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# MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 13, 1918

Number 1834

## The Peace of the Pine

Take me far! Take me away!  
Take me where the pine boughs sway  
Far from city noise and din  
To some forest—deep within  
Let me hear  
Yet more near  
Just the sough song of the pine.

Take me to some ancient wood  
Of Norways, which have centuries stood.  
Let me their full stature see  
In arborous democracy.  
Dare a peer  
There appear  
In the councils of the pine?

Like some sure and guiding star  
Do the pine trees lure me far  
Till by them around beset  
There the world I quite forget.  
Then I hear  
When they're near  
That soft soughing of the pine.

Take me where the temples are  
Out among the pine afar  
Let me breathe their incense sweet  
Hallowing those shrines replete.  
Nor a fear  
For He's near  
In His temples of the pine.

Take me to that quiet land  
Where the peaceful pine trees stand,  
Where no shell of battle is  
Shrieking out death's rhapsodies.  
Drum nor spear  
Become my bier  
In the peaceland of the pine.

*Charles A. Heath.*

## DUTCH MASTERS CIGARS



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Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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**TRADESMAN COMPANY**

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E. A. STOWE, Editor

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## LET THE GUILTY SUFFER.

You spied for the Day, you lied for the  
Day

And woke the Day's red spleen,  
Monster, who asked God's aid Divine,  
Then strewed His seas with the ghastly  
mine;

Not all the waters of all the Rhine  
Can wash thy foul hands clean.

And it is for such a criminal as this  
that we hear people speaking a kindly  
word. The premature celebration of  
the war's end brought out all the  
populace, brought out also many ex-  
pressions of opinion from all classes  
of our people. Many there were who,  
while rejoicing over the great victory,  
felt called upon to throw in a  
good word for the Kaiser.

The worst ill one man could wish  
this monster in human form, whose  
soul is red to blackness with the  
greatest crimes of the century, was  
that he might be banished to the  
island of St. Helena, there to live out  
the remainder of his days on the spot  
where the great Napoleon concluded  
his life in sorrow and remorse for  
some of his past misdeeds. But there  
can be no comparison between Na-  
poleon and Kaiser William.

It must not be forgotten that guilt  
is personal and that while Kaiser Wil-  
liam stands before the world the con-  
victed murderer of thousands of his  
fellow beings, he is not the only crim-  
inal who should be brought to the bar  
of justice and made to forfeit his life  
for deeds done that would bring the  
blush of shame to the face of a La-  
Fitte, an Attila or a Wirz.

There are more than half a thou-  
sand German officers who are guilty  
before God and man of crimes which  
merit the gallows. Now that victory  
has crowned the Allied arms it is meet  
that we should show our chivalry and  
generosity over the beaten enemy so  
far as to forget and forgive all that  
bloody past reeking with hideous  
crimes which have made the whole  
world shudder?

There are certain laws recognized  
by all civilized nations with regard  
to the manner of carrying on war

which we all admit is bad enough in  
itself without adding a frightfulness  
which put to shame the scalping Sioux  
of American history. History tells of  
the hanging of a number of Sioux  
chiefs in Minnesota some years ago  
for crimes committed against white  
settlers. These chiefs were adjudged  
to be murderers and suffered accord-  
ingly. Now that we have come to the  
end of this world war, can it be that  
we are to have no personal punish-  
ments meted out to the boss criminals  
of all ages?

We demand not vengeance but jus-  
tice. Unless this is done then the  
boys who went from American homes  
to fight in foreign lands, many of them  
to die on the field of battle, have  
laid down their lives in vain. Not  
only that, but the dead and mutilated  
mothers, young girls and helpless  
babes of France and Belgium have no  
recompense, but have merely been  
slain to make a German holiday while  
all the world condones the awful  
crime.

Full well do I remember the closing  
days of the Civil War, when the vic-  
tors began to speak of peace without  
justice. Once the South was down and  
out, the victorious North was ready  
to forgive. And this they did in a  
wonderful measure. After four years  
of war for the disruption of the  
Union, the rebels were permitted to  
come back with not a leader in all  
the South brought to the bar of jus-  
tice for his treason.

Well and good, perhaps. Political  
crimes may be forgiven. The assault  
upon the Union was forgiven our  
Southern brethren, but there was one  
crime, that of murder, which had to  
be investigated—the crime of Ander-  
sonville. Every old soldier remem-  
bers that, and of the many starved  
and dying boys who came forth only  
to die on the homeward journey.

It was a German who was the keep-  
er of that prison and he was placed  
under arrest charged with murder.  
The charge was made to stick and the  
cruel perpetrator of those unnamable  
crimes against our boys in this South-  
ern prison was duly and judiciously  
hanged.

In the present instance there is a  
much greater demand that justice be  
meted out to the men of German  
blood guilty of the most awful crimes  
known to human ingenuity. It would  
be for the welfare of future genera-  
tions that a court of justice, military  
or otherwise, be organized to try these  
boss criminals of the world.

Undoubtedly, so far as property  
consideration goes, there will be am-  
ple stipulation that Germany shall  
make the losses good. She can not  
make good with money the crimes  
against womanhood that lay at her

doors. She can not restore one little  
life of innocent babyhood that she  
sacrificed on the altar of her magnifi-  
cent (?) Kultur. She can not make  
amends with money for the palpit-  
ating baby girls and boys run through  
with German bayonets and carried  
aloft to send terror to the hearts of  
those who opposed the Hun invasion  
of Belgium.

Evidence has been collected that  
convicts one German general of order-  
ing thirty girls to be carried off as "or-  
derlies" to his officers. Then there  
are those 117 civilians shot by order  
of another German officer. One thou-  
sand Roumanian children shot be-  
cause they "conspired" against an-  
other German general.

Were these acts of civilized war-  
fare or plain unvarnished murders?

There should be no peace and for-  
giveness for these cowardly, con-  
temptible outlaws who have sinned  
against everything, both human and  
divine. Punish no German because  
he upheld the cause of his country or  
emperor, but, in the name of all the  
martyrs dead and all the orphans,  
widows and cripples living, victims  
of German frightfulness, we call for  
swift, condign punishment, either in  
the electric chair or at the end of a  
hempen cravat.

## THE LION'S SHARE.

No one shows any disposition to  
complain at anything Uncle Sam and  
Mr. Hoover ask, but with the scarcity  
of fruit, both dried and canned, and  
with all canned goods commandeered  
in dominating quantities, there is  
some questioning of the statistical  
fairness of Uncle Sam's military  
cache. Everyone wants the "boys  
over there" safely and surely taken  
care of, even if folks at home have to  
go without, but with a more than  
normal crop on most things, there is  
some questioning of the necessity for  
taking 45 to 60 per cent. of the pack  
to supply about 4 per cent. of the  
population of the United States.

In France and England no meals  
are served after 9 o'clock at night,  
and in both countries public eating  
places are closed for a definite period  
during the afternoon. Our people,  
who have been spared so much of the  
hardships which the French and  
English have undergone, should be  
glad to cut out all fourth meals and  
be content with the three simple  
ones which are enough for health.  
Let the three be eaten in the home,  
or in the public eating places, or let  
one be a social function; whatever  
they are, make them simple, plan  
them in accordance with patriotism  
and intelligent food conservation,  
and limit them to three.

## WOOL SITUATION CLEARING.

It is generally recognized that the  
advent of peace will have an immedi-  
ate and decided effect on the wool sit-  
uation. The consumption of the  
material for war uses will be speedily  
checked, even though the same num-  
ber of men be kept in the service.  
Long ago the Quartermaster General  
showed that the quantity of wool re-  
quired for men in active warfare was  
much above that needed by them  
while in camp. Supplies of the  
material are sure to increase. For  
that matter, imports during Septem-  
ber, the last month for which reports  
are available, were very satisfactory.  
They were about double those in the  
corresponding months last year. For  
the nine months ended with Septem-  
ber over 330,000,000 pounds of wool  
were imported. Provision is now  
making for more tonnage to carry  
goods to Argentina. On the return  
trips wool will doubtless be brought  
in. It may safely be taken for granted  
that the turn of the year will see  
ample supplies for civilian needs. Per-  
haps it is a realization of this fact  
that has caused jobbers to show a  
disposition to unload their holdings  
which are by no means small. Man-  
ufacturers of woollens, on the other  
hand, are disposed to believe that  
prices can be upheld because there is  
to be no immediate reduction in the  
cost of wool and because labor cost  
will continue high. They are, how-  
ever, inclined to rate the latter ele-  
ment above what they should, as ex-  
tra labor cost in a yard of fabric in  
these days of automatic machinery is  
not the factor it used to be.

Prohibition scored its greatest State  
victory by winning Ohio, the fourth  
State in the Union; the conquest of  
five other states at the same time  
brings almost two-thirds of the whole  
roster into the "dry" column. In the  
entire territory west of the Missis-  
sippi, with twenty-two states, only  
four—Missouri, California, Louisiana,  
and Texas—remain open to the sa-  
loon. Of these, Texas went "dry,"  
but has just had her law declared  
invalid, while both Texas and Louisi-  
ana early ratified the National prohibi-  
tion amendment. East of the Missis-  
sippi and South of the Ohio is an-  
other almost unbroken expanse of  
prohibition territory, the remaining  
"wet" states of Kentucky and Mary-  
land having also ratified the prohibi-  
tion amendment. Short of an astound-  
ing reversal, the ratification of the  
pending amendment seems inevitable.  
There are thirty-three or thirty-four  
states "dry" by their own action, and  
five "wet" states have approved the  
amendment.

## GERMANY'S DOOM SEALED.

## Invasion of Belgium Foul Thrust of Coward.

Now that Germany lies prostrate at the feet of the civilized world and every man who sympathizes with Germany stands indicted at the bar of eternal justice as a liar, coward and craven, it may not be out of order to call attention to the date on which Germany lost the war. It was four years ago August 4, at a point near Gemmenich, a village southwest of Aix-la-Chapelle. It was then and there that the first gray uniform crossed the frontier from Germany into Belgium.

An hour before and it was not too late for Germany to win the war or at least to lose it with honor. An hour afterward and Germany was doomed. What has befallen her since that 4th of August and the penalties she must pay for her perfidy were predetermined from the fatal instant of that summer morning when the first German soldier trod where Prussia had promised he should never go. There is not a German killed since that day whose fate was not written at Gemmenich.

It was not merely that the invasion of a land guaranteed perpetual neutrality brought Great Britain into the fight and turned into a world war what Germany had hoped would be a small, swift and easy campaign. It was the exposure of Germany herself. Know of her what we may today, we thought of her otherwise five years ago. She had thrown about herself a mantle which hid the sword and the thick, studded boots. She worked at science and played, in a grotesque way, at art. She sang and thumped the piano. She cleaned her streets and washed her children's faces. Many persons in America and England believed that she was efficient and that her very verboten signs were guides to the ideal life. Even as the Kaiser reviewed his armies he babbled of peace; peace, to believe him, was the first object of his life.

Gemmenich showed us that what we thought was a fat, moral lady playing the piano was really a bestial male Prussian, a coward as well as a liar and a pervert. We do not know of any writer who has condensed the proof of Germany's falsehood and cowardice into so few words as Von Bethmann-Hollweg, who, as Chancellor of the empire, spoke as follows to the Reichstag four years ago this afternoon:

"Gentlemen, we are now acting in self-defense. Necessity knows no law. Our troops have occupied Luxemburg and have possibly already entered on Belgian soil. (The speaker knew that the invasion had begun.)

Gentlemen, that is a breach of international law.

The French government has notified Brussels that it would respect Belgian neutrality as long as the adversary respected it. But we know that France stood ready for an invasion. France could wait, we could not. A French invasion on our flank and the lower Rhine might have been disastrous. Thus we were forced to ignore the rightful protests of the governments of Luxemburg and Belgium. The in-

justice—I speak openly—the injustice we thereby commit we will try to make good as soon as our military aims have been attained. He who is menaced as we are and is fighting for his all can only consider the one and best way to strike.

There stood the great German empire, intensively trained in the arts of war for forty years, pleading cowardice in extenuation of her broken word. "France could wait, we could not!" A brave man, Bethmann-Hollweg, unless he knew before he spoke that the whole nation had sunk to the immoral level of the cowards who invaded Belgium because they feared that on a fair field France would have beaten them! It is curious that in the whole record of German statecraft in the war the Chancellor's confession of his empire's degradation stands out almost like a clean thing.

The Chancellor did not deceive the people except in his implication that France would have struck through Belgium if Germany had not. He did not deceive himself, either. He knew the cowardice of Germany. It is

mon honor still lived across the Channel. The Foreign Secretary, Von Jagow, a mere tool of the Kaiser, took it mechanically; but Von Bethmann-Hollweg added to the sum of German cowardice. Brave as he had been in the Reichstag, he whimpered to Sir Edward Goschen when he saw that "12 o'clock to-night" on paper. This account of the conversation is Goschen's, but the German Chancellor later confirmed the Englishman's version:

I found the Chancellor very agitated. His Excellency at once began a harangue which lasted for about twenty minutes. He said that the step taken by his Majesty's government was terrible to a degree; just for a word—"neutrality," a word which in war time had so often been disregarded—just for a scrap of paper Great Britain was going to make war on a kindred nation who desired nothing better than to be friends with her.

When he added that it was a matter of "life and death" to Germany to advance through Belgium, the British Ambassador replied that it

of keeping it, there could be no swift stroke at lone France, no dash eastward to subdue Russia.

The items at which we have glanced were not all or even the most important acts of Germany's dawning tragedy. It was not merely that she revealed herself to the world, but that she revealed herself to herself. The moving picture of Kultur, of fake idealism, of humaneness, which she had unreeled before our charitable eyes was stopped, and stopped forever. The film, exposed momentarily to the flame of truth, exploded and left on the screen the hideous picture of Germany as she was. No more sham for a naked nation. In went the unmasked Prussian to outrage and murder, to bind and burn. Rape, slavery and torture came forth from the caves of inhibition. When a government violated the word of the world, why should the individual check his passions? All the world, at first unbelieving, watched the procession of horror, and then, against its wishes, against all the ingrained faith that the long years had stored within the human breast, the world saw that it was dealing with nothing less than a monster.

England, unlike the United States—which should have declared war on Germany the same day England did and for the same reason—kept her "solid engagement to do her utmost." In a million graves are men of the British empire who did not consider the price at which the compact would be kept. Their lives for a scrap of paper—and welcome! When we think that we have won the war—and nobody denies that it is American men and food and ships and guns that contributed to the utter collapse of Germany—let us look back to the 4th of August, 1914, and remember what nation it was that stood between the beast and his prey, scorning all his false offers of kindness to Belgium, his promises not to rob France, and his hypocritical cry of "kindred nation" to the England he really hated.

August 4 then is not alone England's day. It is the day of the opening of the world's eyes to the criminality of Prussia. It is the anniversary of Germany's loss of the war. We—America, France, England, Italy and the remainder of us—have won it, but Germany lost it herself with the one stroke at Gemmenich. She believed it a masterpiece of cunning. It was the foul thrust of a coward and the deliberate mistake of a fool.

## Can Not Blame It.

The hotel was not a very good one and the traveling men knew it. Nevertheless, they were obliged to go there when they came late at night into the little town. In the middle of the night one of them was dimly conscious that something was wrong. Suddenly he realized that the trouble came from a leaking gas jet.

"Wake up, Bill!" he shouted, shaking his friend violently, "the gas is escaping!"

"Well," growled Bill, "can you blame it?"

## DIED ON THE FIELD OF GLORY.

You say that he has gone. I can not tell  
Where his bed is 'mong them that calmly sleep;  
The pensive sky saw where he nobly fell,  
The sombre eyes of Time grew yet more deep.  
Before him lay the path he would not miss  
When duty called: for him the dawn and light;  
Freedom and justice led him onward. This  
The way he chose; behind him lay the night.

Chant plaintive dirges for him, passing breeze;  
Proud sunset sky, in prayer bend low your head;  
The eyes of trees and forests, streamlets, seas,  
Have tears of kind compassion for him shed.  
The voice of thought speaks of him everywhere,  
And memory's wings, as heaven's expanse, are broad;  
Love, guardian-guest, shall ever linger there,  
And on his brow the silent light of God.

Aileen Ward.

probable that he believed, as the Junkers believed, that England, too, was a coward. Prince Lichnowsky had told them the truth about England, but they had not believed. In the years of Kultur they had forgotten what honor was like. They chose to credit the stories that England was torn with dissensions, threatened with rebellion in Ireland and India, nervous from labor troubles, and not only physically unprepared for war but mentally and morally unfit for war. Even the telegram of Sir Edward Grey, communicated on the day of Belgium's invasion to the German government by the British Ambassador at Berlin, did not dispel the illusion about Great Britain:

In view of the fact that Germany declined to give the same assurance respecting Belgium as France gave last week in reply to our request made simultaneously at Berlin and Paris, we must repeat that request and ask that a satisfactory reply to it and to my telegram of this morning be received here by 12 o'clock to-night. If not, you are instructed to ask for your passports and to say that his Majesty's Government feel bound to take all steps in their power to uphold the neutrality of Belgium and the observance of a treaty to which Germany is as much a party as ourselves.

Even that memorable document did not convince Germany that com-

was "a matter of life and death for the honor of Great Britain that she should keep her solid engagement to do her utmost to defend Belgium's neutrality if attacked." Her utmost! Aye, she has done it!

A last gasp from the German Chancellor: "But at what price will that compact have been kept? Has the British Government thought of that?" Sir Edward Goschen replied that "fear of consequences could hardly be regarded as an excuse for breaking solemn engagements," but these words were lost. The German Chancellor had abandoned himself to the contemplation of the truth: that morning Germany had been beaten when a soldier stepped across a line. How long the decision might be in dispute Bethmann-Hollweg could not know, but he must have known that, cheating, Germany had loaded the dice at the wrong side. If she had struck fairly at France England would have had to stand by, neutral. The seas would be open to Germany. If France had violated Belgium's neutrality—as Germany professed to believe she intended to do—England would have attacked France, keeping the pledge made in the Treaty of London. But now, because England weighed a promise and not the price

**MAXIMUM MARGINS ON SALES BY RETAILERS TO CONSUMERS.**

**United States Food Administration Promulgates Arbitrary Price Regulations Which Must Be Observed.**

Washington, Nov. 11—The Food Administration has determined that any sales of food commodities at a gross margin above delivered cost in excess of those indicated below are unreasonable, and will be regarded as prima facie evidence of a violation of the statute and of the above regulation. Percentage may be calculated on the selling price. Delivered cost shall mean the cost at the railroad, steamboat or other terminal in the retailer's town. Where the retailer is not located in a railroad or steamboat town he may include any hauling charge in the delivered cost.

The lesser margin indicated is not a minimum margin, but is a maximum margin for those whose cost of doing business is less, such as stores which do not perform the services of credit and delivery. Any change from the pre-war practice in cash discount terms or other changes which tend to or result in increasing the margin of profit allowed will be dealt with as an unfair practice.

The retailer may have the benefit of fractional costs on each transaction; that is, he may calculate the total charge to a customer on any transaction as if fractional costs were not allowed, and if the result is a fraction, he may add thereto such fraction of a cent as may be necessary to make a price in even cents. The following table gives an example in the case of eggs, using the cash and carry margin of seven cents per dozen:

Amt. of Sale	Cost	Margin	Total	Fraction Added	Maximum Selling Price
1 doz.	.46 $\frac{1}{4}$	7c	.53 $\frac{1}{4}$	$\frac{3}{4}$	.54
2 doz.	.92 $\frac{1}{2}$	14c	1.06 $\frac{1}{2}$	$\frac{1}{2}$	1.07
3 doz.	1.38 $\frac{3}{4}$	21c	1.59 $\frac{3}{4}$	$\frac{1}{4}$	1.60

**Maximum Margins.**

Victory Flour, original mill pkgs. $\frac{1}{2}$ bbl. quant. and more,	\$1 to \$1.20 per bbl.
Victory Flour, original mill pkgs. $\frac{1}{4}$ bbl. quant. and less,	\$1.35 to \$1.60 per bbl.
Victory Flour, broken mill pkgs.	1 $\frac{1}{2}$ c per lb.
Wheat Flour, original mill pkgs. $\frac{1}{2}$ bbl. quant. and more,	\$1.00 to \$1.20 per bbl.
Wheat Flour, original mill pkgs. $\frac{1}{4}$ bbl. quant. and less,	\$1.35 to \$1.60 per bbl.
Wheat Flour, broken mill pkgs.	1 $\frac{1}{2}$ c per lb.
Barley Flour, original mill pkgs.	18 to 22 per cent.
Barley Flour, broken mill pkgs.	1 $\frac{1}{2}$ c per lb.
Rye Flour, original mill pkgs.	18 to 22 per cent.
Rye Flour, broken mill pkgs.	1 $\frac{1}{2}$ c per lb.
Corn Flour, original mill pkgs.	18 to 22 per cent.
Corn Flour, broken mill pkgs.	1 $\frac{1}{2}$ c per lb.
Rice Flour	18 to 22 per cent.
Corn Meal, bulk	1 $\frac{1}{2}$ c per lb.
Corn Meal, original mill pkgs.	18 to 22 per cent.
Hominy	18 to 22 per cent.
Sugar, all kinds in bulk	1 $\frac{1}{2}$ c per lb.
Sugar, all kinds in Refiners' original pkgs.	1c per lb.
Evaporated Milk, unsweetened	18 to 22 per cent.
Oat Meal and Rolled Oats, bulk	1 $\frac{1}{2}$ c per lb.
Oat Meal and Rolled Oats, original mill pkgs.	20 to 25 per cent.
Rice	20 to 25 per cent.
Beans, White or Colored	20 to 25 per cent.
Starch, Edible	20 to 25 per cent.
Corn Syrup, tins	20 to 25 per cent.
Canned Corn, Peas and Tomatoes, Standard Grades	25 to 30 per cent.
Canned Salmon, Chums, Pink and Red	25 to 30 per cent.
Canned Sardines, Domestic	25 to 30 per cent.
Dried Fruit Raisins, Prunes and Peaches	25 to 30 per cent.
Lard, Pure Leaf, bulk	5 to 6c per lb.
Lard, Pure Leaf, tins	18 to 22 per cent.
Lard, Substitutes, bulk	5 to 6c per lb.
Lard, Substitutes, tins	18 to 22 per cent.
Breakfast Bacon, whole pieces	6 to 7c per lb.
Heavy Bacon, whole pieces	5 to 6c per lb.
Hams, Smoked, whole	6 to 7c per lb.

In quoting sliced ham and bacon add usual differential to cover actual shrinkage.

"Original Mill Packages" as used above means where retailer sells product in the same mill container as received by him.

"Broken Mill Packages" means when retailer removes contents from original mill packages and sells in smaller quantities.

By other special regulations the retailers' maximum margins have also been fixed in accordance with the following list:

Potatoes, White or Irish	25 to 30 per cent.
Onions	25 to 30 per cent.
Eggs (whether sold in carton or not)	7 to 8c per doz.
Butter	6 to 7c per lb.
Butter Substitutes, Oleomargarine, Nutmargarine, etc.	5 to 6c per lb.
Cheese, American, Cheddars, Twins, Flats, Daisies, Long Horns, and Y. A.'s	7 to 8c per lb.

**The Good and Evil Side of Credit.**

Credit is one of the most abused privileges in the entire industrial world. While this is a recognized essential to modern day business, in fact it might be stated that at least 95 per cent. of the daily business transactions are conducted in this manner, nevertheless it is a many times abused element in the conduct of industrial affairs. In very truth the fact that it is so commonplace has been one of the reasons for its abuse by many, and its effects have been

disastrous to those who have not placed that higher value on its importance. There are some offenders among the business men and it seems that frequently these are among the retailers, who do not seemingly grasp the significance of paying their accounts promptly. This is a topic that at this time demands even greater consideration by every man of affairs. The after-effects are of such importance as to demand the more particular consideration.

It is not a difficult matter to gain

the reputation of being poor pay. This is a stigma on the good name of any man and it carries with it a grave after-effect. This title can easily be acquired where one becomes a little careless regarding his obligations, and although he might not intentionally withhold his payments or rob those who have trusted him, it is not a hard matter to become known to the trade as either very slow pay or one whose cash is better than his word.

