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# MICHIGAN TRADESMAN

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1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 31, 1917

Number 1780

## The Great and the Trivial

A FEW years ago the late Mayor Gaynor was offered the nomination for Governor of New York. His popularity was at its height, partly on account of the then recent attempt on his life by an insane man. Mayor Gaynor declined the nomination. A friend wrote to him urging him to reconsider and asked him whether he had not overlooked the possibilities of the situation. He showed him that he would be elected Governor by an overwhelming majority, and that, as a consequence of this, he would probably be nominated and elected to the Presidency of the United States.

Mayor Gaynor answered his friend: "After a man has gone down into the valley of the shadow, as I have, and there faced the great realities, all those things seem mighty small."

In order to see the smallness of most things for which we labor all of our lives, it is necessary for us to "go down into the valley of shadows." Pleasure, Money, Position—what are these things for which we strain our nerves, overtax our strength and stain our souls? They look so big and desirable as we strive to gain them! In reality they are so insignificant! It would be pleasant to have them all, of course, but no one needs one of them.

Some day we shall look back unconcerned whether we had any of them or not. They are not bad things, but they are such trivial things! And meanwhile the really great things are before us; things the value of which will appear greater and greater to us with the passing of time: Clean Living—Honesty—Unselfishness and God.

These are the necessary things in the life of any one. If we gain them, what we lack does not matter.



## Pere Marquette Railway Co.

### FACTORY SITES

AND

### Locations for Industrial Enterprises in Michigan

The Pere Marquette Railway runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

GEORGE C. CONN,  
Freight Traffic Manager,  
Detroit, Michigan

## PREPARE EARLY

For the Holidays This Year

Get your **FANCY CHRISTMAS PACKAGES** ordered without delay. There is certain to be a shortage this season on account of labor conditions, so buy now and be safe.

### Two Large Complete Lines

Lowney's Fancy Package  
Chocolates

Putnam's Fancy Package  
Chocolates

**Putnam Factory, Grand Rapids, Michigan**

## Carried Home by a Patriot

Reports on results of the adoption of the recommendations, covering the curtailing of deliveries, minimizing returned goods and C. O. D. privileges, that men may be released for service on the call of the Government without unfortunate results to the merchant, have been extremely pleasing, showing that practically every live city and every state is pretty well lined up and endeavoring to carry out the wishes of the Government as closely as possible.

In view of the demand from every section of the country for a universally adopted **STICKER**, the Tradesman Company hereby recommends that every merchant immediately adopt for use on all "Take With" purchases a sticker reading as follows:

**CARRIED HOME**

FROM

(Merchant's Name Here)

**BY A PATRIOT**

These stickers can be supplied by us on the following basis, properly imprinted in the center:

1,000.....	\$1.75
2,000.....	3.00
5,000.....	4.75
10,000.....	6.75

This is a good way to start the co-operative and enthusiastic spirit of carrying home all possible purchases. It is now a certainty that every man, woman and child will feel it a matter of pride to be seen with a bundle having one of these stickers attached to it.

Be one of the first to use these stickers.

**Tradesman Company**  
Grand Rapids Michigan



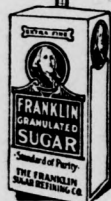
## Franklin Package Sugars Are Uniform In Quality and Sweetness

For many years Franklin Package Sugars have been famous as "The Standard of Purity." They are made from Sugar Cane by the most modern refining processes, great care being taken to maintain uniformity and secure the greatest sweetening power. Such sugar is sure to please your customers, and you can make a profit out of the steady sale that follows. The ready-to-sell cartons and cotton bags save you loss by overweight, save the cost of paper bags and twine. Franklin Granulated Sugar is sold in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton bags.

*"A Franklin Sugar for every use"*

Granulated, Dainty Lumps, Powdered,  
Confectioners, Old Fashioned Brown

**The Franklin Sugar Refining Company**  
Philadelphia



# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

**Judson Grocer Co.**  
The Pure Foods House

Distributors  
GRAND RAPIDS, MICHIGAN



# MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 31, 1917

Number 1780

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## FARMERS AS SLACKERS.

The success of the Second Liberty Loan will go down to history as one of the most remarkable events in the annals of the country. Aside from the active opposition of the socialists and the pro-Germans, the only unfortunate feature of the campaign was the attitude of the farmers as a class. The latter did not do their part, but sulked in their tents and forced the business men and working men to do more than their share. No class has reaped a larger share of the abnormal profits precipitated by the Kaiser's war than the farmer, but for some reason he has not responded to the appeals of the Government for financial assistance as he should have done. He has taken the increased prices on farm products, whined and growled because they were not still greater, withheld the young men of the rural communities from service so far as possible and failed to do his share in either of the Liberty Loans. There may be some good reason for this apathy—not to use a stronger term—on the part of the farmer, but thus far it has not been disclosed. It is to be hoped that the farmer will right about face on the occasion of the next Liberty Loan and show the country that he is willing to be something more than an extra profit taker in times of adversity.

It is possible, as stated elsewhere in this week's paper, that the reason the farmer has not done his part in the Liberty Loans already floated is due to the fact that he was not properly approached—that he should be instructed as to his duty by men of his own class, instead of bankers, brokers and business men generally. This will mean that the same self-sacrificing effort which has been devoted to the Government by the classes named will have to be in evidence among assumed leaders of the farming class. It is to be hoped that such effort will be more apparent from now on. Heretofore these self-appointed spokesmen and assumed leaders of the agricultural classes have, in the main, proved to be false prophets and bad advisers, inasmuch as they have

urged the farmer to restrict his planting, reduce his acreage and hold his crops so as to create corners and combinations which tend to advance prices to unheard of levels.

## JOBBER'S PROFIT ON SUGAR.

Although the wholesale grocers of the country are now under agreement, within the terms of the Federal licenses, to charge a profit of only 25 points—a quarter of a cent—on granulated sugar, a tabulation made by the American Sugar Refining Company for the week ending October 20 shows that jobbers were then making profits on cane and beet sugar, in barrels and 100-pound bags, amounting to from 81 cents to as low as 22½ cents, with 49 cents as the average.

The tabulation covers an enquiry among 7,128 retailers in twenty-six states and the profits are, of course, computed from the base of the price between refiner and jobber. The study of conditions by states is interesting and instructive. The average appears to be 49 cents per hundred, or slightly less than half a cent, instead of a quarter, with profits highest in Maine and Connecticut and lowest in Mississippi, Maryland and Arkansas. Michigan averaged, on figures from thirty-two retailers, a jobbing profit of 56 cents. In the compilation a total of 719 jobbers, whose basic cost was uniform (that is based on the cost at date of tabulation, even though their actual costs might have been somewhat less by reason of prior purchase) and jobbing cost figures as given include freight from refinery to jobber's point.

If subscriptions to the Liberty Loan were over \$5,000,000,000, this would be the largest loan ever raised by any country during the whole course of the war. Germany's largest loan—the sixth—brought in \$3,235,000,000; England's largest, the third, brought in \$4,910,000,000. That was previously the largest loan of the war. With the banks swamped with subscriptions the Treasury Department will not be able to make public the results of the loan at least until Thursday or Friday of this week. Meanwhile, estimates run as high as \$5,500,000,000. Nothing succeeds like success, and nothing leads to oversubscription like oversubscription. When the loan started to go well, when there was a chance of making a record, every one became enthusiastic, and subscribed. But another factor was the large banking houses, who, fearing that the oversubscription would lead to a cut in their allotments, increased their subscriptions at the last minute.

In advertising, the office boy and a piece of chalk are better than nothing; try that, and then expand.

## CANNED GOODS SITUATION.

Jobbers say there is no question of selling canned goods if they can obtain them to sell. Between the short pack and the railroad delays there is a decided shortage of supplies on the spot. Jobbers are more concerned now with making deliveries on contracts than with any attempt to secure new business. They report, however, that retailers are taking the goods freely and that credits were never better. This is in a measure an answer to those who had feared that the high retail prices made necessary by the prevailing wholesale costs would restrict the consumption. While this has been true in certain directions, the increased consumption in other directions has more than offset it.

Out-of-town buyers are very insistent and are taking goods about as fast as they are offered to them. The high wages being paid in all manufacturing cities is giving much more spending money to the workers, and, according to all reports, they are not saving. The result is that most of them are living on a scale to which they have not hitherto been accustomed and are disregarding expenses. This, it is believed, is accounting for the disappearance of canned goods to the domestic trade much faster than what is generally expected.

The expectations of those who had an idea that the tomato crop would produce an additional yield have been disappointed by the unsettled weather that prevailed during the month. October usually furnishes a number of warm days, especially in the early part, but the cold rains and snow of recent days have destroyed thousands of bushels of green tomatoes which failed to ripen.

Spot stocks have been cleaned up also by the Government requisitions, which have absorbed any surplus that might have been available, and in fact, have taken supplies that were needed for distribution into ordinary channels but which jobbers have not hesitated to give to the Government in preference.

## THE HOG IS KING.

Meat products are the latest subject of special concern with Mr. Hoover, who in an interview speaks of hogs as of equal importance with wheat and ships in ending the war, and states that the Allied need of fats demands a reduction in our consumption of pork. His declaration that home consumption is out-stripping production is surprising; in the fiscal year ending 1916 our slaughter of hogs reached nearly 41,000,000, or over 4,000,000 above the preceding year. Of meat as a whole, judged by

prices and by the fact that we slaughter about 20 per cent. more animals yearly than a decade ago, we must be exporting a good deal. But the decrease in the number of meat animals in France and elsewhere has been alarming, and although a people can obtain protein from other foods, it is hard to obtain enough fats without it. The reduction in European stocks will make meat-production in this country profitable for years after peace comes, and it is not certain that wheat-growing will be so much so when Argentina, Russia, Australia and other grain lands have access to market. Mr. Hoover speaks a word to the wise when he advises farmers to attend to hogs, cattle and sheep as well as to grain. The Government in its intervention in food administration has an interest in seeing production diversified, especially since Congress has let it in for a \$2 guarantee on wheat, no matter how much is raised or how soon peace comes. If there is a billion-bushel crop, and all other world-sources are re-opened, Mr. Hoover estimates the loss to the Government next year at \$300,000,000 to \$500,000,000.

So much of energy was expended last week by the big men in all lines of industrial effort in making a success of the Second Liberty Loan that ordinary business seemed to be allowed to drift along without any perceptible push. Production in the primary markets was, however, little if any influenced, the routine of work in mills and factories going along as usual on orders long ago received or on hurry ones from the Government or on belated ones from buyers who have to meet immediate needs. The disposition is in most directions to buy cautiously and not too far in advance. Speculation in commodities at the prevailing high prices does not seem to commend itself to the prudent, and it is certainly being discouraged by the credit managers and bankers. Although most persons are convinced that the war is bound to last for a year or so at least, there is ever present the possibility that the Teutonic might will collapse suddenly from the effects of external or internal pressure. In such event, or as soon as this is seen to be inevitable, there will be an unsettlement of values and many prices will be forced down sharply. Few, who intend to stay in business thereafter, are willing to take needless risks in loading up with merchandise under such conditions. The restriction in buying by the general public due to the high prices, which is already in evidence, is another factor that has to be taken into account, and which is making the retailer cautious.



## SUBSTITUTES FOR SUGAR.

### Some Good Results the War May Precipitate.

The shortage in sugar, while it is likely to prove temporary only, comes as a warning of what may happen with various commodities if the war lasts a year or two longer; and it has come, moreover, in regard to a foodstuff in their fondness for which Americans are excelled only by the English and the Danes. Our women and children dote on candy; everybody in summer drinks sweetened soda water; lumps of sugar go into nearly every cup of coffee and tea, although epicures and doctors tell us these beverages are better and far less harmful without sugar; while our universal custom—not practiced in Europe—of breakfasting on sweetened cereals accounts for a large share of the ten billion pounds of sugar we consume every year.

That we eat too much sugar, in one form or another, is certain; and if the war decreases the consumption, it will have that much to its credit. Most of the sugar we eat is made of cane or beets, and dietitians tell us—what many of us know from painful experience—that cane and beet sugar digest very slowly, irritating the mucous membrane of the alimentary tract and causing various gastric disorders, with their attendant complications and discomforts. At the same time it cannot be denied that sugar is one of the most important ingredients of our diet. Dr. Wiley, who lately raised a warning voice against our excessive indulgence in sweets—as many have done before him—admits in his book on "Foods and Their Adulteration" that "sugar is a quick-acting food and therefore is especially valuable to relieve exhaustion. It is particularly useful for soldiers on a forced march or for people engaged in any extraordinary effort."

It is well, therefore, that our soldiers in France, as well as their Allies, should have all the sugar they want. Their toilsome lives will help them digest it more readily. We can easily spare them half of what we might normally eat, and be all the better for it. We can even spare them more than half if we will make use of various substitutes for cane and beet sugar. There are plenty of them; substitutes which are more digestible than the white sugars we now use and very much more delectable, because they are fragrant and aromatic as well as sweet. This is the case, for instance, with maple sugar, which retains the delicious flavors that the refining process removes from the product of sugar cane. For similar reasons, honey is much more agreeable to the palate than white sugar; it is the nectar of flowers, retaining much of their exquisite and varied fragrance. In the good old times it was the universal sweetener, and at present it is used far more than most persons know; manufacturers of fancy biscuits buy it by the carload, and housekeepers would buy it by the gallon, if they knew how much more luscious are cakes flavored with honey than those that are simply sweetened with

sugar. At present only \$20,000,000 worth of honey is annually raised in the United States, California alone could easily raise more than that amount. Besides being sweet, this flower nectar has great nutritive value, a teaspoonful being the equivalent of an egg.

Among the most accessible sweeteners to be used in place of sugars are the delicious ripe fruits which just at present are glutting our markets, many of them as sweet and flavorful as honey. Why not eat these very perishable—and very cheap—delicacies with our breakfast cereals, saving the sugar for export to our Allies? Many thousands of tons could be rescued in this way alone. Fruit sugars, instead of being, like cane sugars, indigestible, are, on the contrary, the most digestible of all things, being absorbed at once without having to undergo an elaborate process lasting three or four hours. Bananas, as ordinarily eaten, are an exception; but not if eaten when fully ripe. The banana contains 20 per cent. starch, which, in the process of ripening, is converted into sugar. The dried or "fig" bananas, which are a recent delectable addition to our dietary, are much richer still in sugar. So are dates, which contain 30 per cent. of sugar. Formerly looked on, here and in Europe, as a mere delicacy, like candy, they are now used more and more in the kitchen in the making of cakes and confectionery. For children they are far better than candy; even infants of 2, to whom sugar is forbidden, can eat them with impunity and benefit.

Seeded raisins also (a pound of which equals in food value a pound of beef or a pound of bread) can be used in a hundred recipes, as partial or complete substitutes for sugar. As for fresh grapes, the sweet California varieties contain 16 or more per cent. of sugar. A pound a day would include all the sweets one needs. The two most delicious varieties of them, the Muscatel and the seedless, are unfortunately out of season now; but the sweet Malagas and other varieties remain in great abundance and at a very reasonable price. The most saccharine of them all, the seedless, which is literally as sweet as honey, grows in the rankest profusion and could doubtless be made to yield in superabundance a cheap fruit sugar far more digestible as well as much more delicious than refined cane and beet sugars.—New York Evening Post.

### Whale Meat in Favor.

A company at Moss Landing, Cal., has established a packing house for whale meat and will soon supply consumers on the Pacific Coast. The whales are caught with trollers and harpoon guns. The whale is not a fish but a mammal, and the flesh sold in steaks and roasts, free from bones and gristle, at 8 to 10 cents per pound, resembles good beef in flavor, texture, and appearance. It has become very popular wherever introduced, and the Pacific Coast is taking advantage of an almost unlimited supply of whales in that region.

### What Federal Food Control Really Means.

Speaking recently at a meeting of State Food Commissioners and his personal staff, Herbert Hoover gave a striking explanation of the part that food control plays in war.

He said that European nations went into the war giving little thought to the subject of food. Even Germany with all its preparations had not foreseen the significance of this factor. With millions of men taken from production, and thousands of square miles of fertile fields laid waste by armies, the world's cupboard quickly began developing a bareness like that of Mother Hubbard. Country after country went to the cupboard to get a bone, and found a diminished supply.

This made it necessary to organize food supply and distribution, and the various countries tried various methods. They fixed maximum prices, and minimum prices, regulated the production and distributing trades, and put their people on rations. Those countries which established the earliest and best methods of food control secured the greatest efficiency in war. The best system, on the whole, is still that of Germany, and she has been able to maintain efficiency with a food supply which in some of her enemy countries might be most embarrassing. Russia, with perhaps the greatest possibilities of food production in Europe, did nothing at all, and out of Russia's food situation grew her revolution.

Mr. Hoover said, that whether we like it or not, we must deal with the food problem of war in one of two ways. There is not enough food to go around if we stick to the lavish methods of peace times. Rising prices, coupled with depreciation of money, due to issues of war bonds in every country, which make the purchasing power of money shrink, compel us to adjust the food supply to the world's appetite, either by controlling that supply in ways that lead to economy and make it suffice, or by letting wages rise as prices rise, to keep pace roughly with fluctuations. Even an amateur economist can see at a glance that food control is better than wage increase, because wage increase is a crude force operating slowly, unevenly and with great injustice and suffering to millions of workers. The wages of many workers do not rise—the professional men, clerical workers, public employees, and so forth. Russia tried the experiment of letting wages adjust themselves to the diminishing food supply, and it did not work—Russia was brought to a state bordering on anarchy by the intolerable pressure of the food situation on the ordinary peaceful citizen.

Therefore, whether we like it or not—this is a favorite phrase of the Food Administrator, and typifies the impersonal attitude he takes toward these great economic problems—whether we like it or not, we must meet the food situation in one way or the other, and food control seems to be the lesser of two evils.

This viewpoint explains most of

the work thus far done by the United States Food Administration. From August 10, when President Wilson signed the food law, until to-day, much of the work of the Food Administration has centered upon the organization of food control machinery. The farmer, the grain man, the miller, the baker, the packer, the grocer, the wholesaler and retailer, the traveling salesman and the canned goods broker, have gone to Washington in bodies representing the best men and best minds in their respective trades, and have conferred there, not only with the Food Administrator himself, but with leading men in their own lines who are acting as volunteers on the Food Administration. Sometimes they have gone with fear in their hearts, or resentment at the prospect of Government interference in their business affairs. But there is something in Washington which quickly dissipates fear and resentment, and leads these men to offer their unanimous support to food control measures.

"Whether we like it or not," they are told, "this is the situation. Business cannot go on as usual in war times because the law of supply and demand is thrown out of operation. These are the conditions and here is the only remedy that has been found in countries with greater experience in war than we have yet had. What do you think about it, gentlemen?"

What the business men think is shown in every case by their action in recognizing the necessity for food control. They have promised their patriotic co-operation, and are readjusting their trade organization and methods for loyal support of Food Administration policies.

With sensible food control it is possible to handle the other two outstanding problems of food supply in war. One is increased production and the other is economical use of food. With stable prices, absence of speculation, and the temporary surrender of individual trade advantages, the farmer can have an assurance of prices ample enough to encourage larger plantings and live stock raising. And by these same safeguards, thrown round the food supply, the consumer is made willing to economize in food, and is also able to purchase the necessities of life at prices which are at least reasonable, and what is more important do not suffer wild fluctuations.

This is food control in a nut shell. Whatever fear or hostility there may be in the country over food control arises entirely from misunderstanding of what food control really means, why it is necessary and how it is being carried out. In no case does this feeling persist after real food control has been explained.

James H. Collins.

### To See More Stars.

The biggest telescope in the world is just being finished at the Mt. Wilson observatory, Pasadena, Cal. It will not make the canals of Mars visible, it is said, but it will make it possible to photograph a million or so stars which were never seen before.



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 23—George Miller, a baker and grocer of this city, operating at 349 Eastern avenue, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The bankrupt schedules his assets at \$412.32, including \$102.35 debts due on open account and stock in trade, \$86.97. His liabilities amount to \$689.70. Following is a list of the creditors of the bankrupt:

Secured Creditors.	
Elizabeth Bulawski, Grand Rapids	\$250.00
Unsecured Creditors.	
Voigt Milling Co., Grand Rapids	\$225.45
Worden Grocer Co., Grand Rapids	15.06
C. W. Mills Paper Co., Grand Rapids	2.13
Wilson & Co., Grand Rapids	42.00
Weiss & Weiss, Grand Rapids	30.00
Washburn Crosby Company, Grand Rapids	125.00
Jerry T. Emery, of Muskegon, has filed a voluntary petition in bankruptcy. Adjudication has been made, but no meeting of creditors has as yet been called. The bankrupt schedules his liabilities at \$1,263.44 and his assets at \$150, all of which is household furniture and equipment and claimed as exempt to the bankrupt. Following are the creditors of said bankrupt:	
Reed & Co., Levering	\$36.40
Walker Bros., Levering	87.00
Chas. Haffner, Weadock	44.00
Chas. Wheelock, Weadock	21.00
Newell Shoe Company, Cheboygan	9.00
Coeur D'Alene Mercantile Co., Coeur D'Alene, Ida.	28.00
Dr. Youngberg, Coeur D'Alene, Ida.	54.50
Sand Point Merc. Co., Sand Pt., Ida.	18.00
Bonner Meat Co., Sand Point, Ida.	7.50
Gold Medal Grocer Co., Sand Point, Ida.	44.00
Mrs. Edw. Kuhn, Eastport, Ida.	250.00
Bayview Brick & Lime Co., Bayview, Ida.	255.00
C. H. Whitney, Kent City	25.00
D. H. McGau, Kent City	46.40
Mr. Powers, Kent City	21.00
A. H. Saur, Kent City	36.40
Mr. A. H. Perham, Kent City	7.00
Leon D. Bowns, Athol, Ida.	62.00
Dr. McCormick, Granite, Ida.	25.00
Cheboygan State Bank, Cheboygan	25.00
Drinan, Roach & Co., Muskegon	40.00
Square Clothing Co., Muskegon	21.50
Jean Le Beouf, Muskegon	6.50
Dr. Chapman, Cheboygan	27.00
Mrs. Parish, Kent City	4.00
Mr. Koviak, Cheboygan	8.50
Mr. Carlson, Riggsville	3.50
Muskegon Rag & Metal Co., Muskegon	14.00
Western Newspaper Association, Chicago	32.50
Leo Moore, Muskegon	3.74
	\$1,263.44

Leon D. Wilson, of Harbor Springs, doing business as a grocer, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for Nov. 8, at which time creditors may appear, prove their claims and elect a trustee. Mr. Corwin has been appointed receiver and Wm. J. Clark, of Harbor Springs, is in charge as custodian. The liabilities amount to \$2,850.44 and the assets are scheduled at \$4,219.39, including stock in trade scheduled at \$1,700. Following is a list of the creditors of said bankrupt:

Preferred Creditors.	
Village of Harbor Springs (taxes)	\$11.81
Secured Creditors.	
American Canning Co., Chicago	\$27.00
McCasky Register Co., Alliance, O.	20.00
S. F. Bowser & Co., Ft. Wayne	32.40
Unsecured Creditors.	
Goshen Milling Co., Goshen, Ind.	\$56.80
Armour & Co., Chicago	163.85
The Cornwell Co., Traverse City	226.09
Deckelman Co., Toledo	7.50
W. H. Edgar & Son, Detroit	44.00
Cuneo Bros., Chicago	53.05
J. P. Munson, Grand Rapids	12.80
White Celery Co., Kalamazoo	3.60
Kent Storage Co., Grand Rapids	35.55
Farm Product Co., Boyne City	23.00
Michigan State Telephone Co., Harbor Springs	2.55
Worden Grocer Co., Grand Rapids	194.17
Budlong Pickle Co., Chicago	3.58
Jewett & Sherman, Milwaukee	48.78
National Grocer Co., Traverse City	639.51
National Grocer Co., Cadillac	337.00
M. Plowaty & Sons, Grand Rapids	32.38
Gamble, Robinson & Shaw, Petoskey	8.25
Gasser Coffee Co., Toledo	103.90
G. R. Paner Co., Grand Rapids	8.48
Telfer Coffee Co., Detroit	28.00
Valley City Milling Co., Grand Rapids	68.57
Woodhouse Co., Grand Rapids	35.27
Hankey Milling Co., Petoskey	119.48
Geo. Zeigler Co., Milwaukee	38.40
National Biscuit Co., Grand Rapids	40.93
Vinkmulder Co., Grand Rapids	106.15
E. Shay & Son, Harbor Springs	26.63
Petoskey Grocer Co., Petoskey	190.62
M. J. Erwin, Harbor Springs	62.50
Harbor Springs Lodge 273 F. & A. M., Harbor Springs	25.00
Harbor Springs Bakery Co., Harbor Springs	13.86

In the matter of DeWitt Potter Co. bankrupt, by a decision of the Supreme Court of Michigan, recently rendered, it has been held that R. J. Prendergast, trustee for DeWitt Potter Co., bankrupt, owns and is entitled to all of the stock in trade, fixtures, route sheets, accounts receivable and good will of the Furniture City Tea Co. The trustee instituted suit against Bert Potter and others doing business as the Furniture City Tea Co. Shortly afterward bankruptcy proceedings were instituted, alleging that these assets had been fraudulently taken from the bankrupt estate under circumstances amounting to a fraudulent and voidable preference. By a decree of the Kent Circuit Court, the contention of the trustee was upheld and it was determined that the assets belonged to the trustee in bankruptcy. The defendants took an appeal to the Supreme Court, which resulted in a long delay and considerable litigation, but the decision of the Supreme Court just returned places these assets in the hands of the trustee in bankruptcy.

