. Thenceforth she had no difficulty in getting him to take and handle the goods she was selling.

By good salesmanship, she appealed to the customer through one more sense—the sense of touch.

Once the customer began to handle and examine ties, she did little talking. Talk was neither necessary nor desirable, for the customer, as he handled the goods was prompted to talk, and he soon divulged just what he wanted.

The application of the idea to goods of a character to be handled in all departments of the store made selling surer and easier.

To Get New Customers.

George J. Marott, a shoe merchant in Indianapolis, has a small scale in his store; and he invites every one to step in and use it. This gets people into his store.

As a general rule almost everyone who comes into weigh himself sooner or later buys his shoes there; but to make sure of the customer's return, Marott placed a pack of weight cards in a pocket on the scale. Each card has space to record three weighings. For purposes of accurate comparison the customer must return to the store for his second and third weighings; and thus he forms the habit of dropping in. Harold Cary.

Between the "federalization" of Austria and the outcries for independence in Hungary the connection is obvious. National autonomy under the Hapsburgs can be realized only at Hungary's expense almost as heavily as at Austria's. If the latter stands to lose Bohemia to the proposed autonomous Czecho-Slavia, the Hungarians must contribute the Slovak provinces. If Austria must lose Dalmatia and Istria to the "Illyrian" kingdom, Hungary must contribute Croatia and Slavonia. Finally, the rights of the Ruthenians mean a Hungarian abdication in Transylvania. But Magyar Junkerism yields nothing to Prussian Junkerism in ruthless oppression of alien nationalities, and the riotous scenes in the Budapest Parliament are primarily a protest against Austrian "weakness" as expressed in the federal plan. What alternative the Magyars contemplate is hard to say. By a continuance of the war they are bound to lose utterly the territories to which Austria would concede autonomy. Either the hope at Budapest is that by a firm stand the monarchy might exact tolerable terms from the Entente, or else the demand for Hungarian independence is simply the expression of a helpless rage.

Lazy men evidently don't believe in the theory that God helps those who help themselves.

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—Merchandise stock, consisting of light hardware, dry goods and notions. Business established fifteen years. Live town. Store rent reasonable. Selling reason, illness. C. E. West & Co., Linden, Michigan. 957

FLOUR, feed, seed, ice and produce business at a bargain; doing \$8,000 worth of business per month; must be sold by January 1; good town, good school and good country. Wildman & True, Carnegie, Oklahoma. 966

FOR SALE—200 ACRE GRAIN FARM, Southern Michigan; will take some property in part payment; easy terms on balance. WALLACE LAND CO., 1419 Forbes avenue, St. Joseph, Mich. 968

FOR SALE—200 ACRES BLACK LOAM, ALL under cultivation. 100 acres rolling; spring water. 40 acres adjoining town. No trade; easy terms; all well improved. JAMES DORSEY, 34 Nolting Block, ELGIN ILLINOIS. 969

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

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

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

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

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

For Sale—160 acres good land, about half improved; good little house, fair out-buildings, good well and windmill fairly well fenced; in Osceola county, three miles from good market, 1½ miles from crossing station for railroad motor cars, gravel road to market except ½ mile. \$50.00 an acre is cash price. Will exchange for merchandise. Reason for selling, too much to look after. Address Geo. N. Lanphere, Ithaca, Mich. 910

Wanted

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

Western Knitting Mills, Rochester, Michigan.

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

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

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

HELP WANTED.

Book-keeper Wanted For General Store—Good wages for good competent man. Andrew Westin & Co., Newberry, Mich. 967

POSITION WANTED.

WANTED—By a competent, experienced butcher and groceryman, position as traveling salesman or store manager. Best references. Address No. 964, care Michigan Tradesman. 964

COLLECTIONS.

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

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

UP TO THE FARMER.

Some of the Conditions He Must Comply With.

A retail grocery house which asks to have its name withheld from publication writes the Tradesman as follows:

We read with great interest the Michigan Tradesman. Every page of it contains something worth reading and we have learned a great deal by reading it.