On the other hand there is danger of his giving credit to many without due consideration and investigation that entails losses, annoyances and other disagreeable consequences. If you make a practice of giving credit to any and everyone, without more than a casual investigation of the customer's willingness or ability to pay, there are sure to be losses that are more or less serious, according to the amount involved. It is wiser to do less business for cash, or of adopting the policy of selling only to those whom you know are reliable and prompt, than to endeavor to increase your sales with consequent losses. The contrary policy brings with it losses direct, or cash that is obtained only after long delays and additional expense. If you adopt a rule of giving credit only to first class customers, those whom you have substantial reason to feel will meet their obligations when due, and of meeting your own obligations in the same way, you will place yourself in a position to demand what you want and you will receive vastly more attention from those with whom you do business.

Make it a rule of your business life to have a given time when your own obligations will be met. As frequently as you can, discount your bills. If you can pay cash, it will be even more satisfactory, for money will pay your way into the largest and most influential establishments in the country. Cash talks and every business man welcomes the cash customer. He is always accorded the best possible treatment. His wants are anticipated and he never has to wait the pleasure of the man to whom he goes for merchandise. If it is not possible to pay cash always, then pay as soon as possible and let no account run past the period for discounts. Have you ever noted who is the most welcome customer? The man who either discounts his obligations or who pays spot cash.

Then exact the same of your customers. If they feel that it is necessary to ask or take anywhere from thirty days to six months, or longer, impress upon them the injustice of this attitude, and there will come a fuller realization of its value. One should never expect from another that which he will not do himself. Confidence can so easily be destroyed in the business world that it should be one of the most carefully guarded of all matters.

Credit men are many times to blame for the lax condition that does obtain in some establishments. This very important position is not always fully understood by some houses, and there is too much eagerness to sell, too

much fear that there might be offense taken if refusal for credit is given and an eagerness to sell, regardless of the losses that are sustained every year by many concerns. If you have been trusted, hold sacred that trust and maintain your good name. Your future depends upon your attitude in this way. Make the manufacturers eager to solicit your business by your eagerness to meet your obligations.

Do we realize that every year there are many thousands of dollars lost through bad debts? Much of this could be conserved and many serious obstacles overcome if we but took into consideration the vast part that credit plays in our every-day transactions. It all depends upon our own individual attitude. If we will do our part as individuals toward the prompt payment of our obligations, we will be doing something that will make it a very much easier matter for the other man who is also seeking to make the credit idea one less of a nightmare and everyone will be the happier therefor.

There is one large retail establishment in a big city where everything is done on a cash basis. Merchandise is purchased and sold for cash only. Is it phenomenal when it is stated that this house has grown from a very trivial place in a few years, until it now stands among the largest in the country? Many lines of its merchandise are sold at low prices. Why? There are no bad accounts to charge off at the end of the year to profit and loss. There is a saving in the accounting department of many thousands each year. There is a saving in lawyers' fees, collection agencies and other sources that are vital to the house that sells on credit. The management can take advantage of many opportunities because the cash customer is the man who is always in a position to make his demands.

To-day there is a stronger need for cash transactions. Business is now being done on a different basis. Higher prices for raw materials and varying conditions in the markets and in the sale of retail lines makes the question of quick sales and prompt turnovers of vital moment to the manufacturer and retailer alike. There is a need for a closer inspection of every business. Can we then overlook the question of cash and its importance in connection with our affairs?

Credit is vital to business life. It is seemingly essential in most transactions and still it is one of the things that are abused in a great many instances. If we only could come to value this topic as we should, there would indeed be many errors avoided and many hours made happier, for the abuse of this one element in our business affairs has brought to grief many men who have disregarded its significance.

Warfield Webb.

**In Bad.**

"Many of our girls marry well," said the head of the store to the new saleslady. "A millionaire just married a girl in our fur department. Settled \$50,000 on her, too."

"Dear me, and here I am at the bargain counter,"



### Movements of Merchants.

Clinton—C. E. Pate succeeds R. W. Bobotham as proprietor of the Farmers' hotel.

Marquette—Peterson & Jones have opened a restaurant and cigar store on Washington street.

Ludington—J. B. Dehling will engage in the grocery and meat business about Nov. 15.

Lawton—J. M. O. Sylvester, undertaker and furniture dealer, died at his home Nov. 8, of pneumonia.

Saranac—Adgate & Co. have sold their clothing and men's furnishings goods stock to Max Burger, of Detroit.

Detroit—The Rivard Iron & Steel Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in cash.

Ludington—A. F. Keseberg has sold the stock of the Keseberg Hardware Co. and the store building it occupies to D. E. Cartier, who has taken possession.

Brighton—Thieves entered the grocery and general store of Amelia Conrad, Nov. 10 and carried away the contents of the cash drawer and considerable stock.

Detroit—The Detroit Gravel & Ballast Co. has been incorporated with an authorized capital stock of \$250,000, all of which has been subscribed and paid in property.

Detroit—The Alhambra Garage, Inc., has been organized with an authorized capital stock of \$50,000, of which amount \$25,120 has been subscribed and \$12,500 paid in cash.

Detroit—The Surplus Materials Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,500 has been subscribed and \$2,500 paid in cash.

Jackson—King Cole, Ralph Bronson and Iver Smith have formed a copartnership under the style of the King Cole News Co. and opened a cigar store and news stand on Courtland street.

Detroit—The Avenue Garage Co. has been incorporated with an authorized capital stock of \$2,500, of which amount \$1,500 has been subscribed and paid in, \$1,000 being in cash and \$500 in property.

Wayland—F. D. Travis, of Plainwell, has purchased the implement and farm machinery stock of Clarence A. Ryno and will continue the business in the Weaver building where he has removed the stock.

Allegan—J. L. Gilson, who formerly conducted a 10-cent store here, is in Bronson hospital, Kalamazoo, suffering from an injury he received

some time ago while at work in the factory of the Otsego Manufacturing Co.

Coral—The Coral Co-Operative Association has been organized and taken over the A. N. Shook store building and stock of general merchandise and will continue the business in connection with a general shipping business.

Detroit—The Kum-Bak Store Systems Co. has been organized to conduct a meat and grocery business, with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and \$5,000 paid in cash.

Lansing—Abbey & Walters, clothiers, will open a women's and men's furnishing goods store at 321 South Washington avenue, Nov. 29, under the style of The Gotham. This store will be under the same management of their clothing business.

Detroit—The National Sales Engineering Corporation has been organized to design, manufacture and sell wood and metal working machinery and accessories, with an authorized capital stock of \$6,000, of which amount \$3,200 has been subscribed and \$1,000 paid in cash.

### Manufacturing Matters.

Onaway—The Onaway Electric Light & Power Co. has increased its capital stock from \$16,000 to \$36,000.

Detroit—The General Screw Products Co. has been incorporated to manufacture and sell automatic screw machines, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in cash.

Niles—The Niles Capsule Co. has been incorporated to manufacture capsules and color for coloring butter and oleomargarine, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in property.

Ecorse—The capital stock of the Ecorse Salt Co., which was recently organized, is \$100,000. This has been paid in full in property. The principal stockholder is Lillie A. Stroh, who owns 97 of the 100 shares, the other three being held by George Stroh, Jr., Hobart B. Hoyt and Arthur E. Cole.

Eaton Rapids—The W. F. Hall Knitting Co., will greatly increase its production facilities and add to its working force owing to the receipt of a Government order for sweaters amounting to 1,500 dozen and another order for 1,500 dozen pairs of socks a day. At present the company is able to turn out only 120 dozen pairs of socks daily.

Charlotte—The Beach Manufacturing Co., manufacturer of cast iron culverts and all steel work, have received a large Government contract for grate bars for emergency work. The contract calls for 2,500,000 pounds to be delivered in six months. This involves a great amount of material which the company has arranged for and the plant will be enlarged. About twenty-five extra men will be employed.

Kalamazoo—The Reed Foundry & Machine Co. has been granted permission by the Michigan Securities Commission to increase its capital stock from \$100,000 to \$250,000. The added capital will be used to manufacture and market the Reed tractor, one of the best machines of the kind yet placed on the market. The Reed tractor is the result of years of development and has withstood the most exacting tests.

Detroit—The Toledo Steel Barrel Co., of Toledo, which is getting ready to manufacture steel barrels for the Government, has been consolidated with the Detroit Range & Boiler Co., of Detroit. The factory in Toledo has been closed for several months because of scarcity of steel. Now it is said that about 125 men will be soon put to work on the large order, which will take several months for completion. The barrels to be made are for gasoline, benzine and crude oil and coal tar products to be shipped abroad.

Crystal Falls—It is possible that Crystal Falls will get a new sawmill. George T. Johnson, of Milwaukee, Wis., and J. B. Rosebusch, of Appleton, Wis., are said to contemplate the purchase of a large tract of timber land, mainly hardwood, which lies between Balsam and the Fence river. They were in Crystal Falls and the surrounding country on an inspection tour recently, accompanied by John D. Mangum, of Marquette, and Elmer Small, of Florence, who are interested in the proposed deal. All told, it is said that 10,000 acres are under consideration. The Business Men's Association of Crystal Falls is doing its best to help close the transaction.

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

Buffalo, Nov. 13—Creamery butter extras, 60@61c; firsts, 55@60c; common, 56@58c; dairy, common to choice, 40@50c; packing stock, 38@39c.

Cheese—No. 1, new, fancy, 32@33c; choice, 30@31c; old, 28@30c.

Eggs—New laid, 75@85c for fancy and 58@60c for choice; storage candled, 45@47c.

Poultry (live)—Old cox, 23@24c; fowls, 26@30c; chicks, 26@30c; ducks, 30@32c.

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

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

Irving F. Hopkins (Hazeltine & Perkins Drug Co.) has returned to his home in this city after receiving three 16 hour radium treatments at Grace Hospital, Detroit.

### How Price Reporting Is Regulated.

Lansing, Nov. 12—In introducing a system of price reporting in Michigan counties, under the direction of the Federal Food Administration, George A. Prescott, Federal Food Administrator recently issued a bulletin setting forth the plan and purpose of the administration to protect the consumer against profiteering such as may not be punishable under the direct application of the Lever law, creating the administration and giving it power.

"The success of price publication depends upon its fairness to all parties concerned," says C. S. Warner, head of the price publication department. "Precaution must be exercised that unfavorable comments and adverse publicity are reduced to a minimum. An absolutely square deal will enlist the hearty support of the retailer, without whose aid the fair price list will not be the success we desire.

"Newspapers have not failed us in any instance yet to donate the space necessary for the publication of the fair price list in the forty-six counties now organized. Meet your publisher and put it up to them as a patriotic work and we feel sure they will help you," adds Mr. Warner.

The Food Administration recommends the appointment of a committee of three or five for "price interpretation work." Illustrative lists and suggestions for determining "fair prices" are given, with the admonition that conditions may vary in different localities. Percentages of profits are to be determined as per a standardized chart and the direction given that all prices, both wholesale and retail, are to be based on the current market price of commodities. A special precaution that there be a uniform arrangement for publishing prices, is urged and that the action be not described as "price fixing." "Price fixing is incorrect and we do not want the term used. Advertise it for what it is, a fair price list," says Warner to his county men.

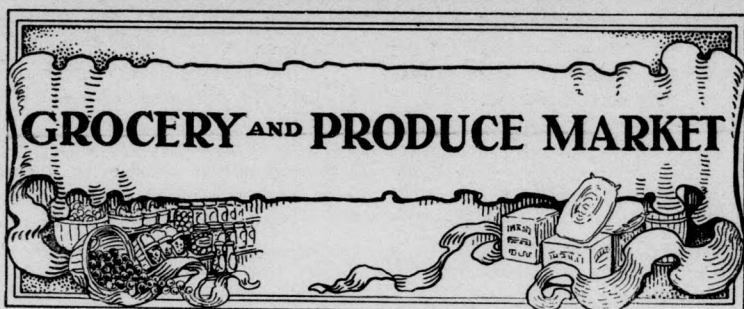
Plans for a tabulation of the work for the entire State are under way and copies of this tabulation will be mailed regularly for their suggestive value. In communities where no wholesale houses exist, committees are told to depend upon wholesale prices as furnished by retailers.

### Elections a Steadying Influence In Dry Goods.

The results of the election were steady in the dry goods markets. Merchants were of the opinion that the tariff will not become a question of serious import for them in the period of after-war reconstruction and if changes are made they are more likely to be upward than downward. As all textile markets are affected badly by tariff reductions, for a time at least, the apprehensions of many manufacturers have been relieved by the election of Republicans in the House of Representatives and in the Senate.

John D. Martin was in Belding last Thursday when the fake armistice news was promulgated. After the band was gotten together, John mounted a step ladder and directed the assembled crowd in singing America, Star Spangled Banner and other patriotic songs.

W. R. Roach, the world-renowned canner of Hart, has removed to this city and taken up his residence in the beautiful Farnsworth home on Gay street. He will maintain offices in the Ashton building.



### Review of the Grand Rapids Produce Market.

Apples—Pound Sweet, \$2 per bu.; 20 oz. Pippin, \$1.75@2; Hubbard-stons, \$1.50; Baldwin, \$1.50; Northern Spys, \$2@2.25; Wagners, \$1.75; Mackintoshes, \$2; Grimes Golden, \$1.50; Greenings, \$2; Russets, \$1.75.

Bananas—\$7.75 per 100 lbs.

Beets—75c per bu.

Butter—The market is very firm, and is about 2c higher than last week, due to a slight increase in the consumption and lighter receipts. The stock of strictly fancy creamery butter is very scarce at this writing. We look for a firm market in the near future. Local dealers hold fancy creamery at 59c in tubs and 61c in prints. Creamery more than a month old is sold at 57c. Jobbers pay 46c for No. 1 dairy in jars and sell at 49c. They pay 34c for packing stock.

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

Carrots—75c per bu.

Celery—25c per bunch.

Celery Cabbage—\$1.50 per doz.

Cucumbers—Indiana hot house, \$1.50 per dozen.

Eggs—The market is extremely firm, due to the lightest receipts of the season. The stock of strictly fresh eggs is extremely light and continued high prices can be looked for some time to come, as the prospects for the receipts of fancy fresh eggs are only fair. Local dealer pay 55c per dozen, loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 46c for candled and 43c for seconds.

Egg Plant—\$2 per dozen.

Grape Fruit—\$5@5.25 per box for all sizes Floridas.

Grapes—California Emperors, \$3.75 per 4 basket crate and \$7.25 per keg.

Green Onions—18@20c per dozen.

Green Peppers—50c per basket for Florida.

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

Lemons—California have declined to \$11.50 for choice and \$12 for fancy.

Lettuce—Head, \$2 per bu.; hot house leaf, 12c per lb.

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

Oranges—California Valencias, \$15 per box; Floridas, \$7.50 per box.

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

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

Radishes—Hot house, 25c per doz. bunches.

Squash—Hubbard, \$2.75 per 100 lbs.

Sweet Potatoes—\$2 per 50 lb. ham-

per and \$5.25 per bbl. for Virginia.

Tomatoes—California, \$1.15 per 5 lb. basket.

### The Grocery Market.

Coffee—The coffee market is in an extremely peculiar position. Rio 7s have been selling, green and in a large way, for around 10¾c, which is a high price. Santos 4s, green and in a large way, have been selling around 15c. This is also a very high price, but Brazil, who has an overstock of both, has been asking a price equivalent to about 13½c for Rio 7s and 18c for Santos 4s laid down in this country. Of course, nobody is buying at these prices and the result is that the spot stock has been almost entirely exhausted. There is practically no coffee for sale from first hands. The Government has not yet moved in the import matter and the entire trade is at a standstill, with many dealers and brokers for the moment out of business. Mild coffees have advanced from 2@4c, according to variety, and the situation is also very firm with them. The chance is that something will happen in the coffee market within the next few weeks, as the present situation cannot continue.

Canned Fruits—Absolutely nothing is offered by packers in the line of canned fruits and jobbers are getting such short deliveries as to leave no surpluses, but rather a shortage, when they have delivered to their own customers their future obligations. Therefore, the market is stagnant until something, somewhere, breaks loose and the chances for such an occurrence are not at all likely. Apples in gallon cans are still strongly in demand, but packers are having so much trouble in getting cannery help that they do not expect to make anything like full deliveries. Pie material in cans is largely confined to pumpkin, apparently, and not much of that.

Canned Vegetables—There is now a rumor that the tomato pack will be around 20,000,000 cases, but not very many believe this. The American Can Co. is known to have sold a million and a half more cases of cans than it sold last year and most of these are believed to have been filled with tomatoes. The Government is holding 45 per cent. of the pack, whatever it is, which it certainly will not need if the war is to end now. Tomato prices unchanged for the week. Peas are about cleaned up from first hands and prices are steady. Corn has settled down to the re-adjustment basis; demand quiet.

Canned Fish—The only movements that have been observable have been

in sardines and these are not of influence. Packing on both coasts is about over and deliveries are short, with prices firm. There is talk of higher Maine prices, but they have not yet been authorized, and if outstanding deliveries are made honorably there won't be any surplus to sell. Tuna is out of the market save in limited spot supply, while salmon has ceased to move out of its seasonal rut of standard demand.

Dried Fruits—Last Saturday marked the most lurid change in the dried fruit situation in a long time. Uncle Sam announced to the packers that he would not need his allotment of between 5,000,000 and 6,000,000 pounds of 40-50 prunes and that permitted them to be offered to the trade. It made no business, however, for the pro rata deliveries are already so short as to gobble the whole available lot up and then leave deliveries deplorably short. It may add 25 per cent. to the Oregon prune supply, but Oregon prunes are not any great shucks as a dominating feature of the market. There have been one or two other bits of recession on the part of the Government, but not enough to ease the situation. Announcements from the Raisin Company of larger deliveries have not greatly helped out the trade demand; certainly have not modified prices in any way. The new goods are very late and spot movements have not yet played any part in the trade. One lot of 1917 small prunes swept up in the market by a speculator last summer were resold at the permitted margin of profit, at that under the quoted price of new goods, but it went to a retail chain store and had no effect on the market. Prices on most dried fruits are still nominal and most of the lines like peaches, pears, apricots, are out of style in trade gossip, so long have they absented themselves from trading. Apples are very short in production but in as heavy demand as anything else.

Rice—Advices coming from the South are still of a nature to discourage hope of material relief from the acute shortage of supplies in all distributing markets. The delay in receipts of rough rice due to recent storms has thrown the mills far behind in deliveries on Government requisitions, and enquiries sent from here meet with the invariable response that no assurance can be given that trade orders can be booked at any specified time in the near future.

Molasses—Business in grocery grades is light, as old stocks are about used up and new crop is not yet beginning to arrive. Prices are unchanged.

Sugar Syrups—Very little business is possible in view of the extremely limited quantity that is coming out of the refineries. There has been no change in prices.

Cheese—The market is very firm, prices ranging about the same as last week. The receipts of new-made goods are very light and the stock of cheese in cold storage warehouses is rapidly decreasing. Advices from the producing sections also report it very

firm, so that cheese will undoubtedly remain high for some time to come.

Provisions—The market on pure lard is steady, with quotations ranging the same as last week. There is a moderate supply and a fair demand. The market on lard substitute is very firm, with quotations the same as last week. A change in quotations will probably mean higher prices, there being extremely light stocks with an active demand. The market on smoked meats is steady, with quotations. There is a moderate supply and a fair demand. The market on dried beef is very firm, due to extremely light stocks and a good demand. The market on barreled pork is steady, with quotations the same as last week. The market on canned meats is very firm, with an extremely light supply and an active demand.

### Food Administration Rulings.

Announcements emanating from the National Wholesale Grocers' Association, transmitting recent decisions from the Food Administration, state that condiments, pickles, vinegar and sweet pickles have been removed from Class A as far as the use of sugar is concerned and placed in Class B. This will entitle manufacturers of these articles to secure certificates for whatever sugar may be necessary to meet their reasonable requirements.

The Administration has fixed Puget Sound and Washington coast salmon maximum prices f. o. b. Pacific Coast, as follows:

	Tall Flat Halves		
Fancy Spring or			
Chinooks .....	\$3.15	\$3.25	\$2.00
Standard Springs or			
Chinooks .....	2.75	2.85	1.75
Cohoos .....	2.45	2.50	1.60
Chums .....	1.75	1.85	1.10

Effective November 4, 1918, the United States Food Administration announces that the maximum margins on sales of wheat flour and mixed flour will be 60 to 90 cents per barrel. In all other respects the rules regarding maximum margins and resales continue in effect. In carload lots on which there is no physical handling, 25 cents per barrel gross. On less than carload lots on the same basis, 35 cents per barrel.

### Beans To Be Canned For Three Months.

The Food Administration has been able to arrange for a sufficient quantity of tin plate to permit the packing of beans. Permission is herewith granted to canners of beans to pack during the months of November, December and January, a total quantity not in excess of a normal pack for these three months. Canners may use up all odd size tins now on hand, but additional purchases of tins smaller than number two size will not be permitted. It is still necessary for all shippers selling beans to canners to secure permits before making sales. Canners may not, however, contract for more than a three months' supply of cans or beans.

Occasionally a couple marry and live happily ever after—they are divorced.

## FOOD CONTROL WIDENED.

### Hoover Given Authority Over Additional Commodities

By the President of the United States of America.

#### A PROCLAMATION.

Whereas, under and by virtue of an Act of Congress, entitled "An Act to provide further for the National security and defense by encouraging the production, conserving the supply, and controlling the distribution of food products and fuel," approved by the President on the 10th day of August, 1917, it is provided among other things as follows:

And, whereas, it is essential in order to carry into effect the provisions of the said Act, that the powers conferred upon the President by said Act be at this time exercised, to the extent hereinafter set forth.

Now, therefore, I, Woodrow Wilson, President of the United States of America, by virtue of the powers conferred upon me by said Act of Congress, hereby find and determine and by this proclamation do announce that it is essential in order to carry into effect the purposes of said Act, to license the manufacture, storage and distribution of certain necessaries to the extent hereinafter specified.

All persons, firms, corporations and associations, not already so licensed, engaged in the business of milling corn, oats, barley or rice.

All persons, firms, corporations and associations, not already so licensed, engaged in the business of importing, manufacturing or distributing casings, made from the intestines of animals, for sausage and other food commodities.

All persons, firms, corporations and associations, not already so licensed, engaged in the business of manufacturing near-beers or other similar cereal beverages.

All persons, firms, corporations and associations engaged in the business of importing, manufacturing or distributing oat flour, raw corn flakes, buckwheat or buckwheat products.

All persons, firms, corporations and associations, not already so licensed, engaged in the business of operating warehouses or other places in which any food or feed commodities are stored for hire.

All persons, firms, corporations and associations, not already so licensed, engaged in the business of importing, manufacturing or distributing:

Chinese vegetable tallow, coconut stearine, coconut olein, cod oil, cod-liver oil, cohune oil, fish and marine animal oils, lard oil, lard stearine, linseed oil, mustard seed oil, mutton tallow, neatsfoot oil, neutral lard, oleo stearine, oleo stock, olive oil, rapeseed oil, sesame oil, shea nut oil, sunflower seed oil, tallow.

And all other animal or vegetable fats and oils, including hydrogenated fats or oils, which are in whole or part edible, or which may be made edible;

Except those specifically exempted by said Act of Congress, are hereby required to secure, on or before November 15, 1918, a license, which license will be issued under such rules

and regulations governing the conduct of the business as may be prescribed.

All persons hereby made subject to license must apply, specifying the kind of license desired, to the United States Food Administration, License Division, Washington, D. C., on forms prepared by it for that purpose, which may be secured on request.

Any person, firm, corporation or association other than those hereinbefore excepted, who shall engage in or carry on any business hereinbefore specified after November 15, 1918, without first securing such license, will be liable to the penalty prescribed by said Act of Congress.

In witness whereof, I have hereunto set my hand and caused the seal of the United States to be affixed.

Done in the District of Columbia, this 2d day of November, in the year of Our Lord One Thousand Nine Hundred and Eighteen, and of the Independence of the United States of America, the One Hundred and Forty-third.

Woodrow Wilson.

#### Live Notes From a Live Town.

Owosso, Nov. 12—Owosso Council held its regular meeting last Saturday night, with a good large attendance. At our previous regular session we were handed a bunch of the Pete Crowther meal-a-week-plan to assist the American committee for Armenian and Syrian relief. The Council voted to give Pete a lift and the following note was mailed to each member:

"For Armenian and Syrian Relief, seventeen cents, the actual cost of one meal, will feed a starving child one day. There are 400,000 starving in Armenia and Syria. 500,000 American traveling salesman will give seventeen cents a week. Thousands of kind-hearted Americans have helped these orphans and they have learned to look to the Stars and Stripes for help. Do you want to invest seventeen cents?"