A question now arises as to the status of creditors who extended credit to the Furniture City Tea Co. during the time they have been in possession pending the outcome of the appeal. Something like \$1,000 worth of debts were contracted and the trustee is contending that these creditors have no standing in the court of bankruptcy, but must pursue their claims against the individual copartners of the Furniture City Tea Co. An inventory of the assets just turned over to the trustee shows assets of approximately \$3,500. At the adjourned special meeting of creditors, the trustee reported that the operation of the business of the Furniture City Tea Co., held to belong to this bankrupt estate by the decision of the Supreme Court recently rendered, was showing a loss and requested authority to close the business and sell the remaining assets in bulk. By vote of creditors the trustee was authorized to cease operations and offer the stock in trade and fixtures in bulk and sell the same for the best price obtainable, all sales to be reported to the court. The matter of the sale of the route sheets, accounts receivable and good will of the business was deferred and an offer of \$240 for the route sheets was refused.

## War Time Demands Credit Stringency.

Wholesale grocery circles are making strenuous efforts to close-haul their cost of doing business so far as the element of credit enters into it, and many of the association leaders are issuing literature on the subject, aimed to encourage both wholesalers and retailers to a sharper watch of their transactions in this respect.

In one of a series of educational articles on the subject of "The Reconstructed Grocery Store" D. Arthur Johns, of the Buffalo Wholesale Grocers' Association, says:

Credit is the pivotal point upon which all commerce revolves. And probably no one is so dependent on credit as the retail grocer.

It is true that the grocer at present is the victim of an antiquated credit system—one which has encouraged the consumer to look upon the grocer as a money lender as well as a distributor of foods. He is asked to wait for his money while the consumer is discharging a mortgage, paying for an automobile or indulging in other luxuries. An acquaintance of mine is a fair sample of this type of consumer. He owns or has an equity in two houses, has an automobile, and owes his grocer \$85, running back several months. This man has had a high salaried position with a railroad for twenty-five years.

If the druggist, hardware dealer and dry goods merchant can demand and receive cash over the counter for their goods, why should the grocer be placed on the waiting list with the doctor and undertaker?

The injudicious granting of credit by the retailer is the shoal upon which many otherwise successful grocery stores have been stranded. And this is, without question, a logical time for you to eliminate your present credit system. Three of the most important reasons are:

1. The present high cost of your goods makes your indebtedness much larger than during normal times. So

you require more capital to operate your store.

2. The consumer to-day is better able to pay cash than ever before. Many workmen are earning undreamed of salaries. The average wage is the biggest in the history of the country.

3. Examine stock market reports, real estate records, and statements issued by banks, especially the savings banks. All these are evidences, in part, of the growing wealth of your customers. If they have money for investments they have money for groceries.

It is well to remember that the grocer's salvation is within himself—and these days of reconstruction, afford him an unprecedented opportunity to place his business (the credit branch in particular) on a sound, businesslike basis. This is the time to set a date for all accounts, now running, to be paid in full. Then put in an up-to-the-minute cash system and do not deviate from it.

A reconstructed cash system and a reconstructed service system—these are the two weapons with which you can successfully cope with the cut-rate stores and mail-order houses.

And here's a big point—back of all this work of reconstruction is your own credit standing. These readjustments will reduce your cost of doing business, increase your profits and enable you to discount your own bills. The grocery business will then show you more profit and more pleasure.

The reconstructed grocery store is not a local, but a National movement. It is part of the Nation's plans to conserve men, materials and money. You—and all the other grocers in your city—will display wisdom in getting together to formulate plans for the work before you.

## Late News From the Cereal City.

Battle Creek, Oct. 29—Harold Wachholz, son of H. W. Wachholz, of Albion, has lately returned from the Northern part of the State.

Battle Creek went ahead of the city's quota of Liberty Bonds. It was said Saturday that the sale would go beyond \$1,750,000.

Battle Creek will get no Gogua Lake water during the war. The Verona station will be kept in operation all winter—hot water pipes bursting or not. This announcement was made Saturday by Mayor Wilson and he stated he took this step in the interest of public safety. With thousands of soldiers in the city, he pointed out that it would be an easy matter for an alien enemy to contaminate the city's Gogua water supply without detection. "The city will not take any chances," the Mayor said.

Battle Creek families are feeling the shortage of sugar. Only two pounds were given to customers Saturday by the grocers.

Congratulations are due to Mr. and Mrs. Frank Stiles. Frank is certainly a very busy man, but he took time enough to get married.

Mr. and Mrs. E. W. Schoonmaker have sold their home on Cherry street and will move to Frelinghuysen avenue for the winter. They expect to build in the spring.

Five restaurants and cafes were opened in Battle Creek the past week and from appearances cleanliness is their motto. Jack.

The H. M. Reynolds Asphalt Shingle Co. has increased its capital stock from \$70,000 to \$400,000. The business will hereafter be conducted under the style of H. M. Reynolds Shingle Co.

Abundance is trouble, but competency brings delight.

Action is the proper fruit of knowledge.

## Value of Potatoes as a Food Necessity.

The scarcity of potatoes last year proved to the masses the absolute necessity of these tubers as a stable constituent of the daily diet. Now that the conservation of wheat is an absolute necessity, and as the principal nutritive value of wheat lies within its starchy quality, it is urged that the potato, which is mellow in starchiness, be used in far greater proportions on the daily table. It is palatable and delicious and indispensable as a part of any good meal, just as much so as the wheat bread, in fact, in many cases the meal can be breadless but very much lacking if it is served without the potato, which is filling and satisfying.

The potato could, if wheat became an unknown quantity, be substituted to a far more economical degree than any known source containing a similar starchy substance. The potato is not only abundant in starch, which scientists claim must be eaten in quantities to keep up energy and produce reserve energy in the human body, but contains rich mineral matter as well, which we all know is one of the needful requirements of the physical existence.

There are many ways in which the potato can be served and unused portions can be warmed over for the next meal, without attendant waste, and the warmed over potato loses none of its flavor; whereas bread, after it becomes stale, is lacking in the palatableness of the fresher bread.

We urge you to use more potatoes and less wheat flour. By doubling the quantity of potatoes on your table at each meal you will find the demand for bread will decrease, thus saving wheat, so needful at this time for our Allies and our own armies abroad.

Wheat is the only form of palatable starch known to the European countries, and it is hard at this time of course to inaugurate the substitution of anything edible to supply the desired quantity of starch for the daily consumption abroad, and as we know the value of the potato as a starchy food, it is one of our most patriotic duties to use it whenever and wherever we can in place of wheat flour.

## Wafted Down From Grand Traverse Bay.

Traverse City, Oct. 30—The Cedar State Bank is erecting a fine new building, 35 x 108, the rear of the building to be occupied as a store with a hall above. It would be a credit to a city of 5,000 people.

The Traverse City U. C. T. held their regular meeting Saturday night with a lunch. They had one candidate, who seemed to enjoy the affair exceedingly well, Mr. Caldwell (Goodrich Rubber Co.) The writer enjoyed the hospitality of that hustling bunch for the evening.

Petoskey was visited by a fall of the beautiful Monday.

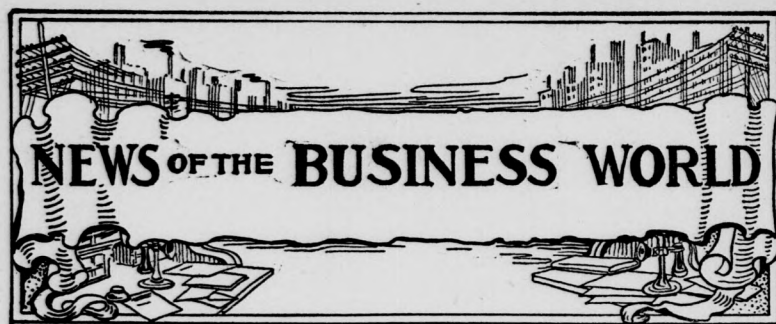
Under present schedules Traverse City has no connections north on Sunday, which causes you to lose one entire day getting to Mackinaw.

We hear that Joseph Oberlin, proprietor of the Whitney Hotel, has \$10,000 in Liberty Bonds.

O. S. Dean, druggist at Freesoil, has \$13,000. Pretty good, I think. Still looking for bears.

E. P. Monroe.





### Movements of Merchants.

Howard City—S. W. Perkins has erected an addition to his canning plant.

Holland—Henry Beld succeeds H. A. Gebbon in general trade, near Holland.

Muskegon—Noah Wenger, recently of Nashville, has engaged in the meat business.

Kalamazoo—A. N. McCarty succeeds E. R. Vander Brook in the grocery business.

Woodland—Mrs. William Cox has engaged in the millinery business in the Baitinger building.

Whitehall—George H. Haverskate has closed his grocery store for the benefit of his creditors.

Detroit—The Zink Brothers Hay & Grain Co. has decreased its capital stock from \$15,000 to \$7,500.

Port Huron—The capital stock of the Peninsular Seed Co. has been increased from \$40,000 to \$70,000.

Detroit—The Hazelton-Clark Co., contractor at 44-45 McGraw building, has increased its capital stock from \$10,000 to \$25,000.

Coral—Massey & O'Brien have purchased the undertaking stock of the late S. S. Holcomb and consolidated it with their own.

Newaygo—J. L. Hillyard, wholesale produce dealer at Fremont, has opened a branch store here under the management of Thomas Budge.

Negaunee—Victor Menard has engaged in the bakery, grocery and confectionery business at the corner of Clark street and Pioneer avenue.

Kent City—Wilson & Son have removed their stock of general merchandise and store fixtures to Grand Rapids and will continue the business.

Escanaba—George N. W. Jensen, grocer, has filed a voluntary petition in bankruptcy, scheduling his liabilities as \$2,341.73 and assets at \$1,700.

Grand Haven—Milo Taylor has sold his stock of confectionery and his store building on Washington avenue to Marinus Cook, who has taken possession.

Woodland—The Woodland Elevator Co. has been organized with an authorized capitalization of \$70,000, of which \$5,000 has been subscribed and paid in in cash.

Fargo—The Bricker Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Elk Rapids—O. J. Powers has sold his interest in the feed, flour and fuel stock of Powers & Bargy to Louis Oleson and the business will be continued under the style of Bargy & Oleson.

Detroit—The General Metals Co. has been incorporated with an authorized capital stock of \$100,000, of which \$60,000 has been subscribed and paid in in cash.

Muskegon Heights—The Heights Auto Co. has been incorporated with an authorized capital stock of \$5,000, which amount has been subscribed, \$4,500 being paid in in cash.

Saginaw—The Valley Scrap Iron Co. has been organized with an authorized capitalization of \$25,000, of which \$15,000 has been subscribed, \$5,000 being paid in in property.

Dighton—C. E. Cusick has formed a copartnership with W. C. Thompson, recently of Three Rivers, and engaged in the grocery business under the style of Cusick & Thompson.

Battle Creek—James S. Bietry has sold a half interest in the Custer Waffle Parlor at 6 North Jefferson avenue to W. E. White and the business will be continued under the same style.

LeRoy—John Glerum, hardware dealer, has admitted to partnership, his sons, Edward and Benjamin and the business will be continued under the style of the Glerum Hardware Co.

Edwardsburg—C. K. Lowman has sold his stock of groceries and dry goods to H. R. Maxwell and A. J. Tuesley, who have formed a copartnership and will continue the business at the same location.

Saginaw—Paul Nissen, Inc., has organized with an authorized capitalization of \$20,000, of which \$10,520 has been subscribed, \$620 paid in in cash and \$9,880 in property. It will deal in automobile accessories.

Detroit—The Zens-Conrad Co. has been incorporated with an authorized capitalization of \$2,500, all of which has been subscribed and paid in in cash. It will conduct a steam fitting business and deal in plumbers' supplies.

Pontiac—Charles A. Sager has sold his drug stock to Fred A. Beedle, having been called to the service of Uncle Sam. Mr. Beedle has taken possession and will continue the business at the same location, 314 South Saginaw street.

Alma—D. W. Robinson, dry goods dealer, has leased three stores in the Merchant's Building Co. block and will occupy them with lines of millinery in one store, women's ready-to-wear clothing in another and women's and children's shoes in the third.

Hillsdale—A local merchant thinks that he has demonstrated that Hillsdale folks are honest. He had \$30 in silver in a bag which he was going to take to the bank. He placed it in the back of his auto and then forgot all about it. He drove into

the country, left the car on the street, and for a day and a night left it standing in his yard, forgetting to drive it into the garage. When his son started to drive the car he noticed the money, and turned it over to his father.

Muskegon—The men's clothing and furnishings business conducted by Lund & Rice has been merged into a stock company under the style of Soph & Hank, Inc., with an authorized capitalization of \$10,000, which amount has been subscribed, \$635 being paid in in cash and \$9,365 in property.

Bay City—The heavy hand of the law has again fallen on Henry La France, local undertaker and liveryman, who was convicted some time ago of arson but who has appealed the case to the Supreme Court for final decision. Oct. 25 La France was again arrested and bound over to the Circuit Court, charged with obtaining money under false pretenses, as the outgrowth of the sensation which was brought to light last spring when charges were made that La France had dug up bodies he had buried in the Kawkalin cemetery and replaced more expensive caskets with rough boxes, because, he claimed, he had not been paid for funeral services. La France furnished bond in the sum of \$2,000 in the present case. Mrs. Lillie Harrison is the plaintiff in the case. She charges that La France received \$30 from her for burying George Pibbard in the summer of 1916 and that in the spring of 1917 he dug up the body and replaced the original casket with a rough box. It is also claimed that La France received other amounts of money from friends of Pibbard for burying him.

### Manufacturing Matters.

Flint—The Flint Foundry Co. has increased its capital stock from \$20,000 to \$50,000.

Detroit—The Federal Carbonic Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Miller-Seldon Electric Co. has increased its capital stock from \$25,000 to \$200,000.

St. Johns—Work has been resumed on the plant of the Triangle Truck Co. It will be completed about Dec. 1.

Coldwater—The name of the National Burial Device Co. has been changed to the National Device & Drill Co.

Hudson—The Helvetia Milk Condensing Co. has purchased the cheese factory at Waldron, thereby increasing its capacity about one fourth.

Emmet—The Tinsnian Plow Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Kol-Ben Wheel Co. has been incorporated with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and \$5,000 paid in in cash.

Sears—N. B. Horton, stockholder and manager of the Sears cheese factory, has resigned his position, having been called to the service of Uncle Sam, at Camp Custer.

Big Rapids—The Big Rapids Furniture Manufacturing Co. has been incorporated with an authorized capitalization of \$21,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Comfort Shoe Co. has been organized with an authorized capitalization of \$20,000, of which \$13,100 has been subscribed, \$5,600 paid in in cash and \$7,500 in property.

Rock—The Maple Ridge Manufacturing Co. has been organized to manufacture and deal in excelsior and forest products with an authorized capital stock of \$50,000, which has all been subscribed and paid in in property.

### Status of the Bean Market.

A great deal is being said about price fixing on beans, and the Government has established a price at which it will buy beans for its own use. As I understand it, this does not fix the general price of beans to the farmer or the price at which they are to be sold in any other direction.

Price fixing so far as the dealers are concerned, will amount to nothing at this time, as none of the dealers or elevators have any beans to speak of. Unless some action is brought about whereby the farmers are willing to market their crop at some specified figure, marketing conditions will remain unchanged. Laws, rules and regulations may be established to govern the elevators and distributors, but if they have no raw material to work on, such laws, rules and regulations can not be of much benefit to us. Lots of old beans are practically cleaned out in all large markets and the lateness of the incoming crop means that beans are scarce in all distributing centers. The price offered by elevators is ranging over the State from \$8@8.50 on a hand picked basis, and \$5.50@6 basis on Red Kidney beans.

Colorado has a fair stock of Pintos and they seem to feel there is little or no demand for them.

California is offering their small whites at \$12.25@12.75 per hundred f. o. b. coast, which are now taking the place of Michigan beans where there is any demand.

There are a few old importations in large markets, like New York, Philadelphia and Boston, which are being offered at low figures, and it is reported that Manchurian Kotonashi beans are offered at \$8.25 in bond for shipment, duty paid, in round lots. However, these beans could not reach this country much before January 1, and their quality compares favorably with that of Michigan beans.

E. L. Wellman.

### Painful Recollections.

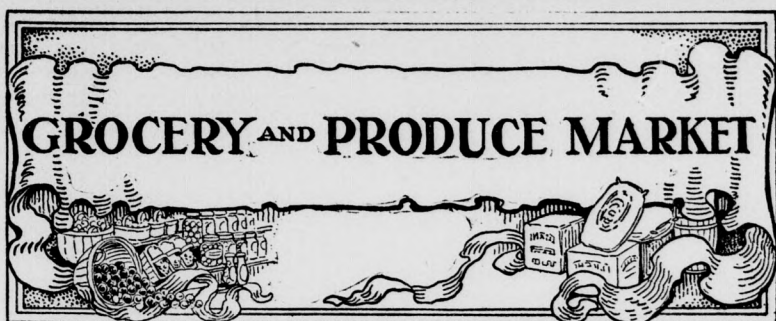
"I could have bought farm land once in what is now the center of Chicago."

"Cheap, I'll bet."

"Yes, if I had done it I'd be rich now."

"We all have those vain regrets," opined the grocer. "If I had every potato I've stuck on the spout of a kerosene can I'd be wealthy beyond the dreams of avarice."





E. W. Foley has engaged in the grocery business in the new Vander-mass block, Creston Heights.

C. G. Huntley, Springport, has purchased a new Guarantee Iceless soda fountain of the Hazeltine & Perkins Drug Co.

Frank Courtright has opened a new drug store at the corner of Valley avenue and Bridge street, Grand Rapids. The Hazeltine & Perkins Drug Co. furnished the outfit.

Joseph H. Bowditch has purchased the interest of his brother George, in the meat stock of Bowditch Bros., 1215 Madison avenue, and will continue the business under the same style.

Anton Harnau will open a confectionery store with soda fountain equipment at the corner of Pine and Apple streets, Muskegon. He has purchased a new Guarantee Iceless soda fountain of the Hazeltine & Perkins Drug Co.

The Windsor Upholstering Co. has leased the vacant plant of the Nelson-Matter Furniture Co. for a period of five years and will occupy the second, third and fourth stories. It has sublet the ground floor to another manufacturing institution.

Forest Hutchings and Fred Fisher, who recently purchased the Dr. Weeks drug store stock, at Augusta, are remodeling and will equip their store with new Wilmarth fixtures and Fountain Specialty Co.'s soda fountain purchased from the Hazeltine & Perkins Drug Co.

William Judson, who handled the subscription of the wholesale and produce trades for the First Liberty Loan, secured \$160,000. His success was so manifest that he was naturally selected to handle the Second Liberty Loan among the same lines of trade. This time he added to his fame as a money lifter by securing \$320,000.

Arthur Cox, who recently disposed of his grocery stock at the corner of Sixth street and Scribner avenue to S. M. Frost, is taking the first real vacation he has had for six years. Incidentally, he is giving his debtors an opportunity to square accounts. Mr. Cox has kindly consented to embody his ideas and observations of the retail grocery business in a contribution for the thirty-fourth anniversary edition of the Michigan Tradesman.

Theodore Petersen, druggist at 137 Fulton street was driving through a Northern village recently in a rain storm. The windshield of his car was so befogged that he was forced

to stop and wipe off the moisture. As he did so a farmer drew alongside and suggested that by rubbing a plug of tobacco over the glass it would hold a clear vision during the hardest storm. Petersen tried out the plan. It worked perfectly. Now he carries tobacco with him on every trip and uses it whenever a rain sets in. He can't explain the theory, but so long as it works he will continue to use it.

#### The Grocery Market.

**Sugar**—Local jobbers have no sugar to speak of on hand, but are receiving occasional carlot shipments of beet granulated. They hold New York granulated at 8.90c and beet at 7.80c, f. o. b. Grand Rapids. It is confidently expected that the situation will improve within the next week. Local retailers hold granulated at 9c and restrict sales to one pound at a time.

**Tea**—Everything is very firm and strongly maintained on account of the short supply and high cost of freight and transportation. There are buyers out who will take almost anything offered cheaply, but they claim not to be able to find much. Consumptive demand for tea is fair. Up to date it seems not to have been interfered with by the scarcity of sugar.

**Coffee**—The market shows an additional decline of about  $\frac{1}{8}$ c during the week and No. 7 Rio, the standard grade, in a large way, green, is now down to 8c, which is the lowest price reached in a long time. Santos is also a trifle weaker. Milds also unchanged, but with a weak undertone. The coffee market will not improve until the coming of peace opens the European markets. The consumptive demand is very light. Java and Mocha grades are unchanged and steady.

**Canned Fruit**—California canned fruits are in small and ragged supply and steady to firm in price. Small Eastern staple canned goods show no change.

**Canned Vegetables**—The tomato pack is practically over, but nobody has any idea what it will amount to. It is reasonably certain to be short of requirements and there is no color in the belief that prices can be much lower than they are now. According to reports made to the Food Administration the 1917 output of canned peas has reached the enormous total of nearly 10,000,000 cases, as compared with the previous record of approximately 9,000,000 in 1915 and an output of about 6,500,000 in 1916. While there is some shortage in the highest priced grades, there is a surplus in the medium and larger sizes. Most of these peas were sold

by canners before the declaration of war, to be delivered this fall after canning and at prices to the wholesale trade ranging from 90c@\$1 per dozen for the cheapest grade to \$1.20 for those of the medium size and price. Corn is unchanged and very firm. The average delivery on Maine corn will be 25 per cent.

**Canned Fish**—The salmon situation continues firm. Advice received during the week from the Alaska Packers' Association state that the delivery of pinks would be only 54 per cent. and of chums only 30 per cent. It is expected that the delivery of chums would be low, but the delivery of pinks was expected to be 100 per cent. Red Alaska salmon will probably be delivered in full, but the market has advanced about 25c per dozen over the opening. Domestic sardines are unchanged and quiet. It is almost useless to quote imported sardines, because they are not to be had.

**Dried Fruits**—The most important feature in the dried fruit situation at the present time is the question of transportation. Packers are unable to get cars in sufficient quantities to make the shipments, and even when they do get them there is a shortage of motive power that results in additional delays. It is safe to say that packers are anywhere from three weeks to a month late in starting their shipments, and even after they get started there is no telling when they will arrive here. The result is that there is likely to be a scarcity in certain lines, if not in all lines, for the Thanksgiving trade, and the outlook for the holiday trade is rather dubious. The delay in starting the shipments has in a large measure been due to the efforts on the part of the packers to attend to Government wants at first, and in giving these the preference they have been obliged to delay the regular trade. The result is that spot offerings are likely to be very much in demand later on, as in fact they are already. Some jobbers are already warning retailers that they had better make provision for immediate supplies, but on the other hand there are not enough stocks available here to withstand any sort of an active demand. It is possible therefore, that there may be a scarcity of prunes, there seems quite certain to be a scarcity of seeded raisins, as the first shipments have only just gone forward and, according to recent experience, will take all of a month to get here. In the meantime, from the supply standpoint, there will eventually be enough prunes to supply any expected demand, according to figures that have lately been compiled by crop experts. These place the California crop as the largest ever raised. As against this, however, there is the destruction of the orchards in Central Europe, which will throw a much greater demand upon American prunes than ever before.