In the grocery business, particularly pertaining to flour, we can not understand why some laws are made for one class of people and different laws for another class.

1. Since the 25 per cent. substitute law went into effect, there seems to be quite a bit of hard feeling and misunderstanding regarding this law. A farmer can take his wheat to the elevator or grist mill, sell it, and turn right around and buy flour without substitutes, by simply signing a paper that he raised the wheat.

2. Another class of farmers—generally those who are not very patriotic—will lie in order to get flour without the substitutes. They will buy wheat from their neighbor and sell the wheat, the same as the fellow did who raised it, in order to buy flour without substitutes.

3. In many towns the local food administrator is in the elevator or grist mill and very seldom questions are asked. Can you explain why the farmer should be entitled to white bread, while the man in the ammunition factory can not buy a pound of flour without substitutes? We believe the man in an ammunition factory works just as hard to win the war and is just as patriotic as the fellow who raises crops. Farmers raise crops for the money there is in them, particularly the German people, and many times they have to be forced to sell their grain.

4. This law may work all right in the cities, but it does not work in a farming community. The dealers might just as well quit handling flour altogether when the farmer can get flour without substitutes.

5. Another thing, we do not think it right for any dealer to put the price of flour outside on a blackboard at a price far below that prescribed by the Government. He is using it as a leader and we believe he is breaking the law just as well as the fellow who advertises in the paper and cuts the price.

6. We recently received a car of flour, but after selling some of it and the substitutes, we run out of some of the substitutes. Do you believe we should send a farmer home without his flour and substitutes or should we give him what substitutes we have on hand and have him pay for all the flour and substitutes and give him a due bill for the substitutes he has coming?

To the above enquiries the Tradesman is pleased to reply as follows:

1. While the farmer can obtain flour in exchange for wheat, as stated, he must sign a pledge every time he does so reading as follows:

Pledge to be Signed by Farmers Exchanging Their Own Wheat to Obtain Flour Without Substitutes.

I Hereby Certify that the wheat this day delivered by me to was grown on my own farm.

I pledge myself to use such flour only in my own household or establishment, and not to resell any of this without permission.

I further pledge myself, in using such flour, to conform to the programme of the United States Food

Administration with regard to substitutes and to use in the baking of all bread at least one pound of substitutes to every four pounds of wheat flour; or, if rye is used, two pounds of rye flour to every three pounds of wheat flour.

(Name)

This pledge means that it is up to the farmer and his wife to live up to the solemn promise they have made the Government that they will not abuse the privilege accorded them by Uncle Sam.

2. Farmers who resort to this practice are guilty of disloyalty and should be properly punished. There is ample machinery to do so if cases of violation are brought to the attention of the Federal Food Administrator at Lansing.

3. There is no controversy on this point.

4. Because an occasional farmer ignores his solemn promise and defies the Government is no reason why the patriotic dealer should not live up to the letter and spirit of the law.

5. You are emphatically right. The food rulings expressly prohibit this practice. Any dealer who violates the rule should be summarily dealt with. He will be if reported to Mr. Prescott. A leading grocer of Grand Rapids—a man of high character—is in hot water to-day because he permitted this violation at his store.

6. While the Food Administration might overlook an occasional case of this kind, depending on the character and good faith of the dealer, the Tradesman would advise great caution handling such a situation and, as a rule, limit the purchaser to the amount of flour the dealer can furnish substitutes with at the time of sale. So far as the Tradesman can determine, no rule promulgated by the Food Control will work great hardship to any one, in comparison with the fearful privations our boys in khaki are confronting overseas, and under no circumstances should the retailer deviate one iota from the rigid enforcement of every ruling Mr. Hoover or his State lieutenants promulgate, with a view to ensuring a full supply of food for the men who are setting the world right for time and eternity.

THE SURRENDER OF TURKEY.