One old timer handed into the secretary \$20; others from \$5 to \$12, with over thirty salesmen to hear from. We are just trying to do our bit. That's all.

The Miller House, at Carson City, closed last Saturday for repairs and future developments. Bill Gallagher, the genial host of this hostelry, tells us that this is positively his last appearance before the public in the capacity of tavern keeper. Bill had a host of friends before he became a landlord and has made many more since and hasn't lost any, so he breaks more than even.

The writer had occasion to eat a lunch at the Durand station lunch counter recently. We were served with a good sandwich and dish of beans and a cup of coffee for the moderate price of 35 cents, but we wish to add that if the landlord keeps his water tax paid up he will not run out of coffee for quite a spell. If this coffee was concocted on scientific principles, it must have been done by the old mathematical method of casting out the nines, which in this case included most of the coffee.

E. J. Hayes, of Owosso, has sold his stock and fixtures to Charles Reed, who will continue the business at the same location.

#### Honest Groceryman.

##### His Identity.

"Papa, what is a free thinker?"  
"A man whose wife is away from home, Willie," replied skimpy little Mr. Meek with a look over his shoulder.

## PROMULGATED BY PRESCOTT.

### Sugar Allowance To Beet Sugar Growers Increased.

Lansing, Nov. 12—On account of the increased allotment of sugar from 2 pounds to 3 pounds for the home consumer, the sugar beet factories have been authorized to increase the allotment to the growers from 30 pounds per person in the household or establishment to 50 pounds.

"We have requested from all sugar beet factories a list of the sugar sales to such growers," said Mr. Prescott, "following which we will furnish to each County Administrator affected a copy of such lists in order that he may have it on record when issuing sugar cards, it being understood that those beet growers who purchased sugar from the factories will relinquish their sugar card."

#### Fourth Meal Unnecessary.

The fourth meal is just as unnecessary as the fifth wheel on a cart. It is not necessary for health and not necessary for social purposes at this time.

The Food Administration recognizes the value of the sociability engendered by a function where refreshments are served. But it believes that any such function, such as theater supper or afternoon tea, which constitutes a fourth meal, is unpatriotic and contrary to the principles of conservation and labor.

The Food Administration is therefore requesting that afternoon teas and theater suppers be discontinued until after the war. The consumption of sandwiches, cakes and sugar which usually accompany these meals, especially afternoon tea, makes an unnecessary waste of foodstuffs.

There will often be legitimate occasions for banquets, clubs, lunches, church suppers of similar functions. In such case the Food Administration asks that the hours, when these are held be so regulated that the banquet or luncheon takes the place of one of the three regular home meals. Indeed such a meal may well serve as a lesson in intelligent food conservation.

#### Carlot Potato Handlers Must Obtain License.

1. All carlot buyers and shippers of potatoes are required to secure a license from the United States Food Administration.

2. Each licensee shall assort and grade his purchases and shipments of potatoes according to the grades described in Department of Agriculture, Bureau of Markets, Document No. 7, which are U. S. grades No. 1 and 2. The mixing of these grades is not permissible.

3. Each potato licensee shall quote, buy and sell potatoes, including sweet potatoes, only by the pound except where the said potatoes are put up and sold in standard barrels, standard boxes or standard hampers.

4. The licensee shall place on every contract, order, acceptance of order, invoice, price list and quotation issued or signed by him relating to food commodities the words: "United States Food Administration License

Number," followed by the number of his license.

5. No licensee shall knowingly buy any food commodities from or sell any such commodities to or handle any such commodities for any person required to have a license who has not secured such license.

6. Any person, firm, corporation or co-operative association engaged in buying and selling potatoes in a wholesale way must have a government license and any party doing business without such license renders himself liable to penalties provided by the Food Administration, or a violation of these rules by any licensee will be cause for the revocation of the license of such licensee.

7. A licensee will not be considered as fairly grading his purchases if he uses a screen or other method of grading by which more than 5 per cent. (by weight) of the potatoes excluded from No. 1 grade are large enough for the No. 1 grade.

#### Pleasant Tribute To William Judson.

R. H. Bennett, of San Francisco, who has been associated with the wholesale grocery trade of California for twenty-five years, recently issued a reminiscent trade letter in which he paid a splendid tribute to William Judson for the part he played in organizing the National Wholesale Grocers' Association and the painstaking effort he devoted to that organization in the early days of its career when it was in a formative condition. Mr. Bennett closes his letter with an appropriate reproduction from the annual address of Mr. Judson at the first annual meeting in Chicago in 1907, as follows:

"Let us bear in mind that, if we are to keep pace with the mighty tide of human progress, we must be watchful of the public need, adaptable in policy and original in method. We may not listlessly follow in beaten paths because they led our fathers to success. If we are not alert—if we do not adapt our methods to changed conditions brought about by the needs of the public under the evolution of new modes of life, we may rest assured that someone else—not wedded to conventional methods—will take advantage of opportunities created by these new conditions and secure trade prominence that legitimately belongs to us and which we might have had by the exercise of that eternal vigilance which is the price of success."

#### Where Knowing Cost Helps.

The Kenosha Retailers' Association is urging its members to know their costs in order to finance themselves more effectively. The help of the bankers of the town has been enlisted, and membership in the organization is considered a good "boost" financially.

When a merchant applies to the banks for a loan, he is asked if he belongs to the association. Membership signifies that he is interested in right financing and, if other considerations are favorable, he is more readily granted the loan. A new financial standard of business is being established in the city.

J. S. Baley.



# After War Problems

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Peace has come at last, and we are all filled with a feeling of exultation that the terrible world war is ended.

We are conscious of the large number of men that have made the great sacrifice in doing their part, and also of the families of these men who have given up to the world the greatest of all these, their sons and husbands.

We are also thankful that by the war closing now hundreds of thousands of other lives are to be spared and these men will continue to do their part in conducting the business of life.

It is impossible for any man to tell what peace means and what its effects will be upon business, but the times are such that they call for level heads, clear thinking and just as serious and studious an effort to continue helping our Allies.

It is also probable that we shall have to contribute large amounts of food and clothing to the peoples of the countries with whom we have been fighting, as well as to the peoples of our Allies. This certainly will call for a continued effort in the way of food production and food conservation, and conditions may be so serious as to call for an even greater sacrifice than we have made in the past, if we are to save the peoples of all parts of the world from starvation.

This brings us to suggest that it is impossible to know which way prices will move in the near future and what changes, if any, will occur in the business life of the community. We are certain, however, that we must all continue to do business and fulfill our obligations to the community in which we live.

It would be contrary to the spirit of our people if we, as merchants, should endeavor to take advantage of market conditions, either in the way of speculative profits or being out of merchandise for the sake of saving loss on the readjustment of prices when that period comes. It will probably be considerable time yet before conditions will so change as to make prices change materially from their present level on most items, and we must all continue to merchandise on the best possible basis—move our stock as rapidly as possible—keep our accounts collected to the lowest possible point; but we must continue to serve the public.

This is in answer to the many enquiries that are coming to us every hour as to what the future has in store for us, and with the sincere conviction that we all owe to the peoples of our country and the peoples of our Allies, as well as the peoples of our enemy countries, a broad and patriotic spirit in the trying hours through which we are now to pass.

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## WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

### CONTINUANCE OF CONTROL.

It is not surprising that the ending of the war should cause apprehension in the food trades. For a great business—perhaps the greatest and most vital in the National and world economy—which has been completely under artificial domination for a long period, to suddenly find itself threatened with abandonment by the power that has been holding it in subjection is naturally disconcerting. And yet there does not appear any immediate reason for alarm.

The food trades accepted governmental control not only complacently but with a considerable measure of alacrity. Through three long years they had suffered all the violent fluctuations natural to a fundamental upheaval of the law of supply and demand. Every one was skating on thin ice and knew it. Every one was apprehensive of the results of excitement and forced speculation and when as dependable a captain as Mr. Hoover came along he was received with open arms.

After fifteen months of safe conduct through treacherous shoals, the trades do not like being brought face to face with a sudden reversion to the condition of "every one for himself" lest the rest of the adage apply to the "hindmost," especially when new as well as continued causes of excitement are imminent. It is not surprising, therefore, to find the trade, through their accredited leaders, suggesting and even urging a continuance of paternalistic care, although without suggesting its duration or specific form.

That their hopes are not in vain is evident from the President's proclamation of last week extending it and the despatch from Colonel House suggesting that we are about to undertake even new responsibilities demanding centralized guidance during the period of reconstruction. The comments on the situation in these columns last week were evidently timely.

Assured of such leadership, there is nothing in the economic and commercial situation that should cause apprehension. Speculative features have not now, and have not had for a long time, any influence in the food markets. First of all, the Government's requirements for the military institutions and for the Allied powers, buying as a consolidated unit, have taken out of commercial channels so large a share of all the staples that there are no surpluses available beyond known consumptive needs of the trade, while the operation of the "cost-plus" rule of Mr. Hoover prevented artificial levels of value developing, due to increased demand and depleted supply.

The only fear that has been heard has been that the end of the war and the bringing home of any considerable part of our expeditionary force from Europe would leave a big stock of food available for unloading; a supply sufficient to break the values on which goods are now held. But the taking upon ourselves of the task of feeding our starving enemies after their collapse will more than offset this and

has even yet inspired a fear that on some staples it may even involve the taking of additional apportionments from present spot stocks.

With physical supply, therefore, under Uncle Sam's absolute control, and with buying and selling of fully 70 per cent. of the spot foods by civilian distributors throttled, it is hardly likely that anything of a dangerous character will be permitted. And the orderly operation of Hooverism is such that nothing will happen that is not permitted. There may be scarcity of some things, but prices are not regarded as likely to change. Mr. Hoover's good faith with the grocers who have helped him do things normally regarded as impossible is not distrusted.

That Mr. Hoover has become more than ever an essential to mercantile tranquility in the food trades is indicated by the manifestations of sentiment by the trade arising from the suggestion that he may be sent to Europe to manage the work of feeding the starving people of our subjugated enemies.

That Mr. Hoover is the one man best fitted for that important work no one will deny, but there will be a sharp protest if he is to be wholly severed from his domination of the food trade in this country. It is true that he has built up a machine of unquestioned efficiency—so far as so radical a piece of work can be efficient and successful—and in all probability he could take a temporary leave for the new work in Europe, but the food traders will hope that he may still remain the titular and potential head of the administration, even if others are left in charge of the actual operation.

Europe may have her problems, but reconstruction here is going to be no simple period for foodstuffs. Letting down the bars of control must come gradually and must extend beyond the period of one season if inconvenience and possible calamity are to be avoided.

Now that hostilities are suspended, it will be an easy matter to detect the pro-Germans who have been intimidated during the war by fear of prosecution or internment. Every man who prates about the "poor German people" and expresses the hope that they may be let off without eating the bread of bitterness may safely be set down as a pro-German who will never be a good American if he lives to be 100 years old. This is no time for maudlin sentiment concerning a people who are lower than the beasts of the field; who have never expressed a word of regret over their starting the war; who still insist they waged a war of defense and that they have accomplished their purpose by keeping the Allies off from German territory.

Every producer, every distributor, and every consumer is individually responsible for maintaining a never-failing flow of the best quality of food from America to our troops in Europe.

### CANNED GOODS SITUATION.

The past week has seen no sign of a movement in canned goods worthy of notice in the distributive trades in vegetables, fruits or fish. Prices have been so established by Governmental regulation on the actual cost basis that there have been no changes in values and neither buying nor selling disposition noted.

This is perhaps remarkable to one not fully acquainted with the trade sentiment and its sharp adherence to the spirit of the Hoover plan, especially in the face of the peace talk, that under other conditions would have caused a high fever in trade circles. With everyone scantily supplied with the staples and Uncle Sam known to have an immense supply for military needs, the prospect of bringing the boys home again would suggest that this stock would be dumped on the market. But no such feeling has appeared, save in talk, and everyone has such confidence in Mr. Hoover as to the ultimate treatment of the trade—this season or next—that no one seems disturbed. Besides, no one expects the boys home before another crop and pack are occupying the center of the stage.

There was a little flurry in the tomato market, when known holders showed a disposition to weaken on No. 2s and offered them in New York at Baltimore prices. But it came to nothing of consequence. Everyone with goods proposes to keep them for legitimate trade needs and there has not yet been discovered any way to profiteer on them without getting into trouble. Southern packers are reluctant to let go the rebates required, where they have found their costs less than had been anticipated, but an occasional recession appears. The same rule is also gradually changing prices upward—or will when anyone does any buying—by reason of the selling out of low cost stuff and forcing higher cost goods into the market. But even higher cost goods are not plentiful.

### THE NEW SUGAR RATION.

The sugar situation has changed and the Food Administration has made good its promise to increase the household allowance. The sugar ration went to three pounds per person on Nov. 1—just the right time, too, with Thanksgiving at hand and Christmas coming.

The American public met the sugar shortage in good spirit. The men did little grumbling over the level teaspoon, and the women went right on canning without sugar and using syrup to stretch the two pound allowance. This patriotic conservation on the part of households, and the cutting down of the allowance to manufacturers have helped to make the increased ration possible. Then, too, the new crop of beet sugar is moving rapidly and railway conditions have improved.

While the new three-pound ration eases the household situation, it permits no extravagance with the sugar spoon. The house-keeper who has faithfully adhered to the two-pound ration will know just what to do

with this extra pound. She will take care of the apples and cranberries now available or sweeten the sugarless fruit canned during the summer, and, above all, create a stock for Thanksgiving and Christmas. The good manager will find this all the easier on account of the change in the regulations which permits the purchase at one time of the monthly allowance for the entire family.

Sober-minded Republicans are recognizing that organization of House and Senate will not be automatic. On the contrary, it is a bit of a problem. This is particularly the case with the Senate, where the much-heralded "majority of two" includes not only Senator Nelson, who had the President's endorsement, but also the unpredictable and pestiferous La Follette, whose defection would leave an exact balance of parties. Here is one more chance for the new harmony. Gossip concerning the Speakership points towards Gillett of Massachusetts. This is not due solely to Representative Mann's state of health; it is a confession that the Republicans must put their best foot forward if they are to crown their remarkable victories of last Tuesday by a greater one in 1920. But the real test of their quality is that which ex-President Taft is promptly setting before them: their willingness to co-operate with President Wilson in "a policy in the interest of the country and the world." They have been returned to power in one branch of the Government upon their insistence that they are more Wilsonian than the Democrats. We shall see how sincere they are in this. Any attempt to upset the general lines of the President's programme for peace and the reconstitution of Europe will upset their own plans for a continuance in office.

"Once he was a captain. Now he's just an ordinary business man," writes a discontented wife who questions whether women will be satisfied, after the war, to view in civilian clothes what was so beautiful in khaki. Having once been an officer's wife and seen those along the way bow down before his leather leggings, it is a good deal to ask of mortal woman that she resume her status of book-keeper's consort. The worst of it is, that the husband is often glad enough to become his former uninteresting self. Though he charged as knightlike as any, he will confess that he never knew there was so much happiness in a peaceful ledger. He embraces oblivion. He has had all the war he wants. He has tracked the glamour of battle to its burrow, and all he asks now is to forget the muddy end of that chase. He has been inoculated for restlessness, and feels that he will not need another treatment as long as he lives. Will the adventurous spirit, then, be kept alive by women, and since we are to have no more wars, will they find some other way of gratifying that craving which hurried the world's manhood to the fields of France? War has been, and when it goes something must take its place.



**Footwear Appeals Appropriate To Thanksgiving.**

Written for the Tradesman.

It is not too early for the retail shoe dealer to begin now laying his plans to round up a lot of business during the week preceding our national Thanksgiving Day.

This year we should have a great and memorable Thanksgiving Day.

Thanksgiving Day, 1917, was a time of natural and inevitable depression in this country.

During the fall of 1917 the morale of the Allies was perhaps at the lowest point. The collapse of Russia and the heavy sinkings of Germany's damnable U-boats combined to make the outlook rather desperate for civilized peoples throughout the world.

But this year it is far different. The enemy is broken and on the run, and if his boasted military machine hasn't been smashed to smithereens by the time this article appears in print, all the world knows that it is foredoomed; and everybody in America and Allied countries who believe in honor and decency and justice and the lesser amenities can look up and thank whatever Authority he reverences that the Hun is going to get his "due recompense of reward" here and now.

But this article started out to be a practical little talk to shoe dealers. It manifests a disposition to meander.

Merchants handling wear goods of all kinds are making more and more of special days, holidays, and extra usual periods—finding in them occasions and opportunities for pushing the sale of merchandise.

The enterprising shoe dealer cannot afford to overlook his Thanksgiving opportunity.

The return of Thanksgiving Day suggests to many peoples' minds deferred shoe needs.

They have been getting along somehow with shoes that are pretty well worn, quite shabby, or altogether passe.

It has perhaps been in their minds to buy new ones; but they have postponed so doing.

But the holiday brings to mind the thought that everybody is going to dress up.

But in order to be dressed up, one must have suitable footwear.

**The Thanksgiving Announcement.**

Dealers who are alert to the trade possibilities of this occasion are careful to prepare shoe announcements for the newspapers.

"Thanksgiving Footwear" is a phrase that has been used to good effect, linking up as it does, the two ideas in a single phrase,

A suitable border and appropriate illustrative features should be used—and what could be more appropriate than a reproduction of the festive bird indelibly associated with the return of this gladsome occasion?

But such words, phrases, designs, or illustrations as concern the occasion primarily are, to be sure, incidental to the main purpose of the announcement which is to feature particular styles, classes, or kinds of footwear.

These should be illustrated and priced, and accompanied by the appeal to buy now.

In order to get the maximum benefit from the occasion, "A Sale of Thanksgiving Footwear," from one to two weeks in extent preceding the day, should be planned and featured in one's advertising.

Thanksgiving footwear needs are as wide as classes of people who require shoes, including as they do little tots, children, boys, misses, men and women.

**The Thanksgiving Trim.**

Along with the special newspaper announcements featuring such activities of the shoe store, there should be some special trim backing up the newspaper campaign.

Of recent years many progressive city shoe dealers have been staging some very effective Thanksgiving trims.

Good ideas anent appropriate Thanksgiving treatments of one's windows are thick as autumn leaves.

Backgrounds from simple, inexpensive crepe paper effects to the more elaborate ones (printed in colors or specially painted) may be used; also silhouettes and papier mache figures, and especially farm products—pumpkins, corn, vegetables, or fruit.

The gastronomic associations of the day seem inevitable in this country; consequently such accessories, backgrounds, illustrations, or actual specimens of these edible fruits of the soil are appropriate and telling.

The writer recalls a certain shoe dealer in his community who last year made a scoop on his competitors by securing and displaying in his window a magnificent specimen of the pumpkin family. It weighed 122 pounds, was fully two feet in diameter, and almost perfect in symmetry and color. On a placard attached to the pumpkin was this statement:

"Farmer patrons of the store buying a pair of shoes for themselves or any member of their family during this Thanksgiving Sale, will receive from us an envelope containing some of seed of this giant pumpkin."

Cid McKay.

*Mayer*

THE popularity of HONORBIT SHOES gives you a big advantage. People know their sterling quality, and the question of value is never raised.

Sales are made quickly and profitably because of the splendid reputation these shoes enjoy.

F. Mayer Boot & Shoe Co.  
Milwaukee, Wis.

**HONORBIT SHOES**

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.

### THE IDOL HAS FALLEN.

#### Foch Has Extinguished the Myth of the Superman.

Written for the Tradesman.

The Prussian idol has fallen, and great was the fall thereof.

The horrible world-nightmare—the strange hallucination of half a century—has at length been broken.

Ta ha, amazing! the gilded, decorated, dreaded, swaggering superman has fallen from his high estate. He was a man of straw.

Let the news thereof be heralded to the ends of the earth that all the people of every clime may know the glad tidings and rejoice.

Last of all to conceive the truth (as might be expected) the colossal fall of the pseudo-superman is now being dimly apprehended by the Teuton himself. Eventually the truth with all its implications will soak in, French, English, American, Belgian, Italian, Serbian, and Greek bayonets are prodding it in through the pores of his body; in his ears it is being dinned by the roar and thunder of cannon of all calibers up to our 16 inch naval guns; through his nostrils it is being conveyed by attenuated poison gas.

The proud Prussian military machine, which was stealthily, patiently, and laboriously built up through forty years of unrelenting effort, is now broken, smashed, utterly demolished. The rattle of the massive sword that once made all Europe tremble has dwindled to a tiny and contemptible clatter.

The Prussian dream of world-domination that so long enthralled the mind of Potsdam junkerdom has been rudely shattered by the entente forces under the command of Generalissimo Ferdinand Foch, the peerless military genius of the twentieth century.

#### The Myth Analyzed.

Now that the myth of the superman is universally discredited, let us take up the gaudy garbmentry in which it was appareled and see what sort of a poor investiture it was that so long fooled the world.

The superman thesis as set forth by the German was that, as a man, the German stands head and shoulders above other men. He admitted that he was a little less than God (his German God), but more than man he convinced himself in thinking he must surely be, for he excelled all others (in his own estimation). Having a slow, methodical mind, the superman was at pains to set forth for the enlightenment and edification of the whole world the several items of his own alleged superiority.

First, he fancied himself superior to other men in courage. He could fight, and he was proud of it. As a lad he was trained to fight in his gymnasiums. As a university student he practised dueling, and gloated over his facial scars. Military training was a part of his discipline. From earliest childhood he was taught to love the sword. Professors in his schools and pastors in his pulpits justified and glorified wars—especially successful wars, and more partic-

ularly wars in which the Fatherland had conquered their enemies, extended their territory, enriched the state coffers through indemnities, and brought under their dominion vassal nations. These things must have been right in themselves, for thereby the glory of imperial Germany had been realized. To deplore or repudiate war, or to minimize the benefits thereof, was worse than stupidity and cowardice, it was treason, for the loyal subject must think as the kaiser thought, and the kaiser was a man of war. Moreover the great satellites that revolved about the imperial sun were of the same mind: to them also war was glory and honor and power and dominion and eternal right, both in heaven and on earth.

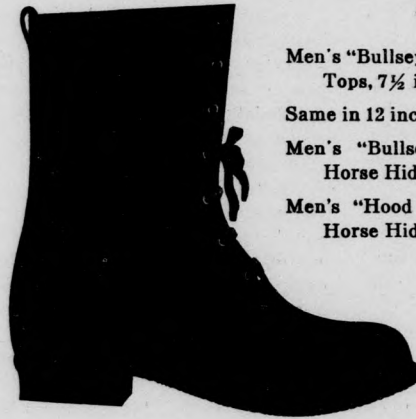
Of the truer and higher type of courage—moral courage—the self-deluded and shallow superman knew nothing and cared less. To his mind the quality that appealed with irresistible charm was that of physical courage. To attain it, he must be deaf to mercy and immune from pity. Hence he must be ruthless in warfare. So taught the kaiser's military staff. So reasoned the masters of German philosophy. So echoed the professors of their colleges and universities. So prated their pastors from their pulpits. Ruthlessness breaks down the enemy's morale and thus makes for efficiency in warfare. Hence Zeppelin raids over Paris and London, the bombardment of unfortified coast towns, the unrestricted U-boat crusade, looting, rape, wanton destruction, poison gas, and all other means of warfare—some of which are so mean and vile and contemptible as to bring the flush of shame to devils in hell.

All these things the superman in his code verily believed were the marks of superior courage. In the doing of them he gloated. Such things were not accidental and occasional, nor were they the acts of irresponsible individuals: they were deliberate acts, done whenever and wherever it was possible, and done at the command of superior officers. They constituted an integral part of the superman's accredited code of warfare. And on the person of the superman, as he went forth in the discharge of his courageous duties, was the blasphemous alibi of the famous celluloid slips which the goosestepping dupe was supposed to present at the judgment bar of God. Beyond this human presumption and depravity cannot pass; lower than this human devilishness cannot sink. By the side of the courageous Hun superman Goethe's Mephistopheles, Shakespeare's Iago, and Milton's Satan are the merest tyros in diabolical cunning and hellish predilections.