**Corn Syrup**—Continued firmness characterizes the market under an active demand and light spot supplies.

**Molasses**—With a practically empty market business is at a standstill and prices are nominal pending arrivals of new crop.

**Cocanut**—Sinking of ships loaded with raw materials is one reason given for an advance in this line. It is practically impossible to buy nuts in the market and the question now is as to what factories have enough supplies to keep going.

**Sugar Syrups**—Very little stock is coming out because of the condition of raw sugar supplies at the refineries, but whatever is offered is promptly absorbed at full prices by exporters.

**Spices**—Prices have reached extraordinary levels, with indications all pointing to further advances owing to steadily diminishing available stocks and extreme uncertainty concerning the obtaining of future supplies owing to the acute scarcity of freight room at primary points of shipment.

**Rice**—Business in spot rice has been brought almost to a standstill by failure of supplies and in view of the embargoes established by the ocean carriers between Southern shipping points, the duration of which is uncertain, the question of obtaining goods to cover urgent requirements has become a very serious one. Another condition hampering the movement from the fields to the mills in the South is the great scarcity of freight cars. The market here closed very firm, but without further quota-ble change.

**Cheese**—The demand is only moderate. The make is about normal for the season and the quality of the cheese being made now is not as desirable as the cheese which was made earlier. The market is steady on the present basis of quotations and from all indications we are going to have a falling off in the make in the near future, but we do not look for any change in the price.

**Provisions**—Everything in the smoked meat line remains steady at unchanged prices, with a fair consumptive demand. Pure lard is steady at unchanged prices, with a light demand, while lard substitutes are firm at an advance of  $\frac{1}{8}$ c per pound, with an increased consumptive demand. Barreled pork, canned meats and dried beef are firm at unchanged prices, with a good demand.

**Salt Fish**—Shore mackerel, in fact, all grades of mackerel, continues scarce and very high. The demand is fair under the circumstances.

#### Late Bank News.

**Port Huron**—The German-American Savings Bank has changed its name to the United States Savings Bank—from autocracy to liberty, as it were.

**Beaverton**—The Peoples State Bank has been organized with a capital stock of \$25,000.

**St. Joseph**—After thirty-five years of faithful service as Cashier of the Union Banking Co., Orville O. Jordan has tendered his resignation to take effect January 1. The resignation was accepted at a special meeting of the directors and F. H. Tebbe, at present Assistant Cashier in the Farmers and Merchants Bank of Benton Harbor, was elected as his successor.

A country paper runs a sheep department under the heading, "Our Rampage."



### Gabby Gleanings From Grand Rapids

Grand Rapids, Oct. 30.—In his selection of the 1917-18 dance committee Senior Counselor MacMillan exercised his customary Scotch sagacity, for they surely demonstrated their ability to show the folks a good time, when last Saturday evening they put on their first dance of the season. The committee, consisting of Mr. and Mrs. A. E. Atwood, Mr. and Mrs. Ira Gordon, Mr. and Mrs. E. H. Snow, Mr. and Mrs. N. H. Carley and Mr. and Mrs. Frank H. Starkey, worked hard to have the hall and floor in the pink of condition and they certainly were successful. The room was artistically decorated with the stars and stripes and during the evening the dancers were called upon to sing the "Star Spangled Banner" and at the proper time a large flag previously rolled up and placed near the ceiling was unfurled and from it dropped several hundred small flags which were picked up and worn as souvenirs. The refreshments, consisting of cider and doughnuts, were thoroughly enjoyed by all present and Mr. Tuller and his famous artists measured up to their high standard of former years. Card tables were set in the reception room for those who did not care to dance, but they were not very well patronized, as the musical strains of the orchestra and the lively atmosphere everywhere proved too great an attraction to resist. These parties are known far and wide for their brilliancy and charm and from present indications the coming season will prove no exception to the rule. The next party will be held Saturday, Nov. 10, and if you eligibles are not there no one loses more than you.

When E. F. Wykkel and George Kardux drove into Montague last week they were closely scrutinized by the citizens of that quiet little village, not that either of them looked particularly like a suspicious character, but because they had picked up somewhere about nine or ten miles north of the town a very valuable plank which they had safely secluded beneath their auto. It is not definitely known at this writing whether they were pursued by the sheriff or not, but we understand the citizens set their phones buzzing at once upon their arrival and they lost no time in making their escape into Holland.

F. Eugene Scott, P. S. C., says he likes his new job with Mr. Oliver very much. He just returned from a long trip and now starts out on extended business venture into California and Arizona, where he will be until Thanksgiving. Eugene says he has many things to be thankful for, not the least among them being little Gene.

Twenty years ago to-day—ladies wore bustles, operations were rare, nobody swatted the fly and nobody had appendicitis. Camouflage was never mentioned.

Did you notice how Grand Rapids went over the top with the Liberty Loan?

The Misses Haruka and Helter, of La Grange, Indiana, spent the week end with J. J. Dooley and family.

C. C. Perkins has returned from a three weeks' trip in Ohio and Indiana and reports business good. Charles is the genial representative of Armour & Co., Chicago.

We believe J. J. Dooley holds the record of No. 131 in subscribing for Liberty Bonds. John J. bought to the extent of \$5,000. Some pill for Kaiser Bill!

The Inn, at Grayling, seems to have earned a reputation for itself among the traveling fraternity. We wouldn't say an envious reputation at all. We don't mind being stuck up in a dark alley or on a lonesome highway, but when you get it in broad day light or by bright electric rays, it is a hard matter to keep from vaulting, not from but for. One sometimes is almost tempted to commit a hold-up in order to get a place to eat and sleep

at a reasonable rate, which is almost impossible at some so-called hotels. Our idea of a hotel is a place conducted for the convenience of the traveling public where they will get value received, but such cannot be interpreted by some landlords. Their axiom is, "git 'em while gittin is good."

Warren DeYoung, son of Ed. DeYoung, and Vice-President of the McBain Hardware and Furniture Co., is serving Uncle Sam in the New National Army at Battle Creek. Warren is corporal at present and will receive an additional sleeve stripe Nov. 1. He was a junior in the engineering course at M. A. C.

Mr. and Mrs. R. M. Bielby, of Lake City, spent the week end with their son, John, at Camp Custer. John has been promoted to corporal and likes his work very much. He was formerly cashier in one of the Lake City banks.

Henry Donahue, manager of the Cadillac Gas Co., suffered a severe injury to the index finger on his right hand last week. While out in the country with a tin lizzie he was compelled to get out and push and in some manner Henry got his finger between the wheel and brake housing and when the power was thrown on Hank's finger was nearly slashed to the bone for a distance of two inches. The index member is getting along nicely and Mr. Donahue expects to remove the bandages in the course of a few days.

Richard Shore, formerly with the DeWindt Hardware Co., at Evart, but now serving in the National Army at Camp Custer, has been promoted to corporal and expects to join the National Guard at Waco soon.

Tourist sleeping cars are losing their popularity with trans-continental travelers, according to Gerrit Fort, passenger traffic manager of the Union Pacific Railway system. The answer is, American prosperity, he says. "Tourist sleeping cars do not enjoy the popularity of a few years ago. There was a time when we hauled more tourist sleepers than standard, but now the ratio is reversed. The explanation seems to be increased prosperity of the people generally. People who a few years ago figured the lower priced cars material factors in saving traveling expenses now use standard sleepers. Serious consideration has been given the temporary withdrawal of these cars to place them at the service of the Government for the transportation of troops, but certain trans-continental lines feel that there is still a sufficient demand for the lower rate accommodations to justify the operation of a limited number of these cars. My own opinion is that if the traveling public knew what useful service these cars could perform for the Government, public opinion would approve their withdrawal from regular service for the present, at least."

The train dispatcher's office of the Michigan Railway Company at Monteith Junction is still a joke. Cars are held at Monteith until passengers are completely disgusted over their disability to keep their engagements and make their connections.

Horace Shields (Sherwood Hall & Co.) is happy over the advent of a bran new boy at his home.

Dr. G. W. Ferguson writes as follows from Vancouver, B. C., under date of Oct. 21: "Just a line from this remote end of the good, old world, to remind you that 'From Coast to Coast in sixty days' is some work—but to work is to be good and to be good is to be happy. All of which just strengthens my wish to be in old Grand Rapids, Kent county, once more, and all things going fair, I should be able to drop in on you in about three weeks."

The Evart Creamery Co. is installing vacuum machinery for making condensed milk. If this venture proves successful, they will erect four other plants in the spring.

A. T. Heinzelman made a trip to Coopersville Saturday via auto and, due to the bad roads, was unable to reach home until a late hour, thus preventing his attendance at the first U. C. T. dance. Heinie said mud bespattered clothes and shoes were not at all fashionable at a dance.

Here is where we get it in the neck again: Saturday matinees at B. F. Keith's theater have been boosted to 35c, while the other matinees are still 25c. We used to get by with a quarter, but now it takes too much explaining to get by with an extra dime. We are the goats. Hop to it, everybody.

Mrs. Earl Cassoda, wife of the popular drug clerk at the corner of Lake Drive and Robinson Road, entertained her mother, Mrs. Bush, of Gobleville, at the beautiful Cassoda house on Carlton avenue Wednesday.

Mr. and Mrs. A. K. Thayer entertained Mrs. Nelson and daughter, of Cadillac, Saturday and Sunday.

D. F. Helmer, the coffee man for the Worden Grocer Co. and the man who made this slogan famous, "Quaker coffee goes hot from the pot to your welcome spot," has been confined to his house for the past two weeks with lagrippe. The sick committee of No. 131 reports him rapidly improving.

The Crown Prince of Germany is another argument that will be used against the cigarette.

Nicholas Romanoff, in his pleasant, steam heated Tobolsk flat, looks out over the comparatively peaceable town and murmurs, "Poor Kerensky!"

The Four Drive Tractor Co., of Big Rapids, is forging ahead in the construction of their machine and when in full operation expect to turn out about fifteen tractors a month. Their tractor has passed several Government tests and has been found lacking in no instance. At present they have tractors working in the rice fields of Missouri, where it has been impossible to use any other tractor. Bert Jenkins is President and General Manager and if a live wire will do it, the Four Drive tractor will be a success, both mechanically and financially.

Chase & Anderson, owners of a livery at Casnovia, are going to spend the winter in the Sunny South. D. C. Greiner, landlord of the hotel, will conduct the livery business during their absence.

C. G. Pitkin & Co., druggists at Whitehall, are installing a new front in their building, which, when completed, will be the finest store front in any comparative sized town in the State. The estimated cost will be about \$4,000. It costs a lot to look out.

C. A. Brubaker, better known as the Kronic Kicker of Mears, has moved his stock of housekeeping necessities to the Ewald building which he recently purchased. The Kicker expects to occupy a building on the corner lot adjoining him in the spring. He has been anticipating a move from Mears for a good many years, but the fact that all Michigan will be dry in the near future has led him to believe that one doggone spot is as good as another. Why roam from home for laurels already won?

The Liberty Loan drive carried on during the past two weeks by John D. Martin, with a series of letters to the members of Grand Rapids Council, brought good results. By letter, postals, and over the phone came reports that the members all "did their bit." The largest individual purchase that was reported was \$5,000, another good one came in \$2,000, two of \$1,000 each and from that down to \$100. The entire amount reported totals about \$35,000, or an average for each member of \$75. If all councils in Michigan do their bit as well—and many do much better—it will bring the total purchase of Liberty Bonds by the membership in Michigan up to a quarter of a million dollars.

If each member of our organization does his bit by buying \$75 of Liberty Bonds, it would figure up to between five and six million dollars backing for our country. When the third loan is called the United Commercial Travelers will "come over" just as strong again.

The Courtwright Hotel, at Newaygo, is temporarily closed, due to the expiration of the lease held by John J. Peterson, the former landlord. There are several bidding for the hotel, but there has been no definite arrangement made as yet.

Don't forget the U. C. T. meeting next Saturday evening. Bring a candidate. While you are remembering the meeting, remember assessment No. 140.

We have purchased some "heavies" and will begin an attack on the Northern region this week. News from the snow and potato country later.

L. V. Pilkington.

### Hardware Clerk Who Is Getting On

A clerk in a hardware store in a neighboring town recently gave a Tradesman representative a little glimpse at his life which is worthy of reproduction and emulation. In the course of his recital he said:

"I own a home and four lots. I raise enough potatoes and other vegetables on these lots to keep my family fully supplied during winter. Besides I have sixty chickens, six geese, a 300 pound hog and a bulldog. My family consists of a wife and five children. I bought the hog of a farmer early in the season. He will weigh 325 pounds by the time I slaughter him Thanksgiving day. He has cost me \$31 to date and I could sell him on the hoof to-day for \$48. He will keep my family in meat all winter. The bulldog is not such an extravagance as you might think. I paid \$3 for her license and have sold her puppies for \$65, so you see she is a producer instead of an expense. I have an order for two more puppies next spring for \$15 apiece. I made \$35 a few days ago selling a traction engine for a man. I gave my wife \$15 and invested the remaining \$20 in a \$50 Liberty Bond. I have come into possession of \$2,300 by the death of my mother. I propose to put \$300 into creature comforts in my home and hold the \$2,000 in bank to use in purchasing an interest in this or some other good paying business. For a man of my age who is capable of earning \$18 per week and who is proud of his wife and family and deals as generously with them as his circumstances will permit, I think I have every reason to regard my progress with satisfaction and my future with confidence."

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

Buffalo, Oct. 31.—Creamery butter extras, 44½¢@45¢; first 43¢@44¢; common, 41¢@42¢; dairy, common to choice, 35¢@40¢; dairy, poor to common, all kinds, 32¢@35¢.

Cheese—No. 1 new, fancy, 26½¢@27¢; choice, 25½¢@26¢; held, 26¢@27¢.

Eggs—Choice, new laid, 44¢@45¢; fancy hennessy, 50¢@60¢.

Poultry (live)—Fowls, 18¢@24¢; chicks, 20¢@25¢; old cox, 16¢@17¢; ducks, 21¢@25¢.

Beans—Medium, \$9.00@9.50; peas, \$9.00@9.50; Red Kidney, \$8.00; White Kidney, \$9.00@9.50; Marrow, \$9.00@9.50.

Potatoes—New, \$1.50@1.65 per bu Rea & Witzig.



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Oct. 29—The new song at the Soo this week was entitled, "In The Good Old Winter Time," with not quite enough snow for sleighing and too much for convenience.

G. M. Jeffery, well known traveling man, was a business visitor here last week, buying supplies for the winter, which he expects to spend in his commodious home at Sailors' Encampment. George says that he may not be down again before the big smoke on the river next spring.

The Brimley Produce Co., at Brimley, was sold recently to Messrs. A. W. Reinhard and W. L. Campbell. The above parties will continue business as heretofore.

"If you would lengthen your life, shorten your worries."

One of the happiest men in the Soo last week was Oscar Denkmann, popular book-keeper for the Cornwell Company, who received a letter from home, enclosing a large amount of Liberty bonds. As Oscar was a heavy investor personally, knowing that Uncle Sam needed the money, the additional wealth, added to his present fortune, has brought about a smile that won't wear off.

The Soo business men are very sore over the reduction of the post-office staff which has crippled most of the lines of business with the exception of the telephone and telegraph companies, who have been resorted to for relief in the mail service. A short time ago an inspector recommended a reduction in the number of mail carriers in the interest of economy, causing a delay of at least one hour in the two deliveries for the business districts and limiting the residence portion of the city to one delivery per day—providing there is

no hitch in the schedule. With the enormous salary of \$800 per year with the added work, while any able-bodied man can get 50c an hour at other labor, there is no rush for the job of mail carrier. Some of the business houses have written the Assistant Postmaster General for relief and have the assurance that their troubles will be looked into. It is to be hoped that better service will result.

The Liberty loan of Chippewa county has been over-subscribed. It is estimated that between \$460,000 and \$475,000 will be our mark.

The farmers of this county who are fortunate enough to market any hay at present are receiving \$20.50 per ton, which is an exceptionally high price for this county.

John Merrifield and Charles Hasse have been awarded leather medals for heroism, for saving the automobile of Frank Allison last week. Frank was looking for some place to try out his Overland, as he was under the impression that it would not get stuck on any of the roads in his territory, but was pleased to donate the medals on account of Mr. Carnegie's supply being exhausted at the time. He says that if it were not for the strong arms and steady pulls of his fellow travelers, he would not have been able to report to the Soo last week.

Adolph St. Pierre, one of the popular salesmen for A. H. Eddy, is spending a few weeks in Lower Michigan, visiting relatives and friends.

James McDonald, well-known postmaster and general merchant of Detour, was a business visitor here last week, making the trip in his new Overland. He reports the roads in fair condition, with the exception of that "big bump" on the road which caused Jim to invest in a new spring while here. Jim knows just where that place is now and from all accounts he went around it going back.

W. R. Cowan, popular manager of

the Prenzlauer Bros. Co. store here, was a New York visitor last week. Bob says the hotel is still in the same place and the usual throng was at the depot to meet him, although he admits seeing many new faces since his last visit there.

Charles DePaul, proprietor of the Dreamland theater, made a business trip to Chicago last week in the interests of the Dreamland.

The Chippewa County Automobile Club was organized last Friday. Officers were elected and, after listening to an interesting discourse by W. C. Galbraith, President of the Detroit Automobile Club and father of the Dixie Highway, much valuable information was obtained. The new organization bids fair to do much in the line of assisting the good road building and other benefits derived by association work.

John Goetz, well-known lumberman of Detour, has opened his large camps for the winter on Drummond Island.

Robert McDonald, manager for Mr. Goetz, has moved his family to Drummond Island to spend the winter with him.

The many friends of Brigadier General Robert J. Bates, are pleased to note that he has received the appointment as Major General in the signal corps in the U. S. Army. After having advanced to the position of Brigadier General of the Michigan National Guards, General Bates volunteered with the American contingent of the Canadian army, and was commissioned Lieutenant Colonel to take the battalion over seas. He resigned that office when the U. S. entered the war, feeling that he would rather fight for his own country. There is no man in the country better versed in military tactics than General Bates and his many friends are pleased to know of his commission.

"This a sour world for a man with a sour disposition."

The wheatless and meatless days are having their effect on the sale of cheese here, and if there should be any more fast days, we will all have to cheese it.

St. Ignace is now up against the wood famine scare. While they are living in the heart of the woodland, it is almost impossible to secure labor to cut the wood. Clyde does not know just what they will do at St. Ignace in case there should be a shortage of coal as well. The St. Ignaceites will have to go to the Soo for a warm time.

John La Plaut, the new St. Ignace barber, is also installing a few pool and billiard tables, which will undoubtedly be popular with the St. Ignaceites in the new quarters.

Johnson Duncan and John Tulfert, well-known butchers employed by the H. P. Hossack Co. for the summer, finished their summer's work last week. Mr. Tulfert expects to spend the winter at the Snows, while Mr. Duncan has not as yet given any information as to where he will spend the winter.

"When a man begins to burn his money, look out for a hot time."

The Appleford mill, at Bevert Lake, started operations last Monday. This will mean more work for Bevert; also the neighboring town of Moran.

The Chief Wawatam is again in commission at the Straits, and is on her winter schedule. This will relieve the transportation situation somewhat, and better train service is now looked for again. Although the passenger travel on the South Shore has dropped off fully 100 per cent. of late, it is expected that the hunting season will bring on a big rush as usual.

William G. Tapert.

Although old and wise he still advised.



Barney Langelier has worked in this institution continuously for over forty-eight years.

Barney says—

"We SERVE with great facility—

With Good Goods and Ability."

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS





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E. A. STOWE, Editor.

October 31, 1917

**TESTING FOOD CONTROL.**

The prevailing sugar crisis is furnishing the first real test of the success of the Hoover plan of price control and is accordingly being watched with unusual interest. At this stage of its application—thanks to the loyalty of the trade and their earnest desire generally to support the Food Administrator—it appears to be working out nicely, but before the existing scarcity of sugar is relieved it may be severely strained.

As already suggested by the Tradesman, what Mr. Hoover is doing is less a "fixing" of price than an influence to prevent violent fluctuations. It is no surprise in trade circles that there should have come the prevailing scarcity of sugar—it has been predicted and foreseen for weeks—but in lay circles the discovery that the supply is virtually exhausted created the expected panic. In fact, the effect has been sufficiently violent to suggest to some minds that it would have been just as well if the public had not known anything about it and the whole matter adjusted by the trade leaders quietly.

However that may be, the inevitable happened; almost exactly the same thing that usually happens in time of threatened scarcity in any staple—a buying panic. However much the consumer may condemn the "hoarder" and "speculator," she becomes the most riotous speculator the moment she develops a fear that her own family are to be inconvenienced. Instead of leaving her case to the grocer, who would have matched demand to supply with reasonable success, she took things into her own hands, bought 25, 50 or 100 pounds of sugar instead of the customary "dollar's worth" and thus created a buying mania.

Ordinarily this would have resulted in immense inflation—in fact, it did with certain unprincipled grocers, mostly retailers—and prices would have soared, just as they did last spring, when Uncle Sam "spilled the beans" with his buying campaign for army and navy. But this time it didn't, or if it did, it lasted only a day or two. Instances are reported of retailers charging 12@13c per pound, but the majority appear to

have kept to around 11 cents, as compared with their own cost of about 9 cents. And the reason was probably the trade conference with the administrative officials and the announcement of an agreement on a scale of prices from the refiner to wholesaler and 25 points margin for the latter.

In other words, while no one denied the scarcity or the liability of a strenuous continuance of scant supply, every trade factor of authority representative of the organization united in defying the logical effect of the law of supply and demand. Backed by the Government, they propose to test their ability to control a bad situation and the outcome of the experiment will be watched with interest.

So far as enrolled members of grocery trade organizations are concerned, it will doubtless succeed, but the "rank outsider" is a problem. So far as wholesalers are concerned, the law gave Mr. Hoover authority to enforce his decrees, because if he withdraws a license from a jobber, the latter is forthwith forced out of business. But the retailers, save the few doing more than \$100,000 of business a year, are still free and the only weapon that can be turned upon them is the stigma of popular condemnation and scorn.

It appears, therefore, that there are three weapons for regulating price—or for preventing violent fluctuation in time of public scare—amicable agreement, revocation of license and fear of public opinion. Whether or not they can overcome the natural law and human cupidity is the crux of the present test.

Another interesting outcome of the prevailing situation is the arbitrary districting of the country for the purpose of establishing a working basis of co-operation, rather than competition, between beet and cane sugars. It will be worth watching to note how much of this "division of the spoils" remains after the war, for the conditions which it is sought to reconcile are fundamental in the economic situation and always will abide.

The Eastern coast is normally the field for the refiner of imported cane raws, while the West, even as far East as Pittsburg, is economically in the grasp of the beet sugar manufacturers. Heretofore the rivalries between these two—save when the seasonal distinctions take away the competitive conditions—have furnished the political motive whereby each fought to invade the other's precincts and seemed to presage an ultimate extinction of cane sugar. The extraordinary power of the Food Administrator has made possible a compromise and the opinion prevails in trade circles that it will never wholly disappear.

The consumer, too, is beginning to learn some very valuable lessons out of the existing situation, thanks to the immense amount of propaganda being expended in showing the public how to economize. It has long been realized by economists that waste is one of our worst enemies, that much of it might be cut down if only people

were forced. Until they were forced, however, they would not. Again, selfish interests were always ready to lend a hand in frustrating economy of food. The more people bought—whether they ate it or wasted it—the more there was to be made and sold.

Then, again, there were partisan interests defeating the progress of measures of economy. For years it has been argued that mixing wheat flour with corn flour and other wholesome grain ingredients was feasible and economical, but the "hard wheat crowd" always kept a throttle hold on the situation by its control of some of the officials and more of the Congressmen at Washington and kept the prohibitive bars up. The dairy interests prevented a fair field for oleo by similar tactics in favor of butter, or rather against substitutes.