That Turkey, like Bulgaria, will have to bow to the inevitable is daily becoming more nearly certain. The fact has a significance for Germany even more vital than it bears for Turkey herself. In the pre-war literature of Germany there were two main trends of thought: One occupied with the subject of a Central European agglomerate stretching from the Baltic and the North Sea to Constantinople, and thence dominating Asia to the Suez Canal and the Persian Gulf; the second dwelling on the use of this combination as a wedge to split the British Empire. The commercial penetration of Turkey by Germans was proceeding apace before the war. Between 1889 and 1912 German trade in Turkey increased tenfold and it was sedulously fostered as a means to the end of

political ascendancy. In fact, the road from Berlin to the Persian Gulf was regarded as the vital nerve in German economic life and German policy; the phrase "Ostend-Baghdad" was held to imply the undermining of Britain's command of the seas by means of a land route by which a way was to be opened to Egypt and Persia, and through the Persian Gulf to the Indian Ocean and the lands around it. It is fairly obvious now, if it was not before, that had the Prussian system been able to secure its hold upon the great land mass of the globe, from Denmark to Arabia, there would soon have been no vital issue, whether in Europe, Asia or Africa, that would not have been decided from Berlin. The fact that Turkey was to be the pivotal point of Prussian world-power and future dominion will make the surrender of Turkey a crushing defeat for the nation that dragged her into war; it will sound the death knell of the most daring and far-reaching of German ambitions.

For the last twenty-five years, that is, during most of the reign of William II, it has been a fixed principle of German policy to use Turkey as a weapon against the British Empire. But it is certain that Great Britain did not go to war, and never would have gone to war, to effect the downfall of Turkey, or even to counteract the German advance in the Middle East. In fact, after the sword had been drawn for the support of France and the liberation of Belgium, the British Government did their best to restrict the area of hostilities. It was their purpose to deal with the enemy in Western Europe and in his own colonial possessions, without dragging Turkey and Egypt into the quarrel and without raising those larger problems which the extension of the conflict to the East would necessarily involve. In conjunction with her Allies, Great Britain invited Turkey to remain neutral and offered on that condition to guarantee the integrity of the Ottoman dominions. Sir Louis Malet, the British Ambassador at Constantinople, did his best to dissuade the Sultan and his Ministers from taking the irretrievable step and launching their empire upon its doom. The seizure of two great Turkish battleships that were being built in a private English dockyard whose construction had been ordered under the inspiration of the passionate movement of nationalism and Moslem feeling which followed the Balkan wars naturally produced a feeling of exasperation among the Turkish people. It gave the Turks, on the admission of the British Ambassador, "a concrete and substantial grievance against Great Britain." The arrival of the Goeben and the Breslau in Turkish waters on August 10, 1914, was a great reinforcement to the German party in the Turkish Ministry, and a powerful reminder of the danger of hesitation in the presence of an armament that could lay the Yildiz Kiosk in ruins under the eyes of the Caliph. Albeit the Sultan, the Helt Apparent, the Grand Vizier, a majority of the Ministry and a considerable section of the Committee of

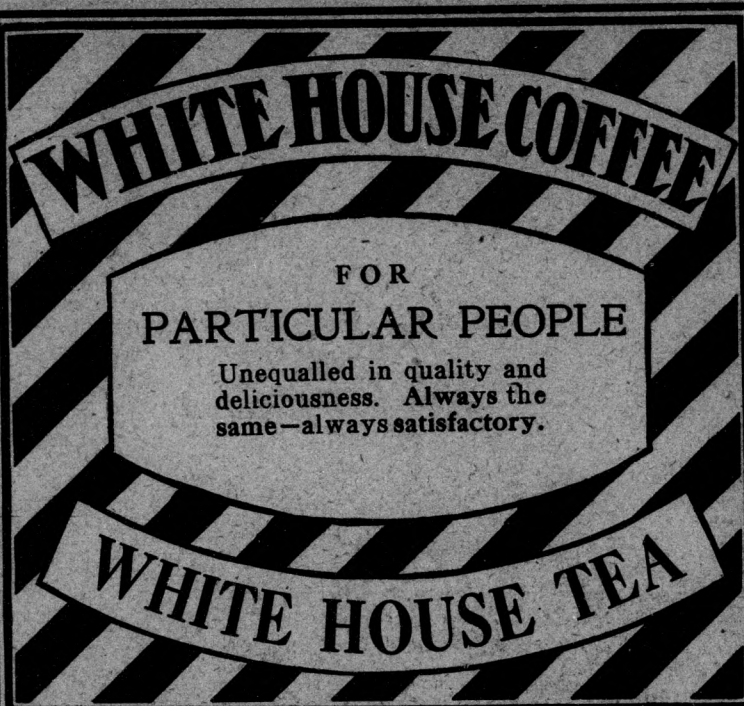
Union and Progress were opposed to going to war against the Allies, the fateful decision was taken on August 29 by the dispatch of armed Bedouins on a raid into the Sinai Peninsula with the Suez Canal as their objective and by an attack upon Odessa by Turkish ships of war.