In skill, no less than courage, the superman believed himself to excel. He was not only a skillful and invincible fighter, he was a tireless investigator. He had a genius for invention and an infinite capacity for adapting. This transcendent mentality vouchsafed to the German by his German God eventuated in the production of kultur, a distinctly Teutonic superiority. It was not encyclopedic

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Men's "Bullseye" Red with Red Leather Tops, 7½ inch .....	3.30
Same in 12 inch .....	4.00
Men's "Bullseye" Black with Black Horse Hide Tops, 12 inch .....	3.85
Men's "Hood Soo" Black with Black Horse Hide Tops, 7½ inch .....	2.90

Boys' "Old Colony" Gum Over and Horse Hide Tops, 7½ inch @.... \$2.15  
Youths' of same 7½ inch @..... 1.80

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The Michigan People

Grand Rapids

## An Ideal Combination of **STYLE, MATERIALS** and **WORKMANSHIP** is Revealed in Every Number of The "Bertsch" Goodyear Welt Shoes for Men

They are the **BUSINESS GETTERS** in most every store where they are handled.

Medium priced lines are replacing the higher priced shoes. That's why our sales have shown such a wonderful increase during the last few years.

The Bertsch line will be a **BUSINESS GETTER** for you. If you are not now handling it order samples or write for salesman to stop when he is near you. No obligation.

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

knowledge, it was knowledge assimilated, sublimated, lifted up to new levels. It was the peculiar and priceless contribution of Germany to the world. It might be seductively mediated to the world through Germanized methods of education; and so, prior to 1914, there were propagandists in many lands preparing the peoples for the coming of the kingdom of kultur. But the one most highly prized medium for the distribution of kultur throughout the world was the sword.

The raw materials of earth were for the superman, for could he not make better products of them than lesser mortals? For the same reason he conceived the markets of the world to his and for him. Therefore would he capture them by fair means or foul. A place in the sun he would have—a vast, ever expanding place, commensurate with his growing importance and expanding prestige. To possess himself of this coveted place he must wage a great and unprecedented war. He must invade the territories of surrounding countries, subdue and crush such powers (large or small) as presumed to stand between him and his dream of world dominion. So, upon the perfection of his military machine, the superman focussed his skill; to it he bent the fully mobilized brains of his people. The student of history will search in vain for a more perfect illustration of singleness of purpose on the part of a great nation. The superman was obsessed by a desire to dominate.

Also in the matter of diplomacy the superman arrogated to himself a shrewdness above all others. His spy system had headquarters in London, Paris and New York. Starting in Berlin, it ran to the orient and to the occident. In every country both large and small its ramification extended to the smallest and most insular hamlet. Of all that men were doing under the sun, saying, or even thinking—the superman had knowledge. And behold the system! was it not wonderful?

It amused and interested the great high priests of kultur—the accredited and titular leaders of supermen—to consider the efficacy of their super-diplomacy, and the beneficent uses to which they meant to put it. By means of it they proposed to pit this power against that one; to embroil the silly, infra-peoples of the world amongst themselves, so that the nation of supermen, aided by their allies (whom by no manner of means did they regard as their equals in any sense), could crush their enemies one at a time. To the sluggish brain of the ivory-domed superman, the whole arrangement was dead easy. And so the superman not only tickled his ear by rattling his sword, but he beguiled himself prodigiously by the contemplation of his achievements in the realm of diplomacy.

And if anybody on earth wanted any further proof of the truth of the superman's contention, let him but consider the superman's equipment! His rifles, machine guns, and field

pieces were as the sands of the seashore for multitude; and great ammunition dumps he had piled up against his day of need. There were Zeppelins and enormous howitzers; there were submarines and airplanes and the long-ranged super-gun. Enormous provisions for soldiers and civilians alike he had laid by for such a time as he might choose to jump at the throat of an unsuspecting world.

Supported by such indisputable proofs, would any man dare dispute the superman's claim for superiority? Certainly not, averred the superman: the German was invincible. His armies could not be beaten. His sword must prevail. The God of heaven might bear rule in celestial regions, but on earth among men, the superman must rule, for the good German God had put all things under his feet.

Therefore, being superman, he was right, for "might made right." The earth was his, and the fullness thereof. He was the God-appointed custodian of kultur. Hence to lord it over men of lesser mold, to levy taxes and indemnities upon them at pleasure, to drive them as slaves into his own land, to ravish their wives and daughters, to bayonet their babes, to bully, starve, maim and kill their boys and men, to loot their homes and public buildings, to reduce cathedrals to heaps of rubble and level fair cities to the ground, to cut down fruitful vineyards and orchards, and poison the earth, the water and the air, to sweep over the land as a veritable besom of destruction—this was privilege of the superman; nay, it was more than a privilege—it was his duty. To that end he had been called into the world and endowed with the high qualities of supermentality; for that very purpose he had come to his high estate!

Such was the philosophy of the wooden-headed Hun; such was the diabolical conceit of the ivory domed superman! In the contemplation of his kultur he blew out a mental cylinder head; in the perfection of his base designs on humanity, he degenerated into an arch-fiend. Having thus deceived himself, he succeeded in fooling others; and so for his little day the superman rattled his sword and swaggered.

But his day is gone; ditto his swagger. The superman myth is exploded for all time. In courage, skill, diplomacy, and equipment the Allies have surpassed the superman. The superman's navy hides like a rat in a hole, and dares not come out; the superman's army runs like a yellow cur that's had enough. The proud habiliments of the superman conceit has been torn to tatters, and the mean, contemptible, degenerate nakedness of the alleged superman has shocked the civilized world.

For a thousand years intelligent men the world over will smile when the phrase superman is mentioned, for the word is synonymous with Ichabod. Ferdinand Foch has elicited the yell from the yellow superman. Charles Lloyd Garrison.

**Patriotism Paints a Trunk.**

"At about this time I had intended," said the cheerful man, "to buy myself a new trunk, my old trunk beginning to look rather shabby.

"But when I came to look the old trunk over I found that it was still rugged and serviceable, and so the money with which I had intended to buy a trunk I diverted to a Liberty bond.

"I did, however, blow myself to a can of paint, and with that I painted the old trunk, making it look almost as good as new. So now I have an entirely respectable trunk and a Liberty bond besides."

A cynic is a person who knows the price of everything and the value of nothing.



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**Fire Insurance**

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

No Membership Fee Charges  
Our Responsibility Over \$2,000,000

Michigan Shoe Dealers Mutual Fire Insurance Company  
Fremont, Mich.

Write us for further information.

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

**LIBERTY BELL BOOT**



7599—Women's Chocolate Vici Kid, Imitation Tip, 8 inch, Polish Leather, Louis Heel, Welt, B, C and D, 3-8..... \$6.50

**HIRTH-KRAUSE CO.**  
Hide to Shoe.

**Grand Rapids, Michigan**



### No Reason To Fear Anything Approaching Disaster.

Written for the Tradesman.

Now that the Fourth Liberty loan has gone "over the top" it is fitting that credit should be given where credit is due.

Those who stand foremost among those deserving of praise are the millions of subscribers for their voluntary purchase of the largest single issue of Government bonds in the history of the world. It was not done because of our boasted wealth of two hundred and fifty billions and, therefore, an easy task. It was done, because, in a feeling of pure patriotism, our citizens fitted their financial matters to the needs of the Government. A majority of those who bought bonds of small denominations did so at a personal sacrifice of pleasure and even comfort. Many of those who bought in larger amounts did so knowing they could make investments yielding much larger returns. Take it all in all, our citizens are patriots. They have endorsed the ideals and aims of their Government in this war. They proved their faith in the country and its institutions, and have pledged their fortunes to the extent of six billions of dollars as a pledge of their devotion. In the hour of trial—of a war for justice, liberty and humanity—the democracy of the United States has been weighed in the balance and not found wanting. And as these words are being written amid the blowing of whistles and the cheering of millions, their faith is rewarded as there flashes from one end of the world to the other the words that Germany has accepted armistice terms and the fighting stops. There is a pause in business and a silent prayer of thanksgiving arises from millions of hearts for the victory of right. To the banking systems of the country the gratitude of the people is also due, for they not only gave their personal, but literally turned their corporate organizations into institutions of solicitation and service. As the Financial Chronicle aptly says, all the business system they have developed in a hundred years of financial history, as well as the financial power of their combined resources, was freely, gratuitously and sacrificingly dedicated to the service in providing this loan.

Now comes the task of reconstruction and the arranging for business on a peace basis. The task is great. So mammoth is the undertaking following the greatest struggle in the world's history that there are no precedents which can be safely fol-

lowed. The present situation needs the closest application of the best brains in the country. Preparations for peace are already under way, it is true, but we should be careful not to let our justifiable enthusiasm run away with us, either in industrial, commercial or financial enterprises. There is bound to break out on Wall street an attempt to create a runaway speculative market for securities. It would seem but prudent that the business public be warned to be cautious against contracting the speculative fever and dipping in with a view that the sky is the limit. The "bulls" will rush prices just as far as they can, then unload and start a bear campaign, depressing prices until they can again buy in and repeat the derrick prices. The financial situation caused by the financing of the \$6,000,000 Liberty loan has placed the banks of the country in such a position that they will, undoubtedly, exert all their powers to check speculation through the rise of interest rates on call loans, and may demand such a large margin on collateral as to hold down the trading on the stock exchanges. There are a few of the war stocks which, if bought at present prices, would bring a profit on the rise, but great care and strict investigation should be used in their selection. During the transitory period between the first fervor of peace announcements and semi-normal peace conditions, there is bound to be a reaction, for which preparation should be made. Merchants and others should be cautious in making commitments, and it is probable that close buying will be profitable until conditions are more settled. One of the most serious problems to be encountered will be the re-adjustment of wages of labor. It is here that all must join in a campaign of education and advice. Of course, these are matters for legislative consideration, as well as individual adjustment. These adjustments must be made with care in order to convince labor it is being fairly treated and that ultimate benefits from lower wages will result also in the lower price of commodities. This adjustment will take time and price changes will, therefore, be gradual, so that those who are buying from hand to mouth will be best equipped to meet the situation, whatever that may be.

The real investment market is in the strongest position it has occupied in any previous period of 1918, and it is the opinion of a high banking authority that the bond market, now peace is definitely assured, will be-

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



### CAMPAU SQUARE

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

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

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

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

## Fire Insurance that Really Insures

The first consideration in buying your fire insurance is SAFETY. You want your protection from a company which really protects you, not from a company which can be wiped out of existence by heavy losses, as some companies have been.

Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

### MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

## PRESENT DAY NEEDS

require more than mere safety in a bank.

A bank must be more to a man than merely the place where he can deposit money in safety.

## THE OLD NATIONAL BANK

GRAND RAPIDS



MICHIGAN

come active and strong. Confidence is general that present values are still extremely low and investors and banking institutions are buying bonds and notes with less enquiry than at any time since we entered the war. Persons of moderate means are still the heaviest purchasers, but many large sales to individuals, amounting from \$500,000 to \$700,000 are reported. As far as the market for municipal bonds are concerned, it has assumed a tone of strength and confidence it has not enjoyed for several months and prices have stiffened all around. Large bond houses in the East state that municipal bonds bought one day are easily disposed of the next. The enquiry as to where this money is coming from is a natural one. It is coming from everywhere. Much of it will come from enormous profits made during the war by corporations and individuals on war contracts which have been piling up and will not be required in such volume as heretofore in financing war contracts. The business of war contractors and "war" corporations will not be so large now as it was, and yet the profits they have made will have to be invested somewhere. The general view of bond authorities is that it will not be risked in stock speculation and will be turned into bonds. Another source of investment money, attracted by the United States being the soundest Nation in the world, financially, will be much European, Canadians, Mexican and South American capital.

Taking the situation generally, there seems no reason to fear anything approaching a business disaster because the Federal Reserve system and the fully warranted confidence of the people in our future prosperity will meet successfully any condition which may arise.

Paul Leake.

**Asters and Masters.**

Written for the Tradesman.

How along the September road  
The white and purple asters showed  
After August's shimmering heat—  
Victory they won complete  
By the road.

I have passed them often there  
Unobserving they did dare  
Raise their stems close by the path  
For their color aftermath  
By the road.

There although begrimed with dust  
Fast they grew—they knew they must;  
Then some shower would wash them  
clean  
Thus they thrived—but still unseen  
By the road.

Now the commonplace is rare  
Splendor crowns the thoroughfare  
And afar we stroll each day  
Midst the asters all the way  
By the road.

Then we stop—gaze on before  
Where they bloom yet more and more  
Till the ribboned road between  
Vanishes—mid color scene  
By the road.

So indeed in the world it's true  
That some folk we passing knew  
Quietly a life unfold  
Till its grandeur we behold  
By the road.

Boys we thought but commonplace  
Have gone forward in a race  
When our land called loud for men  
How we cheered them marching then  
By the road.

Like the white and purple asters  
How the lads become our masters  
And our hearts do follow far  
Each silver, blue and golden star  
By the road.

Charles A. Heath.

**When Checks and Notes Are Lost Or Stolen.**


A large number of business men are of the opinion that if checks, notes and other negotiable instruments, are lost or stolen from them that they can protect themselves against loss by merely stopping payment on the particular papers that have disappeared from their possession. That this is the prevailing opinion is evidenced by the fact that in almost every case where negotiable papers disappear the owner promptly notifies the bank to stop payment, but does not take any further steps to prevent the loss of his money. Furthermore, the courts are quite frequently called upon to determine whether the drawer or holder, of negotiable instruments that have been lost, must bear the loss. Every business man should know what his liability is in such cases.

Stopping payment of an endorsed check, note or coupon to bearer, does not protect the drawer, or the original holder, when the check, note or coupon has reached the hands of a bona fide holder, even when it has passed through the hands of a fraudulent holder. This is of particular interest at the present time, when so many people are holding Liberty Bonds. In many instances the holders of such bonds are not taking the proper precautions to preserve them against theft or loss. If a coupon is stolen and passes into the hands of an innocent party for value, then the loser must bear the loss. Of course, this does not apply to registered bonds, which are not so easily transferred.

A fraudulent holder of a negotiable instrument, whether check, note or coupon, can give to a bona fide holder for value a better title than he himself possesses. This is one of the exceptions to the rule that no one can convey to another a superior title of personal property than he himself holds.

For example, let us assume that a business man, having a bank account and a balance at his bank, writes a check payable to order for an amount within that of the balance to his credit. He can, in case the check is lost or stolen, stop payment to the person to whom he has made the check payable and who has endorsed it, and to all other holders. But in most States, the bank upon which the check is drawn can not be sued, as such suit is prohibited by statute. The drawer, however, can be sued by any holder who has obtained possession of it by giving anything for it—money, goods or services—even if he received it from someone who found it or stole it, after it had been endorsed. And to a suit against a holder for value there is no defense.

This is not law made by the legislature of any State, but is the common law which originated in England through the customs of business men, in exactly the same manner as all law originated in custom. The only way by which the law on the subject could be changed in any State would be by direct action of the legislature.



## Fourth National Bank

United States Depository

<p><b>Savings Deposits</b></p> <hr/> <p><b>Commercial Deposits</b></p> <hr/> <p style="font-size: 1.5em; font-weight: bold;">3</p> <p>Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually</p> <hr/> <p style="font-size: 1.5em; font-weight: bold;">3½</p> <p>Per Cent Interest Paid on Certificates of Deposit Left One Year</p> <hr/> <p>Capital Stock and Surplus <b>\$580,000</b></p>
---

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

**LAVANT Z. CAUKIN, Vice President**  
**ALVAJT. EDISON, Ass't Cashier**

# Your Estate

will need experienced management if it is to be spared from waste and made to yield a permanent income to your beneficiaries.

In your Will name this Company as executor and trustee. Thus, at a trifling cost, you insure the skillful and conscientious carrying out of your plans.

Send for Blank Form of Will and booklet on  
"Descent and Distribution of Property"

## THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

Audits made of books of municipalities, corporations,  
firms and individuals.

**Automobile Insurance** is an absolute necessity.  
If you insure with an "old line" company you pay 33½% more than we charge.  
Consult us for rates.  
**INTER-INSURANCE EXCHANGE**  
of the  
**MICHIGAN AUTOMOBILE OWNERS**  
221 Houseman Bldg., Grand Rapids, Mich.

**OFFICE OUTFITTERS**  
**LOOSE LEAF SPECIALISTS**  
*THE Tisch-Hine Co.*  
237-239 Pearl St. (near the bridge) 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

There is, however, neither need nor demand for such change. The legitimate holder of a check, note or coupon, is not entitled to protection, nor is such holder of any other negotiable instrument, when guilty of negligence. Upon the other hand, a holder for value of any negotiable instrument is on all grounds of equity entitled to be paid when in the ordinary course of business he has come into possession of any paper of the character named.

In refusing payment on a check or note, it is no defense to say that the negotiable paper was not actually delivered to the payee. If in any manner the completed instrument passes out of the possession of the signer into that of the payee or bearer, the instrument imposes a legal obligation on the maker or drawer, if it passes into the hands of a bona fide holder for value.

The case of Shipley vs. Carroll will illustrate the point mentioned. Carroll wrote and signed a note in the presence of the payee, but with no intention of delivering it to him. In some manner the payee obtained possession of the note and sold it to Shipley, who had no knowledge that the note had been stolen from Carroll. The court held that the note was an obligation of Carroll, and that Shipley, who bought the note innocently, was guilty of no wrong, or breach of duty, or injustice in enforcing it.

In another and similar case, where a note was stolen and transferred to an innocent holder, the court held that: "Negotiable paper differs from ordinary written contracts in this respect, that even a wrongful holder, between whom and the maker or endorser the note or endorsement would not be valid, may yet transfer to an innocent party, who takes it in good faith, without notice, and for value, a good title as against the maker or endorser. When a note payable to bearer has been lost or stolen from the owner, and has subsequently come to the hands of a bona fide holder for value, the latter may recover against the maker and all endorsers on the paper when in the hands of the loser; and the loser must bear the loss. When one of two innocent persons must suffer by the acts of a third, he who has enabled such third person to occasion the loss must sustain it."

These cases show very clearly what care must be taken in issuing and handling negotiable instruments. As the court plainly stated, the party through whose negligence the loss or theft of the note occurred was responsible for the amount so lost. Thus, if a man leaves negotiable papers at a place where they may be lost or stolen, he is the party who must bear the loss if they are subsequently transferred to bona fide holders for value. Ralph H. Butz.

#### The Right Size.

"Big enough to serve you; not too big to appreciate you." With this slogan a bank in Spokane assures its customers of its adequate facilities for handling their business in a personal way.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 12—The Adrian Harness Co. furnishes a concrete example of what can be accomplished by hustle, head work and up-to-date methods of advertising. A few years ago when the automobile and tractors began to make inroads into Old Dobbin's line of business, Mr. Schwitzenberg, owner and manager of the Adrian Harness Co., began to scratch his head and sharpen his pencil. The result is that, instead of coming to inevitable, commercial demise, he is to-day one of the most prosperous merchants of Adrian. He keeps two men at work manufacturing harness and strapwork, and could use two more if he could find them. Last year they repaired and oiled over 500 sets of harness brought in from a radius of twenty miles by judicious and persistent advertising. Not only is he doing a thriving business in the harness line, but about two years ago he added auto tires and accessories to his business, and in this short period, by adopting the same method of hustle and push, he to-day does a business in this department second to none in Adrian. He makes use of every device for getting business that is furnished him by the different houses from whom he buys goods, as well as those he hatches out in his own fertile brain. Not a piece of advertising is wasted, even though it is no larger than a postage stamp. Signs, advertising matter, electro-types which every merchant allows to be kicked around the store until they eventually find their way into the scrap heap, Mr. Schwitzenberg makes use of, and, as a result, the name of the Adrian Harness Co. is continually and persistently before the public eye on trees and benches for miles around; on the screen at the movies; in his window; as electric signs, and everywhere that he can get permission to tack them up. We mention this because he furnishes a good example of what can be done to a business that many think has gone to seed.

We would suggest that our Vigilance Committees, War Boards, etc., in the small towns either see that the agents at the various depots keep Thrift and War savings stamps for sale or take down their signs. Nearly every depot has some such sign as "Accept part of your change in Thrift stamps" or "W. S. S. for sale here", and yet when you ask for stamps about nine out of every ten will tell you that they have none on hand and have never had any. Wake up, Mr. Agent, be a regular guy, and do your bit by keeping thrift stamps to sell to the traveling public.

The members of the hardware firm of Hindelang & Fahrner, of Chelsea, have both had the flu, and their store was closed for ten days. Mr. Hindelang is at the store again, but Mr. Fahrner is still confined to his home.

Last Thursday, when we prematurely closed the war in Europe, and in our wild imagination stepped across the pond and shook hands with the boys and thanked them for doing it for us, the writer received a telephone call from a little hamlet located somewhere in the untrampled forest of Southern Michigan, which as yet has not been disturbed by the sound of the woodsman's axe. The enquiring individual wanted to know what all the noise was about. This hamlet being in the neighborhood of 50 miles from our up-to-the-minute city only goes to prove again that Grand Rapids is in a class by itself, and that when we do a thing the whole world knows that "Grand Rapids knows how." A letter follows:

"Dear Friend Helmer — To have been drunk with the spirit of enthusiasm, and then to wake and find the brand you took was brewed in Germany must leave the patriots blue indeed, so we'll go easy!

"When we called you over the



JOIN THE  
**GRAND RAPIDS  
SAVINGS BANK  
FAMILY!**

33,000  Satisfied Customers

know that we specialize in  
*accommodation  
and service.*

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources  
**10 Million Dollars**

**3½ Per Cent.**

Paid on Certificates of Deposit

The Home for Savings

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

## MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

### Service to Policyholders

\$3,666,161.58

Paid Policy Holders Since Organization

CLAUDE HAMILTON  
Vice-Pres.  
JOHN A. MCKELLAR  
Vice-Pres.

WM. A. WATTS  
President

RELL S. WILSON  
Sec'y  
CLAY H. HOLLISTER  
Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61

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

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

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

## GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year  
and Upward



'phone yesterday, and enquired about the cause of all the noise and confusion we heard, you can, no doubt, imagine we felt a little chagrined to learn that the war was over, and they hadn't let us in on it. We are boosters for Kalamazoo, the Beautiful and Nedrow coffee. We absolutely know they both are right, so when you, of all men, twitted us of our inability to get a real close-up on the world's events and placed the blame on our location, we knew a grave injustice had been done, but we couldn't spot it just then.

"To-day we are in a position to offer a few respectful suggestions. One is—and we know the figure is homely—that the chief forester of your hamlet suspend over the foaming kettle of your current report a piece of Kalamazoo's horse sense, lest your credulous enthusiasm fire your caldron to the boiling point, and you lose some of the real spirits of the times in wasted froth.

"Another more practical one is to just quietly slip to the 'phone and call Kalamazoo to make sure.

"We'll take Burgundy, if it is made in France. G. R. Clark."

A well-known traveling man has a pig which he is raising with scrupulous care. He bought it when it weighed about twenty pounds and it now tips the beam at about 225. It will furnish sausage, souse, hams, bacon, etc., for the traveling man and his family from hog killing time about Christmas until he raises another porker next season. A day or two ago the wife of the traveling man was notified by one of her neighbors that the family pig had gotten out of his pen and was wandering off down Lake Drive. Feeling the responsibility which devolved upon her to regain possession of the family treasure, she hastily mixed up a pan of choice hog food, summoned the neighboring women and a man with a rope and proceeded to recapture the portly porker. This proved to be no easy task, because the hog was wary and evaded capture for more than an hour. When the rope was finally tied around his neck, he made such a vigorous protest against going the direction he was asked to navigate that it required the combined strength of several persons to get him to the pen. Then a novel situation presented itself. The family porker had not escaped at all. He was snoozing quietly, evidently dreaming of the dinner which was in store for him an hour later. The captured hog belonged to some one else. Now when the good husband starts out on his weekly trips, he enjoins his wife to be sure and take good care of the pig. And Mary then says some things which would not look good in print and sometimes she throws things at him.

Thomas Bracken—not to know Tom is to argue yourself unknown—is now manager of the Hotel Belding, at Belding. Tom landed in Belding Aug. 11, 1888. He accompanied William P. Hetherington from East Hampton, Mass. He was head clerk at the hotel twenty-seven years under Mr. Hetherington and three years under E. W. Dunham, who succeeded Mr. Hetherington in 1915. Now Mr. Dunham has gone South and Tom is promoted to the position of manager—a job he is abundantly adapted to fill to the satisfaction of all concerned.