But now things are changed. Not only is there need for "adulterating" flour in order to save wheat, but it turns out that very likely the dietetic value of mixed flour would be higher than all-wheat flour. And report has it that Mr. Hoover has personally experimented, with great success, with bread made from only 20 per cent. new flour and 80 per cent. pulverized and re-kneaded stale bread. Those who have eaten it say it is just as good as the more expensive kind, and if they are right it would seem as though the wheat supply may be automatically extended and the problem of stale bread solved at the same time.

All this means a new measure of public economy. Meanwhile food traders are scrutinizing the efficiency of their own processes as never before and finding ways to cut down expense and waste, while a new era of understanding and co-operation has come about between the chain store and the "independent" retailer, in which all hands are discovering good points in each other never before appreciated, or at least admitted.

Few of these things are wholly novel or untried in the past—in fact, most of the movements being exploited have long been recognized as desirable and have been urged for general adoption—but in the absence of an authoritative arbitrator and a non-political "boss," who could decree or even influence their adoption, nothing was done. So long as anti-trust laws prevented concerted action and wide open competition prevailed with no power to check its destructive trend, concert of reform seemed impossible. Inflation, profiteering, speculation and all the other wasteful conditions were logical and inevitable—also unbridled.

The fact that now, under a harmonious and sympathetic "moderator," all factions of the food interest can be brought to work together, with vision clear to a desired end, seems to indicate that a long needed element has been found. Without undue adulation for the idea of governmental control, there is nevertheless a growing feeling among even the friends of the competitive system that a certain measure of influence may produce enhanced efficiency in feeding the people. Of course, it is as yet too early to make predictions,

but it looks as though some of the lessons being learned will strangely influence the trade alignments of the after war period.

**THE ITALIAN REVERSE.**

It would be idle to deny the profound gravity of the Italian situation. The Germans have won one of the great victories of the war with tremendous speed and apparently at slight cost. Throwing their whole weight on the weakest spot in the Italian line, they have more than won back much of the territory conquered by the Italians since August, 1916. In five days they have obtained control of a district it cost the Italians perhaps half a million men to take during a period of sixteen months. Although the Italian War Office withdraws its charge of cowardice against its second army, there is something radically wrong when one considers the magnificent defensive character of the country the Germans have just swept over. But even if the Italian army is holding its morale, it is a grave question whether it can now stop the German offensive until it is well into the Venetian plains, where we may see old-fashioned fighting in the open, as was the case in Rumania. Particularly serious is the loss of guns; if 600 are taken, this is irreparable, when it is considered that in response to a request for 1,000 guns Great Britain, it is reported, was able to supply only forty. How reinforcements can be rushed to Cadorna in time it is not easy to see. But one thing is certain: if Mackensen continues his drive it will have a far-reaching effect upon the entire Allied strategy and necessitate, it would seem, an immediate assault all along the Western line.

From every point of view this German victory is utterly deplorable. It can only have the effect of hampering the reform movement in Germany, of stiffening the Junker, and, therefore, of prolonging the war. That it is another desperate move by Berlin with a view to forcing peace by subjecting Italy to the brutal treatment given to Serbia and Rumania, is obvious. What the effect will be upon Italy will be watched with the greatest anxiety, for there is no denying the fact that internal conditions have been anything but satisfactory. Lack of coal, lack of food and war weariness have greatly swollen not only the socialist forces, but the republican movement as well. Even if the Germans are checked without further advances, the gravity of this disaster must profoundly affect political conditions in Italy and public opinion everywhere. The best thing to be hoped for is that this German offensive will soon spend its strength, precisely as the Riga offensive came to an end of its own weight and is now ending in a retirement, precisely as the haval offensive at the mouth of the Gulf of Finland seems to have come to a stop or been checked by the Russian fleet's brave defence of its own waters, and precisely as Mackensen was not able to make his conquest of the Rumanian army complete.



### BECAUSE OF THE WAR.

"Because of the war" is a touchstone of classification which by this time the most unobservant has applied. If our Government, the benevolent, and some others had their way, "because of the war" would cover not a multitude of sins, but good deeds. "I have cut my profit to the narrowest margin because of the war" the merchant would say to the carpenter, who would reply that "I have doubled my efficiency because of the war," or to the manufacturer, who would rejoin that "I take special pains with my products because of the war." Man would be honest over tax schedules "because of the war," maids would break fewer dishes "because of the war," college students would work harder "because of the war," dentists would be gentler and plumbers have a heart. But we all know that it is not often so. The merchant is uncertain with his deliveries "because of the war;" the factory charges higher prices for shoddy materials, the clerk is late to the office, the telephone or janitor service is poor "because of the war." It is such an excuse for slackness as slackness has not had in nearly two generations. Because a great burden is laid upon the Nation, millions of people feel they can roll various private burdens off their shoulders by four words. The excuse often accentuates the fault.

### FUNCTION OF PROFITS.

There is one thing to be remembered in connection with the general assault on profits.

Usually profits flow back into the business out of which they are made. Out of profits we get the money with which to expand and enlarge our business.

Profits pay for the new equipment, new buildings and help to provide salaries for new men carried on the payroll.

That is the prime function of profits in our modern business scheme.

It is worth while to remember it while we are talking and writing so much about excess profits.

Who knows but that among the most enduring of the results of the great war will be the permanent use of many of the makeshifts which have been forced by necessity? The other day, quite a number of persons were surprised at reading of the serving of whale meat steaks in fashionable San Francisco hotels and of shark meat at a rather elaborate course dinner given down South. The use of fish skins for tanning into leather seems to have progressed far enough to indicate that a permanent industrial use of the article will be found. In the textiles, the use of nettle and other hitherto unused fibres has been made not only in Germany, but in Denmark and Great Britain, and the results are so gratifying that the continuance of them is assured on a very large scale. The German chemists have been especially industrious, in their elaborate, plodding way, to overcome the lack of needed materials resulting from the blockade. In making ni-

trates directly from the air they claim the discovery of a new process which produces a result about 80 per cent. higher than hitherto, and novel products have been obtained from lignite. Mineral oils have been got from coal under treatment with liquid sulphurous acid, and an oil suitable for illumination like kerosene has been made from naphthalene. Substitutes are also said to have been discovered for copper, brass and bronze, and new processes invented for extracting metals from the leanest kind of ores. Woodpulp, too, has been applied successfully to many uses never before dreamed of.

Psychological tests proposed for the new army are intended not only to promote military efficiency by elimination of defectives, but also to economize in man-power. Many men have volunteered or been drafted who, under ordinary conditions of civil life, would be fitted to compete with their fellows and survive successfully enough, but who, subjected to the terrible strain of modern warfare, would inevitably succumb mentally, and, in the end, find their way to our asylums. These men may be perfectly normal now. If left to peaceful pursuits, they might never be anything but normal. Yet an examination of ancestry and laboratory tests might establish their nervous organization to be such as to exclude them from the fighting zone which has already shattered the minds of so many soldiers. The country will be saved an enormous tax on its resources after the war in the shape of payments to institutions, and thousands of useful citizens will be rescued for the community by this timely psychological examination. The light-minded may scoff at these new-fangled proceedings, but to thinking people they will furnish another assurance that, at least on the technical side our preparations for war are being carried forward at a maximum of efficiency.

In Spain "a disagreeable impression" has been caused by the news that the announcement of Uruguay's severance of relations with Germany was received in the Reichstag with general laughter; Spain having a feeling for the dignity of Uruguay's Latin civilization as well as for the general fitness of things. The German sense of humor, or what passes for it, has been known to be peculiar, and has caused a disagreeable impression before. If it is true that many Germans laughed when a new nation was added to the list that have severed relations or declared war since April 1, their laughter has analogies to Nero's fiddling amid crashing walls. The same sort of German that snorted contemptuously at Kitchener's little army is probably able to snort contemptuously at little and far-away Uruguay. But one wonders if there are quite so many of that sort of Germans as in 1914, and if there are not some Germans who perceive that if an arrogant laugh at the British army was practical stupidity, an arrogant laugh at a new neutral outraged into hostility is a moral stupidity.

### WOMEN IN MEN'S PLACES.

Not many women are yet replacing men called to war service in America. The banks have added a few women clerks, but that is no novelty. The railroads, except in rare instances, are using women only for office work. When great American armies actually begin fighting, however, a different story may be expected. Heads of corporations with large numbers of employees forecast wholesale substitution. Not until now has public opinion favored women's engaging in certain work involving great manual labor, but, if the forecasts are correct, such labor must fall to their lot here soon, though not to the same extent as in England and France. The munition makers say they can operate successfully with 70 per cent. of women. The garment industries have always used women, but increased business uniform manufacturing will call for more. Similar predictions are made in regard to practically all the other industries.

That recent conference at Berlin, where plans for trade control after the war were seriously discussed, must be regarded as of considerable importance. It is very significant that such a conference should have been called just now, at all. The Germans are an extremely forehanded people, as the world knows to its cost. Yet their leaders would not be wasting precious time and energy discussing ways and means for resuming the broken threads of commerce unless there were a reasonable assurance of peace within a fairly short time. Here, then, is another proof of that abiding, unshakable belief in Germany that the war will soon end, which strikes the outsider as such an enigma. For almost a year all Germans, from the Chancellors down, have been talking as if peace were only a matter of days; and yet the military and diplomatic situation has not altered in a way to give ground for such confidence. These princes of finance and industry meeting at Berlin, in their discussions, quietly assume a proximate peace, and on the basis of that assumption, proceed to lay plans for Germany's commercial future, a future which, they insist, by the way, shall not be government-controlled, but, on the contrary, is to see a return to the old system of free trading without government interference. In other words, this Berlin conference not only hopes for peace very soon, but it furthermore hopes for peace without state-socialistic regulation.

Valparaiso University may be rather sneered at by institutes of higher standards, but it has done a deal of good, and Indiana papers have not failed to recognize this in commenting upon the death of its founder and President, Harry B. Brown. Its advertisements of its large equipment in buildings, its faculty of 250, its registration greater than that of Harvard only a few years ago, as well as its anomalous position in teaching university subjects to students who arrive with less than the usual preparation for them, have attracted to it a good deal of attention. Its student body is recruited from every section

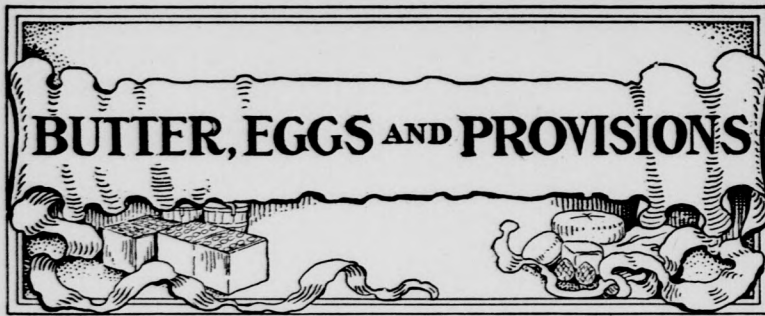
where there are men of deficient preliminary education and a slender purse who nevertheless want genuine higher training. Brown arrived at Valparaiso in 1873 and opened that year the Northern Indiana Normal School. A normal school it remained until 1892, when the wave of interest in university extension swept the country, and the institution formed a connection with the University of Chicago. It broadened its scope, and in time became a "university" itself. The administration will be carried on by Colver B. Kinsey, who has been associated with President Brown.

The cheese industry of Michigan is small, compared to the butter industry, and has never received much consideration from the State Dairy and Food Department. The factories are small and not a very large output per factory. The quality, no doubt, could be improved if sufficient instruction for the operators were provided by the Dairy Department. The cheese industry needs at least four good practical cheese inspectors who could go to the factories often enough to help and give instructions which would eventually make the cheese uniform and improve the quality. At present Michigan has only one man to help the cheesemaker and he must also work with about 300 creameries and the cheese industry is not receiving very much attention. The cheese industry of every state should be encouraged in every possible way as it is not only profitable for the producers of milk but it must be considered more and more as a food supply. With several good instructors and a good live cheesemakers' association the cheese business as well as the quality would be more valuable to the resources of any state. The establishing of cheese factories in the newer parts of the State by State aid would also be a good thing and when they become self-supporting they could be turned over to the patrons and the State could be reimbursed gradually by the factory for what it had loaned the community to start the plant.

There has been recorded a slight falling off in sales of hats for men from the high mark reached a few weeks ago, according to reports from a number of local manufacturers. The decrease in demand for high-grade hats is said to be more proportionately than for those of medium and popular prices. Whether or not this is to be taken as an indication that men will not pay the high prices at which the best grades must be sold, authorities in the trade do not agree. Some maintain that this is but a condition of the moment, and should not be taken as a barometer of general trade conditions. Many believe that the highest grades will prove to be the best sellers, inasmuch as the prices prevailing for all grades may induce the man of moderate means to wear his last year's hat another season while there is no such restraint in the case of those who can always afford the best.

He cannot go wrong when virtue guides.





#### The Slaughter of Calves.

There have been many reports of a heavy slaughter of calves the past few months, and the fear has been expressed that the foundation of our future dairy herds was thus being undermined. In this connection the following announcement from the Food Administration is of interest.

"Stockyard statistics show that from January 1 to September 1 the increase in calf receipts at the stockyards in St. Paul, Milwaukee, Brighton, Buffalo, Kansas City, Forth Worth, Louisville, Sioux City, and Philadelphia, as compared for the same months for 1916, totaled 169,664 head, or 26.9 per cent. The slaughter increase in this time, however, was but 18.2 per cent., indicating that a large proportion of calves were sent back to the farms to be fed or raised to maturity.

"The largest increase in slaughtering was in Kansas City and Forth Worth, reported to be due to the shortage of forage.

"The figures obtained are in response to an enquiry directed by the United States Food Administration to the stockyards of the country, asking for data regarding the number of calves received, the number slaughtered, proportion of male calves killed, and comparison with the previous year.

"It is well known that in the past a great many calves from the dairy herds were slaughtered at birth, unless it chanced to be a female and was needed to renew the herd, or in case veal prices were sufficiently attractive to warrant the expenditure of labor and milk to bring it to marketable age for veal.

"The fact that the reports show that 73.3 per cent. of the calves slaughtered this year were males indicates that the high price of veal has in a measure been the means of increasing our meat supply by the marketing of surplus dairy calves that would otherwise have been slaughtered at birth. It indicates also that this increased supply has been obtained without serious loss to our growing cattle."

#### Many Licenses Applied For By Produce Trade.

Every person, firm or corporation (except retailers doing less than \$100,000 business annually) handling any of the commodities mentioned in the President's proclamation, including all dairy products, poultry and eggs, fruits or vegetables and many other things, must, in order to continue their business, file application for license on or before October 31. If the application

is so made and no license is received before Nov. 1, persons may operate, unless advised to the contrary, on the assumption that application has been approved and that license is in process of being issued. Hundreds of the application blanks are now coming to the local dealers. The papers received in response to a request for them include two application blanks (one for filing at Washington, the other to keep for record); a copy of the President's proclamation; a copy of instructions for filling out the application, and a special blank to be filled out by dealers in sugar with a sworn statement of purchases and sales of sugar for thirty days with prices paid and received.

The instructions for filling out the application blanks are simple and explicit. Especial attention should be given, however, to the necessity for placing crosses opposite the name of each article handled in each of the columns designating the character of the trade desired to be continued. Thus if a wholesale dealer sells eggs to hotels and institutions, and acts also as a commission merchant, he should place a cross opposite "eggs" in each of the columns B. C. and D. And if a dealer has a private refrigerator, artificially cooled to 45 degrees or less, in which food is kept thirty days or more, he must put a cross opposite all the articles carried therein in column H, even though he uses the facilities for his own trade only. The officials desire to keep track of all food stored whether in public or private refrigeration.

All applications for license must be mailed under letter postage to "Law Department, License Division, U. S. Food Administration, Washington, D. C."

#### Standard Sizes of Canned Goods.

Grocers are taking advantage of war economics to standardize the packages used for canned pork and beans. Heretofore there have been many odd sizes in the trade, and they have caused confusion and loss. The grocers and canners are coming together with a view to limiting pork and bean packages to four standard sizes, as follows:

No. 1 cans, containing eleven ounces.

No. 2 cans, containing one pound five ounces.

No. 3 cans, containing two pounds two ounces.

No. 4 cans, containing six pounds fourteen ounces.

The more a man knows about law the less certain he is about the constitution.

#### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

#### SEEDS

Reed & Cheney Co.

GRAND RAPIDS, MICH.

## Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

WE COVER MICHIGAN

## M. PIOWATY & SONS

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

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

WHEN READY TO SELL, WE WISH TO BUY YOUR  
BEANS, CLOVER SEED, POTATOES, ONIONS, FRUIT

CALL OR WRITE

MOSELEY BROTHERS

WHOLESALE

POTATOES BEANS SEED

Either 'Phone 1217

GRAND RAPIDS, MICHIGAN

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

## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

## LOVELAND & HINYAN CO.

CAR LOT SHIPPERS

Potatoes, Apples and Beans

Write or telephone when you have anything to offer

Association of Commerce Bldg.

Grand Rapids, Michigan



**Food Tests of Shark Varieties.**

A shark fishing trip along the Atlantic seaboard was recently undertaken in the interests of food conservation by Russell J. Coles, of Danville, Va., a hunter of big game fish. Eighteen varieties of sharks and rays were caught and tested as food and found agreeable in flavor and highly digestible. Mr. Coles made the following report upon his trip:

Nurse shark, fairly good for food, although tougher than most species; smooth dogfish, one of the most delicious fish that exists; lone shark, excellent for food; cub shark, of strong odor but, when specially prepared, suitable for food; large shark, good food; sharp-nosed shark, when properly prepared, an excellent food; hammerhead shark, a crowning dish for dinner; bonnet-nosed shark ranks well up as food; and sand-bar shark, most desirable for food; smooth or barndoor skate, excellent for food; clear-nose skate or briar ray, good eating, similar to shrimp; small electric ray or shark fish, without odor, flavor delicious; large sting ray, good for food; sand skate or butterfly ray, good for food; spotted sting ray, lady skate, excellent for food, flavor similar to bluefish; cow-nosed ray, flavor similar to scallops; eagle ray, excellent, with the flavor of scallops; small devilfish, delicious.

The flesh of a few varieties of sharks has a strong flavor. Where the meat is without any odor sharks may be cooked without any preparation, just as we would use bluefish or mackerel, and they are fully as good. In preparing the fresh meat of those sharks which have a strong objectionable odor it is well to cut it into slices about three-quarters of an inch thick, salt it heavily for thirty minutes, then soak the salt out of it, parboil for a few minutes, change the water, again parboil for a few minutes, wash and remove the surplus water with a cloth or by hanging it up for a short time, then cook and serve hot. The meat of these varieties can be fried, or, better still, baked with seasoning of onion, tomatoes, mustard, vinegar, sugar, and potatoes. Plenty of pepper will answer. The salted meat of the shark should be heated before cooking in the same manner as fresh meat, and then put through a meat chopper and cooked into highly seasoned balls.

There is not a fish in the sea more maligned than the shark. Although there are individual sharks that turn scavengers, and there is one variety of white shark which has been known to attack human beings, the shark leads an exemplary life. Some of the varieties are fastidious in their choice of food, as, for instance, the hammerhead shark, which subsists almost entirely on Spanish mackerel. There is no reason at all why the flesh of many varieties of shark should not be canned, and that under their true names.

**Pea Pack Largest Ever Recorded.**

The following detailed figures of the 1917 pea pack are issued by the Canned Goods Section of the United States Food Administration, together

with comment upon disparity between the final size of the pack and the stiff prices which were made while there was prospect or shortage:

The largest pack of peas ever known in the United States is the record for 1917, as announced by the United States Food Administration. The wholesale price at present, however, is unreasonably greater than that which prevailed in 1915, the previous high-record year.

In 1917 pack totals 9,829,252 cases of 24 No. 2 cans each, as compared with 1916 pack, 6,686,000 cases. The highest pack ever before made was in 1915, when it totalled 9,272,000 cases.

Throughout the entire season many sections predicted a small pack of peas. On the basis of this report the July 1 estimate of the pack to be made was placed at 7,356,000 cases.

Under ordinary conditions the size of the pack has determined to a large extent the selling price of the commodity. This year, following the persistent predictions for a light pack, the price mounted very rapidly. For No. 2 Early June Standard peas the wholesale price for October, 1917, is \$1.60 per dozen, as compared with 90c in 1916, and 60c in 1915. Yet the 1917 pack is larger than that of 1915 by over a half million cases—enough to take care of half the percentage requisitioned by the army and navy. The pack figures give no warrant for the price to which the commodity has been forced by some of the jobbers and canners.

The pack in New York State was nearly a million cases less this year than in 1915. Every other state in the industry showed an increase. Illinois exceeded its last year's pack by 228,000 cases, and Maryland, California and Utah each exceeded their 1915 record by over 100,000 cases. Wisconsin, with pack of 3,469,000, 2,763,000 and 3,569,185 cases for 1915, 1916 and 1917, respectively, led the field.

**Save a Slice of Bread a Day.**

Suppose each one of the 20,000,000 families in the United States was to determine to do its bit by saying just one slice of white bread each day—that is, not actually to cut that slice and put it by to become dry and uneatable—but to reduce its bread consumption by one slice a day, representing about three-quarters of an ounce of flour. That would be 15,000,000 ounces of flour or 937,500 pounds per day—about 4,750 barrels. The wheat in a barrel of flour averages four and one-half bushels, so that when 20,000,000 families in the United States save 20,000,000 slices of bread in a day they save about 21,500 bushels of wheat. At sixteen bushels per acre, which is a fair average for wheat production in the United States, that saving of a slice of bread per family per day saves the annual wheat production of 1,350 acres. If that saving were kept up every day for a year by all the 20,000,000 families in the United States, it would add the wheat production of nearly 500,000 acres to send to our Allies on the other side of the Atlantic.

O. K. Davis.

**Enter Hawaiian Poi.**

Hawaii is making a food-saving contribution in the shape of poi, its national dish made from the bulb of taro plant. Until twenty years ago poi was made under primitive conditions, the bulbs being peeled, boiled, and pounded in a wooden trencher until a semiliquid paste was formed. But to-day modern sanitary machinery is used to manufacture the product, under supervision of health authorities in the island, and five factories at Hilo now turn out several tons daily. This new form of poi is being sent to the United States, reaching markets as far away as New York City, and a demand which began with Hawaiians who had come to the United States is gradually being extended to Americans, who have learned to like the dish. Poi is frequently used in Hawaiian hospitals in the diet of patients whose stomachs are too weak to digest other food, and the war interest in substitute foods is expected to lead to its wider introduction here.

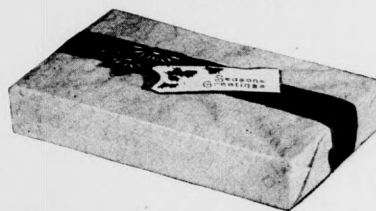
**Powdered Buttermilk.**

A plant has been installed in Omaha to take the almost unlimited supply of buttermilk from a large creamery in Nebraska and turn it into buttermilk powder by a new process worked out after careful experiment. Buttermilk powder is used by bakers in making bread, cakes, cookies, doughnuts, etc.

Who masters his own tongue his bread shall not fail.

**CIGARS**

**Dornbos Single Binder  
Xmas Package**



Give your order to your salesman now

**PETER DORNBOS**

16-18 Fulton St. W.

**Grand Rapids, Michigan**

**Rea & Witzig**

**PRODUCE  
COMMISSION  
MERCHANTS**

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

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. 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.

**Mr. Flour Merchant:**

You can own and control your flour trade. Make each clerk a salesman instead of an order taker.

Write us today for exclusive sale proposition covering your market for

**Purity Patent  
Flour**

We mill strictly choice Michigan Wheat properly blended to produce a satisfactory all-purpose family flour.

GRAND RAPIDS GRAIN & MILLING COMPANY.  
GRAND RAPIDS, MICH.

The Sack that keeps the flour IN and the dirt OUT.

**Poultry Shippers:**

We pay highest market prices. Get in touch with us. We do not charge commission. We make prompt returns.

**WILSON & CO.**

20-22 Ottawa Ave., N. W.  
Grand Rapids Michigan

**PEANUT BUTTER**

**CAN BE COMPARED TO COFFEE  
AS TO QUALITY**

Don't be fooled by price. Buy where quality comes first. Buy Jersey Peanut Butter and notice the difference in taste. Order from your jobber today.