The prize dangled before the eyes of the Turks was a sufficiently inviting one. German success in the war was of course held to be assured, and by a timely alliance with a victorious Germany and Austria, the perpetual menace to Turkey from Russia might be effectively averted. Egypt might be recovered from the Empire, and India and other Moslem countries, supposed to be groaning under Christian rule, might have infinite possibilities for the Caliphate of Constantinople. Briefly, Turkey was to emerge from the war the one great power of the East, even as Germany would be the one great power of the West. Even after all danger to Egypt had been averted and the German advance in Asia Minor had been effectually blocked by the success of the British arms, the collapse of Russia offered the Teuto-Turkish combination a choice of routes to the Far East. Before the surrender of Bulgaria had marked the end of Turkish power and of the Asiatic ambitions of Germany, "Hamburg-Herat" had replaced the familiar formula of "Berlin-Baghdad." Along this line German movement in combination with Turkey, although not without a good deal of friction, was already well under way. The sphere of this activity lay hundreds of miles north of that commanded by the victorious British in Mesopotamia and controlled the whole railroad system of Central Asia. By the branch from Tiflis, on the Batum-Baku Railway, the enemy could descend to Julfa on the Russo-Persian border, proceed thence to Tabriz (which had recently been occupied by a Turkish cavalry force) and then march on to Teheran, the British in Baghdad thus being far outflanked and a considerable advance made on the way to India. Other equally unfortunate results were in the grasp of the enemy if, crossing from Baku, he could seize the Transcaspian Railway, which would bring him to the northeastern frontier of Persia, within comparatively close distance of Meshed and of Herat itself. All these were discussed as imminent military possibilities less than three months ago. The most convincing proof that they have ceased to figure among the operations of the war is afforded by the withdrawal of Turkish troops from the Caucasus and the rallying of all the military power that Turkey can command for the defense of Constantinople.

Trying to get to the top without getting any help from the trade papers or from any outside source is just about like trying to lift yourself by your bootstraps.

BUSINESS CHANCES.

Wanted—Location for drug store. Address No. 970, Michigan Tradesman 970



"NONE BETTER AT ANY PRICE"

Distributed at Wholesale by
LEE & CADY Wholesale Distributors of
 DWINELL-WRIGHT CO.'S PRODUCTS
 Detroit—Kalamazoo—Saginaw—Bay City

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
 Minneapolis, Minn.

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



A Double Saving in Sugar

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

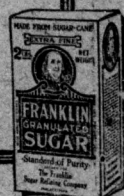
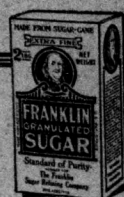
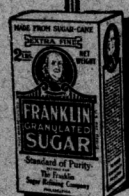
Franklin Package Sugars

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



Red Crown Gasoline for Power

The modern motor and improved carburetors have demon-
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 Red Crown, like your automobile, is built to specifica-
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 mobile engineers available.