Now that John D. Mangum has elected Governor Sleeper for a second term, it will be in order for that executive to see that the man who did it is given fitting recognition in the official list of the Governor's household. Because Michigan is normally Republican by 100,000, it was not at all difficult to secure a second term for Sleeper, although he is about the poorest excuse for Governor Michigan has ever had—and she has had more than her share of

weak executives. If Mr. Sleeper had been a vote puller, it would not have been so hard to elect a man of high character like Newberry over a cheap demagogue and unpatriotic chap like Ford. I have no idea that Mangum would accept any office at the hands of Sleeper, but if he would consent to serve under such an executive, he would be entitled to the best there is.

Joseph—better known as Joe—Robinson, who has represented the Toledo Computing Scale Co. for twelve years and managed the Grand Rapids agency for the past two years, has purchased the handsome residence at 1149 Alexander street and has already taken possession.

Willard H. James, the veteran shoe salesman, spent Sunday at the Morton House. Mr. James has sold shoes since the year one and is evidently destined to continue his calls on the trade for the next quarter of a century.

The regular meeting of Absal Guild, A. M. O. B., will be held Saturday evening, Nov. 16, at the U. C. T. Council chambers. Business of importance. A full attendance is desired. By order of Great Ruler.

D. F. Helmer.

#### Exchanges Can Be Made Until January 4.

New York, Nov. 12—The Conservation Division of the War Industries Board has just announced to our War Service Committee that retail stores will be permitted to make exchanges up to January 4 of Christmas merchandise purchased during October, November and December. This does not affect the ruling against returns. The Conservation Division, however, recognized the justice of our contention that exchanges of Christmas goods should be permitted, especially when the public is asked this year to shop so early. Here is another result of co-operation.

A matter of considerable importance to members in states where lightless night orders are in effect, is the interpretation of that order in a way which on such lightless nights forbids the lighting of store windows between the time when darkness sets in and the usual store closing hour. Your secretary has been working on this matter and is of the opinion that it may be possible to get some relief from the present condition. Negotiations now under way are of such a nature as to forbid further comment at this time. We are following the matter energetically and hope for early results.

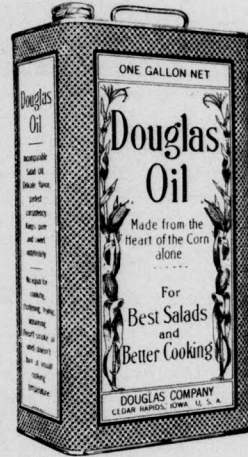
At the hour this bulletin is issued, the War Service Committee is in session in the office of Samuel W. Reburn, President of Lord & Taylor, New York, struggling with the question of proposing satisfactory substitutes for the sales tax provisions in the new revenue bill under title 9. The possibility of a flat percentum tax on net sales to be collected from consumers as a substitute for all these taxes under title 9, is engaging the attention of the meeting but there are many inherent objections to such a tax. As soon as some determination has been arrived at your secretary will bulletin the information to all our members. Lew Hahn, Sec'y Natl. Retail Dry Goods Assn.

#### Creditors Receive Twenty Per Cent.

Petoskey, Nov. 12—In closing out the J. E. Martin grocery stock, I received \$581.07 from the sale of the stock, \$176.25 from the fixtures and \$185 from bills receivable, making a total of \$942.30. I have thus been able to pay the creditors a 20 per cent. dividend. Leon Loeff.

It is a good thing for the cause of religion that not all persons who think they could preach have the nerve to try it.

## Recommend Douglas To Your Exacting Trade



It is all to your advantage to push guaranteed and advertised brands such as Douglas Oil and Douglas Corn Starch.

It saves you selling effort because your customers recognize the name and respect the quality it represents.

You are relieved as to all responsibility concerning this quality. This is ably carried by the Douglas Company.

Further, such presold goods of standardized quality protect you against loss. No marked-down sales needed to get rid of unsalable or unsatisfactory products, no necessity for carrying a stock of burdensome size.

## Douglas Oil Douglas Corn Starch

### National Selling Campaign

The 10,000,000 selling campaign which is keeping the best trade of America awake to the advantages of these two splendid products is now in full blast.

All the popular national publications are carrying big, striking advertisements of Douglas Oil and Douglas Corn Starch. Watch the Saturday Evening Post, Ladies' Home Journal, Good Housekeeping and about every other magazine or weekly of big circulation and you will see these handsome Douglas Salesmen, which will keep at work without let-up selling Douglas Corn Products to all America.

### Recommend It to Your Trade

Fill the orders of your best trade with Douglas Oil.

It can be used with perfect success for every cooking purpose—shortening, frying, seasoning. Users like it better than olive oil for salads regardless of cost, which is so much less.

Remember, the Government requests the use of corn in every possible form. And that there are no more useful and economical forms than Douglas Oil for salads and cooking, and Douglas Corn Starch for general use.



DOUGLAS COMPANY, Cedar Rapids, Iowa  
Manufacturers of Corn Products



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

#### Shifting of Help in Retail Stores.

Although the retail dry goods trade of the country has agreed with the Council of National Defense not to employ more help during the Christmas season than they have in their establishments on an average throughout the year, many of the local department stores are finding it difficult even to maintain their forces up to that average. At the same time the standard of efficiency of the help now available is said not to be as high as it might be. This is true not necessarily because of any lack of inherent ability on the part of these girls and women, but rather because of their inexperience.

"I do not believe," said the head of a representative New York department store, "that we have ever in all our history had such a high percentage of inexperienced girls and women behind our counters. Though it is perhaps true that many of these sales-people are of a keener intelligence, are more educated, and perhaps have a higher degree of refinement than had the average run of our help before the war, until they have become more versed in the ways of salesmanship, not from talks and books and the many meetings we hold for their benefit, but from actual experience, and until they are more familiar with such minor and purely mechanical details as are involved in the mere clerical work behind all sales, they cannot render as efficient service to the public and to us as we would like. Therefore we hope that the public this year, more than at any other Christmas season in the past, will bear with us. In this connection I might add that the public will be doing themselves no less than us a great service by heeding the many appeals for early Christmas shopping.

"I know of one store in town which not long ago lost about 500 of its sales girls over night. Such a thing would be a serious matter at any time and under any conditions, but just at the approach of the fall season and the holiday trade, with the scarcity of help as acute as it is now, it amounts almost to a calamity. So large a number of employes cannot be replaced in a day, or for that matter in a week, and certainly they cannot be replaced under the present conditions with experienced workers. In such cases as this girls 14 and 15 years old who never worked before

are taken on, although those who left and whose places must be filled were probably most of them fullgrown women with at least some experience to back them up. We have, right in our own store, many such girls. Before the war, girls of this age and even older were glad to start in as cash girls at \$3.50 a week and work up gradually. To-day they turn up their noses at being called "cash girls," and even the \$7 and \$8 a week we now pay these girls for this work does not overwhelm them any. We must advance them rapidly to still higher wages or lose them almost before they are thoroughly familiar with our ways of doing things.

"Although the popular belief is that the Government is drawing retail help away from the stores, this is not altogether true. It works indirectly. Retailers lose most of their help to offices from which girls have gone to take up Government work. For instance, posters were displayed recently all over the city proclaiming that the Government wanted thousands of girl typists. A salary of \$1,100 yearly was to be paid, and it was said that this would be increased in a very short time to \$1,200. A knowledge of stenography was not required. As a rule, however, girls in department stores would not be able to pass the requirements for filling these positions with the Government until they had had some greater experience with typewriters. But office girls throughout the city responded to the posters, leaving \$14, \$16 and \$18 a week jobs for the better-paying Washington work. With the ensuing crying need for office girls, it was not difficult for sales girls and even cash girls with almost no typewriting experience to get these better-paying office jobs. In this way the retailers of the city lost a good many of their young sales girls, cash girls and quite a few who had been in the business for several years. The larger salary and the greater dignity of being an office girl, and therefore a business woman, are too great temptations to be put aside. Is it any wonder that, under these circumstances we are finding it difficult simply to maintain our force up to the average number of employes working throughout the year?

"As for errand boys, they are entirely of the past. They are simply not obtainable, that is all. One might just as well stop trying to get boys. We are taking on for much of this work old men, who, perhaps, are not able to do very much and who would be glad of an opportunity to earn a

little something. They are paid about \$14 a week, the work is light and easy, and it is something for them to do and to earn. This is several times as much as we used to pay boys in normal times who did considerably more work and did it faster. Still this salary is not enough to attract and hold boys to-day.

"It is in times like these that the stores which have been able to get the good will of their employes will reap their harvests. The employer who keeps in close personal touch with his help, who takes an interest in their affairs and, if occasion arises, gives them a little help, is the one who is going to be the least disturbed of any with the help question during these times of shifting workers."

#### Brevities For Busy Storekeepers.

Written for the Tradesman.

Too many merchants have unconsciously acquired the "yes but" attitude. Their salespeople come to them with suggestions, and then it's, "yes, but—" and the tentative idea is squelched as with a bucket of cold water. Instead of the "yes but" attitude, try the "why not" attitude; in other words encourage your allies by trying their ideas out in a tentative way, even if you are doubtful at the beginning.

The business that to-day is standing still, isn't really holding its own, for the whole world of business is moving forward; and for a given merchant to mark time, is really to get behind. The only way you can hold your relative own is to move forward as fast as the business world about you; and to really get ahead, means to speed up and pass the average fellow.

Good, snappy advertising and good, snappy salesmanship both depend, in a measure, upon what may be termed a sense of news values; that is they concern themselves about interesting things in merchandise; they get at the human-interest story connected with their process of manufacture, or the manner in which the materials are

**TAKING INVENTORY**  
 Ask about our way  
**BARLOW BROS. Grand Rapids, Mich.**

#### CUT LOOSE NOW AND MAKE REAL MONEY-PROFITS

We reduce stocks to a profitable advantage. Sixteen years conducting Trade Building, Stock Reduction and complete Closing-out. Advertising Special Sale Campaigns. We have a record of having closed out stocks of merchandise netting more than 100 cents and better.

**ALL SIZE STOCKS HANDLED**  
 Harper's Service is endorsed by wholesale houses, such as Cluett, Peabody & Co., Keith Bros. & Co. and many others. For particulars mention size of stock and object of sale.

Closing out \$15,000 clothing stock for Landis & Nelson, Miami, Arizona. Sales started Oct 7. Opening day sales \$4,193.  
**C. N. HARPER & COMPANY, Inc.**  
 985 Marquette Building, CHICAGO, ILL.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

**CORL, KNOTT & CO., Ltd.**  
 Corner Commerce Ave. and Island St.  
 Grand Rapids, Mich.

## The Goods! Net Prices!

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

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

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## BE A VOLUNTEER TO THE Patriotic War Fund

The boys aren't home and we must give and give until the price is paid for world freedom.

Let's go as the boys say when they go over.

Let's go for freedom and humanity.

The "War Funds" are for our citizens who went to war for us at home, to fight for "World Freedom."

This space donated to the cause of Michigan Patriotic War Fund by

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

discovered, mined, produced, transported, and the like.

The dealer who hasn't a nearby competitor may easily fall into the mistake of supposing that he is without effective competition. He isn't—not in this day of the mail order house and the aggressive big town store that's reaching out into the least ramification of its trade zone. The best plan is just to assume that competition is universal and constant; and that the only way to get one's share of the business is just to keep up to a high level of store service.

The house that makes a hit with the average merchant, is the house that seems anxious not only to sell the goods in the first place, but just as anxious to see the dealer make a quick turnover so he can buy more goods. And there are plenty of houses of this kind—houses that go in for a constructive policy; and their aim is to try to make every dealer to whom they sell a better merchant. Know these people, and cultivate their friendship; for thereby both you and they will prosper.

Most every one of us doubtless imagines at times that his problems are the knottiest ever, his difficulties the greatest, and his discouragements the worst that could be imagined. But the truth is there isn't any place anywhere on this mundane sphere altogether exempt from problems, difficulties, and discouragements.

Psychologist who have looked into the matter, inform us that there is more force in under-statement than in over-statement. But in spite of

this fact some dealers cling to the old idea of exaggeration, or moderate falsification, both in their newspaper advertising and in the salesmanship that goes on in their stores.

As a war time conservation measure the merchant ought to guard his credit with special care from now on; for there may come a time when you will want a favor from your house—a big concession in view of a big local opportunity for cleaning up a lot of money; if your credit isn't A-1, that coveted concession will not be granted.

Confidence in the merchandise one sells—not blind faith, mind you, based on heresy; but well-grounded confidence, resting on assured knowledge of the lines—is a subtle force in both advertising and selling.

There are times and occasions when a merchant finds himself in special need of favors and concessions from those of whom he buys; and then it comes to him suddenly that his record of past dealings with such a house (or houses) is going to be studied in the light of his request.

One can not succeed in business, even in war times, without advertising. Some merchants seem to think that unusual conditions which have come about as a result of the war justify them in cutting their advertising appropriations, neglecting the preparation of copy, providing themselves with fresh illustrative matter for announcements, and the like. It's a big mistake. Keep up your advertising.

Resist the temptation that comes

with the wily salesman who would overload you with merchandise of certain kinds; and learn to make proper discount for the unconscious invention of his imagination in explaining the alleged merits of new things about which you know little (and which, if the truth were known, it may be he knows as little as you.) His game is, of course to sell all he can; but it's yours to buy only what you can sell.

One of the easiest things in the world for anybody in most any line of human endeavor to do, is to get into a rut, to follow the beaten paths, to think in the same old terms. This is probably because we are creatures of almost incurable habit-forming tendencies. But the success of a retail business depends largely upon one's ability to free himself from this tendency, and so maintaining a growing, expanding, advancing view.

The ideal store service seeks to eliminate mistakes in so far as it is possible to avoid them; but an absolutely errorless store system is an ideal which hasn't as yet been realized on this planet. These errors in service include pretty much everything from some clerk's failure to charge an important item of merchandise to the delivery system's failure to get the merchandise delivered to some particular party on time. When a mistake occurs (and becomes known), find out who is responsible for it, and how it happened to occur; then oil up your system so it won't happen again.

The small dealer may not have as

big a pull with the distant house as the larger retailing concern, his place of business may not be so large and well appointed, his windows not so showy, and he may not be able to cut the advertising splurge the big fellow cuts; but one thing is dead sure: he has just as good a chance as any other merchant under the canopy to treat his customers well, to truthfully represent merchandise, and to build the solid basis of good-will in the community in which he is located.

Don't talk retrenchment and false economy in the presence of your customers or in your advertising, and not encourage them in talking along these lines. During the fall and winter of 1918-19 more money will doubtless be spent in practically every town and city throughout the United States than in any previous season. Crops are good, the prices they are bringing are the highest known, and all mills and factories and production plants of many kinds are running full blast. The people have the money to buy, and, if somebody doesn't talk them out of buying, they will spend freely. The more nearly normal we can keep business, the better it will be all around.

Frank Fenwick.

#### Seeing Them Made.

On the counters in one department store are old-fashioned stereoscopes. Through them customers may see how the products which are on display are made or where they come from. There are usually two to three customers waiting to "look."

#### SERVICE

#### QUALITY

## Why We Hold Semi-Annual Sales

When the present management assumed charge of the Grand Rapids Dry Goods Co., we decided that we must adopt some expedient to enable us to keep in close touch with our customers, to the end that we might be able to serve them most acceptably. This involved the adoption of some method of getting our trade to visit the house at frequent intervals, so that we might meet every patron face to face, acquaint ourselves with any peculiarity in his requirements and make our plans so complete as to preclude the necessity of his looking elsewhere for any staple article in the dry goods line. After due consideration we concluded that this purpose could be accomplished more satisfactorily through the medium of Special Sales, held twice a year, than in any other way. Experience has demonstrated that these sales have been a forceful factor in this company's success. They have created a bond of confidence between retailers and this company which has developed into a deep rooted and clear sense of our duty and service to the trade, besides enabling our customers to pick up seasonable goods which they cannot obtain elsewhere or at any other time on any where near as favorable terms. We make careful preparation for these sales many months in advance, so we are always able to offer a complete assortment of good merchandise in which Style, Quality, Value, Service and Price are predominant features.

Our next semi-annual house sale will be held the week of December 2 to 6, inclusive.

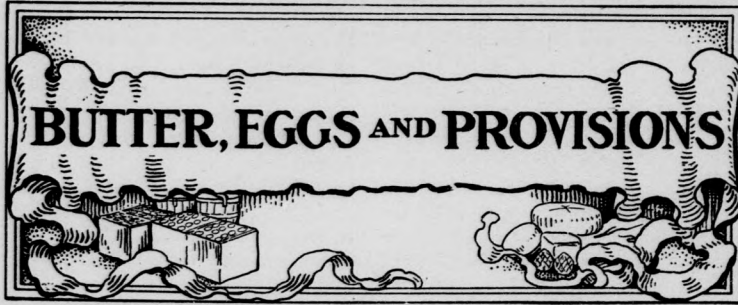
### GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE



**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.

#### Methods for Utilizing Apples Not Worth Marketing.

Apple syrup is the latest product of conservation due to the chemist. After noting the large wastage in apple orchards, due to scarcity of help or unfavorable market prices, Dr. H. C. Gore of the United States Bureau of Chemistry has been experimenting with apples, in the hope of discovering some cheap and effective way of conserving their food value without involving too much manufacturing and transportation. He announces two methods which are recommended to farmers generally and in some measure to housewives.

As described by J. J. Willaman of the American Chemical Society in a recent report of that organization, the first method is based on the well known fact that when impure water freezes, the ice becomes purer than the original water. That is, the crystals of ice, when forming, exclude the impurities, so that the crystals are almost pure water. It matters not what the impurities are. For fruit purpose the sugars, acids and flavoring matter of cider are impurities, and by freezing the cider these highly desirable impurities will be concentrated in the mother liquor.

The cider is slowly and with constant stirring subjected to a temperature below the freezing point; loose crystals of ice soon form, until the cider is "sugary" with them. The whole mass is then dumped into a rapidly revolving tub with perforated sides, called a centrifuge. It is very similar to the centrifugals used in separating the molasses from the granulated sugar in a sugar factory. As a result of the centrifugal force, the liquid portion of the cider is thrown out of the perforations and is caught in a surrounding drum, leaving the crystals of ice in the tub. By this process the cider becomes much concentrated; in fact, the process is continued until cider syrup is obtained so concentrated in sugars and acids that it will not spoil when bottled, even without sterilizing. This syrup can be economically shipped, and is ready for dilution at any time into a beverage, which, to the uninformed, "was fresh from the tree just yesterday."

This method obviously can be used only in a factory, with machinery available. The other way of utilizing

waste apples can, however, be very effectively followed in the home. This is a chemical treatment, in contrast to the purely mechanical treatment of the first method. The cider is boiled with calcium carbonate (obtainable at any drug store as a precipitated chalk) to destroy the acidity, and then boiled down to a syrup. Three-fifths of an ounce of the precipitated chalk is added to each gallon of cider, and the latter boiled vigorously for five minutes. This neutralizes the apple acids and converts them into insoluble calcium salts, which sink to the bottom of the vessel. After standing about five hours, preferably in tall containers, the clear juice is poured off from the sediment in the bottom and boiled down rapidly to a syrup, removing all scum.

The syrup, then sufficiently concentrated, boils down at 220 degrees, to about one-eighth the volume of the original cider. It is now bottled or put in mason jars for sterilizing. Cotton plugs are placed in the bottles, and rubbers and covers put on the jars. The containers are submerged up to their necks in water in a boiler and heated at a boiling temperature for 15 minutes. Sterilized corks are immediately pressed into the bottles, and the covers of the jars screwed on tightly. If the whole outfit is allowed to cool slowly, the little sediment in the syrup will settle to the bottom and leave a clear, bright, delightfully "appley" syrup. This syrup contains all the sugars and flavoring matters of the cider, with the acidity removed. It is thus a mild fruit product obtained by a very simple chemical process. It cannot be diluted to a beverage successfully, as in this form it is too flat in taste without any acidity.

#### Agents Gets Water For Suffering Rice.

One thousand acres of rice will be carried over the emergency peak, with a saving of about \$135,000, as the result of a survey of the rice situation made by the county agent of Stanislaus county, Calif. A report of this survey, showing the imperative need of more water, was made by the agent at a special session of the County Council of Defense. The remainder of the irrigation water in the Modesto Irrigation District was promised to the rice men by the district directors as a result of the agent's report.

Two things will be found desirable—make as few mistakes as possible and then profit by the ones that are made.

Arsenate of Lead, Paris Green,  
 Arsenate of Calcium, Dry Lime Sulphur.  
 Our prices will interest you.  
**Reed & Cheney Company**  
 Grand Rapids, Michigan

**Knox Sparkling Gelatine**  
 A quick profit maker  
 A steady seller Well advertised  
 Each package makes  
**FOUR PINTS** of jelly

**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

**Do You Carry This Popular Flavor?**  
 Customers expect to find  
**Mapleine**



in every grocery just the same as sugar, coffee or any other staple in daily use.

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

Crescent Mfg. Co.  
 (M-289) Seattle, Wash.

**The "Little Gem" Battery Egg Tester**

Write for catalogue and prices. We have the best.

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

## SERVICE PIOWATY QUALITY

**Largest Produce and Fruit Dealers in Michigan**

**NUTS** No. 1 Cal. s. s. Walnuts, Fancy Mixed, Brazils—Tarragona Almonds—French Walnuts.

SEVERE SHORTAGE—DON'T DELAY ORDERING

**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.

#### 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

## Egg Candling Certificates

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

**TRADESMAN COMPANY**  
 GRAND RAPIDS

**FREIMANN & CO.,** "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

## ATTENTION, JOBBERS!

We are State Distributors for

**Nut Spread Margarine**

and have a few territories open for jobbers.

Write us at once for information or territory wanted.

**The D. A. BENTLEY CO.**

Butter, Eggs and Cheese Specialists SAGINAW, MICH.

**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

**Expensive Watermelons.**

A year ago the farmer who should have come to town with a load of watermelons with the littlest in the lot marked \$1 and an ascending scale all the way up according to size to \$3.50 would have been regarded as something of a wild man. But it has come to pass that people who must have a watermelon are "paying the price." A melon that could have been bought for 35 cents in times past now costs \$1, and there is no use to try and beat down the farmer.

This particular section of the country is caught "short" on watermelons, and the tariff is the highest on record. The farmers in the great melon-growing section around Camp Greene did not go into the melon venture this season, while the growers on the famed bottom lands of the Catawba planted a smaller crop than usual. Then came a season of hot, dry weather and the small crop was cut still smaller. Charlotte people as a rule cannot survive the summer without a taste of the Catawba melon tonic, so they are going the pace on water melon. On the market yesterday melons that were formerly sold around \$1.25 had scratched on their shiny green backs in marks and figures large enough to be read across the street \$3.50, and it appears to be a fact that these \$3.50 melons went about as fast as in former days when the few dollars the populace had were worth double what the dollar this same populace now has is worth.

Both the aristocrat and the plebeian have always had equal claim on the watermelon, and even when conditions have been so markedly changed under the influences of war the same rule holds good. The same scenes prevail around the watermelon wagon—of the white man carrying his purchase away in an automobile and the darky, the happier of the two, totting his off under his arm.—Charlotte, N. C., Observer.

**Moss as a Flour Substitute.**

According to advices reaching the American Chemical Society, Swedish chemists have discovered a way to produce an acceptable flour from Iceland moss, which grows plentifully in the pine forests of the Northland. The moss is gathered in great quantities and is boiled in lye obtained from wood ashes. Lye, chemically produced, is a scarcity in Sweden, which accounts for the wood ash substitute. After suitable leaching in this lye, the moss is carefully washed and finally boiled in water for a few hours. The moss dissolves completely, and upon cooling, the whole solution thickens into a jelly. This jelly is used extensively in the kitchen. Soups, meat courses, and fruits can all be mixed and diluted with this jelly and made practically as nutritive as before, decreasing the cost considerably.

In bread making 50 per cent. of the flour is substituted by this moss jelly. The human organism is able to assimilate completely the substitute. Rye bread, which is extensively used in Sweden at the present time, is found to be more nutritious mixed with this jelly than without it. In a

bread baked of flour diluted by moss jelly the quantity of nitrogenous products has gone up considerably, and so also the carbohydrates. The fat is practically the same in the rye bread with the jelly as without the substitute, while the water percentage is considerably less in the substitute bread than that made without the substitute.

The Swedish Food Administration is collecting large quantities of this material, and it is expected that about 100,000 tons have been collected during the summer. The price of this substitute is about 5 cents per pound.