**Perkins Brothers, Inc.**

**Bay City, Michigan**





### State Banks Now Joining Federal Reserve System.

President Wilson's appeal, added to that of the Federal Reserve Board, to state banks and trust companies to join in the Federal Reserve system, places an entirely different aspect on the matter. The Federal Reserve Board has been insistent ever since its organization that state banks enter the system, but their methods of appeal savored of coercion and the objective seemed to be simply expansion for aggrandizement. Therefore, they made little progress. The President states that "co-operation on the part of the banks is a patriotic duty at this time and that membership in the Federal Reserve system is a distinct and significant evidence of patriotism." His desire is to see the resources of these institutions added to those of the National banks, so the entire banking power of the entire country may be available for the actual prosecution of the war under common control. He points out there are probably 9,000 state banks and trust companies eligible for membership which have not united with the system and that these institutions have it in their power to add enormously to the resources of the Federal Reserve, "thereby broadening and strengthening the foundation upon which our whole financial structure must rest." President Wilson further urges that "a vigorous prosecution and satisfactory termination of the war will depend in no small degree upon the ability of the Government not only to finance itself, but also to aid the governments associated with it in the war, which must be kept supplied with munitions, fuel, food and supplies of all kinds." He calls attention to the important functions of the Federal Reserve banks in the sale of Government securities, in receiving and transferring the billions of dollars involved, in supplying credit facilities and in protecting the reserves of the country. He refers to the fact that Congress a few weeks ago prescribed very generous terms for the entrance of state institutions into the Federal Reserve system, removing the objections that had previously appeared to state banks when considering the question of membership. The law now leaves member state banks and trust companies practically undisturbed in the exercise of all banking powers conferred upon them by the state.

Heretofore the writer has not been enthusiastic over state banks entering the Federal Reserve system, due to reasons stated in previous contribu-

tions he has published in this department, but it would be neither wise nor patriotic to now place those views in opposition to the insistent appeal of the President to the state banks and trust companies to join the Federal Reserve system.

Due to the record breaking dimensions assumed by the war financing, the banking problem is becoming one of huge dimensions. We are engaged in a gigantic war—a war that must be won for the preservation of our liberty and our Nation—and all steps taken and plans made for handling the finances connected with it must be with the single end in view of doing it successfully. There is no room now for individual opinions and divided councils. Upon the shoulders of the President rests the sole responsibility for the conduct of the war, and, as he is "solemnly" convinced, the state banks should place their resources at the disposal of the Federal Reserve banks, they should respond to this appeal and surrender all opposition. The strain of financing the tremendous needs of the United States and of the Allies will be unprecedented, and there should not be the slightest doubt that the resources of the Federal Reserve banks will suffice for the requirements. It must be remembered that the law has been so amended that the state institutions retain all their charter rights and privileges, even if they join the Federal Reserve system now, and they will be free to withdraw from the system at the end of the war if they desire to. It would seem that with so much at stake the President must be trusted to see that no departure be made from sound methods in the conduct and operations of the confederated banks. The Grand Rapids Savings Bank was the first in the State to recognize the great importance of yielding to the appeal of the President, and its prompt action should be generally followed by the State banks of Michigan.

Government ownership of railroads is a bugaboo which should frighten no one. The statement that the conference committee on National preparedness sitting in Washington announced that conditions are shaping themselves to a point where Government ownership of railroads will soon be enforced indicates the assumption that railroad credit has practically disappeared and that unless the railroads are taken over by the Government and Government credit used to secure equipment and hasten traffic

## The Trust Estate

For the man of ripening years, planning to limit his work and worry, or perhaps desirous of cultivating his hobby, we recommend the Trust Estate.

It can be arranged subject to limitation both as to time and control. It may exist for a brief period or continue indefinitely and may cover the whole or a portion of the estate.

The work and worry is simply shifted from the tired hands of the individual to the trained experienced hands of Trust Company Officers with very little added cost. Our Trust Officer will gladly go into details.

Send for Blank Form of Will and Booklet on  
Descent and Distribution of Property

## THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor;  
Boxes to rent at very low cost.

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

## 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



all along the lines in other ways, the railroads will fail to keep the country fed and move war traffic. The railroads are doing all in their power and do need financial assistance, but it is worth noting that in July, with practically the same equipment as the year before, the railroads moved thirty-three billion tons of freight as against twenty-seven billion tons in the same month of 1916. Owing to rising costs of operations their earnings showed no proportionate increase. Should the recommendation of the committee that the Government take over the railroads be adopted, it would not mean complete Government ownership. That would be impossible without legislation authorizing it. What would happen would be the theoretical taking over by the Government, just as it has taken over all ocean going vessels in excess of 2,500 tons burden. The roads would thus be left in the same hands as they are now, but subject to official or military rule from Washington. The new controlling power might as a war measure decide to dispense with some dividends upon a showing that cash resources could be used to better advantage in improving the carrying capacity of the roads, but there would be no confiscation. The present mortgages cannot be disturbed, and should laws be enacted authorizing Government purchase, the Government does not possess the money to buy with. Treasury reports show expenditures of nearly \$800,000,000 in excess of receipts since July 1. Such control as the Government may assume can be for the duration of the war only and invested rights will be in no way endangered. That the railroad problem will form one that demands and will insistently demand the most serious consideration is a fixed fact. As the Government has, through legislation, added heavy burdens in labor cost, it is up to the same authority to provide means to meet it. In any event, the consumer pays the freight, unwillingly always, but he pays. Considering the phase of the situation it is but fair to state that the position assumed by a large number of manufacturers and merchants in Michigan reflects little credit upon them. They insistently demand better transportation facilities and more prompt delivery of freight. Their tales of woe are bitter and long drawn out. There is no question but that they have good cause of complaint, and that they have been, and are now being subjected to inconvenience and loss through sluggish transportation service, but when the railroads ask for means to improve the service through increased rates, the manufacturers and merchants who howl the loudest about bad service, protest the most vehemently against a raise in rates. So it can be seen there are faults on both sides. Would it not be well for Michigan business interests and the railroads to get together in a spirit of fairness, thresh out the entire question and then have the business interests, in unison with other states, recommend to the Interstate

Commerce Commission a basis of rates thus agreed upon?

Paul Leake.

The Tradesman does not agree with its contributor in his condemnation of merchants and manufacturers because they find fault with the wretched delays which characterize most of the freight shipments now being handled in this country. The breaking down of the transportation system of the country is due solely to inherent weaknesses in the railroads themselves. Every railroad of which the Tradesman has any knowledge has hundreds of idlers on the payroll—men who are permitted to draw down large salaries because they are friends or relatives of the managers and who possess no qualifications whatever for the positions they fill. Because of this abuse, efficiency in the service is entirely lost sight of and the shipping public are dealt with in a haphazard manner which precludes the idea of satisfactory service. So long as this condition exists there can be no improvement in the service and it is ridiculous to accord the railroads more money to improve the service when there is no assurance that the service will be changed an iota. In fact, judging by past experience, the higher the rate, the poorer the service.

Shippers receive hurry-up orders for goods and nearly break their backs to get the goods in the freight house the same day. There they lie for days—sometimes weeks—waiting for the cheap clerks who hold their jobs through relationship or friendship to make out the bills so the goods can go forward. In many cases the shipments go on slowly to destination, where they are frequently held for days and weeks, pending the receipt of the billing. An ordinary instance of this kind is afforded by the following letter which came to the Tradesman a few days ago:

Grand Haven, Oct. 26—Sept. 4 Burnham, Stoepel & Co., of Detroit, shipped us a case of goods. Not receiving them in due time, we called up the Grand Trunk office and could get no trace of them here. We then instructed Burnham, Stoepel & Co. Sept. 24 to trace. Oct. 5 we were notified by the Grand Trunk office they held a case without billing for us. We then called on them and found they had been holding this case at least four weeks waiting for the billing. We called them down for not notifying us before and one threw the blame on the other.

Over a year ago we had two cases of furs shipped via Pere Marquette from New York which was one case short. Nearly three months after we found the Grand Trunk had been holding this case for billing, and in the meantime it had been pilfered. The trouble is that the Grand Trunk holds goods in the local shed with our name plainly marked without notifying us. It is bad enough to get goods through without holding them up at destination, owing to their billing going astray. Of course, if there is no way of rectifying this we must stand it. Addison Co., Ltd.

This is by no means an isolated case. It is a type of similar cases which are happening daily and hourly in this State, with no concerted effort on the part of the railroads to remedy the defect.

Mr. Leak's suggestion that the

## Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

We are organized under the laws of Michigan and our officers and directors include the best merchants, bankers and business men of Fremont.

We write mercantile risks and store buildings occupied by our policy holders at 25 per cent. less than the board rate established by the Michigan Inspection Bureau.

If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.

Every American must realize the urgent necessity of supporting His Country unreservedly, and of definitely showing his Practical Patriotism by subscribing to his utmost ability to the Second Liberty Loan.

## GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

## BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

## HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.







## THREE GREAT EVILS

## Which Cause the Decay of American Manhood.

History records nothing so wonderful as the development and progress of this great Nation in the last hundred years.

But a blight has struck us.

American manhood is decaying.

We are going down mentally and morally at terrifying rate.

We have foes at home more deadly and destructive than our European enemies.

Davenport has shown that one in every hundred men is mentally defective, insane, epileptic, habitually criminal or feeble minded.

Recent military examinations have brought out most appalling facts.

Major Orr, a medical officer of the regular army, tells us that two to three out of every four applicants for the army are rejected as physically unfit.

Draft examinations show more than half our young men unfit for military training.

The examinations of the Life Extension Institute show only one man in a hundred wholly free from disease and physically fit.

What's the matter with us?

The American stock is depreciating, physically, mentally, and morally.

Heart disease kills three times as many as forty years ago.

Bright's disease is increasing at the same rate.

Eminent medical authorities tell us that every tenth man in the United States has been infected with syphilis.

The Commission on Conservation of Canada reports that one in every seven or eight persons received into the Toronto General Hospital has syphilis.

Syphilis is becoming a greater menace than tuberculosis. It is the plague of plagues.

It does not destroy its victim at once, but kills him by slow torture.

A syphilitic father breeds syphilitic children and so blights his progeny.

What are the causes of our increasing physical and moral decline?

The causes are many. Among the most potent and direct are

The saloon, the brothel and the cigarette.

These three evils are the greatest causes of our growing National inefficiency and unpreparedness.

The emergencies of war have compelled us to make a self-examination.

Our horrible condition is laid bare. What are we going to do about it?

We must declare war upon our enemies at home as well as those abroad.

The saloon is passing; John Barleycorn is dying. But we haven't begun to fight the brothel, and we are encouraging the deadly cigarette.

Every state has laws requiring the reporting, isolation and quarantine of all infectious diseases. The law is enforced with every disease except syphilis and gonorrhoea.

The statutes of every state make the brothel an illegal institution and a public nuisance. The law is nowhere administered efficiently.

The cigarette is known to be an

enemy of scholarship, of culture, of morals, of health and vigor, and yet it is tolerated, even encouraged.

The millions of cigarettes now being fired at our soldiers will every one hit its mark and will do its mischief. **More American soldiers will be damaged by the cigarette than by German bullets.**

The public must be aroused to demand the suppression of the brothel.

Men and women infected with syphilis and gonorrhoea must be put in quarantine the same as smallpox patients.

The Commission on Conservation of Canada has demanded drastic legislation requiring the quarantining of subjects of venereal diseases. The French government has already put this plan in operation. Why should we wait until syphilization becomes synonymous with civilization before we adopt the only possible efficient measure of defense?

A campaign must be waged against the cigarette, the pipe and the cigar until tobacco is buried in the same grave with Barleycorn.

We must begin a great campaign for biologic living.

The world needs a new gospel, a new religion. Not a substitute for any creed, but a supplement to all creeds—

The gospel of health, the religion of the body, of right living, biologic, scientific living.

The religion of being good to yourself.

J. H. Kellogg, M. D.

## The Success of the Second Liberty Loan.

The success of the Second Liberty loan was practically a foregone conclusion, but it required an enormous amount of volunteer service to awaken the people to the necessity of oversubscribing the loan for two reasons—to convince our soldiers that we propose to properly support them in their patriotic service to the country and also to convince the Kaiser and his piratical band that we fully understand the desperate character of the undertaking on which we have embarked. No sacrifice was too great for the bankers, brokers and business men of other lines who espoused this cause. They devoted practically all their time for three weeks and the facilities of their institutions to the work in hand. But for their efforts, so unselfishly and patriotically given, the loan never would have been accomplished.

An analysis of the outcome discloses the fact that the enormous sum subscribed came mostly from the cities and villages and that the farmers did not do their share. This is probably due to two causes: The farmers were very busy during the loan campaign harvesting their crops under exceptionally discouraging climatic conditions, and the bankers, brokers and stock salesmen who were generally detailed to address the farmer evidently did not talk in a language the average farmer could understand. To interest the farmer he must be approached by men of his own kind and the arguments used must be such as will appeal to his sober good sense

Entrusting his savings to the Government is a new idea to him and it will take him longer to become accustomed to this method of investment than is the case with some other classes who understand how easy it is to realize on investments in Government bonds in case it becomes necessary to do so. In failing to do their share this time the farmers have not escaped the watchful eye of the Government. There will be other—and probably repeated—opportunities for them to contribute to the cause of human freedom and the maintenance of civilization.

New York again demonstrated that she possesses the elements of leadership in matters of vital interest to the world, her subscription to the loan aggregating more than \$1,500,000,000 or 30 per cent. of the entire amount.

The tremendous sum represented by the loan will probably render it unnecessary to promulgate a third loan before the late spring or early summer of next year. Possibly with the enormous receipts the war taxes will yield the Government prior to June 15 another loan will not be necessary until early next fall. This, of course, will depend in great part on the amount we will have to loan our Allies in the meantime to keep up the work of crushing the nation of brutes and barbarians.—Allegan News.

## Does Not Agree with Mr. Robinson.

Brooklyn, N. Y., Oct. 29—I read with a great deal of interest the article by R. R. Robinson in the Michigan Tradesman of Oct. 24, setting forth the knowledge concerning the general plan of destruction by Nature. It almost seemed to me in the reading that it is essentially necessary to destroy in order that others may live. This is particularly true of bug life, animal life and plant life, but, for my life I cannot understand where this applies to the human be-

ing. The inanimate life and the animal life are without reasoning power, hence there is a natural tendency towards destruction, but why did God give the human being reasoning power if it were not to prevent destruction? Why do physicians labor the greater part of their lives in an effort to prevent destruction by disease? Why do we have hospitals wherein the sick are nursed to prevent destruction? In my opinion, there is no scientific data that can be presented to upset any moral argument where a human being is concerned.

The passions and prejudices which are harbored by those who suffer from egomania are certainly not meant for the entire human race that we should start whirling on a career of destruction as the Hun is doing and it surely surprised me when I got to the end of the article when I found it was signed by such a good, old American name as Robinson.

T. J. Riordan.

The man who never asks any questions may get along without finding out but he will get on the wrong road a good many times in the course of his journey.



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

## THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

What are you worth to your family? Let us protect you for that sum.

THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

## Fourth National Bank

United States Depository

## Savings Deposits

## Commercial Deposits

3%

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3½%

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

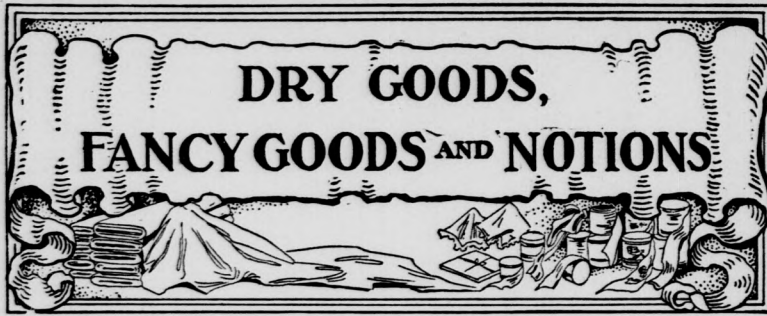
Capital Stock and Surplus  
\$580,000



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

LAVANT Z. CAUKIN, Vice President  
ALVA T. EDISON, Ass't Cashier





### Underwear Buyers Seek to Cover For Next Fall.

Foresighted jobbers are beginning to look after supplies of underwear for next fall. Evidences of scarcity on the primary market for the current fall have given them a strong suggestion of what may be expected in the future. It has been true for some time that wool goods are not to be had for prompt delivery nor do there appear to be any stocks of heavy cotton underwear. Jobbers who have attempted to duplicate have found the strong position of the market. Many are judging the future in light of the present.

Lately, however, buyers have ceased to regard the future passively and representatives from Southern dry goods houses are in New York for the express purpose of doing what they can on late 1918 deliveries.

Certain Southern cotton rib mills are usually among the first in the industry to open, but it is not stated whether they have taken any official action as yet. It was intimated by one visiting buyer, however, that he was making progress in satisfying his wants. It was not said whether late spring deliveries satisfied him or not.

Apparently mills will come to the turn in the season with a considerable portion of their heavyweight commitments still undelivered. If the manufacturer shows any willingness to make deliveries later on on these old orders, without doubt, buyers will be quick to take in the goods. Contract prices of even a few weeks ago will appear low compared with what mills must ask for goods in 1918.

Balbriggans are being moved up radically and many lines are off the market. The Government has bought largely for next spring, but sellers are by no means certain that army needs are completely covered and additional Government business would not be a surprise.

Prices in cotton ribs for next fall will be a new high record. Not only is cotton higher than ever before in recent years but labor is demanding increased wages and not plentiful at any price.

### Sales of Holiday Goods.

The present outlook is not for so great a sale of holiday goods, such as sell largely around Christmas time, as last season. Notwithstanding general prosperity and an equally general and widespread purchasing power, there is growing economy among consumers in regard to certain high-priced lines and certain articles of luxury. These tendencies, of course, are observable so far only in the purchase in advance

for coming wants by wholesale and retail dealers, but evidently are prophecies of the trend that consumers will assume later on. There is a tendency, not very pronounced as yet, to discriminate in favor of useful articles against those of ornament. There are many changes in taste and fancy among various lines. Casseroles are growing in use and favor, while chafing dishes are not so much in vogue as formerly. In the way of shaving things, the correct article for a Christmas present is a safety razor set, complete with necessary appurtenances, and not an old-fashioned razor.

Prices are also causing many shifts and changes. The sales of the highest priced pearl knives are shifting to next lower priced grades, because there is a limit to the price a consumer will pay for a pocket knife and, when the retail selling price goes beyond this figure on any particular knife, he takes another knife at the limit price. Sterling silver ware is so high that the sale will probably shift largely to the plated or "Sheffield" goods.

There promises to be a better supply and a somewhat less demand on boys' wagons, velocipedes, and juvenile bicycles. Hot and cold water bottles are growing in use and in favor. Curiously enough, however, there is a good demand for the very highest priced ice skates, those which are fastened to the shoe; this as a result of the skating craze of last season. The outlook is not for so great a trade on some lines of toys as last season. In general, there seems to be a universal resolve among all dealers to "clean up" their stocks of holiday goods at the end of the season, and not carry over any more than necessary, thus avoiding all possible loss of decline in prices of those on hand before the coming of another season.

### Lack of Speculative Spirit in Hosiery.

Conservative spirit rules the hosiery market. As a general rule there is absence of desire to do business too far ahead. Those who have opened for the first two to five months of 1918 have obtained good support from their regular trade and orders as they see them are based on unquestioned needs, not speculation.

Many of the smaller mills which operate on more or less of a free lance basis have been a disturbing element, because buyers who have had unpleasant experiences with them lay them against the industry as a whole.

At present, however, no one is plunging and the absence of the speculative element should give the market a better undertone, even at present high prices. Knitters are slow to

cover on yarns, although this material seems bound for higher levels, and consequently the quantity of hosiery which they can sell is small.

If the market progresses as it has in the last week or so for long, hosiery prices must be materially higher. Some in the market seem to think that the raw material markets have stolen a march on hosiery mills and that 1918 hosiery must be based on current raw material rates or even higher.

Buyers, it is believed, will not bring pressure to bear on the market until their fall distribution is complete. Jobbers seem to have enough cotton hosiery to hold their customers for several months, while the scarcity of wool goods seems so generally known and understood as not to call for comment.

### Sales of Men's Neckwear.

The operation of the draft law has had as yet but little effect on the volume of sales of men's neckwear, according to reports from local manufacturers. Fine quality silk cravats, and bow ties of attractive design in color combinations a trifle more subdued than last year's, are in good demand. The market has absorbed merchandise at advanced prices with little difficulty, contrary to the opinion in some quarters that men set out to buy ties with a fixed price in mind, and that it would be better to lower quality than to jack up prices to cover the increased manufacturing costs.

Wasting is a bad habit, sparing a sure income.

## United Agency

Reliable Credit Information  
General Rating Books  
Superior Special Reporting Service

### Current Edition Rating Book now ready

Comprising 1,750,000 names—  
eight points of vital credit  
information on each name—  
no blanks.

### THE UP-TO-DATE SERVICE

Gunther Building  
CHICAGO :: ILLINOIS  
1018-24 South Wabash Avenue

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

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

## President Suspenders for comfort

Of All Jobbers  
PRESIDENT SUSPENDER CO., Shirley, Mass.

## Grand Rapids Store Fixture Co., Inc.

The Place, 7 Ionia Ave., N. W.  
BUY AND SELL  
Used Store and Office Fixtures

## Guaranteed Prices on Good Goods

When you buy goods from "OUR DRUMMER" catalogue you don't have to wait until the bill comes in before you know what you have to pay. You know it when you place the order. This is because the prices you see in this catalogue are guaranteed for the time the catalogue is in force. This keeps them secure and stable and unaffected by market rises. If you are a merchant and want a copy of this catalogue you may have one upon application.

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



## HANDKERCHIEFS

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

All qualities and prices ranging from  
45c to \$4.50 per dozen

Quality Merchandise—Right Prices—Prompt Service

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



### One of the Greatest Mistakes Made By Germany.

Grandville, Oct. 30.—They are numerous and inexcusable.

The most flagrant and inexplicable is that of making an enemy of the United States.

A score of years ago an eloquent American went about the country lecturing on the mistakes of Moses. He had a considerable following and, no doubt, put forward a plausible argument, but Germany's antagonizing America in the present war passeth all understanding.

Admitting that in the end it might be the studied wish of Kaiser Wilhelm to lay waste this country, it should have been his utmost endeavor to put that last on his programme of world domination.

Luckily for us, the big lord of all he surveyed made this blunder, otherwise he might have come much nearer to the realization of his hope of world subjugation which now seems impossible. Whom the gods would destroy they first make mad which is very true in the present instance of Germany's mad defiance of the world in arms.

We now know that the empire of Central Europe honeycombed the United States with her spies, using gold where that would avail, dynamite at other times—all aiming to despoil. Every good American under the flag hates the very name of German. This was one very crass mistake.

However much the Kaiserbund hated, it, should have played a safer game than to bring the Great Republic into active warfare against itself.

The history of the United States was an open book for all to read. Wilhelm had, apparently, read the history of Europe to some purpose; had patterned his ambitions after those of the great Napoleon and had gone deliberately to work to demoralize and undermine the very fabric of national government among his rivals, while at the same time he built up the

finest military army ever known to the civilized world.

His army was the best disciplined, the best armed, the best in every way that ever stepped in shoe leather. Behind the army was the great Krupp works turning out guns and munitions in unheard of quantities. Planning for four decades the war that at last fell upon an unprepared and unsuspecting world, the only wonder is that the great would-be master of the universe failed in his plans so miserably.

But for the one great mistake of enemyizing the American Nation this autocrat of Berlin might to-day be the master of every foot of European soil. Like many other criminals in civil life, the chief fugler forgot to cover up his tracks, and that one forgetful mistake is to cause his ruin.

The history of the relations existing between America and Britain since the dawn of our National life is known to all the world and that history, however read by the Kaiser, must have plainly shown him the weak spot in the armor of his chief enemy, old England.

There has been constant irritation between the two countries, Britain and America, during the last hundred years, counting back to the war of 1812. Older citizens recall the wire edge which existed between the mother country and this at the time of the Civil War. Just the least bit of indiscretion on our part after that Mason and Slidell affair would have precipitated war. We had the South on our hands then, about all we could do to keep the nose of the old ship of state above water.