Red Crown contains a continuous chain of boiling point
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 correct proportion of high boiling point fractions with
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These are the things that make Red Crown the most ef-
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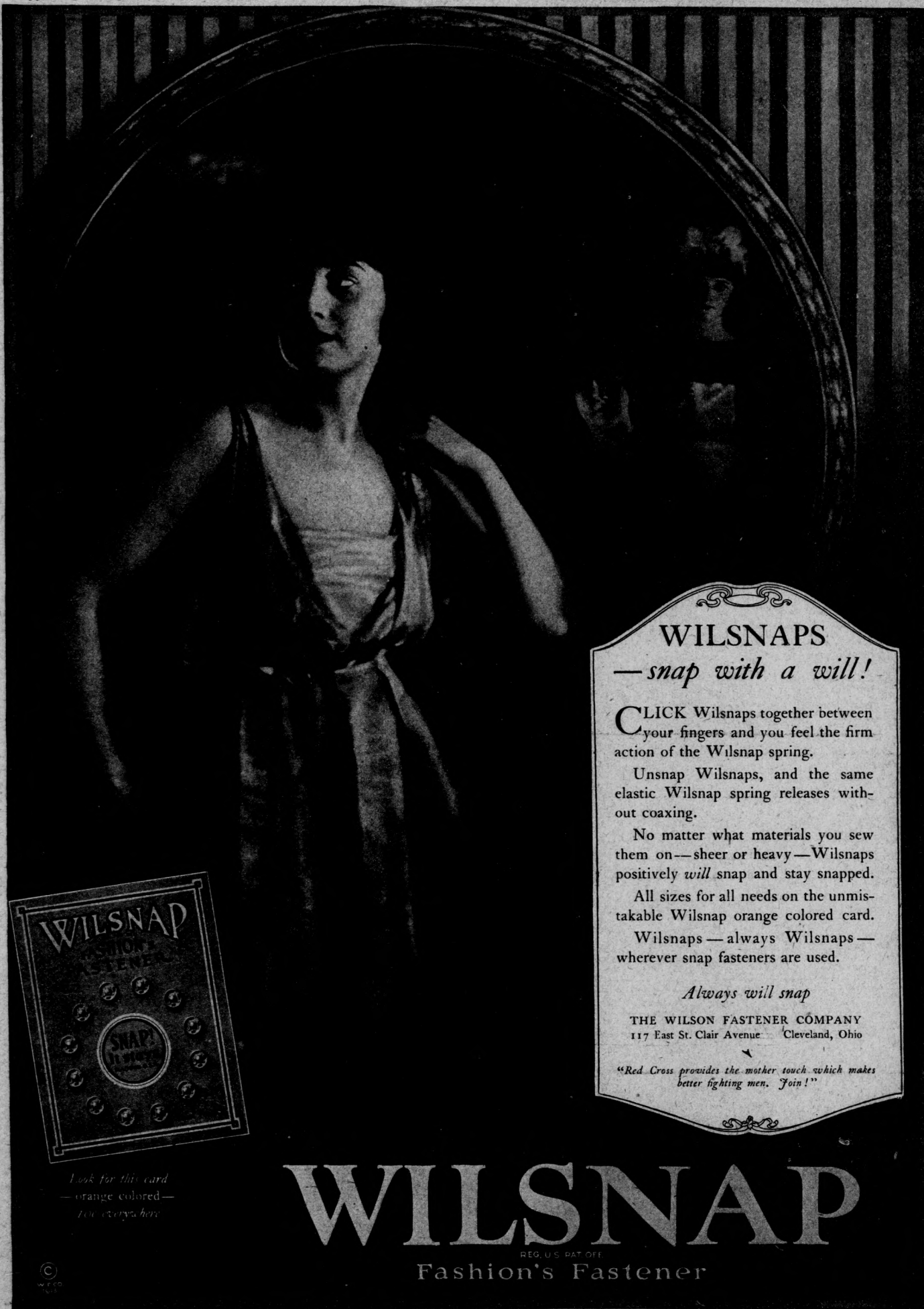
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