**The People's Sugar Sacrifice.**

As a further evidence that the people at large are really back of the Food Administration, the Federal Sugar Refining Company calls attention to the fact that for the quarter ended September 30, 1918, when much sugar is needed for preserving, the per capita consumption of sugar in the United States was actually one pound less than for the quarter ended December 31, 1917, when no sugar was needed for preserving and there was such a hue and cry over the "sugar shortage" then existing. It is also interesting to note that for the twelve months ended September 30, 1918, the consumption was 3,423,650 long tons, a per capita consumption in the United States of 77 pounds, based on a population of 100,000,000, as compared with 83 pounds for the year 1917, when the total consumption was 3,094,695 long tons. For 1919 the Food Administration, it is reported, now contemplates restricting the consumption to 3,200,000 tons. Assuming that the distribution for the four quarters covered above would fairly represent the 1918 distribution, the saving of 1918 in comparison with 1917 would be 271,045 long tons, which on the present basis of distribution is equivalent to a little more than one month's supply.

**The Stature of a Man.**

Once a man named Wilhelm said  
"I have the grandest notion  
To gobble up what land there is  
And then drink down the ocean.  
I'll make myself Chief Ruler,  
Hold the Universe in my hand,  
All nations shall adore me  
And kneel at my command.  
I'll be the biggest man on earth  
Wilhelm, the great and grand!"  
From being puffed and swelled so big,  
His head began to ache.  
"Oh dear, this pain I can not stand  
Doc, Hindenburg, what shall I take?"  
"I know what ails you, Wilhelm,"  
Said the doctor, with a frown,  
"You bit off more than you could chew  
And swallowed it right down;  
And, outside, the valiant Allies,  
Inside the conquered nations,  
Cause external irritation  
And internal complications!  
You're awfully bloated, Wilhelm,  
And there really is no use  
To prescribe for you Peace Treatments  
Unless you will reduce.  
So just start walking backwards,  
Bitter defeat you must sup,  
If your head gets small and your crown  
falls off.  
Don't stop to pick it up.  
Keep going until you reach Berlin,  
Then take a dunce's stool  
And sit down in the corner,  
Like any other fool!  
You'll shrink and shrink and shrink some  
more.  
The end is plain to see,  
The smallest man in all the world  
Wilhelm, you're doomed to be!"  
L. M. Bjorkman.

The persons who seems to be perfectly satisfied with themselves are usually not satisfied with many others.

**Weather Forecasts May Save Cattle.**

Cattlemen in the West and Southwest may save thousands of dollars and many thousand pounds of meat during the winter season if they will watch weather forecasts, according to officials of the Weather Bureau. They should give attention not only to the regular forecasts but to the special daily forecasts issued by Weather Bureau stations in cities and towns of considerable size, during the winter in regard to minimum temperatures expected to occur within a shipping radius of one day or two days of the station. In Northwestern Texas last winter a number of herds of cattle, aggregating many thousand dollars in value, died from exposure to a destructive cold wave which had been forecast by the Weather Bureau and warnings of which had been disseminated through threatened region.

Alien enemy property is learning the meaning of "benevolent assimilation."

**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.

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.

**MOORE'S  
LAXATIVE COLD TABLETS**

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

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

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

THE MOORE COMPANY  
TEMPERANCE, MICH.

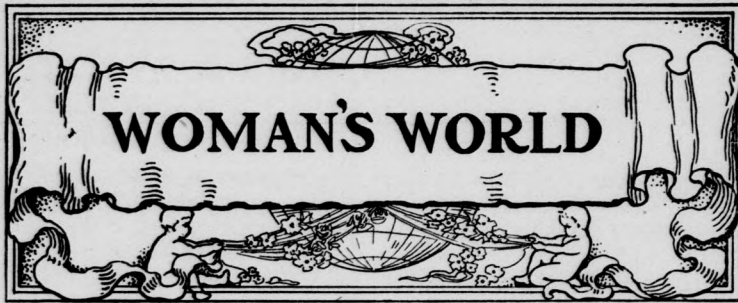
**Onions, Apples and Potatoes**

Car Lots or Less

We Are Headquarters  
Correspondence Solicited



**Vinkemulder Company**  
GRAND RAPIDS :-- MICHIGAN



### Make Your Head Save Your Heels.

What I had to say a little while ago about organizing yourself and planning your work has brought such an astonishing amount of grateful comment that I feel moved to follow up the subject. I really thought that what I said then was rather obvious; but it seems to have been useful and somewhat novel to many of my readers.

Surely, in these times above all, when thrift and conservation of the national resources are being preached from every sort of pulpit, it ought to be superfluous to point out that one of the principal forms of national energy, to be conserved with special care, is that of personal strength and vitality of the women who have the care of homes. If it is wicked to waste the money, fuel, and food in American families, it certainly is not less wicked to squander the personal resources of the home-maker, whose importance to the maintenance of the national morale is fundamental.

Within my own acquaintance there are several homes in which the influenza epidemic brought down not only the wife and mother and one or more other members of the family, but indispensable household helpers, leaving one son or daughter, or perhaps the (usually helpless) "man of the house," the only well person—and no nurses to be had from outside for love or money. In one such case, by the way—modesty forbids a more particular identification—was demonstrated the value of teaching boys to cook and do general housework! But that is "another story." Perhaps we shall find it profitable to take up that subject at some future time. Just now I want to talk about preventable waste of effort on the part of women, particularly in the form of unnecessary footsteps.

"Make your head save your heels," my mother used to say, and I find myself saying it to myself and my household a dozen times a day. I have met but one woman in my life who did not promptly acknowledge the wisdom of the saying; that was a facetious old aunt of mine who declared it fallacious.

"I consider my head much more valuable than my feet," she used to say, laughingly, "and I do not intend to wear it out for the sake of my heels."

But she was one of the most efficient of women, and in practice her forethought was always saving her footsteps. You will notice that all the efficient women plan their steps. Only a day or two ago a woman who has been doing volunteer work at our

local hospital said to me that she had been learning much from the superintendent of the hospital by observing how she planned her work and saved herself unnecessary motions and duplication of errands about the building.

It is easy to generalize; let me be specific. Think before you go upstairs or down what you are going for. Have it clearly in mind, so that you will have only one journey. When you go to the kitchen, have in mind definitely what you are going there for, so as not to have to go there twice. While you are at the telephone, do the business thoroughly, so that you will not have to call the same person again for something you forgot the first time.

In the kitchen: Look about and see if a re-arrangement of things there will not save time and steps. This is all the more important if you have no servants or are unable to get any, and have to add that work to the other things you have to do. It is surprising the number of steps you can save by trifling shifts of table or cupboards or the placing of new ones and the putting up of a few hooks. A large, airy kitchen is very fine for the real estate agent to show to prospective tenants, but it may represent miles of weary footsteps.

All utensils should be hung as near as possible to the place where they are to be used. In one kitchen I know, the roller-towel is clear across the room from the sink. The architect no doubt thought he was doing a wonderful thing to fill the room with windows and cupboards—well enough in their way. The solution was a towel beside the sink with a loop at each end so that it could hang on a nail, handy for use. And it saved twenty feet of walking.

In case of sickness, steps are of the utmost importance; long distances mean a weary nurse or mother—especially if one woman has to be both, and cook besides. At such times a little refrigerator upstairs, and a small gas-plate and a handy shelf, with an equipment of saucepan and other things of the sort, may make all the difference in the world in preparing food for the sick-room. For those who can afford it, the many new electrical cooking, heating, and ironing appliances, rightly placed upstairs, are of the utmost value and comfort. With a baby in the house, these things become almost urgent necessities.

The cellar is a favorite place for the location of bad arrangements. I have in mind one cellar where the very large furnace is so located with refer-

ence to the coal-bin that every shovelful of coal has to be carried twenty feet and around a corner, and the empty shovel the same distance back again, each trip. The cellar stairs are so placed as to multiply steps. All this creates a temptation to disorder and discomfort, because it is easier to drop things than to take the long journey to where they belong. The architect was very proud of that house, too!

I know you can't make over your house—especially if it doesn't belong to you; but you can arrange things to some extent so as to save unnecessary journeys for yourself and your helpers. And you can simplify your living so as to eliminate much of the labor. In many homes there are rooms that should be closed up altogether in such times as these, saving not only all the labor that goes into keeping them cleaned and dusted, but the fuel required to keep them warm.

Most women are giving much time and effort now to outside work of various kinds, in addition to all that they used to do and that seemed even then to overtax their strength. The only way in which this can be done without a certain breakdown at the end is to simplify the home life to the utmost, and study to eliminate every form of lost motion and wasted effort. After all, you are only one person; if you go beyond your reasonable limits of strength you will pay for it, sooner or later. Think what that will mean in your home, not so much for you as for those who without you will

be left helpless—and have to take care of you besides, in these days when doctors are hard to get and nurses are not to be had at any price!

I am not suggesting necessarily that you do less, but only that you do it in a rational way, by organizing your effort, putting your good brains and common-sense into study of the nature and extent of your necessary tasks, adjusting your time to what you have to do, and saving your steps so that you will not go twice over ground that could be covered in one errand and can use them for the out-of-door exercise that you must have. Women are not used to this sort of planning of their effort; they run up and downstairs as if their time and strength were limitless, duplicate their effort without thought of the waste of it, and wear out before their time. To yourself, your family, your country, and the work that must be done, you owe it to "make your head save your heels."

Prudence Bradish.

### Dried Fruits Instead of Candy.

Home cook-stove dryers in Oregon are considered a very necessary piece of furniture by the women in home-demonstration agent counties, where they have learned of the many uses. In one section dainty boxes of home-dried fruits have been prepared for Christmas gifts and to send to the boys in camps and at the front. Instead of candy, the children of this same section use the dried fruits to satisfy their natural craving for sweets.

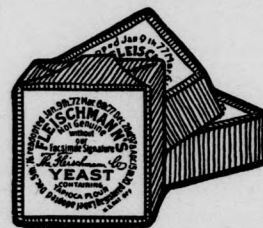
## SEEDS WANTED

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



The Albert Dickinson Company  
SEED MERCHANTS

CHICAGO, ILLINOIS



## Fleischmann's Yeast

is the yeast that women patriots want.

Housewives who bake Conservation Bread must have yeast that is good and fresh and strong.

Help them out.

Watch your stock of Fleischmann's Yeast, and be prepared to respond to every call.

THE FLEISCHMANN COMPANY  
"Fleischmann's Yeast" "Fleischmann's Service"

## RETAIL TRADE PRICE LIST

# RYZON

THE PERFECT BAKING POWDER

## Standard Selling Prices to Retailers:

PACKAGES	No. in Case	Price per Dozen	Lbs. in Case	Price per Lb.	Price per Case	Retails for
* <del>15c size, 1 lbs.</del>	<del>4 doz.</del>	<del>\$1.35</del>	<del>12</del>	<del>15c</del>	<del>\$6.48</del>	<del>\$7.92</del>
25c size, 1/2 lbs.	2 doz.	\$2.25	12	37 1/2c	\$4.50	\$6.00
40c size, 1 lbs.	1 doz.	\$3.60	12	30c	\$3.60	\$4.80
1.75 size, 5 lbs.	1/2 doz.	\$15.75	30	26 1/2c	\$7.87 1/2	\$10.50

\* 1/4-lb. size discontinued for duration of war as conservation measure.

## RYZON Sales Policy:

RYZON, The Perfect Baking Powder, is priced uniformly to consumers at standard prices quoted on invoices, specified on packages, and advertised to consumers and every effort will be made to standardize such prices.

Accordingly, dealers (whether wholesalers or retailers) who disregard these prices, will not be used as distributors of RYZON.

RYZON is guaranteed to give satisfaction to consumers.

**GENERAL CHEMICAL CO.**  
FOOD DEPARTMENT  
NEW YORK

## RYZON 1/4-lb. Packages Are Discontinued—As a War Conservation Measure

For five excellent reasons, RYZON will not be packed in the 1/4-lb. tins for the present:—

- 1: To save tin!** Much more tin is required to pack the same quantity of RYZON in 1/4-lb. tins as in the larger sizes. *The Government needs tin.*
- 2: To save labor!** It is obvious that to fill and pack 1/4-lb. tins requires more labor than in the larger sizes. *The Government needs labor.*
- 3: To save paper!** More paper is used labeling the smaller tins for the same quantity of powder. *The Government needs the chemicals used in paper manufacture.*
- 4: To save packing cases!** More lumber is needed for the same quantities. *The Government needs lumber.*
- 5: To save freight!** The smaller packages bulk larger, quantities considered, than the larger ones. *The Government needs every cubic foot of freight space it can get.*

We are certain that the trade will heartily endorse this effort to co-operate with the Government to the limit of our ability.

RYZON dealers are selected because of their character and the service they render the community and not because they have worked out the cheapest way in which to do business irrespective of service and quality. Price-cutting, cheapness, and consumer self-service have their place in merchandising but cannot replace greater service which the public needs and demands.

More than 80% of the grocery business is now, and we believe will always be, done by the class of grocers who make quality goods, real store service, delivery of orders, reasonable standard prices and guaranteed satisfaction to consumers on every article sold, the principal selling factors instead of mere cheapness or non-service price-cutting.

RYZON, The Perfect Baking Powder, is sold through the service and quality class of grocer because its character and sales policy best meet his requirements for a food product which excels in combined quality, service, and economy.

More than two million RYZON BAKING BOOKS have been distributed to American homes through the service grocers of the U. S., helping the housewife to solve the Food Administration's requirements in the use of substitute flours and meals, which are made wholesome and pleasing when baked according to the recipes with RYZON.

Leading service wholesale grocers of the U. S. stock and sell RYZON. If your jobber is not one of these, a post card request to GENERAL CHEMICAL COMPANY, 25 Broad St., New York, will bring you the name and address of the nearest RYZON wholesaler.



**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.

### An Early Start for the Christmas Campaign.

Written for the Tradesman.

It is now conceded by all shrewd merchants that an early start is necessary to a successful Christmas campaign.

Christmas trade in 1918 promises to be different in many ways from Christmas trade in other years. Yet the same general conditions hold good. There will be a great deal of Christmas business done, despite a noticeable tendency to eliminate "useless giving"; and the existing conditions merely emphasize the need for an early start.

In the old days, the merchant could buy quite late and still be sure of the delivery of many lines for his Christmas customers. Today, trade conditions generally and shipping conditions compel the merchant to look far ahead and to buy far ahead and even at that there is no certainty. There is little that can be done in the buying end this late in the season. It is the selling end on which the hardware dealer must now concentrate his attention.

Early planning saves work. In view of the difficulty of securing capable help, and the probable necessity in most stores of running comparatively short-handed in the Christmas season, it is all the more desirable, first, to plan things well ahead of time, and second, to get the season started early.

There is a great deal of preliminary work that can be done this month. Thus, advertising can be outlined, and most of the advertising copy written. Window displays can be sketched on paper, and the accessories secured and made ready. The holiday arrangement of the store interior can be actually made. There is no reason to leave these essential tasks to the last minute, when they will interfere with the vital work of looking after the customers.

Everything that can be done ahead of time should be done, and the resulting material—advertising copy, copy for circulars, mailing lists, sketches of window displays, etc.—placed where the merchant can put his finger on what he wants at a moment's notice.

The trend of Christmas buying will be more than ever practical. Under existing conditions, the public can be easily induced to purchase gift

articles for everyday uses. This fact should be taken account of in the hardware dealer's Christmas advertising.

A good item in any Christmas campaign is a list of suitable gift articles that can be purchased in the hardware store. It will be good policy, in compiling this list, to go over the stock very carefully. There are many articles not usually regarded as "Christmassy" which nevertheless have a distinct gift value.

Thus, grown up sons and daughters who, under existing conditions, would regard it as unpatriotic to buy mother something purely ornamental, might feel like spending a little more money and purchasing her as Christmas present the modern kitchen range which she sorely needs. Here, the everyday article can be featured as a Christmas gift to good advantage. And there are many other articles in the hardware stock which are not usually associated with Christmas but which can be played up in this connection.

As a preliminary to the holiday—Thanksgiving and Christmas—trade, a "brighten up the home" week may not be out of order. There are sure to be Christmas visitors in many homes in your community. Perhaps the soldier boy will be home on furlough from his training camp. What more natural than the desire to make the home look neat and cosy for the visitors. A few dollars spent in wall paper or wall-tint for the rooms that need it most—a can or two of floor finish—a little aluminum or gold paint—these items will make a very appreciable difference in the appearance of the average home. And the suggestion involved in a window display of such goods is valuable to the merchant's holiday campaign. It gets folks thinking along the lines of Thanksgiving and Christmas.

A display of such lines just before Thanksgiving, helped out by suitable show cards, will therefore be distinctly in order.

Following this, the actual Christmas campaign can be launched immediately after the Thanksgiving holiday, and pushed energetically until Christmas Eve. In his advertising, the merchant can urge good reasons for buying early—the difficulty of securing many lines, and the desirability of the customer making his purchases before everything is picked over. In fact, it would probably be a good stunt to send out a circular letter, or even a personal letter, to regular customers, urging them to make their Christmas purchases

early. In this letter, talk to the people as if you were discussing the matter in a serious, confidential way. Tell them just what the situation is, and how difficult it will be for those who put off their buying to the last minute to get just what they want. With this letter, enclose your printed list of suitable gift articles. And get out this letter as soon after Thanksgiving as possible. At the last minute it will, of course, be practically futile.

Every effort should be made to clean out the distinctly Christmas stock before Christmas Eve. The merchant who, in the past few years, carried over seasonable stock, was helped by the steady upward trend of prices, which offset to some extent the otherwise inevitable loss. But to carry over stock in the face of a possibly declining market would be a mistake. It will be pretty safe policy, therefore, to take the immediate profit. In any event, goods held over until another Christmas will mean some losses through depreciation, breakage, etc. On the whole it will probably be better to play safe in this regard.

If extra help is desired for the Christmas season, now is the time to arrange for it, if at all possible. These are times, indeed, when nothing in business can be left to chance, and when the hardware dealer must plan, calculate and figure ahead as never before. He should make his plans with a view to two distinct objectives. First, he should aim to get everything done that can be done in the way of preliminary work before the Christmas season actually starts. Second, he should plan to clear out as far as possible his distinctly Christmas lines before the season ends.

It will probably pay to study the interior arrangements with a view to facilitating the handling of Christmas trade, avoiding waste movement and needless steps. Anything in this direction, of course, must be based on the conditions in each individual store, and it is up to the individual merchant to work out his own arrangements accordingly. There are many stores where added efficiency will, however, save the merchant money, and where it will pay to give some thought to more efficient arrangement. Victor Lauriston.

## Horse Blankets

Stable Blankets, \$2.85 to \$ 6.00  
 Square Blankets, 1.55 to 25.00

Large Assortment

Sherwood Hall Co., Ltd.  
 30-32 Ionia Ave.  
 Grand Rapids, - Michigan

## Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.  
 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

## AGRICULTURAL LIME BUILDING LIME

Writing for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., 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

## 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

# Foster, Stevens & Co.

## Wholesale Hardware

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

Grand Rapids, Mich.



## REALM OF THE RETAILER.

## Some Things Seen Last Saturday Afternoon.

"Man proposes and God disposes" and sometimes the disposition is accomplished by means of punctured automobile tires before the programme reaches action on the part of the Almighty. In planning my Saturday afternoon trip last week, I included Berlin, Coopersville, Nunica, Spring Lake, Ferrysburg and Grand Haven, but when I was ready to start I was detained an hour by a wretched puncture inflicted by a large wire nail which had no business being in the street. Recalling the fact that I had promised to take a very old friend on one of my trips, I went around by Lamont and picked up Jacob Phillips and his estimable wife. Nearly fifty years ago, when I was a boy of 10, I resided in Lamont and Jake was my Sunday school teacher. In those days he was the handsomest young fellow in Ottawa county. He dressed in the latest style, parted his hair in the middle, waxed his mustache and wore pointed toed shoes. His collection of neckties was so varied and complete that he could don a new one every day for a month and not duplicate the color or shading. He was an expert farmer, an ideal churchman and a society swell of the first order. He was also a model Sunday school teacher, because he never once forgot that he was once a boy and boys had to be judged by their own standards and treated accordingly. On one occasion he was placed in charge of a class of boys whom no one had been able to control. Jake accepted the situation without protest and started in to tame the young wildcats. Within two weeks he succeeded in changing the character of the class from the worst behaved section of the Sunday school to the most attentive class in the church. The superintendent could scarcely believe his eyes and asked Jake how he worked such a revolution in so short a time. "I'll tell you," replied Jake, "if you won't tell anybody. I saw I was 'up against it' and pondered long and earnestly. Finally I struck a lead which I thought would work, so I said to the class the first Sunday I was placed in charge, 'Boys, we have a pretty hard name, but I think we can be the model class in this Sunday school. I tell you what we'll do: If you will study hard every week and get your lesson perfectly, we will devote a half hour to the lesson each Sunday and during the other half hour, I'll tell you the darnedest best bear story you ever heard.' From that time on the reputation of that class was above par and Jake Phillips was accorded the palm of being the most versatile Sunday school teacher in Michigan. I sat under his instruction and listened to his singing—he had a wonderful voice fifty years ago—with awe and admiration and never departed from the path of rectitude on which he started me as a boy until two years ago, when he took me over to the Berlin fair and introduced me

to the inside workings of a modern hoss trot. After what I saw there—and saw him do—I readily concluded that he knew how to handle horses as well as he knew how to manage boys fifty years ago.

Jake has been a farmer and a lumberman all his life and still owns one of the finest farms in Ottawa county, about a mile north of Lamont, adjoining the famous farm of that famous farmer and world-renowned writer on farm topics, Colon C. Lillie. Mr. Lillie and I have crossed swords on several occasions and the echo of the clashes has not yet ceased resounding. I like Mr. Lillie because he is as stubborn as the Devil and as tenacious of his opinions as a pine stump is full of rosin. I like him still more for another reason—he never writes about anything he does not fully understand. He has no imagination, which is a good fault in a writer on agricultural topics. Too much of the stuff in the agricultural press nowadays bears evidence of having been written on the top floor of a 23 story brick block. Mr. Lillie writes about his own hogs—and one glance at his bacon pigs is enough to make one's mouth water—and his own silos and his own growing wheat fields. He never discusses the effect of cholera among the mules of Tennessee or the prospect of the corn crop in Mars. He looks out over his broad acres and makes weekly notes of the things which interest him, realizing that the problems he faces and solves are the same problems which every other farmer in Michigan has to face and solve. That explains why he is conceded to be one of the foremost agricultural writers of the age. I don't suppose he would know a grammar or a rhetoric if he should meet them on the street, but because he gets in bed with the average farmer and talks in a language which the average farmer can understand, he is regarded as a Moses by a large share of the progressive and practical farmers of Michigan.

To return to Jake Phillips for a moment, I wish to record that his new home in Lamont is not in keeping with the average farmer's home I referred to in my Realm of the Retailer article last week. Jake has installed all the modern conveniences possible in a town the size of Lamont. He has electric light, hot and cold water, hot water heating, bath and toilet convenience, and—what is infinitely better than any material advantage—he has a cheery welcome and a glad hand for every caller and acquaintance. I think he draws the line only on gypsies and horse thieves.

Coopersville people are naturally elated over the acquirement of their condensed milk plant by the company which makes Pet milk and the assurance that the factory is to be doubled in capacity within the next few months. This means much to Coopersville, not only because of the increased working force which will be required, but because it will give a great impetus to the cow and dairy

industry in the vicinity of Coopersville.

I wish I could prevail upon the business men of Coopersville to send a committee to Grandville and note how nicely that town is working out the problem of paving its best business street, which was formerly as uneven in dry weather and as muddy in wet weather as the main street of Coopersville is at the present time. I believe such a visitation would give them an idea which would result in prompt action on their part. Such an improvement would do more to enhance the appearance of Coopersville than anything else I could suggest.

The Coopersville State Bank was, as usual, the rendezvous for the financial operations of the district. This bank has always been in strong hands and every customer is treated with deference and consideration.

The Lillie store, under the management of the veteran Charley Lillie and his progressive sons, might well be mistaken for a metropolitan establishment, except that the prices it makes on staple goods are much below metropolitan standards.

Having some minor trouble with my car, I ran into Bonner's garage for assistance, which was promptly forthcoming. In a moment of absent mindedness I unfortunately exhibited a handful of change when I started for Nunica. I had not gone five blocks before I discovered a flat tire, caused by an ugly spike picked up in the road. As I drove back to the garage, the mechanic laconically remarked, "I saw I did not get all your money the first time you were here."