The shrewd diplomacy of Secretary Seward saved us in the nick of time. However, that little unpleasantness left an ill feeling that the years since the conclusion of the Civil War has not entirely wiped out. When the Lusitania was sent to the bottom, a British ship, with many Americans

on board, an old soldier in the presence of the writer expressed the sentiment that it served them right. No business to have been on board a British ship in time of war. This man's enmity to Britain was such he could not see the injustice of the German U-boat act, but fired up anew over the ancient enmity for the mother country.

There were numerous irritating acts all along down the age, from several boundary disputes, fishery quarrels to the Venezuela affair when President Cleveland did a good job of twisting the lion's tail.

Now this natural enmity between the two English speaking nations was of long standing, not easily wiped off the slate. Germany knew all this. How sensible yet simple then to use this enmity between Britain and America to her own benefit. Had there been half the ingenuity and perseverance in working up trouble between America and Britain used by the Germans to make enemies of the former, we would be to-day, if not embattled on the side of Germany as against Russia, France and England, at least very strongly neutral and not anxious to feed the armies of the Allies, especially those of our ancient enemy.

To work up a feeling of enmity between America and England should have been the wise policy of the indefatigable Hohenzollern. Why this was not done has long been a puzzle to many in this country. Undoubtedly the slumbering enmity between the countries has been the one reason for America's slow entrance into the fight that for three years and more has spilled the best blood of old Europe.

The United States is the granary of the world. Cut out that supply house from Great Britain and she would long before this have been vanquished. To make a friend of the American Republic, to align her if

possible on the side of Germany in this war, should have been the secret study of every thinking man among the statesmen of the Central European empire. Why it was not worked to its fullest is the puzzle of the time.

The Kaiser and his advisers had many years in which to prepare for the struggle that was to bring the world into subjection to military Germany. Had he been as far sighted as has been credited to him it seems inconceivable that, instead of making friends with this country, he went in from the first to create enmity and distrust amongst our citizens.

Germany held the cards, but failed to play them. She blundered inexcusably and is to-day reaping the reward of her short sighted course. The world outside the slaughterbund of Central Europe may well rejoice that such is the case. We of America, too, may consider ourselves in luck that we were not made the cat's paw to pick the Kaiser's chestnuts out of the fire. Old Timer.

### High Prices and Scarcity Likely.

Though the market for woolen and worsted fabrics has been rather quiet outside of Government buying during the past week or ten days, sellers say that prices will be higher and materials very scarce later on. Most of the mills, they point out, are busy now on army work, and in most cases there have been further advances in wages to mill workers. "There will not be an over abundance of material for civilian requirements after Government wants have been taken care of," says an authority in the trade, "and what there is left over, due to the increased manufacturing costs, will command much higher prices even than those prevailing now where goods are obtainable."

**SERVICE**

**QUALITY**

## In By Gone Years Perplexing Questions

were plentiful to merchants throughout Michigan. They solved them by years of hard experience, costly knocks and losses.

## In This Immediate Day Perplexing Questions

are more frequent and of greater magnitude than ever before.

Are you going to be like the merchant of by gone years?

Are you going to let hard experience, costly knocks and losses solve these problems for you, or

## Are You Going To Have These Problems Solved By Our Trained and Expert Buyers?

Are you going to visit your Logical Dry Goods Market and see that we can solve the merchandise problems for you?

**GRAND RAPIDS DRY GOODS CO.**

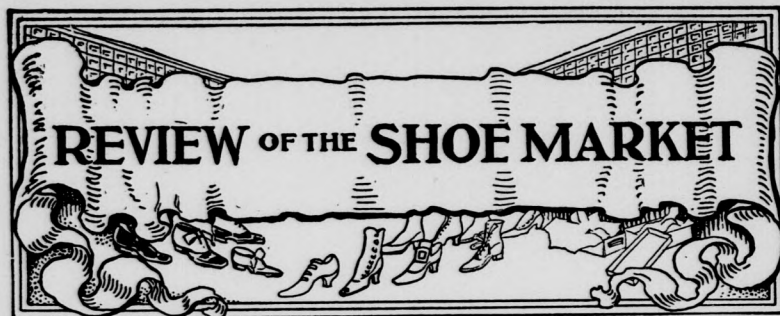
Exclusively Wholesale

Grand Rapids, Mich.

**QUALITY**

**SERVICE**





### Bringing Farm Trade to the Shoe Store.

Too many merchants think only of selling goods without considering the buyer's human side. Too many forget the big idea and the value of service, which is entirely another thing. It is the thing folks talk about. The thing that attracts the families; that's the idea. The fact is actually to help your customers as well as sell goods to them.

First, find out the needs of your community and add those things to your stock of merchandise. Open a box of cigars, place it on your counter and when a farmer comes in or outsider hand him a cigar before he makes a purchase. You will then begin to make friendship that will last, and then the outsiders or farmers will begin to come to you to supply their wants and help them out of trouble and the farmers' wives will also begin to come to your store. When they come they will make their wants known. Then you can begin to add their wants to your stock.

The shoe dealer must use more discretion. He must balance possibilities and decide just what and where to buy and how to sell. He must have penetration if he is to discriminate between profitable and disastrous investments. One fight is against the mail order houses, and it is not so hard if you will only point out and co-operate with the farmers or outsiders for good roads, good schools and other community needs. You have only to point out the fact that the mail order house makes no donations for those things and if the community and the stores do not hang together, you may hang separately. Show that you have a personal interest in your customers, provide a neat little rest room for their comfort, where they may take their children, read papers and magazines and take a nap.

Another way to gain the good feeling of outsiders, as you now call them, is to visit them in their homes. Never lose sight of the big fact that your interest is hitched up tightly to the outsider, his family and his home. Drop in casually at any time of the day and have a five-minute chat, but not about your store. Never talk trade on such visits and as a result you are always welcome.

The next step to get outsiders' trade or farmers' trade coming your way is advertising. Some merchants do not try to write their advertisements because they fear that that is some tremendous, creative something that only an expert can do. They do not realize that all good advertising

is the simple telling of the needs about their business in a simple, straight-forward, honest way. It is hard to tell which of these three adjectives is the most important. Certainly many advertisements are ruined by rhetorical, florid, fancy efforts at writing and just as certainly are all advertisements by untruths and any attempt at exaggeration. When the public learns to believe every statement you publish, you will be astonished at the quickness of the results of your advertising. We say "learns" because the public has been bamboozled so often that it fears all advertisers until experience teaches it who can be trusted. To overcome this false position, there has been organized among large space buyers the Associated Advertising Clubs of the world. With their slogan of truth, we believe that is the largest business association of any kind in the world. They have had laws enacted in nearly every state, making it a punishable crime to misrepresent or exaggerate in advertising. But most merchants are unwilling to write good advertising because they are too lazy. They know advertising is "a good thing," but they put off from day to day the bowing down to work and wit until the spirit moves them. The newspaper man calls on the merchant four or five times and is put off until he finally is told that the forms are about to be closed.

Finally, then this merchant either picks up a newspaper and tries to get his ideas from someone else, or sits down pad in hand and tries to think up something, and here is the great fault for such advertising is slush. It means nothing, it impresses no one. Effective, constructive business building through publicity can only be reached by going over your stock with pad and pencil and accompanied by one of your clerks that works in that stock. Every day you can find things that ought to be sold as bargains. Just as live advertising can be done with this kind of merchandise as with the new arrivals that are more apt to appeal to you.

After writing your copy see that the advertised goods are displayed in the windows, if possible, and by all means see that a prominent display is made in the store. Most of your customers will read what you say but will not be sufficiently interested until their attention is attracted by the goods themselves. Too many merchants confuse "leaders" with staples and confine their efforts along this line to prices where margins have already about disappeared. That is a fallacy. It is old bait that fools no-

## A Big Surprise

in store for you when you look over the Hirth-Krause line for Spring, 1918.

Don't do yourself the injustice of not looking over our line—it means money for you. If one of our salesmen does not call on you write us and we gladly will have one call. We are not going to tell what the surprise is, but look the line over. We are tanners and manufacturers and also jobbers. Our entire line is built from a retailing standpoint. Show our representative the courtesy of looking over the line.

## Hirth-Krause Co.

Tanners & Shoe Mfrs. Grand Rapids, Mich.

*Uncertain Leather markets and consequent high priced footwear, are causing people to turn from the extreme high prices and seek a good strong line of footwear that can be bought at medium prices.*

## THE BERTSCH SHOE FOR MEN

*on account of its well known style and good qualities, makes an ideal shoe to meet this popular demand.*

*Good people everywhere are realizing more and more that in this line they have a shoe in which the style and quality combination is just right.*

*Wear-resistance is one of the things people again expect to find in their shoes, and that is where the BERTSCH shoe makes most of its friends.*

*The superior grade of material used, together with careful workmanship, make the BERTSCH one of the best service-giving shoes on the market.*

*The BERTSCH is replacing a lot of high priced lines and you, Mr. Dealer, should investigate it fully if you are not now handling it.*

*You can win and hold the substantial trade in your community on this line.*

## Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



body. Make your leaders out of shoes which are not selling quickly enough to be profitable and that should be out of your store. Put with it near under priced goods—goods that are bought especially for that purpose.

Do not be misled by the fantasy that yours is the high grade store of the town, that you do not want bargain merchandise or off brands in your house. The great majority of consumers like "bargains" and most of them will buy. Above all things, advertise and tell what you have that is different and cheaper than can be found in the store across the street. Keep your store clean and nice and meet your customers with a smile.

D. P. Pressly.

#### Boomlets From Bay City.

Bay City, Oct. 20—J. L. Osborn, Oscoda, who for the past twenty-five years has been engaged in the bazaar business, died last week at the age of 86 years.

William Allen, Tawas City, who about a year ago purchased the Iosco Hotel from Henry Kane, has sold the property to Charles Curry, who is now in possession of same.

The Columbia Sugar Co. started the season's campaign Thursday morning and for the next three months will turn out sugar at the rate of 500,000 pounds per day. The Michigan Sugar Co. and the West Bay City Sugar Co. expect to have their plants ready some time next week, each plant having about the same capacity, which will make a total of 1,500,000 pounds of sugar each day. It would seem from the above, that the sugar famine in Bay City ought to be broken.

The treacherous water of Saginaw Bay claimed two more victims when Lew Gougeon and Harold Soper lost their lives when their canoe capsized Sunday afternoon. Their bodies have not been recovered.

Mayor Munday has made arrangements with State Game Warden Baird by which the people of Bay City are to have lake trout furnished them meatless days of each week. Warden Baird issued an order to Beutels Fisheries Co. as follows:

"During the remainder of the closed season for taking lake trout, all such fish taken by you must be delivered to the Mayor of Bay City at 10 cents per pound, boxed and iced. These fish will be furnished to consumers of Bay City by the Mayor or through such agencies as he may direct."

Mayor Mundy has arranged with Buehler Bros. to handle them for 12 cents, giving them a profit of 2 cents per pound for their work.

Bay City is to have a factory for manufacturing parts for aeroplanes for the United States Government and, if negotiations going on are successful, will also have a big factory for the manufacture of complete airships. A deal has been closed for the use of the old Bay City Box & Lumber Co. plant. Captain E. L. Jenney, formerly of the Canadian army, is the promoter and will have charge of the business.

W. T. Ballamy.

#### Who Is to Blame?

Ann Arbor, Oct. 30—In justice to Aviator O. E. Williams, a former Michigan boy, who was killed by a fall at Mobile, Ala., last week, it should be said that he was not a young, reckless dare-devil, given to attempting death-defying stunts; he was not without wife, children, brothers, relatives and friends, some of whom were always apprehensive of a fatal result; he was not a novice, nor without ability to command a good salary for his maintenance. He was mature and conscious of great risks. He gave up his position as head engineer of the Scranton, Pa., Electric

Railway, with fifty engineers under his direction, to engage in airplane flying, manufacturing and teaching.

At Detroit, at the State fair, he narrowly escaped death when a propeller blade broke and cut the wire controlling the engine and he had to plane to earth with engine running. It is said he shook hands with the reporter who accompanied him and said: "Goodbye, your religion is to hang on." Perhaps he said "salvation." Across the field hurried a squad of soldiers with stretchers to carry back their remains and found them unhurt in a marsh.

At the Howell county fair he bore the taunts of the crowd for five days, refusing to fly while the weather was unfavorable, and on the last afternoon made one flight, for which he received enough to pay his expenses from Scranton to Howell and back again.

A year ago he went South to engage in farming and his relatives felt relieved; but his farm operations were not satisfactory and this fall, if reports, are correct, he accepted a position as teacher in aviation for the Government, filling a pressing public need.

His death emphasizes some questions which may not apply to his case, but which must sooner or later be settled by legal enactments: What right have committees, boards or directors of any organization to contract for life-risking exhibitions only to draw crowds, gratify a morbid demand and reap financial profit? Should not the Government forbid such practice? Should not our laws also oppose the individual who would risk his life to furnish thrilling scenes? Who is guilty for the death of the actor who fails or falls? Enquirer.

#### Purely Personal Pencilings From Port Huron.

Port Huron, Oct. 30—The second Liberty Loan is now a matter of history and, if newspaper reports are correct, more than five billions of dollars have been poured into the United States Treasury for bonds. This will make the Kaiser and his advisors squirm, for they cannot help but realize that the people of this Great American Republic are ready to sacrifice millions of lives and contribute untold millions of money to free the world from autocratic misrule of men of their kind.

The Chamber of Commerce called upon the members of Port Huron Council to help wind up the Liberty Loan drive in the city last Saturday and Messrs. Gray, Langtry, Mallory and Devereaux responded. They report good success, which was highly commended by the men who had the Loan in charge.

Members of Port Huron Council purchased bonds to the amount of \$7,000. This amount was contributed by twenty-five members. This amount, no doubt, was doubled by other members who could not be reached by the committee.

John L. Fead, of John L. Fead & Sons, woolen manufacturers of Port Huron, a member of Port Huron Council, will leave Monday for his annual trip to the Pacific Coast. He expects to be gone about six weeks.

The entertainment committee report big doings next meeting night, Saturday, Nov. 10. Don't forget the date, boys. Come and bring your wife; also invite a prospective candidate and his wife.

W. J. D.



# HOOD'S TUFF PAC

A Great Shoe for Winter



Fusion Lined  
\$2.58

Fleece Lined  
\$2.63

First Quality  
Black

Hood's  
Are Better  
Than Good

Get Our Catalogs Get Ready  
Get Ready—NOW!

**Grand Rapids Shoe & Rubber Co.**

The Big Rubber House  
The Michigan People

Grand Rapids

## OUR TRADE MARK ON YOUR SHOES

A SMALL  
THING  
TO  
LOOK  
FOR



BUT  
A BIG  
THING  
TO  
FIND

This trademark represents the ground floor plan of our factory. Look for it, ask for it; it stands for wear, comfort and service.

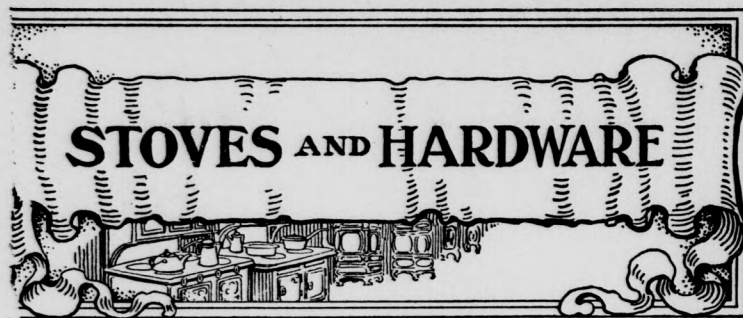
**Rindge, Kalmbach, Logie Company**

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"





**Michigan Retail Hardware Association.**  
 President—James W. Tyre, Detroit.  
 Vice-President—Joseph C. Fischer, Ann Arbor.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Pointers For the Hardware Dealer in November.

Written for the Tradesman.

Throughout November, the shrewd hardware dealer always has one far-sighted eye upon the coming Christmas campaign. There is lots of work to be done this month, but a great deal of it is in a sense preparatory to the big drive in December. Before November ends, the big drive of the Christmas season begins—at least, the initial movements of the drive are well under way. Many hardware dealers start to talk Christmas, through their window displays and their newspaper advertising, immediately after the Thanksgiving holiday.

It is easy, it is logical, it is suggestive, in the very next advertisement after Thanksgiving, to say, with emphasis: "Thanksgiving is past; Christmas is Coming"—and to drive home the necessity of early buying.

A great deal can be done in the way of preparation for the Christmas drive before the Thanksgiving holiday. There is the decided advantage that the merchant has more time for preparatory work this month than he will have next month.

Now, rather than a month from now, is the time to construct your big gun emplacements, and to pile up munitions; to enlist and train reserves. So, while planning for November, and while working out your plans, keep one shrewd eye on the Christmas drive.

Meanwhile there is the Thanksgiving holiday, which intervenes and which constitutes a peg upon which to hang some excellent advertising.

Making your windows timely in their appeal is a quick way of gripping the attention of the public. Show the goods that are timely, with a seasonable background. For instance, as a "lead" to Thanksgiving cutlery, give in your display some suggestion of the Thanksgiving dinner, with the table set and the cutlery in place. Or put in your best kitchen range, and a dummy turkey regarding it more or less tragically in anticipation of what is to come. Or you can put in a live turkey if you like. There's nothing like live stuff to attract attention; and if you back up the attraction with a display of the right kind of goods, then business should result.

Don't, however, make the fatal mistake of putting in the turkey and leaving out the goods. It is not

enough to merely attract attention. Your display should help to sell, to sell the stuff you want to sell.

Another timely idea is a "Cosy Comfort" window. This is subject to endless variation according to the lines you wish to push and your own ingenuity in adapting them to display. The outstanding point in designing such a display is that you must import a suggestion of warmth, of cosiness, of comfort.

To this end, a miniature room or cosy corner with a fireplace or a heater makes a good setting for the display. I prefer the heater, for the simple reason that it is easier to set up and it is an integral part of every hardware stock. Set up your heater as the central item of the display, and use red tissue and an electric bulb to give the appearance of a glowing fire. Then finish your room with comfort-suggesting accessories—reading lamps, (oil, gas or electric) screens, curtain rods, oil and spirit heaters, chafin dishes, cutlery, glassware and china. These are only a few of the items which will fit into such a display. If you handle furniture in addition to hardware, some extra fine showings may be made.

Then you could vary this display or supplement it later with a miniature kitchen, showing a corner of the room with a kitchen range and a variety of tin, enamel or aluminum ware. Here, too, get in the suggestion of cosiness, of comfort, of convenience. Make the woman who stops to look at your window want to own that range. That's the object to keep in mind in putting together your display.

Ingenuity of this sort attracts attention and helps to build trade.

The paint trade can still be featured to some extent, this depending, however, on the weather. With the arrival of unseasonable weather, exterior paints will naturally give place to interior lines. In these there is no season limit. Indeed, winter with its long evenings is an excellent time for the economically-minded householder to convert his time into property by the use of floor-finishes, enamels, wall-finishes, etc. Pushing these lines throughout the winter month will furnish a good lead for the spring paint campaign, and will prove a continuous reminder to the customer that this is the store where paint is handled all the year round.

In this connection, many folks who have relatives or friends coming for Thanksgiving or Christmas will be anxious to brighten up their homes. In the midst of the Christmas rush, however, will be too late; they will be too busy. Now is the time to

**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

**AGRICULTURAL LIME**  
**BUILDING LIME**  
 Write for Prices  
**A. B. Knowlson Co.**  
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

### Sand Lime Brick

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

#### Brick is Everlasting

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

### Signs of the Times Are Electric Signs

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

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

#### THE POWER CO.

Bell M 797

Citizens 4261



### Sunbeam Fur Robes

A Strictly High Grade Line  
 of Dependable Quality

Made from Clipped Russian Bear, Cub Bear, Marten, Curly Astrakhan, Horsehide and Galloway.

#### Plush Robes & Auto Shawls

In an endless variety  
 of pleasing patterns.

CATALOG ON REQUEST

**BROWN & SEHLER CO.**  
 Home of Sunbeam Goods  
 GRAND RAPIDS, MICHIGAN

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

**THE Tisch-Hine Co.**

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

## Foster, Stevens & Co.

### Wholesale Hardware



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

Grand Rapids, Mich.

## Pipe and Fittings

Boilers, Radiation, Valves, Covering

Steam and Water Heating Supplies

Power Plant Equipment

Complete Power Plant Installations

**Adolph Leitelt Iron Works**

213 Erie Street

Grand Rapids, Michigan



brighten up. Drive home this important point in your window display and your newspaper advertising. Remind your customers of it personally. It will help business a lot.

The "cosy comfort" displays previously suggested will, of course, link up with the conclusion of your fall stove campaign, and serve to give that campaign an added and profitable fillip. Just as a suggestion, if you can connect up that range in your window and operate it there, wouldn't a window demonstration pull business? You need a fairly large window, but it's a good stunt if you can work it. There's nothing like actual demonstration to sell goods that are really worth while.

Probably you are getting up mailing lists for the Christmas campaign. Mailing list publicity with Christmas in view should be started well ahead of time. How would it be to lead off with a circular letter on brightening up the home for the prospective visitor? This could be sent out before Thanksgiving, could emphasize the importance of touching things up before the last busy weeks arrive, and would apply to both the holidays. You could follow this up with your regular Christmas mailing-list campaign.

Incidentally, it is timely right now to look to your holiday stocks and to see that everything is well in shape for the next eight weeks' trade. Publicity is not much use if you haven't the goods to deliver. Toward the end of November the stock should be rearranged so as to give prominence to holiday lines, and holiday decorations will be in order.

Victor Lauriston.

#### The Satisfied Customer.

George E. Weir, of Dowagiac, Wis., received the closest attention from those attending the recent convention of Nebraska hardware dealers when he talked to them about the "indirect influence in getting new customers." He urged the men to list their customers in a little book and place opposite each name the names of that customer's closest friends, neighbors, or relatives who do not trade with you. "Then when that customer comes in and buys a bill of goods," he said, "ask him to come back in the office. Don't say a word while you are walking to the office. That will impress him greatly. When you get him in there, ask him if your service has always been satisfactory. He will say, 'yes.' Then he has committed himself. Then say to him, 'Do you know what we have ever done to your friend or neighbor, John Smith, out there? He never trades here. If we have done anything or left anything undone, we would be only too glad to make it right. If there is anything wrong we would appreciate it if you would tell him to let us fix it up with him.'"

Mr. Weir insisted that this plan would impress the customer, who would nine times out of ten boost the dealer's business when talking to John Smith. At the same time the conference with him he will treat as confidential and will not tell Smith

that you asked about his case, but will use his influence on Smith.

"You will add new customers to your list all the time that way," said Weir, "and if you add only twenty customers a year to your list, think what that will mean to you."

#### City Boys Stronger Than Country Youths.

Detroit, Oct. 29.—Your editorial in the Tradesman of Oct. 24 touching upon the lessened physical efficiency of the country youth since the Civil War days should suggest to your readers a line of thought worth developing. The phenomenon is being recognized as facts. The American country lad is not the physical equal of the city boy and frequently also the mental inferior. This is, of course, contrary to all we have been taught since the Civil War days, but both city and country have changed since Civil War days.

To-day the city has better sanitation and housing laws than the country, the best country food is sold to the cities and the worst eaten in the country. Any one familiar with social conditions in the villages and small towns knows of the slum populations that cannot be found in New York or any of our large cities. But the chief factor is the depletion of the stock. A short study of the census records for the last forty years will show how the enterprising country youth of the land has gone citywards to stay. The slow and less ambitious have stayed behind, and the village that might have been progressive to the demand of the progressive youth that departed, remains stagnant and worse because of the slow, unimaginative conservation of those left behind.

The responsibility is not wholly upon the stock left behind, but in large measure is due also to the manner in which our country districts have been neglected by legislatures. But the reasons why the city has a housing law and sanitation laws and the country none, has recreation and gymnasiums and the country none, has campaigns to fight tuberculosis and poverty and the country none, can be found in the fact that the men and women left in the country are the children of those who saw nothing in progress a generation ago. It is recognized in the country church problem and in the rural school problem. Prof. E. A. Ross, in his seminar on the dynamics of population, gives much time to the consideration; Frederic Almy, in his presidential address before the National Conference of Social Work, called attention to it, and the great recreation and playground organization find better physiques in St. Louis than in New England villages, and the fact should turn the attention of men more to it. Of course, agricultural colleges, abolition of the little red schoolhouse and the installation of central graded schools, and other such movements may be the beginning of a new era.

Edwin A. Rumball.

#### Proposed to Please Both.

Two women traveling in the same passenger coach could not agree about the window and finally appealed to the brakeman.

"If that window remains open I shall catch my death of cold," objected one; to which the other promptly replied: "If it is closed I shall smother to death."

The brakeman scratched his head in perplexity, until an old gentleman sitting near by proposed:

"Open the window until one freezes to death and then close it until the other smothers to death, and then the rest of us can finish our journey in peace."

#### Washington Suggestions Eagerly Adopted.

Washington, Oct. 29.—The retail merchants of America are coming enthusiastically into line to support the food conservation campaign of the United States Food Administration, according to reports received by the Administration's retail stores section through its state merchant representatives. The mobilization of their forces is being effected in a thorough manner, and both merchants and employees are eagerly adopting all suggestions as to methods in which they may co-operate, and are willingly placing in the service of the Food Administration their very unusual facilities for reaching the consuming public.

Food conservation window displays are growing in favor as the merchants learn the various means of visualizing food facts. Exhibition of statistics in pictorial form is a favorite method employed by the dry goods and department stores which have no actual food to display, and some of the photographs received by the retail stores section have been striking examples of effectiveness.

La Follette wanted to talk so much that the Senate had to put on an air brake.

## USED AUTOS

—My Specialty. Largest Stock—  
Runabouts \$65—\$350 Touring Cars \$150 and up  
What have you to trade? Easy terms.  
Dwight's Used Auto Ex. 230 Ionia, N.W.

THE  
Keeley  
Treatment

Don't Despise the Drink-  
ing Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

3 FOR 5¢

Put "pep" in your prices by Using cMc

PRICE CARDS  
40 cts. per 100 and up  
Write for Samples

CARNELL MFG. CO.  
Dept. k, 338 B'way, New York

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.

## Automobile Robes

Largest and finest assortment in the State "Chase Quality." 54 in. x 60 in. single plush, double plush, rubber faced, rubber interlined, ranging in price from \$3.25 to \$11.00.

54 in. x 72 in. auto robes for rear seat, double plush, rubber interlined, muff robes, mohair and fur effects: \$7.50, \$9.50, \$10.50, \$11.50, \$12.50, \$14.00, \$15.00, \$20.00 to \$40.00.

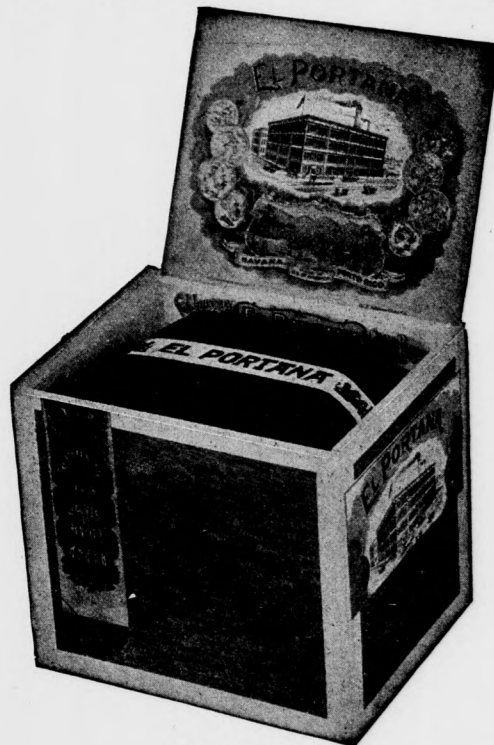
Auto shawl and steamer robes, all wool, scotch clan patterns, 60 in. x 80 in., \$6.50, \$8.50, \$10.00, \$11.00, \$12.00, \$15.00, \$17.00.

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

## El Portana Cigar



This is size No. 5

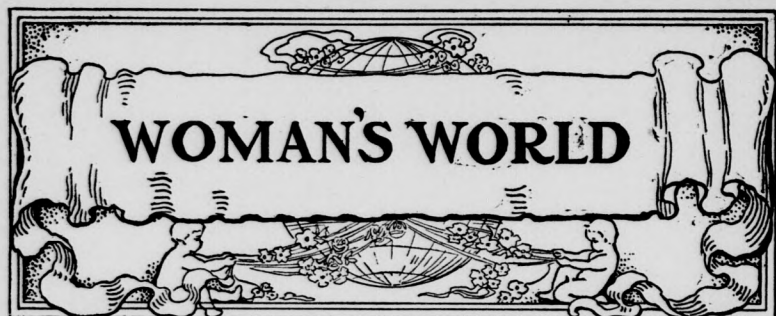
THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids





### Walks and Talks With the Little Ones.

Walks and talks foster a desire for wholesome recreation that can be enjoyed whether the purse is full or empty, that is of benefit physically, morally and mentally, and that can be shared with others.

On your walks point out the trees that make a strong appeal to the children; those that bear fruit, also the hickory and chestnut trees, the maples with their keys that fit so snugly on the nose; the oaks with their acorns that can be hollowed out and used as cups or pipes.

Collect milkweed pods and bitter-sweet with its bright berries to beautify the children's rooms. Pick wild flowers, each in its due season, spring-beauty, violets, wild geranium, daisies, black-eyed Susans, and goldenrod, and you will soon be asked to tell why the bees hover over the flowers, and you will also watch the bees at work.

Keep your eyes open for cocoons in the fall; put them into a wide lantern chimney resting upon a saucer, the top covered with mosquito netting, and await developments. When the butterfly emerges, the children will have had an experience more deeply impressed, because more intimate, than any class room illustration. As the children grow older you will try different caterpillars in this same chimney device, and will watch the spinning of the cocoons or the transition into the chrysalis state. Sometimes the children's sharp eyes (usually sooner than your own) will discover eggs already laid on leaves, and you will watch them emerge into wriggling little bodies. One little girl was fortunate enough to see the eggs hatch about ten minutes after she had gathered the leaf, and ever since she has kept her eyes open for another such "find." Frogs, toads and tadpoles are sure to be noticed by the children, and will afford much interesting study if an aquarium can be provided for them at home.

Get acquainted with the birds. Begin in the late fall and winter when there are so few species that they can be easily learned and their notes readily distinguished—the woodpecker, the nuthatch, the chickadee, the junco, the English sparrow, and the white-throated sparrow. When these have become familiar the early spring birds will soon be added to the list: the robin, the grackle, the flicker, the meadowlark, the song-sparrow, the bluebird. With these birds well known, the child will possess sufficient knowledge to discover others for himself, and he will find never-ending delight

in greeting the birds as the harbingers of the seasons.

The nests that are commonly seen, the chipping sparrow's in the hedges, the oriole's stocking hanging from the branch, the robin's well-shaped nest in the crotch of the tree, and the house-sparrow's careless, untidy home, will soon be readily recognized.

On your walks re-tell stories read or heard, both you and the children participating in the telling. Invent stories, basing them on a beautiful sunset which you are witnessing, or on a cloud-scene as the clouds shape themselves into varied forms, or on any other phase of the landscape which may attract you.

Repeat Mother Goose jingles as you go marching on; make up jingles yourself and get the youngsters to help. You will have great fun acting out some of your stories like "The Three Billy Goats Gruff," under a real bridge.

Count your steps from one point to another (with little ones only up to 10 or 20). Count forwards and backwards. Odd numbers, even numbers, simple multiplication tables, combinations in adding and subtracting, can be well drilled, especially during the colder weather, when one walks briskly, and observation or loitering is impossible. Simple problems will be really enjoyed if you use names of playmates and stores and purchases with which the child is thoroughly familiar in his own experiences. Seeds and shells can be used for concrete work in simple adding, subtracting, etc.

At times you will encourage silent communion with nature, which in more mature years gives a "peace that passeth understanding." The children will readily accede to your request, "Let us just be quiet for a while," especially at the twilight hour when the sun's glory and radiance are still reflected in the West.

Moonlight walks, despite the disadvantage of exceeding the usual retiring hour, have no equal in imbuing children with a sense of the mystery and the power and the glory of the universe, and this experience should not be denied our children. They should be permitted this walk with the parents at least once each season, when the moon is full and seems to bathe not only the earth but the innermost soul in soft, healing light.

Then, if you will add a few sunrise walks in the summer time, you will be certain of having stored up in your children and in yourself memories and delights that will remain forever.

Bertha Emelin.

### Substitutes For Wheat, Sugar and Fats.

Methods for utilizing corn starch, corn syrup and corn oil to replace wheat, sugar and fats were recently discussed at Washington at a meeting of manufacturers of the former group of products with T. F. Whitmarsh and S. F. Evans, of the United States Food Administration.

Emphasis was laid on the value of these substitutes, to be derived from the forthcoming huge corn crop in the conservation of staples which must be exported.

Resolutions were passed endorsing the work of the Food Administration and the following committee was appointed to act in the matter of coordinating the work of the industries with that of the representatives of the Food Administration: W. G. Irwin, of the Union Starch and Refining Co.; C. D. Edinburg, of the American Maize Products Co.; J. B. Reichmann, of the Douglas Co.; and George S. Mahana, of the Corn Products Refining Co., with L. Hohmeyer as Secretary.

### Pledge Best as Officers.

Out at the Presidio in San Francisco young men from the Coast states have been taking an officers' training course. More than 1,200 of them have signed this pledge:

We undertake to maintain our part of the war free from hatred, brutality or graft, true to the American purpose and ideals.

Aware of the temptations incidental to camp life and the moral and social wreckage involved, we covenant together to live the clean life and to seek to establish the American uniform as a symbol and guarantee of real manhood.

We pledge our example and our influence to make these ideals dominant in the American army.

Work as hard as you can to make your store successful while located on the wrong side of the street, but don't lose any good chance to move to a better location.



### To-day's Flavoring

Crescent Mapleine, the "Golden Flavour," is today's flavoring. A few drops go as far as a teaspoon of other flavorings. No other flavoring is so rich—none so economical. Are you selling Crescent Mapleine? Modern economy practices mark it the first flavoring. Look to your stock now. Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hiller Co., 1205 Peoples Life Bldg., Chicago.

**Crescent Mapleine**



Sold in Sanitary Tin Packages—  
2, 5, 10, 15 and 25 lb. pails—  
by all wholesale grocers

See Quotations in Grocery  
Price Current

### 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



We solicit shipping accounts from country dealers  
**SCHULZE BAKING COMPANY**  
GRAND RAPIDS, MICH.



## FACES MANY CHARGES.

## Snow Bound Over For Trial In Circuit Court.

R. E. Snow, who stands charged with two violations of the statute, has been bound over for trial in the Kent Circuit Court. Snow is the man who solicited subscriptions to the capital stock of the defunct Grand Rapids Wholesale Grocery Co. without first obtaining a license as a stock salesman or securing the approval of the Michigan Securities Commission to the project, as provided by statute. Besides these two violations of the law, Snow can probably be arrested and tried for obtaining money on false pretenses by every merchant who was inveigled into giving up \$30 for the privilege of buying goods of a company whose incorporation papers were obtained from the Secretary of State through false representations. In other words, the promoters of the company certified under oath that they had paid \$10,000 in cash into the treasury of the corporation, which was subsequently admitted to be false. This default invalidated the papers filed at Lansing and rendered all connected with the wretched affair subject to prosecution. Unfortunately, the amounts at stake are so small—\$30 in each case—and the victims of the swindle are so loath to disclose their connections with the transaction, that only a few of the men who were deceived will proceed to take action against Snow in the event of his ever entering the State so service can be obtained on him.

When interrogated by the Prosecuting Attorney as to the location of the \$10,000 sum the promoters certified under oath they had contributed to the project, they asserted that it was on deposit in a bank in Cincinnati. They were then told it must be transferred to a Michigan bank, preferably a Grand Rapids institution. They agreed to this arrangement, but have failed to make good and the Tradesman will be very much surprised if Snow does not forfeit his bail bond and keep out of the jurisdiction of the court in view of the long array of prison sentences which possibly confront him.

When Snow and his associates first came into the Michigan field, they called at the Tradesman office and described the campaign they had undertaken to create a co-operative wholesale grocery company according to the plans of the Chicago schemer who keeps in the background—and, incidentally, rakes in the shekels. The editor of the Tradesman drew out of them disclosures which convinced him that the scheme was a fraudulent one and that the incorporation papers were based on a sworn lie. They promised to postpone action in the premises until certain irregularities were corrected. Instead of doing as they agreed, they immediately began an active soliciting campaign, stating that their project met with the approval of the Tradesman and was endorsed by it. This necessarily forced the Tradesman to expose the scheme, denounce the men who were promoting the swindling

game and warn its readers against the iniquitous features of the proposition. Notwithstanding these warnings, Snow and Desmond succeeded in victimizing about forty merchants to the extent of \$30 apiece. Desmond worked in Eastern Michigan and made his headquarters in Saginaw. Snow worked in the Western portion of the State and made his headquarters at the Livingston Hotel, Grand Rapids. The Tradesman immediately brought the illegal features of the campaign and the illegal status of the organization to the attention of the Michigan Securities Commission and did all that lay in its power to secure the punishment of the offenders. It has been ably seconded in its efforts by the Prosecuting Attorney of Kent county who, despite pressing duties of a most important character, always manages to accord a hearing to any one who has a grievance, real or imaginary. He is fully convinced that Snow should be properly punished for his numerous violations of the law, although the real culprits are the men who planned to conduct a clandestine stock selling campaign in defiance of the law and bolstered up their fraudulent scheme by sworn misstatements in filing their corporation papers. Unfortunately, these men are residents of other states and can not be reached by any legal process started in this State unless they voluntarily cross our borders—which, by the way, they are not likely to do.

## Studying the Question of Sampling Dry Goods.

Duluth, Minn., Oct. 29—The National Sample Men's Association recently held a most enthusiastic meeting, the best in their history, in Chicago, as guests of Carson, Pirie, Scott & Co., the Morrison Hotel being our headquarters.

J. P. Maxwell (Western Dry Goods Co.) came all the way from Seattle to be present at the meeting, showing the growing interest of the Western houses in this Association.

Many subjects of interest to the retailer as well as to the road men and wholesaler were discussed and much valuable information was gleaned by every one.

Louis Verret, of the Byrne & Hammer Dry Goods Co., of Omaha, showed a trunk of his manufacture, the trays of which were arranged on the extension plan, a great convenience where store space is limited, as in fine weather the samples could be shown outside the store, or in hotels where table room was not sufficient. By a very simple mechanical arrangement and a pair of legs on hinges for each tray the entire contents could be laid out in a most convenient manner.

The question of loose leaf catalogues was a very lively topic, as showing the necessity of the traveling men knowing just what his house had in stock to sell to the trade and to this extent doing away with the annoyance to merchants of buying some items which were sold out only a few days before the order was taken. Many houses have their regular catalogue in loose leaf form, the type being kept set up and new sheets going every few days to their traveling representatives. This is a very great help.

As illustrating the success of efforts to reduce sampling and making it easier for the merchant, as well as the road man, to go through the lines,

let me illustrate one very large and successful house which shows its entire line of manufactured goods—and a very fine line it is—in one trunk, as compared with three or four trunks a few years ago. Another whose complete line of shirts and pants are now carried in two small scopes weighing thirty pounds, as compared with 500 or 600 pounds formerly. Another concern with a fine line of women's ready to wear show their complete line in three books weighing twenty-four pounds all told, where formerly they had sent out 400 or 500 pounds.

Everything possible is being done to save the time of the busy merchant when he is called upon to look over lines of samples and that we are succeeding is indicated by the fact that one of the largest wholesale dry goods and men's furnishings houses sent out this year their spring and sorting up lines in 1,200 trunks, where formerly they used 1,800 and did an increased amount of business, with a

less expense of time of the trade who greatly appreciate their efforts.

I shall be very glad to hear from any merchant who will be good enough to give us helpful suggestions and criticisms. E. S. Pash, Sec'y.

## Fighting Germany.

At present the following twenty nations are at war against the Teutonic powers: The United States, the British empire, France, Russia, Italy, San Marino, Belgium, Montenegro, Rumania, Portugal, Greece, Japan, China, Siam, Cuba, Panama, Hayti, Brazil and Liberia.

## A Bad Tasting River.

In Columbia, S. A., there is a river whose waters are so tainted with sulphuric acid that it has received the name Dio de Vinagre or River of Vinegar.

## Place Your Order for Ice Skates Now

There is going to be a big demand for Skates the coming season. We have just received a large consignment and have in stock all numbers and sizes and can fill orders complete. A little later our stock may be broken and cannot serve you as well as we can at the present time. We would suggest that you look up your stock and give your order to our salesman when he calls or mail it in to us promptly.

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## The Golden Rule

It pays to practice the Golden Rule in your use of the telephone. It is worth while to give the same amount of consideration to others that you expect from them.

Why not let correct and courteous telephone usage be a more important part of your code of business ethics?

The more thoughtfulness and consideration you give to talking over the telephone, the greater will be your return in good will, satisfied customers and increased business.

Michigan State



Telephone Company





Grand Council of Michigan U. C. T.  
Grand Counselor—John A. Hach, Coldwater.  
Grand Junior Counselor—W. T. Balamy, Bay City.  
Grand Past Counselor—Fred J. Moutier, Detroit.  
Grand Secretary—M. Heuman, Jackson.  
Grand Treasurer—Lou J. Burch, Detroit.  
Grand Conductor—C. C. Starkweather, Detroit.  
Grand Page—H. D. Ranney, Saginaw.  
Grand Sentinel—A. W. Stevenson, Muskegon.  
Grand Chaplain—Chas. R. Dye, Battle Creek.  
Next Grand Council Meeting—Jackson.

#### Late News Notes From the State's Metropolis.

Detroit, Oct. 30—Detroit is America's fourth city from the standpoint of population. Authoritative facts and statistics concerning the present population of various large cities which are contending for this coveted position substantiate the fact that Detroit unquestionably holds the honor. These assertions are contained in a review of the situation issued by the news bureau of Detroit real estate board, allowing a comprehensive survey of the conditions, just completed. "During the last year," the Review says, "the attention of the Nation has been attracted to the contest waged against Detroit by several cities nearby in the same class for the rank of fourth American city. In 1916 Detroit took fifth place from Cleveland and at the beginning of this year it became certain that another notch would be made in the upward climb. Boston and St. Louis were claiming fourth place and Detroit was a close competitor.

"Polk's city directory, the generally conceded local authority on this subject, recently issued its annual edition with a statement showing the leading cities in rank as follows: New York, 5,896,044; Chicago, 2,651,000; Philadelphia, 2,271,000; St. Louis, 920,000; Detroit (fifth), 808,327; Boston, 772,990, and Cleveland in seventh place with a population placed at 750,000.

"It is now learned that the figure of 920,000, on which St. Louis is given fourth place, was obtained by including the people living on the fringe of the city and in the suburbs, whereas the figure of 808,327, giving Detroit fifth place, represents what is considered an ultra conservative estimate of the number of people residing inside the city limits not including the villages of Highland Park and Hamtramck, which have populations of approximately 38,000 and 30,000 respectively and both are actually inside Detroit's corporate lines.

The 1917 edition of the St. Louis city directory, a copy of which was received in Detroit last week, credits that city with a population of 905,650.

"To establish which of the two cities, St. Louis or Detroit, holds fourth position from the point of population within their respective city limits, facts pertaining to each city will be treated. The St. Louis Post-Dispatch, in a communication to the news bureau, says: 'Our population, probably, has passed 750,000.' In a communication from the St. Louis Real Estate exchange that city's population is placed at 825,000. Assuming that these figures are for population

within the limit lines, but giving St. Louis the benefit of the doubt, what is considered a fair average is struck by taking one-half of the difference between these two figures and adding it to the lowest estimate given. This gives St. Louis a population of 787,500 within the corporate lines.

"It is seen by this computation that from the 'city proper' basis Detroit, with an estimate of 808,327, water board census July 1, 1917, holds the position of fourth city with a lead of 20,827 over St. Louis. The water board figure is considered very conservative because housing congestion has created a condition whereby several families in hundreds of instances are served on one meter. Likewise, a large portion of the territory annexed last year is not yet receiving Detroit water service and the population is not included in the meter count. Polk's statement is that because of these facts, Detroit's 'city proper' population is nearer the 900,000 mark.

"If a comparison between the various cities in question is to be made from the standpoint of including population located on the 'fringe' of the respective municipalities in immediately adjoining suburbs it is the opinion of J. C. Gerard, statistician for R. L. Polk & Co., that Detroit easily outranks all competitors for fourth place with a population that is to-day placed at 1,000,000. C. M. Burton, city historian, also believes this is the case.

"As to Boston, that city's position is clearly established in an estimate just received from the Boston real estate exchange, by which the population is placed at 776,199. Polk's directory gives Cleveland's present population as 750,000. This leaves Boston and Cleveland to fight it out for sixth place, with St. Louis fifth and Detroit fourth among the American cities."

A two week's campaign has been launched by the membership committee of the Board of Commerce to increase the membership of the organization to 5,000. When this figure is reached the occasion will be celebrated by a smoker with prominent men of the State on the programme. The membership at present numbers 4,760 and is the largest commercial organization in the country, but it is felt by the committee that 240 more men of the caliber needed in the organization are easily available.

Defending grocers of Detroit, who are operating on a smaller percentage of profit than in normal times, W. J. Cusiack, President of the Detroit Retail Grocers' Association, declares it to be the duty of every retailer to practice every economy in conduct of his business, so that he may be able to sell goods at lowest possible prices. "There may be exceptional cases where merchants are seeking extortionate profit, but these instances, in my opinion, are so infrequent that the attitude of the majority stands out by contrast," said Mr. Cusiack. Saturday the Grocers' Association sent to George Prescott, food controller, of Michigan, a resolution pledging to him, its hearty support and co-operation. "The retail grocer is putting forth every possible effort to furnish merchandise to the consumer at low-

est possible price, and will welcome any suggestions you may offer from time to time, helping to accomplish this result," says a letter the Association has sent to Mr. Prescott. "While possibly you are not interested in the matter of conserving the fuel supply, we feel that it is in order that our Association would welcome a ruling requiring grocery stores to close no later than 6:30, as we believe the majority of consumers would be fully satisfied to make their purchases during the day. I believe that Mr. Hoover and Mr. Prescott are carrying on a most commendable work," said Mr. Cusiack, "and I hope they will receive the hearty co-operation to which they are entitled from every retail grocer in the United States. We are in hearty accord with the work carried on by the woman's committee of the Council of National Defense and believe that grocers, personally and by educational work among customers, should assist in every possible way in conservation of food and elimination of waste."

The Victor Knitting Mills has leased a factory at the corner of Twelfth and Marquette streets for the manufacture of sweaters, hosiery and underwear.

Of course, people complain about the prices you have to ask, but aren't you doing some complaining along that line yourself?

#### UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Mich.

EXPERT SALE PROMOTERS  
For Merchants Any Line  
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Fire Proof. At Sheldon and Oakes.  
Every Room with Bath.  
Our Best Rooms \$2.00; others at \$1.50.  
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Rates \$1.00 and up  
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European Plan, 75c Up  
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#### Beach's Restaurant

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Good Food  
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Reasonable Prices  
What More Can You Ask?  
LADIES SPECIALLY INVITED



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GRAND RAPIDS  
RATES \$1 without bath  
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CAFETERIA IN CONNECTION

EVERY MERCHANT IN MICHIGAN  
Can use the John L. Lynch Sales Co., to build up their business, sell out their store, stock and fixtures, reduce stock, raise money or clean up odd lots left in stock. We can get you a good price for your merchandise. We sold for Blood & Hart, Marine City, Michigan, population 3,500 in nine days, \$17,774.00. Write them! We sold for George Duguid, Gobleville, Michigan, population 350 opening day of the sale over \$2,000.00. Write them! We have worked wonders for others and can do same for you. Write to-day for information, dates, references, etc. Please mention size of stock.  
John L. Lynch Sales Co.,  
28 So. Ionia Ave.,  
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Copper Metallic Long Distance Circuits Connect with 250,000 Telephones in the State.