By the time I was ready to re-start for Nunica it was too late to proceed to cover the remainder of the trip laid out with so much care and thoroughness, so I headed homeward, taking my friend Jake and his wife home with me as hostages.

E. A. Stowe.

## Prepares Dwelling and Storage Models.

Working drawings for farmhouses and bunk houses, designed to meet conditions in various sections of the country and assist in obtaining additional labor for farms, have been prepared by the Bureau of Public Roads of the U. S. Department of

Agriculture. Working drawings have been prepared for storage houses for small grains, corn, combined grain and corn, and other crops. Copies of these plans will be sent free on application to the Division of Rural Engineering of the bureau.

## Probably a Tightwad.

He—Why did you let me make love to you if it was hopeless?

She—I didn't know it was hopeless until I'd seen your method of making love.

## Van Dervoort Hardware Co.

LANSING, MICH.

Buy Bankrupt and Surplus Stocks of Hardware, Implements, Plumbing and Heating Material.

We especially need right now—Nails, Bar Iron, Chain, Cast and Malleable Fittings, 2 inch Blk. and 1½ inch Galvanized Pipe, Staple Tin-Ware, Bolts, Lagscrews, Square Barn Door Track.

State make, quantity, condition and price.

We are in a position to sell below present market:

New and Second Hand Radiators, Rubber and Tile Coat Roofing, Building Paper, Paints, Oils, Automobile Accessories, Soil Pipe, Thresher Supplies, Pump Goods, Good second hand 3½, 5 and 6 inch Pipe for posts, 2¾, 3, 3¼ and 3½ inch Farm Wagons, Board Scrapers, Litchfield Manure Spreaders, Ford Slip On Express Boxes, \$9.75.

Spraying Material—Hose.

Good second hand Pulleys and Hangers.

Two 2 inch Drill Presses.

One 5 H. P. Electric Motor.

Tell us what you want and we will try to save you time and money.

## 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

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



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.

**The "Good Fellow" and The "Goat"**

To constantly increase your circle of acquaintances among people whose acquaintance is desirable—to develop your acquaintance with these people into friendship and to preserve that friendship through the warmth of brotherly love and a spirit of helpfulness is both a duty which pays big dividends and a pleasure that rounds out the happiness and matures the development of a true salesman.

To that end, goodfellowship, responsive good humor and geniality are your most valuable vehicles—but when these fine qualities are practiced beyond the bounds of discretion by a salesman his friends and acquaintances are apt to look upon him merely as a "good fellow."

When a salesman acquires the reputation of being what is termed in Bohemian parlance a "regular good fellow," he is likely to be entirely overlooked when serious business matters are up for consideration—and it is at that point when the "good fellow" becomes the "goat."

All his friends and acquaintances will agree that he has a heart like an ox—but there is somehow an inward, sub-conscious conviction that he also has a brain like a beetle.

You have heard such men "beef" about the favors they have done this fellow and that—how he has always put himself out to accommodate them—has even shown his willingness to take his shirt off his back for them, and then they seem to forget all about him when it comes to the transaction of profitable business.

But you can't help but feel that the good fellow who becomes the "goat" has only himself to blame for it—you know he has gone through life with a loose rein—that he has indulged in goodfellowship purely for the selfish and simple gratification of his own pleasure and had missed fire on the sterner and more substantial elements which characterize cold-blooded business intercourse.

He has failed to impress others with his depth of thought at the psychological moment, he has not displayed sound judgment, he has not used the logic of business as a coun-

ter-balance for his sporting nature—the sincere side of his make-up has become dwarfed and he has thus failed to establish in others the greatest asset of life and business—confidence.

There are thousands and thousands of men who have attained success through a happy combination of supreme goodfellowship and a sober regard for the seriousness of business—there are also thousands who have become successful apparently without a spark of good humor in their beings—but I know of none who have made their marks in business solely on the happy-go-lucky, unguarded indulgence of the proverbial "good fellow."

Large numbers may seek his company when out for pastime—they enjoy the jovial, beaming spirit of his lightheartedness and wax warm in merriment when he entertains—but when they turn to the practical and weighty problems of transacting business they shun him as if he carries "bacteria" in his sample kit.

So it is well to be able to lead the minds of your listeners off of light, frivolous subjects and direct them to things that count for something in the battles of life. Then they will ponder over your utterances when you are gone and understand that you are a thinker and doer of things worth while.

You hear a lot of fellows bemoaning the fact that they are poor "mixers"—that they don't seem to set well with many of the people they meet, and that is a quality which is truly missed by those who do not possess or cultivate it—but the personality which counts most is the one which wears best, and the man of earnest, sincere and deliberate manner has picked up something in his birthright that is of far greater value in business than the opposite extreme that characterizes the lighter veins of humanity.

**Shots From the Firing Line.**

No wonder the Germans "put up a stubborn resistance." Just think of being forced out of those steam-heated trenches right at the beginning of a cold winter.

We see where the Crown Prince of Rumania is being punished for marrying a sweet Rumanian girl, who had no royal blood in her veins. Congratulations, Prince, and let us extend the consolation that before long royal blood will not exact so high a premium.

Von Hertling admits to the Reichstag that recent developments are very grave. Yes, Vonnie, it is indeed a grave, in which thirteen million Amer-

ican patriots recently pledged their lives to bury German military autocracy—deep under the ground.

William Jennings Bryan comes forward with the view that cursing the Kaiser doesn't do any good. That may be William's view, but every time we think of how the German army marched through Belgium, burning the houses of innocent people, murdering old men of eighty-five and sweeping within its vile lust babes of seven and grandmothers of eighty-one, somehow we can't keep from it.

We'll bet the Kaiser's military heads are busy right now preparing for early publicity the explanation of "how they had been considering for some time the strategical advantage of evacuating Metz—and that the coming of the Yankee had nothing whatever to do with the retreat."

They say that King Ferdinand's symptoms of insanity consist of weeping freely. Weeping will soon become an epidemic in royal circles.

Do you know who is now the idol of the German army? None other than General von Boehm, their famous retreat expert. The general is making them step lively.

Answer to a query: No, Harold, we don't think the Kaiser is going to eat his Christmas dinner in Paris, unless it is behind some thick steel bars.

Hindenberg says: "The enemy is beginning to show signs of weariness." No wonder! If his men would quit running so fast it would not be so wearisome.

**OCCIDENTAL HOTEL**  
 FIRE PROOF  
 CENTRALLY LOCATED  
 Rates \$1.00 and up  
 EDWARD R. SWETT, Mgr.  
 Muskegon Mich

**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.

**NEW MERTENS**  
 FIRE PROOF  
 One half block East of the Union Station  
 GRAND RAPIDS MICH

**HOTEL HERKIMER**  
 GRAND RAPIDS, MICHIGAN  
 European Plan, 75c Up  
 Attractive Rates to Permanent Guests  
 Popular Priced Lunch Room  
 COURTESY SERVICE VALUE

**CODY HOTEL**  
 GRAND RAPIDS  
 RATES \$1 without bath  
 \$1.50 up with bath  
 CAFETERIA IN CONNECTION

**WIRTH SALES BOOK CO.**  
 CHICAGO  
 Let us figure on your next order  
 Use Sales Books Made in Chicago  
 Sales Books, Order Books, Dupli-cats,  
 Triplicate Carbon Sheet  
 or Carbonized  
 If you don't get our price  
 we both lose Try us

**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**

### Cutover Lands For Returning Soldiers and Sailors.

On May 31, 1918, Hon. Franklin K. Lane, Secretary of the Interior, wrote to President Wilson, saying that the time had come when some thought should be given to the preparation of plans for providing opportunity for our soldiers and sailors returning from the war.

He cited the fact that every country, from Rome under Caesar to France under Napoleon, and even after our own Civil War, the problem arose as to what could be done with the men mustered out of military service.

The governments of our Allies in Europe know that land offers the best opportunity; this is why, that in their preparations to meet post-bellum conditions, they are laying emphasis on the great opportunities that farming offers to the returning soldier.

At the close of the Civil War, the great public domain in this country was available for the returning veterans, and the part these men played in developing the West is one of the greatest achievements of the nineteenth century.

Secretary Lane, in referring to the undeveloped cutover lands of Michigan, Wisconsin and Minnesota, said that there were millions of acres of these lands, but that it had never been computed with any degree of accuracy; just how much there was that could be made available for farming.

In the twenty counties comprising the territory of the Western Michigan Development Bureau, there are approximately three million acres of undeveloped cutover land, all of which is in the hands of private owners, so that to make this land available for the soldiers it would be necessary, either for the Federal or State Governments to purchase the land, or work out some satisfactory arrangement with the present owners.

Not all of the idle land in Western Michigan is suitable for general farming, almost all of it, however, can be utilized either for general farming, stock raising, or reforestation.

Congress has made an appropriation of \$200,000 and President Wilson has recommended another appropriation of one million dollars to pay for a survey for the purpose of finding out what land can be made available for farm homes for our soldiers.

This survey has already been begun. A representative from the U. S. Reclamation Service has visited Western Michigan and we are now at work making maps and securing the necessary information. Just as soon as this preliminary survey of the entire country has been completed, it is expected that Secretary Lane will present some well thought out plan to Congress, upon which the necessary legislation can be based.

It is not intended that anything like charity will be offered to the returned soldier. He is not to be given a bounty, or made to feel that he is a dependant. On the contrary, he is to continue in a sense in the service of the Government. Instead of fighting our enemies, he is to develop our resources.

The United Kingdom and the British Colonies have their plans already worked out and laws made to enable them to take care of the returning veterans.

In Canada, the lands known as crown lands, are placed in the hands of a Settlement Board of three members. A free grant of 160 acres is made to the returning soldiers and the Board is empowered to grant a loan of not exceeding \$2,000.00 to each man, to be spent for buildings, implements, stock and in fitting the land. This loan will be a first mortgage on the homestead, bearing interest at 5 per cent. and payable in fifteen years.

South Dakota has a rural credits law, which went into effect in October, 1917. Up to June 30, 1918, \$2,394,350 has been loaned to farmers and new settlers at 5½ per cent. interest.

The experience of California, with State Aided Settlement, can be drawn upon by Secretary Lane in devising a scheme to meet the emergency. It is fortunate that we have one of our own states, which has at this juncture a concrete working example of what needs to be done.

The State Land Settlement Act of California, which has been in operation for almost two years, created a Board of five members, and gave it authority to buy, subdivide and sell land to settlers. This Board can improve farms, loan settlers money with which to purchase livestock and equipment, and furnish advice to inexperienced beginners. The settlers can have forty years in which to pay for farms and can borrow 60 per cent. of the cost of permanent improvements with twenty years' time in which to repay these loans, the interest rate on all advances to be 5 per cent.

One of the first things the Nation will have to face, when it undertakes to provide farms for soldiers is the necessary capital to make the venture, as safe as it is humanly possible, both for the soldier and the Government. It would be unwise for the Government or the State to provide the land and all the money. To do so would involve large losses to the State and would not be of any lasting advantage to ex-soldiers without money. There is a difference of opinion as to what constitutes the safe minimum of capital needed. It is safe to say though, that no applicant for a farm should be accepted unless he can pay in cash at least 10 per cent. of the cost of the farm and its equipment.

France is in the most favorable position of any of the Allied countries. About 70 per cent. of the soldiers of France are land-owners, so that the problem of demobilization of the armies will be easy of solution. The men will simply return to their farm homes. Happy France, long may this condition continue!

For the purpose of forming an organization to co-operate with Secretary Lane and the Federal Government, a meeting was held at Minneapolis, on August 30 and 31. Representatives were present from six Northwestern states, viz. Michigan, Wisconsin, Minnesota, North Dakota,

South Dakota and Montana. Secretary Lane's letter already referred to was read in full and discussed at length and temporary state committees were appointed to arrange for similar conferences in the several states.

The members of the Michigan Committee are as follows:

John I. Gibson, Secretary Western Michigan Development Bureau, Grand Rapids.

George W. Rowell, Jr., Secretary Upper Peninsula Development Bureau, Marquette.

A. C. Carton, Immigration Commissioner, Lansing.

R. C. Allen, State Geologist, Lansing.

T. F. Marston, Secretary Northwestern Michigan Development Bureau, Bay City.

This Committee, in conjunction with the Michigan Agricultural Development Association and the Grand Rapids Association of Commerce, has called the second annual meeting of the Michigan Land and Live Stock Congress to be held at Grand Rapids, Michigan, on Thursday, November 21, 1918, for the purpose of discussing among other things, Secretary Lane's proposition, and of suggesting ways and means of carrying it into effect.

Now that the Huns and their allies have surrendered unconditionally, it would almost seem that we in this country did not begin soon enough, to consider this question of land for returning soldiers. It will now require "the everlastin' team work of every bloomin' soul" to put the job across. If this can be done, it will go a long way towards solving two of the greatest evils facing the United States today, viz., farm tenancy and the drift to the cities. In the twenty years from 1890 to 1910 farm tenancy increased 32 per cent. In 1880, 29.5 of our total population lived in the cities, and 70.5 per cent. in the country. The census of 1910 showed that 46.3 per cent. resided in cities and 53.7 in the country. "A time there was e'er England's griefs began, when every rod of ground maintained its man." Goldsmith's words are just as universally true to-day as they were when written, for men must obtain food and clothing and the necessaries of life; it is on this basic fact that all governments, and laws are founded, therefore it is everlastingly true, that "the prosperity of the farmer is coincident with the prosperity of the state, and fundamentally the welfare of the people depends on the cultivation of the soil."

John I. Gibson,  
Sec'y West. Mich. Develop. Bureau.

Clay H. Hollister, President of the Old National Bank, and family have the sympathy of a large circle of friends in the great grief which confronts them through the death of their youngest son, George, while in action in France. George had been educated and prepared for a career with great care and would have had a most useful career if his life had been spared.

### Bottom Facts from Booming Boyne City.

Boyne City, Nov. 11—The Co-Operative Marketing Association has made one improvement which is of great benefit to our farming community. Heretofore all apples which were not up to shipping standard were allowed to rot. This fall they have been ground up by the wagon load and made into cider.

Boyne City, like all the remainder of the allied world, had an impromptu celebration of the strafing of the Kaiser last week, which served as a rehearsal of what is going on this present minute. How many tons of fuel have gone up in just plain noise to-day, only an expert could estimate and when evening came we just took the town apart, and everybody is hoarse and tired and sore, but happy. Some of our young business women think they are not built for artillery service.

F. O. Barden is in the Upper Peninsula, hunting a deer. Another of the Kaiser's atrocities was pulling off his abdication when Barden is out of town, as he is one of our most positive, pugnacious patriots and would certainly have helped to swell the grand chorus of rejoicing.

Don't let anybody worry about the Huns getting all that is coming to them, even though the allied armies never set hostile foot on German soil. Forty years of intensive education in brutal oppression, in lying and immorality greater than the world has ever seen before, cannot help bear fruit of the bitterest kind. The people of Germany have learned their lesson well and the last five years have made their practice perfect.

The Boyne City Handle Co. continues to add to its equipment, having installed two new lathes, making a very welcome addition to Boyne City's active industries. Maxy.

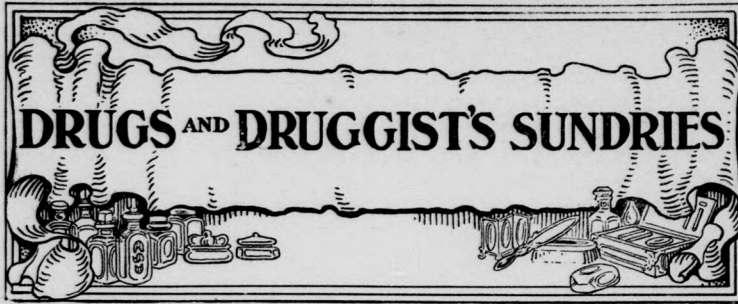
### Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 12—In the matter of Frank Bishop, bankrupt, Ludington, a special meeting has been held. The first report of the trustee, showing total receipts of \$961.65, and no disbursements was considered and allowed. Certain administration expenses were ordered paid and a first dividend of 5 per cent. was declared and ordered paid to creditors.

In the matter of Edith Pattison, involuntary bankrupt, Edmore, the first meeting of creditors has been held. Claims were allowed and Walter H. Brooks, of Grand Rapids, was elected trustee and his bond fixed at \$700. No appraisers were appointed. The meeting was adjourned without day.

In the matter of Herman B. Olsen, bankrupt, Whitehall, the first meeting of creditors has been held. There were no creditors present. No claims were proved. An order was made that no trustee be appointed. The meeting adjourned without day. The estate will be closed out within a short time.

In view of the many changes in the world war situation, which brings about an entire alteration in the flow of the world's food supply, it is no longer deemed necessary, says a Food Administration bulletin, to prohibit the use of rye and wheat for feeding purposes, therefore, the Rules limiting the sale of wheat for feed are both repealed. The rule requiring permits for the grinding of rye for feed is canceled. Rye may now be used for feed without restriction.



**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.

#### Making the Shop Window Pay the Rent.

There is no feature of the advertising scheme of the retail store more important or that will produce the results as the window displays. Yet it is surprising the great number of retail druggists who neglect their windows. Oh, yes, they have something in their windows, but can they be truly called displays? The great many druggists look upon the display window as a necessary evil and they pile into it a few goods any old way in order to fill up the vacancy. I venture to say that there isn't one of us but what would be glad to pay the publisher an additional charge of 15 cents to 25 cents an inch for advertising space on the front page of the morning paper, but would any of us be so foolish as to pay this additional charge and then just put any old advertisement in this space in order to fill the vacancy? Most emphatically, NO. Yet this is what we are doing when we neglect to put into our display windows the very best display it is possible for us to trim. The rent of the storeroom will depend very largely upon its front cover, everything else being equal. And we neglect our display windows we are neglecting the very thing which caused us to pay the additional rent.

It is the greatest advertising asset the druggist has. It is far more effective than printer's ink when properly attended to. The window is the best and the easiest method of presenting your goods to the public for their consideration and the goods sold by your window displays are sold with the minimum of effort and selling costs. There is no sale much easier or more satisfactory than a good sale made to a customer who has been drawn into your store by the window display which has created a definite intention to buy.

The real value of the window display is based on the fact that it offers a remedy the moment it suggests a want. Whenever a person sees an article in your show window which he wishes to purchase he is right

there and can step inside and buy. This same person may see the same article advertised in the local paper and decides to buy, but he goes on reading the paper and forgets all about it. Not so with the show window advertising. It creates the desire and at the same time offers the remedy.

But it is not my intentions to go into details regarding the general selling power of the display window but rather it is my purpose in this article to ideas and methods which, if employed in our window displays, will make them far more effective and bigger business pullers.

The first requisite of an effective selling display is to display one article at a time and display that one article well. An elaborate display of one article will attract more attention and result in a great many more sales than a window with a dozen different articles displayed in it. It will center the attention of the passer-by upon one article and it will leave an impression that is not easily forgotten. Try this out yourself. As you pass out down the street take notice of some window that has a dozen or so articles displayed in it. Stand and look into it for five or ten minutes in the same manner any passer-by would do and then the following morning try to name over the different articles that were in that window and you won't be able to tell three of them. Of course, if you make a mental note of the articles you may, but the average passer-by doesn't do that. He merely gives the window the once over and is on about his business. But pass a window of the clothing store and see there displayed a complete line of shirts, and nothing but shirts, and that window makes an impression upon you and when you are in need of a shirt the thought of that display of shirts comes into your mind immediately, although you may not be able to recall at the instance the particular store where that display appeared, but after a little thought you will probably remember the store. Take your window and put in a complete line of kodaks, making a very attractive display, and it will attract more attention than forty displays of a dozen or so articles. Every person that stops to look over your display may not be in the market for a kodak, but you can bet that when they are they will remember that display of yours and you stand a better chance of making the sale than if you had had a few kodaks displayed along with a bunch of other articles.

The next requisite of the trade-pulling display is show cards. If your

window display is going to sell its goods it should sell, there should be plenty of show cards along with the display. You wouldn't tolerate for one moment a clerk who refused to answer any question put to him by the customer, then why should we allow a display in our window without show cards carrying with them a full description of the article shown, as to quality, uses, etc. The use of show cards will increase the number of sales made by the display. All of us can not afford to employ an expert show-card writer, but a mighty good show card may be made from cutting out the advertisements that appear in the magazines and pasting them to card boards.

Then it will be necessary for us to accompany each article with the retail price. The very first question the average customer asks is, "What is the Price?" Because the price did not accompany the display has lost many a sale. Nine times out of every ten it is the price that brings the customer in. The display creates a desire for the article and then if the price is right the sale is made, but should the price not be displayed then the person is just a little afraid to enter for fear the price may be too high and he does not want to be considered a cheapskate. Not long ago I was walking down the main street of an Ohio city and I came on to a fine display of kodaks. I had been considering the purchase of a larger kodak and I saw here displayed the very thing I wanted, but there wasn't a price in the whole window. I didn't

go in because nothing embarrasses me more than to price an article and find it higher than I can stand. The following day I was in another city and again I came on to a fine display of kodaks and here I found prices accompanying each kodak—the one I wished to purchase was marked \$28. I was surprised, for had anyone asked me what I thought it would be worth I would have said \$40 at least. You bet your neck I made a purchase and I didn't stop at that either. I bought until my bill was over \$40. I cite this just as an example of the pulling power of having the price accompanying the display. Simply because one druggist neglected to add the price he lost a sale of over \$40 and the other man who did appreciate the value of accompanying the article with the price made the sale. Don't forget to add the price on to the display.

Novelty is also important in making attractive windows. Try to get your displays before the public in a different manner than the other fellow—something not familiar to the public. For instance a certain retail druggist in a northern state was endeavoring to promote the sale of a certain insect powder. But his appeals to the public through his advertisements did not produce the desired results. To stimulate an interest in his powder he gathered numerous insects of every description and placed them in glass jars and displayed them in his window along with an elaborate display calling the on-lookers to the fact that on Saturday

## 1918 Holiday Goods

### Druggists' Sundries, Books, Stationery, Etc.

Our campaign for the sale of the lines as above mentioned practically comes to its climax each year at or about November 1st, and we find ourselves, by virtue of the fact that our goods were bought early, in a better condition than ever before as to being able to fill our orders for the retail trade.

Through the courtesies of early buyers we have overcome obstacles that otherwise would be almost insurmountable under present conditions. There are yet quite a number of belated buyers who contemplate coming to the market for the purchase of these special lines and to these we are sending a message that we are yet in a position to fill orders very completely, and urge that early dates be made for the inspection of our lines.

We have been exceedingly fortunate in being able to obtain merchandise and the indications are that the retail trade will be large and in accordance with the wishes of the Government scattered through the months of November and December. Please write us and make dates with our salesmen as is most convenient to you.

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







## FAITHFUL IN SMALL THINGS.

### Story of Salesman Who Kept His Eyes Open.

The following story received the first prize (\$100) in the contest recently conducted by the Hardware Age for the best story detailing the particulars attending the best sale accomplished by the writer. Writers located in twenty-one states were represented in the contest. Frank Stowell is the nom de plume of a well-known local business man who has been actively identified with the mercantile business ever since he was 13 years of age—and he will be 60 his next birthday. In publishing the story in the last issue of the Hardware Age, the editor prefaced it with the following introduction: "Frank Stowell has won first prize in this Best Sale Story Contest with this very remarkable story. Mr. Stowell works his head. He started in the hardware business as an all-around boy in a small store. He had sense enough to know that all the business of a community will not trundle up to the best sort of a store and ask to be taken in. Young Stowell went out after it, and he got so much of it that his employer went out and got him a bigger job. On that job Stowell made good. His best sale was made on his own time and at his own expense. It proved a profitable vocation. Read it. It is more than worth while."

I happen to be one of the comparatively few men who have never handled anything but hardware. As a boy of thirteen years I entered a country hardware store at the lowest rung of the ladder, which included running errands, sweeping and dusting the store, delivering the small packages which could not wait for the regular deliveryman and copying and filing the letters.

I very soon sized up the situation and came to the conclusion that two avenues were open to me: I could become a regular clerk, simply waiting on customers when they came in, or I could create business for the store by keeping my eyes and ears open whenever I was sent out of the store and noting any changes which would involve the purchase of hardware, even though it meant no more than a barn door hinge or a scraper for the front porch.

Because I knew we carried these articles in the store, I quickly acquired the habit of approaching the workman I saw making any improvement and suggesting that I could bring him anything he needed in the hardware line the next time I came that way, which would probably be within an hour. The offer was nearly always accepted and it was not long before I turned my attention to bigger game.

I made the acquaintance of all the building contractors in the town and the country roundabout and got them to promise to let me know of any building operations they were figuring on or knew about. This gave me first-hand information, so before I was sixteen years old I was known for miles around as the most persist-

ent solicitor for new business in the county. My customers were so pleased and flattered by the attention I gave them and their orders that many commissions began to come to me from a distance, which I gave the same careful scrutiny I accorded the orders of my near-by friends.

During this time I never received a word of thanks from my employer for the extra effort I made in his behalf. He was not a man given to verbal praise, but he gave me ample evidence of his appreciation of the extra work I did in a more substantial manner than any wordy utterance could have done. Starting me at \$3 per week, he gradually advanced my wages to \$20 per week by the time I was eighteen, without my ever saying a word to him on the subject. I never knew when my salary was to be increased. The first and only notice I had was the extra money in my weekly pay envelope when it was handed to me by the book-keeper. Whenever I attempted to thank my employer for his generosity he promptly terminated the interview with the abrupt remark: "You've earned it. It's yours. Make good use of it."

One day after my employer had returned from the market city where he purchased most of his goods, he called me in his office and said: "Frank, you are capable of earning more money than I can afford to pay you. You are worth \$2,000 a year and ought to be getting it right now. I told Mr. Simpson about you while in his office this week and he immediately said he would give you \$1,800 per year to sell goods on the road for his house and hand you \$600 additional at the end of the year if you do as well as he thinks you can, and I know you will. You have developed the salesmanship trait to a greater degree than I have witnessed in any other boy, and if you can expand your methods so as to secure big business with the same degree of success you have achieved in working for me, you need have no fears as to the outcome. Here's your regular salary for this week—you can take a vacation on me for the remaining three days of the week—and also \$100 extra as a token of my good-will."

I tried to thank my employer for his unexpectedly magnanimous treatment, but he wafted me aside with the usual remark: "You've earned it. It's yours. Make good use of it."

That night found me on the train for the city which I was destined to write after my name for the next twenty years. I reported to Mr. Simpson, who looked me over and said: "I am giving you the best territory we have solely on the recommendation of your employer and having in mind the Biblical injunction relative to the man who is faithful in small things. Your salary starts today. Hurry up and get posted so as to start out a week from Monday."

I did as directed, but found myself in an entirely different atmosphere. I did not know a soul on my entire territory. I was a stranger in a strange land. However, I soon rallied and at the end of the first month re-

ceived an appreciative letter from Mr. Simpson, assuring me that my work was fully up to his expectations.

Toward the end of the first year I learned that a new state insane asylum was to be erected in one of the cities in my territory. I happened to know of an architect in a distant city who had made a specialty of this class of designing. Instead of asking my employer for a week off, I waited until my vacation time arrived and made a trip to the office of the architect on my own time and at my own expense. I enlisted his interest in the undertaking on the occasion of the first interview. He immediately went with me to the capitol of my state and obtained the necessary specifications, which enabled him to prepare a competitive set of plans and specifications. I then called on the largest hardware dealer in the city where the asylum was to be erected and offered to give him my co-operation in securing the order for the hardware which would be used in the construction of the building. He was a little doubtful at first, but I assured him that I would look after all the details and see to it that special prices were obtained from the manufacturers and special designs made on many articles, which would give us an inside advantage when we came to submit our designs and prices to the building committee. I worked up every detail with as much care as the architect had done in preparing his plans. I consulted with the building committee frequently, exhibiting to them the preliminary drawings sent me by the

manufacturers whose interest in the undertaking I secured by personal visits to their factories.

The result was that my array of samples, designs and bids was so complete and so attractive—so greatly superior to the offering made by any of my competitors—that the building committee instructed the architect to specify goods which coincided with my offerings. Both architect and building committee joined in asking the contractor to give me the order for the complete equipment of hardware, which was promptly done. I need hardly say that the order aggregated over \$75,000 and that the margin of my customer was in excess of \$7,000. Our own profit was a little less than \$6,000.

When the contract was awarded and entered Mr. Simpson realized the amount of work I had done to capture so profitable an order, he called me in his office and said: "Frank, you possess the salesmanship instinct ahead of any man I have ever employed. Your salary will be \$3,600 this year, instead of \$2,400, and next year your salary will be \$4,500, with \$1,500 extra if you keep the pace you have started."

It is needless to say that I "kept the pace" and inside of five years was drawing \$12,000 per year in salary and extras. Then came a partnership interest in the business, which enabled me to accumulate a competence before I was forty years old. In the larger field I captured many more large orders, but none of them gave me so much satisfaction as the order

## Fresh Home-Made Bread With Real Butter

Sounds good, doesn't it?

Somehow the very mention of fresh home-made bread bountifully spread with rich golden butter touches a tender chord.

It takes us back to childhood days, back to the old home on the farm, or in the village; back to the time when we tugged at dear old mother's apron strings and "teased her almost to death" for a slice of her wonderful bread and butter.

We never really forget those occasions and it recalls to our mind the superiority of good home-made bread over what is considered good Baker's bread.

This is particularly noticeable when

## Lily White

"The Flour the Best Cooks Use"

is employed, as LILY WHITE is made particularly for home baking, and it produces splendid results for every requirement of home use.

It is necessary now, more than ever before, to use good flour, as 25% of the amount of flour is to be used in substitutes, or on the basis of four pounds of pure wheat flour, such as LILY WHITE FLOUR is, to one pound of substitutes.

Besides, it is mighty convenient to have a flour in the house from which thoroughly delicious biscuits, rolls and pastries, as well as the best of bread, can be made.

These results are made possible by the blending of various kinds of wheat which incorporates in the flour the desirable qualities of both the hard and soft wheats.

Also bear in mind that LILY WHITE FLOUR is sold under the guarantee to give perfect satisfaction.

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 are 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.



I secured the first year I was with the house.

I do not think my career is an exceptional one, by any means. It is only another illustration of what any man can do if he forgets himself and his salary for the time being while keeping eyes and ears open for suggestion and information which will enable him to advance the interests and increase the profits of his employer.—Frank Stowell in Hardware Age.

**Government More Wasteful Than Any Individual.**

From the United States Treasury's Bureau of Publicity the Daily News received in a single mail on Saturday twenty-nine envelopes, all franked, all marked "Official Business," all bearing the printed warning, "Penalty for private use to avoid payment of postage, \$300," and all addressed in the same handwriting to "The Chicago Daily News Co." The contents of all the envelopes were precisely alike. Each contained a small paper shield in red, white and blue bearing the inspired legend, "Buy More Bonds."

Buy more bonds for what? To provide money to win the war and secure the triumph of justice and lasting peace or to buy envelopes for the Bureau of Publicity of the United States Treasury Department to waste?

Perhaps it is a small matter that in this time of labor scarcity some one was employed to address twenty-nine envelopes in order that twenty-nine small paper shields might be mailed at the same time to the same address when the whole twenty-nine might have been sent in a single envelope. Perhaps it is a small matter that overworked mail clerks had to sort twenty-nine franked missives instead of one and an overworked mail carrier had to arrange and deliver them all after reading twenty-nine addresses. Perhaps it is a small matter that the Government, which is harrying the printing and stationery trades with restrictions on their legitimate use of paper, wasted twenty-eight envelopes at one time. Granted; they are small matters in these great days. But, small though they be, they are typical of the Government's wasteful methods and of some of its other methods.

We must win the war. We must all economize in order that the war may be won. The Government authorities tell us so as solemnly as frequently. The Government is right.

Very well. To the Government we say in reply, stop your ridiculous waste in matters small and large by requiring your employes, volunteer and other, to use at all times a fair degree of common sense.—Chicago Daily News.

**Some Interesting Army Information.**

- An army corps is 185,000 men.
- An infantry division is 27,152 men.
- A brigade is 8,442 men.
- A regiment of infantry is 3,775 men.
- A battalion is 1,026 men.
- A company is 256 men.
- A platoon is 60 men.
- A corporal's guard is 8 men.
- A field battery is 195 men.

- A firing squad is 20 men.
- A machine gun battalion has 768 men.
- An engineers regiment has 1666 men.
- An ambulance company has 91 men.
- A field hospital has 55 men.
- A medical detachment has 56 men.
- A major general heads the field army and also each army corps.
- A brigadier general heads each infantry brigade.
- A colonel heads each regiment.
- A lieutenant colonel is next in rank below a colonel.
- A major heads a battalion.
- A captain heads a company.
- A lieutenant heads a platoon.
- A sergeant is next below a lieutenant.
- A corporal is a squad officer.

**Arraignment.**

You have violated  
 All that is held most sacred,  
 The home, honor, and law.  
 All that is base and ignoble  
 You have stooped to,  
 So low, that beast were not lower,  
 But you, who were given  
 That by which you might have been higher.  
 You have done deeds  
 Against justice, love, and life.  
 Of such dread filth  
 That all the world,  
 Even the lowest—  
 But not so low as you—  
 Stood in unbelief.  
 Until indubitable proofs  
 Pointed at you unquestionably.  
 You have been cowardly;  
 For this you have contempt.  
 But vile treachery  
 Against the face  
 Of open trusting frankness  
 And clean honor!  
 Now our wrath  
 Is gathered up, and burst,  
 To thunder and flash  
 And beat down upon you.  
 And we who hold all life  
 In reverent sacredness  
 Shall hurl it  
 In terrible unconcern  
 To conquer that, more terrible still.  
 And we who have held death  
 In sacred reverence  
 Shall forget to weep,  
 And honor martyrs  
 More noble, for that death  
 That they have met  
 To save the glory of life  
 Against you  
 For other lives—  
 Shall forget to weep  
 Until that great moment  
 When through this pure sacrifice  
 Of life on life,  
 Of heart on heart,  
 Of home on home,  
 We have stamped the vileness out  
 Utterly.

Amy Bonner.

**Questions Correctness of Mr. Johns' Information.**

New York, Nov. 11—I have been doing some outside work for the past month in connection with war activities and have but recently returned to the city to find your kind note enclosing article by D. W. Johns. Hence the delay in acknowledgment.

I appreciate keenly your courtesy in asking me to answer the mistaken statements of Mr. Johns, and nothing would delight me more, were it not that every minute of my time just now is absorbed in the many extra duties that the war activities demand and it is utterly impossible to command any time for writing.

If Mr. Johns knew anything about religious conditions in Germany, he would know that Germany's religion is a state religion and that from the Kaiser down it consists of the most extreme form of Lutheran orthodoxy. He would also realize that there are quite as many English and American scholars among the higher critics as German. However, I must deny myself the pleasure of replying to Mr. Johns, simply because of the pressure of more important things at this time. John Herman Randall.

**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.**

**SALES**

conducted for retail merchants. Profits guaranteed. Unload before the slump comes. Write today.

A. E. GREENE SALES CO.

Jackson, Michigan

Beautiful modern home and eight lots adjoining Central Normal College to trade for stock of general merchandise. Noel D. Gover, Mt. Pleasant, Mich. 987

A MILLINERY STORE for sale cheap; located at Midland, Michigan; good opportunity for right person. Address LOUISE HARRIS, Midland, Mich. 988

LINEN and white goods salesman with practical dry goods experience. British store schooling preferred. State salary in first letter. Town about 30,000. C. H. Merthe & Co., Elyria, Ohio. 986

For Sale—Grocery stock in town of 1,000. Invoicing about \$4,000. Sales for year ending August 30th, \$32,000. Address No. 990, care Michigan Tradesman. 990

Drug Store For Sale—To settle an estate, \$1,500 for stock and fixtures; worth 25% more at January invoice price; will sell building also, if wanted. Box C, Weidman, Michigan. 991

Registered pharmacist with long experience wants steady position. Q. A. Hynes, Vermontville, Michigan. 992

For Sale—Stock of general merchandise, store and dwelling, two acres good land located center fine farming community. Address No. 993, care Michigan Tradesman. 993

Will trade 640 acres fine Western North Dakota land, equity \$8,000, mortgage \$1,700, for good merchandise. This is a snap. E. A. Barthelemy, St. Cloud, Minnesota. 980

Stock Wanted—Have 225 acre stock farm; level; good buildings; timber; near three markets in Southern Michigan. Will exchange for stock merchandise up to \$40,000. Write what you have. Flood, Dexter, Michigan. 989

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

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

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

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

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—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

**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 Levensohn, Saginaw, Michigan. 757

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

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

**COLLECTIONS.**

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

**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

**Fieglers' Chocolates**

**Chocolates**

Package Goods of Paramount Quality and Artistic Design

**Second-Hand Safes**

We pay cash for second-hand safes. We can use any size of any approved make.

Grand Rapids Safe Co. Grand Rapids

**Conservative Buyers**

Patronize Tradesman Advertisers

**DEATH OF ALBERT BALLIN.**

From the inception of the war the Tradesman maintained that it would end in making Germany a republic—albeit the people of Germany are not fit for self government—and that the first president of the new republic would probably be Albert Ballin. The death of Mr. Ballin a day or two ago is therefore a distinct loss to the reorganization of the German people along decent lines. Ballin was of humble Hebrew origin and began his training for a commercial career in England. By his demonstrated energy and skill he became the head of what was known as the Carr Line, and his success with that led to the inducement offered to take him to Hamburg. He was chiefly instrumental in building up the largest steamship line in the world, and one that was influential in developing the extraordinary extension of the foreign trade of Germany.

Ballin was an undoubted genius in his line and got on familiar terms with the ruling power of the Empire which benefited so much by what he accomplished. There are inconsistent accounts of his attitude with regard to the origin and conduct of the great war which ruined Germany's trade and its relations with all other countries. There is no doubt that he was averse to having the conflict brought on, and when it failed to achieve its primary object in a few months he was anxious for some means of bringing about peace on the best terms attainable. He foresaw the ruin of German trade and shipping, and was out of favor with the ruling power because he could not work with it for the kind of conquest it was seeking. There is little doubt that this situation was the cause of his breakdown in health at the age of 60. He was a conspicuous victim of the most barbarous war of all history.

**TIME TO REPENT AND ATONE.**

When Germany invaded Belgium Aug. 4, 1914, the Tradesman stated, editorially, in its next issue that Germany had started out on a war of conquest which included America as well as Russia, Belgium, England and France, and that it would be only a question of a few months when this purpose would be made clear.

For this statement, made at a time when the daily press generally was intimidated by pro-German sympathizers so common in this country, the Tradesman was denounced as pro-English and its editor heralded abroad as a lunatic. As a matter of fact he knew what he was talking about, because he had seen—in the spring of 1911—the message Admiral Dewey transmitted to the Navy Department from the German admiral at Manila, boasting that "his master" would start a war in about fifteen years which would "destroy France, annihilate Russia, cripple England and subjugate America." The Tradesman had also obtained from Germany copies of the six books written by the members of the German General Staff at the request of the Kaiser, describing the plans each had formulated to invade the United States.

Because the Tradesman knew it was on the right track and refused to retract its statements regarding the intentions of Germany toward this country, certain German customers withdrew their patronage and have not since darkened the Tradesman's threshold. Now that these gentlemen realize that the Tradesman was right and they were wrong, they are hereby given fair notice that they can be reinstated in the esteem of the Tradesman by admitting they were mistaken and that the Tradesman was everlastingly right.

**BOW OUR HEADS IN SHAME.**

The latest report received from political headquarters indicate that about 200,000 Michigan voters cast their ballot for Henry Ford for United States Senator.

Henry Ford—who said that the word murderer should be embroidered on the breast of every soldier and naval sailor.

Henry Ford—who said he would beach every warship and disassemble every gun and rifle.

Henry Ford—who said he would die a pauper rather than make any weapons of war.

Henry Ford—who said the Kaiser is a good, kindly, sensible, humane man.

Henry Ford—who said it was a sin to bestow charity.

Henry Ford—who said republics are no better than monarchies.

Henry Ford—who boasts that he never goes to church.

Henry Ford—who said he would pull down the flag on his factory for good as soon as the war was over.

As patriotism and not politics was the sole issue at stake in the election last week, it necessarily follows that any man who voted for Ford subscribes to the Ford doctrines and entertains the same ideas Ford holds.

The Tradesman did not believe there were so many unpatriotic men in Michigan.

With all due respect to the distinguished gentlemen who formulated the armistice which Germany so reluctantly signed, the Tradesman believes that the war was ended three months too soon to make a lasting impression on the German people; that justice demands that Berlin, Potsdam, the Cologne Cathedral and the Krupp works should be leveled to the ground, to the end that the German people—if it is proper to apply the word people to beasts who walk on two legs—might be impressed with the atrocious crimes they committed against civilization and humanity at the behest of the Kaiser. Up to this time no word of regret has come from Germany, except regret over the Teutonic failure to succeed in establishing world domination. The German people still strenuously assert that they were fighting to defend their country from invasion and that they are very happy because they succeeded in accomplishing their purpose. To permit the war to end now, before the German people are given a taste of their own medicine, is the greatest mistake ever made by a nation of free men.

**NOT TO PROFIT BY WRONG.**

In annals of patriarchal times one meets with accounts of how the victors in warfare wreaked vengeance even upon the land of the vanquished. They destroyed the crops and sowed the earth with salt so that it might cease to be fruitful. This was before the days of anything except the simplest of manufacturing industries, and the purpose was to deprive the conquered ones of the means of subsistence. The result was to make a desert of what had been productive soil. What the Germans did in territory which they overran was a duplication of such action modified and broadened by the change in industrial conditions. Not content with destroying fruit trees and uprooting other vegetation, they dismantled factories, broke up or removed machinery, and rendered mines incapable of operation for years to come. They hoped, in this way, to make themselves secure against competition in various industries after the war was over, no matter what its outcome. Charles Stewart Davison, on behalf of the American Defense Society, recently called attention to the injustice of such a result and of the need of guarding against it. There is no doubt that this feature will be given due weight in the final peace conference, as Great Britain, France and Belgium are especially interested in it. Germany will not be allowed to profit by her own wrong. But the exact matter of how she is to be curbed may profoundly affect the foreign trade

of this and other countries, neutral as well as belligerent. Still, it may yet appear that the unofficial boycott of all German wares by the peoples of different countries will prove the most potent of all the factors in preventing Germany from profiting from her destruction of the industries of her competitors.

**NO WORD FROM GERMANY.**

Has any one heard a word of regret from Germany over the havoc she has wrought, the millions of lives she has sacrificed, the millions of cripples she has maimed for life, the millions of women she has raped, the millions of children she has mutilated, the churches, cathedrals, libraries and universities she has destroyed, the works of art she has burned?

Not a word. The German people are so obsessed with the idea that they are supermen and that all the other nations of the earth are peopled by men who are inferior to the German beasts that even now they have no proper conception of the magnitude of their crimes. They think they have demonstrated their superiority by defying the entire world and accomplishing their purpose by keeping the Allies off the sacred soil of Germany.

All talk about sympathy for the Germans is maudlin and enamates either from pro-Germans who are traitors to America in heart and action or from crack brained sentimentalists who should be confined in an asylum.

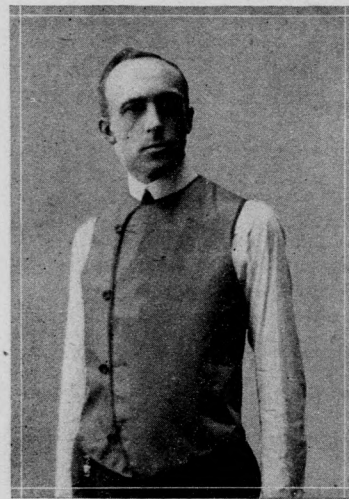
**Papyrus "Plastrons" Protect You**

**Wear a Paper Vest and Defy the Chilly Blasts of Winter.**

**H**ERE is a simple article of apparel that shields from the penetrating winds of winter.

One of these paper vests worn over or under the ordinary vest keeps in the natural heat of the body and keeps out the cold. "Plastrons" prevent chills and protect against ailments that result from cold and exposure. They are roomy, sanitary, wind proof, water proof and tear proof.

**Big Money for Clothiers and Druggists**



Papyrus "Plastrons" were an immediate success with the large State street stores in Chicago. Wherever they have been displayed, they have sold rapidly.

Automobilists, Truck Drivers, Farmers, Policemen, Street Car Men, Hunters, Soldiers and Sailors—all out-of-door men will welcome the protection of this practical and inexpensive garment.

There are three sizes: Small 34-36; medium 38-40; large 42-44.

The cost to you is \$8 00 per dozen, assorted sizes. Window cards and counter literature supplied with each order. Place your order for immediate delivery through

The Grand Rapids Dry Goods Co.,  
Grand Rapids, Mich.

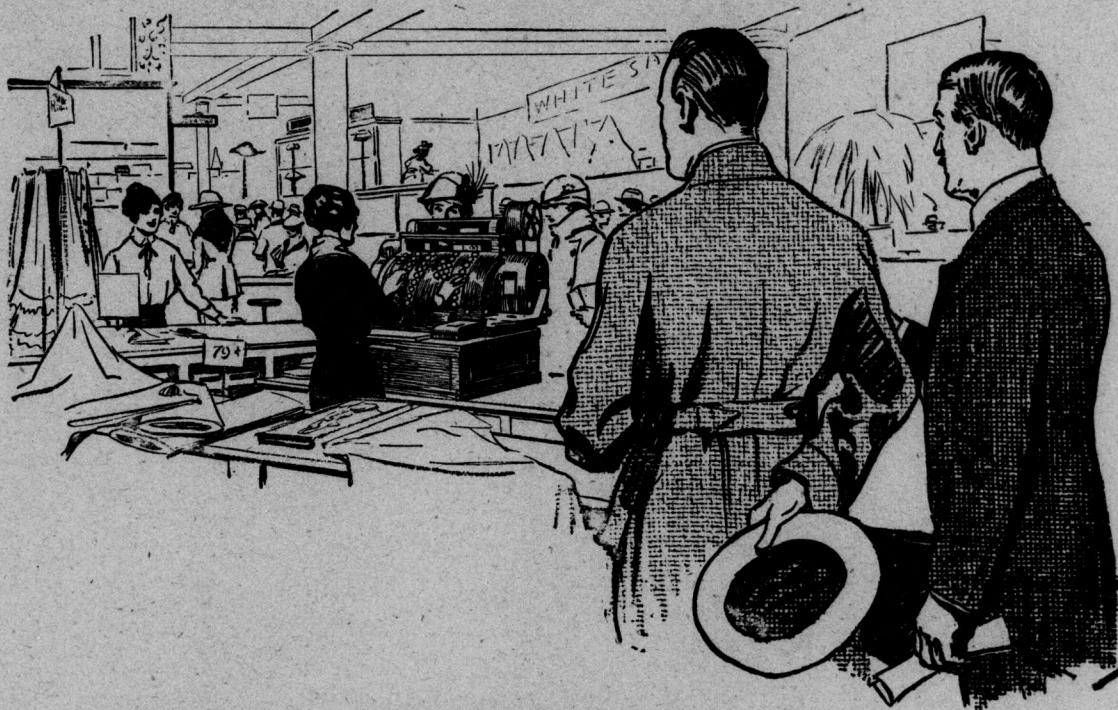
Hazeltine & Perkins,  
Grand Rapids, Mich.

Or direct with the makers

**HORNIG & QUA**

136 No. Division Ave.

Grand Rapids, Michigan



## “We are handling our cash and records by machinery”

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

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

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

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

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

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

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

### A National Cash Register stops guesswork and losses

Fill out this coupon and mail it today.

Department No. 10707  
The National Cash Register Company,  
Dayton, Ohio.

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

Name \_\_\_\_\_

Address \_\_\_\_\_

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

## AND WHY

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

## BECAUSE

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

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

## DIAMOND MATCHES



## To Avoid Waste

In these days of conservation avoid all bulk sugar waste and loss by using

## Franklin Package Sugars

They save spillage, labor, paper bags and twine.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"



## What does Mazola mean to the live dealer?

It means a product which fits in with the spirit of the times as no other product does.

A pure cooking and salad oil from corn which many good cooks consider better than olive oil or frying fats.

And—a tremendously forceful newspaper advertising campaign which is blazing the dealer.

Big space, big thoughts, big results.

Are you prepared to meet the demands of your trade?

## CORN PRODUCTS REFINING COMPANY

17 Battery Place

NEW YORK