## Citizens Telephone Company



## WILL FIX PRICE ON BREAD.

### Food Standardization to Be Carried Still Further.

Washington, Oct. 29.—Second in importance to sugar only, the bread question is one of the most pressing before the Federal Food Commission. During the past few weeks Herbert Hoover and his assistants in the Food Commission have been giving their exclusive attention to alleviating the sugar situation and striving to inaugurate measures to prevent any dire want of sugar in the East. The next step to be taken by the Food Commission will be to bring some measure of relief to the flour and bread situation. Reports recently received by the Commission here indicate that the price of bread varies radically throughout the country. This, it is believed, should not exist. Mr. Hoover is of the opinion that by standardizing the loaf its price can be standardized and the net result will be a great protection to the consuming public without at the same time depriving any dealer of a fair profit.

Standardizing the price, however, is a most difficult matter. It has already been attempted in connection with wheat, and that has caused all sorts of criticism throughout the country. But with the establishment of fixed prices to be paid for wheat, competitive buying has been practically eliminated. This has injected a feature unprecedented in the history of grain marketing. In addition to fixing the price the new Federal grain grades law has been put into effect. The grading law has been in effect only a few weeks and that, together with the fixed price, has caused agitation and confusion. Mr. Hoover's wheat corporation has been subjected to all kinds of attacks because of the price while the Department of Agriculture is being blamed for many things which are said to result from the application of the grading law.

This agitation and confusion has made it difficult to apply the regulations which the Food Administration believes necessary to a complete standardization of flour and bread prices. Within the past month, however, the Government officials have been attempting to explain away the criticisms and to allay the existing agitation and fears.

The Food Commission has inaugurated its system of licensing of all wheat millers of the country. Under this system, a miller is limited in the amount of wheat he may mill each month. This has resulted, in some cases, of curtailing the running time of the mills, and a curtailment of the running time has mitigated against the efficiency of the mill and its economical operation. The Food Commission has already realized that such a result would be opposed to the successful operation of the licensing arrangements. Measures have therefore been taken to have Canadian wheat brought into the United States and milled. While this will not add any more to the quantity of flour which will be available for consumption in the United States, it will at least enable our mills to run nearer capacity and thereby decrease the overhead.

The licensing arrangement already adopted in the case of wheat, flour, sugar and some other commodities will be extended, beginning November 1. The army of middlemen will come under the direct jurisdiction of the Food Administration, and it is expected that prices will, as a result, not fluctuate as much as prior thereto. The master bakers will ultimately be taken under jurisdiction, and through them it is hoped to be able to exercise an indirect influence upon the retail dealer. The Food Commission is hoping for a spirit of patriotic co-operation on the part of these dealers who trade more directly with the consuming public.

The arrangements now under contemplation lead directly to a standard loaf and a standard price. This is something new in many lines of retail trade. Only during the past week, or so a large delegation of business men have been trying to persuade the Federal Trade Commission that a system of maintained price upon standard goods is economical, ethical and highly desirable in American business life. The Trade Commission has before it the question of whether or not methods adopted by producers to maintain the retail price upon their products are "unfair methods of competition." At the same time Mr. Hoover is striving to adopt the same principle in the flour and bread trade. There is this much difference, however, the maintained price which Mr. Hoover hopes to have adopted for a standard loaf of bread will be a price regulated by a governmental agency, the Food Commission, whereas maintained prices under the old unregulated system have been determined by the producer of the article.

In the case of bread the wheat producer is the most important factor. Congress has taken a stand in relation to wheat that has never been taken in relation to any other product of the United States. For the crop of 1918 Congress has stipulated that the minimum price to be paid shall be \$2 per bushel. Under the same act the Food Commission has fixed \$2.20 for the current crop of wheat. Under normal conditions this would be considered a most excellent price for wheat, but from many sections of the country are heard complaints from the farmers. For the most part these complaints are aimed at the grading of the wheat, which grading, it has been charged, results in a reduction of the price. In contradiction to this criticism the Department of Agriculture declared:

"A large part of this year's wheat crop has graded high at the markets under the Federal wheat standards made effective this year. The United States Department of Agriculture calls attention to the exact figures because persistent false rumors have been circulated in the grain trade, and particularly among country shippers and producers, to the effect that under the new Federal standard for wheat very little of the marketed crop is being, or has been, placed in the higher grades. On the contrary, the requirements of the Federal standards for wheat are not such as to work hardships on the country shippers and producers, for under these standards high grades have been given to a heavy percentage of the wheat marketed."

This complaint has hardly been answered before the Department was directed to observe the discounts exacted by dealers of farmers for dockage. The Department has taken cognizance of this situation and is doing everything in its power to prevent an unjust advantage taken of the farmer. That a better understanding could be had of the question the Department has called attention to the fact that there are several methods used in various sections of the country as a basis of settlement for wheat in which dockage may be found. 1. The price to be paid may be for the net weight contained in the low or parcel; that is, the gross weight of the wheat minus dockage. 2. It may be a certain price per bushel for the gross weight of wheat less a fixed discount for each 1 per cent. of dockage contained therein. 3. Or it may be a certain price for the net weight (the gross weight of the wheat minus the dockage) upon condition that the dockage is to be disposed of by the buyer at the market price and the proceeds turned over to the seller, in whole or in part, according to whether there is an agreement which may allow the buyer a certain percentage for services performed by him in cleaning the wheat.

The Department refused to discuss the relative merits of either of these three methods of compensation. It was insisted, nevertheless, that the seller should be compensated for the value of the dockage. At least it would quiet one more complaint.

V. G. I.

### Sample Cases Now Being Carried By Women.

War, which has made such inroads on the younger male population of the country, is calling many young women to the road. The woman as a traveling representative, is one of the latest results of war. On registers of the city's principal hostelrys will be found the names of many young women who have taken to the road with the sample case.

As an instance, a young woman registered at the Hotel Downey this week. She makes her headquarters in Chicago. She was not selling feminine apparel or kindred lines. Her business was automobile accessories and she took several fat orders out of Lansing. The Reo Motor Car Co. and the Olds Motor Co. were her two largest buyers.

Another instance is that of a young woman selling candies. The traveling force of the house she represented had been "shot to pieces" by the selective draft. The young woman, previous to taking to the road, was one of the office clerical force. She made good at least in Lansing. Another woman seller this week took a number of large orders in Lansing for men's hosiery and neck ties.

"If the war continues," says Bill Grove, manager of the Hotel Downey, "I won't be able to call many of our guests by their first name. The younger fellows have gone to war and women are taking their places. Seemingly they are making good. They are all business and mighty bright. They know their lines and, being women, are right there with the argument."

"As time goes on there will be more of them on the road. They may not be able to lug the heavy sample cases that some of the other sex do, but they will probably make up for this physical defect, in heavier arguments. I see nothing the matter with the female drummer except that she never carries matches. You couldn't borrow a match off one of them in a hundred years."—Lansing State Journal.

### Men's Spring Styles Simplified.

The tendency of styles in men's clothing for the last few years toward more elaborate designs and fancy adornments has received a serious jolt as a direct result of the war. The activities of the Commercial Economy Board in relation to the conservation of wool has resulted in a toning down of men's styles for next spring to almost Puritan simplicity, according to reports from a number of manufacturers. It is said that suits for spring will be plain and simple, with no belts, plaits, or even patch pockets in most cases. Doubled-breasted coats will be out of the market almost entirely, and the skirt of the coats will be somewhat shorter.

### The New In Millinery.

Conspicuous among the new things in millinery are hats of black tulle or black silk lace, with high draped crowns of velvet, antique satin, or metallic satin. Most of the shapes are large, and some of them have soft maline edges. The trimmings consist of small hand-made silk or velvet flowers, as well as large metallic flowers and ostrich plumes and bands.

Among the hats that are now selling well in the wholesale market, according to the bulletin of the Retail Millinery Association of America are high-priced ones of beaver cloth trimmed with ribbon effects, jet, and gold and silver flowers. White panne velvet hats of a popular grade, combined with fur, are selling in both large and small shapes. Novelty feather hats of Lady Amherst pheasant, swan or duck feathers, are meeting with favor in tricorne, continental chin chin, sailor, and high turban effects, some of them having fur edgings. The best colors in feather hats are black, purple, taupe and red.

Other active articles in the market are hatters' plush hats, with caracul facings, in black, metallic effects in brocaded hats; heavy satin hats in black, brown, navy, taupe, etc.; velvet turbans with beaver facings and trimmed with ornaments, and hats made entirely of caracul or of caracul combined with velvet. Gold and silver laces and cloths also are selling well, as are ostrich feathers in 12 to 18 inch lengths and in the form of short, broad French plumes.

Ostrich pompoms and bands, including various effects in the latter in both narrow and wide ones, are wanted by buyers. So are ostrich coronets and crowns. Other "good" things in the market at present include black silk laces for use with satin and jet in dress hats.

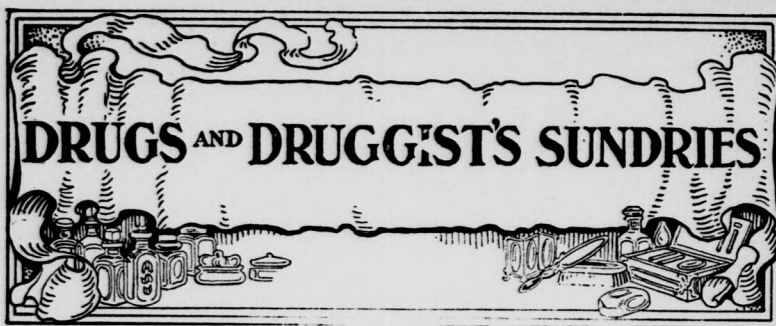
### Shoe Imports Into Great Britain.

The recent announcement that American leather ordered previous to February 23 may now be imported into Great Britain does not include boots and shoes, according to a later dispatch from the American Consul General in London. Importers of shoes have been asked, however, to furnish details of previous importations, which would foreshadow relaxation of prohibitions and possible admission of a small percentage of former imports. "But it is impossible to suggest," says the Consul, "when this relaxation will become effective, or even to say positively that it will become effective at all."

### Fancy Umbrellas Popular.

Although there was reported last summer a heavy falling off in the demand for parasols, umbrellas this fall are apparently in high favor. And, contrary to the usual order of things, umbrellas of comparatively startling colors, instead of the old-time black, are big sellers. Such shades as bright red, purple, blue, and green are among the most actively sought, and in most cases these bright colors are matched with bakelite handles of the same shade.





**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.  
 Next Examination Session—Grand Rapids, Nov. 20, 21 and 22.

**Michigan State Pharmaceutical Association.**  
 President—P. A. Snowman, Lapeer.  
 Secretary—F. J. Wheaton, Jackson.  
 Treasurer—E. E. Faulkner, Delton.  
 Next Annual Meeting—Detroit.

**Michigan Pharmaceutical Travelers' Association.**  
 President—W. F. Griffith, Howell.  
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### Is the Small Drug Store Doomed?

We hear forebodings voiced now and then to the effect that the chain store and the department store are going to put the small drug store out of business. These hustling establishments do flourish and transact a large volume of business, and the small dealer who contemplates their activities may feel for the moment that he has some reason to be perturbed. But consider matters and don't send for the sheriff too soon. In the first place, we must remember that people are buying more than they did twenty years ago. They are earning more and consequently spending more. The country has been very prosperous, wages have been higher, the farmers have been getting more for their products, and the fruits of prosperity have been distributed in many directions. By way of evidence, just look at the number of people in moderate circumstances apparently and yet able to maintain automobiles. Lots of money in circulation means good business among retail dealers, especially those carrying a multitude of small lines.

The man who finds the pay envelope a little fatter than it was may not rush out and buy a grand piano, but he is pretty sure to treat the wife to a box of candy and himself to a few cigars. While he is in the drug store buying these he probably has a glass of soda and picks up one or two little articles he happens to see on sale. Some money may go into the savings bank, but most people are very prone to spend. If they have it, they spend it; you can't get around that fact. This tendency makes retail business good. So there is room for big down town stores to do lots of business without putting the smaller up town store out of the game. The fact that one man opens a new store and picks up much trade does not necessarily mean that his neighbor loses a lot of trade. On the contrary, his neighbor may put on steam and increase business, too.

New business is created, apparently out of the air. Where it comes

from it would be hard to say. You see thousands of motor cars now where you saw very few twenty years ago. Millions of dollars are invested in these lively vehicles that go scooting over our streets. This does not mean that people are putting money into automobiles and going without shoes. The shoe dealers are still in the game and doing better than ever before.

The small dealer has one great advantage which nobody will deny, and that is embodied in the personal note. If you go into the store to buy a cigar, you see the proprietor. He may not wait on you, but he is around. If you want advice about some ailment he is ready to lend a sympathetic ear and to talk it over with you. Nobody ever sees the proprietor of a department store, and you probably wouldn't know him if you did see him. They may have their systems and their efficiency experts, but no girl standing behind the counter chewing gum is ever going to fill the place occupied by the proprietor of the "neighborhood" store. The big dealers will admit that readily enough. They know where they are strong and they do not delude themselves into the belief that there are no places wherein they are weak. The writer has never seen much efficacy in price slashing. There was a time when you could go into any little store and buy a bottle of patent medicine priced ostensibly to sell at one dollar, yet to be had for 67 cents. These goods cost the retailer just \$8 per dozen, and his profits were practically nothing.

When one uptown druggist begins to slash prices it is easy enough for others to follow suit. Soon everybody is doing business on the same basis and nobody is making any money. Rather than work for nothing it would seem good policy to get into some other line. Your altruistic motives seldom bring any tangible reward. A better plan would be to hold prices up to a fair point and talk quality strongly, at the same time paying much attention to good service. The laborer is worthy of his hire and the retailer is entitled to a fair profit. Certainly he does enough for the public without selling goods at cost. The "neighborhood" store has one strong card in selling small quantities of staple goods. When a bottle of castor oil is wanted, or a couple of ounces of powdered borax, the householder does not feel impelled to rush down town for the purpose of making the purchase. It is much more convenient to buy from the corner drug store and this is the pro-

cedure usually followed. These 5 and 10-cent sales are small, but they mount up and also show a fair profit. We have seen stores that got along very nicely on this kind of business.

If the big stores are making drives in certain lines, pick out something else to stock. Magazines, for instance, are always in demand and the uptown store can sell a lot of them. You don't have to cut on magazines. The soda fountain is a bulwark of defense. Soda water is not sold at cut prices. Cigars and candy are good sellers and the uptown resident does not go shopping around to see where he can get a cigar at a cut price. He wants something to suit him, at a certain price, and he wants it in a hurry. Many stores merely scratch the surface and only get about 60 per cent. of the business they could get if they would tighten up a bit. The writer went into a store recently to get a couple of cold bottles of ginger ale to carry home. Two drug stores were passed by which were known to have ginger ale, but didn't make a practice of keeping it on ice. At the third store there was a mild rush at the soda counter and a wait of five minutes ensued. Meanwhile the proprietor and one clerk stood around with nothing whatever to do. In that store is was evidently considered the duty of the boy to attend to everything at the soda counter no matter what conditions might arise. Here was mistake number one. When the boy finally got around to it, he found no ginger ale on ice. There was ice in one compartment, ginger ale in another, but no ginger ale on ice. Mistake number two.

These things make a bad impression. There are five drug stores in this neighborhood, all doing fairly well and all capable of doing 40 per cent. more business without increasing clerk hire or overhead charges. There is plenty of business for the small store. Go after it. Watch the fine points. You can get business all right.

Henry R. Strong.

#### Queen of Hearts.

The name, Queen of Hearts, was given in the Low Countries to Elizabeth, daughter of James I. and the unfortunate queen of Bohemia. When her fortune was at the lowest ebb she never lost her dignity of spirit, and poverty and distress only rendered her the more an object of admiration.

#### Plain Talk to Sales Representative.

What salesman, for instance, could fail to be appealed to by the following, which is part of a letter sent out to its salesmen during the week by a well known wholesale tea house:

Conceding that we have the stock, the next thing is its profitable distribution. This is up to our representatives. They are all interested in the business equally as we are, and we expect them to use the same intelligence in selling the goods as if the ownership was theirs entirely, and miss nothing without first getting a bid. This is where salesmanship comes in.

Now this month we want to make a supreme effort all along the line, miss nothing, wire in best bids, give us all the information, ask for anything you think you can sell that is not listed, and we will roll up such a big October business that it will eclipse all past records.

Work hard on every buyer on your territory, miss none. So often when a salesman can't sell a buyer he writes in that this particular buyer's business is drying up, etc., but as a rule the "wish is father to the thought," and there is nothing in it. If business don't come easy, work that much harder to get it, but get it. Consumption is going on all the time, tea is being used and it is being purchased, and you want to get out of your beaten tracks and secure more business.

#### Eight Ways to Save Gasoline.

1. Do not allow the engine to run idle, except when absolutely necessary.
2. Run the car on a lean mixture.
3. Prevent leaks in the gasoline line, and shut off gasoline at the tank whenever possible.
4. Keep the motor free of carbon. A carbonized motor is a large consumer of fuel.
5. Change gears more frequently in order to run the engine at high, economical, and efficient speed.
6. Keep the moving parts well lubricated.
7. Keep tires properly inflated.
8. Use kerosene for cleaning instead of gasoline.

He is most powerful who governs himself.



It's Pure. That's Sure

Piper Ice Cream Co.  
 Kalamazoo, Mich.

## "CRITERION" House Paint, Flat Wall Paint and Finishes

THE CRITERION PAINT LINE is made especially for Michigan needs—gives perfect protection, maximum spread and costs little compared with brands that offer less.

SOME MICHIGAN TERRITORIES are still open for the right kind of agent. Write for our agent proposition NOW. Know the facts—then you will make no mistake.

Heystek & Canfield Co.  
 GRAND RAPIDS MICHIGAN







# GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Brooms Blackberries Blueberries Currants Pickles Mackerel Nuts		Some Flour	
Index to Markets		1	
By Columns		2	
A		Clams	
Ammonia	1	Little Neck, 1 lb. ....	1 45
Axle Grease	1	Clam Bouillon	
B		Burnham's 1/2 pt. ....	2 25
Baked Beans	1	Burnham's pts. ....	3 75
Baking Powder	11	Burnham's qts. ....	7 50
Bath Brick	1	Corn	
Bluing	1	Fair	
Breakfast Food	1	Good	1 85
Brooms	1	Fancy	
Brushes	1	French Peas	
Butter Color	1	Monbadon (Natural)	
C		per doz. ....	
Candles	1	Gooseberries	
Canned Goods	1, 2	No. 2, Fair	
Catsup	2	No. 2, Fancy	
Cheese	2	Hominy	
Chewing Gum	3	Standard	1 25
Chocolate	3	Lobster	
Cigars	10	1/4 lb. ....	1 90
Clothes Lines	3	1/2 lb. ....	3 10
Cocoa	3	Picnic Flat	3 75
Cocanut	3	Mackerel	
Coffee	3, 4	Mustard, 1 lb. ....	1 80
Confections	4	Mustard, 2 lb. ....	2 80
Cream Tartar	5	Soused, 1 1/2 lb. ....	1 60
D		Soused, 2 lb. ....	2 75
Dried Fruits	5	Tomato, 1 lb. ....	1 50
F		Tomato, 2 lb. ....	2 80
Farinaceous Goods	5	Mushrooms	
Fishing Tackle	5	Buttons, 1/2s ....	@20
Flavoring Extracts	5	Buttons, 1s ....	@50
Flour and Feed	6	Hotels, 1s ....	@44
Fruit Jars	6	Oysters	
G		Cove, 1 lb. ....	@1 20
Gelatine	6	Cove, 2 lb. ....	@1 80
Grain Bags	6	Plums	
H		Plums	1 50@2 00
Herbs	6	Pears in Syrup	
Hides and Pelts	6	No. 3 can, per dz. 2 50@3 00	
Horse Radish	6	Peas	
Honey	6	Marrowfat	1 25@1 35
J		Early June	1 50@1 60
Jell O	7	Early June sftd	1 60@1 75
Jiffy Jell	7	Peaches	
Jelly	7	Pie	1 25@1 50
Jelly Glasses	7	No. 10 size can pie	@3 75
M		Pineapple	
Mapleine	7	Grated	1 75@2 10
Meats, Canned	7	Sliced	1 45@2 60
Mince Meat	7	Pumpkin	
Molasses	7	Fair	1 30
Mustard	7	Good	1 40
N		Fancy	1 50
Nuts	4	No. 10	3 90
O		Raspberries	
Olives	7	No. 2, Black Syrup	2 00
P		No. 10, Black	10 50
Petroleum Products	7	No. 2, Red Preserved	3 00
Peanut Butter	7	No. 10, Red, Water	10 50
Pickles	7	Salmon	
Pipes	7	Warrens, 1 lb. Tall	3 25
Playing Cards	7	Warrens, 1 lb. Flat	3 30
Potash	7	Red Alaska	2 85
Provisions	7	Med. Red Alaska	2 60
R		Pink Alaska	2 20
Rice	8	Sardines	
Rolled Oats	8	Domestic, 1/4s	6 50
S		Domestic, 1/2 Mustard	6 50
Salad Dressing	8	Domestic, 3/4 Mustard	6 25
Saleratus	8	Norwegian, 1/4s	15@18
Sal Soda	8	Portuguese, 1/4s	30@35
Salt	8	Sauer Kraut	
Salt Fish	8	No. 3, cans	2 75
Seeds	8	No. 10, cans	
Shoe Blacking	9	Shrimps	
Snuff	9	Dunbar, 1s doz.	1 25
Soap	11	Dunbar, 1 1/2 doz.	2 40
Soda	9	Succotash	
Spices	9	Fair	
Starch	9	Good	1 90
Syrups	9	Fancy	
T		Strawberries	
Table Sauces	9	Standard	2 00
Tea	9, 10	Fancy	2 75
Twine	10	Tomatoes	
V		No. 2	1 40
Vinegar	10	No. 3	
W		No. 10	
Washing Powder	11	Tuna	
Woodenware	10	1/4s, 4 doz. in case	4 50
Wrapping Paper	11	1/2s, 4 doz. in case	7 50
Y		1s, 4 doz. in case	10 00
Yeast Cake	11	CATSUP	
		Van Camp's, 1/2 pints	1 90
		Van Camp's pints	2 75
		CHEESE	
		Acme	@29
		Carson City	@30
		Brick	@32
		Leiden	@
		Limburger	@32
		Pineapple	@
		Edam	@
		Sap Sago	@
		Swiss, Domestic	@

3		4		5	
CHEWING GUM		McLaughlin's XXXX		Peanuts	
Adams Black Jack	65	McLaughlin's XXXX		Fancy H P Suns	
Adams Sappota	70	package coffee is sold to		Raw	11 1/4@11 1/4
Beeman's Pepsin	65	retailers only. Mail all or-		Roasted	12 1/4@12 1/4
Beechnut	65	ders direct to W. F. Mc-		H P Jumbo	
Doublemint	65	Laughlin & Co., Chicago.		Raw	13 1/4@13 1/4
Flag Spruce	65	Extracts		Roasted	14 1/4@14 1/4
Hershey Gum	45	Holland, 1/2 gro. bxs.	95	CREAM TARTAR	
Juicy Fruit	45	Felix, 1/2 gross	1 15	Barrels or Drums	60
Sterling Gum Pep.	65	Hummel's foil, 1/2 gro.	85	Square Cans	64
Spearmint, Wrigleys	65	Hummel's tin, 1/2 gro.	1 43	Boxes	62
Yucatan	65	CONDENSED MILK		DRIED FRUITS	
Zeno	65	Carnation, Tall	6 20	Apples	
O. K. Gum	70	Carnation, Baby	6 10	Evap'd, Choice, blk	@16
CHOCOLATE		Dundee, Tall	5 50	Evap'd Fancy blk.	@
Walter Baker & Co.		Dundee, Baby	5 40	Apricots	
German's Sweet	24	Hebe, Tall	5 10	California	@25
Premium	35	Hebe, Baby	5 00	Citron	
Caracas	28	CONFECTIONERY		Corsican	@27
Walter M. Lowney Co.		Stick Candy	Pails	Currants	
Premium, 1/4s	35	Horehound	16	Imported, 1 lb. pkg.	26
Premium, 1/2s	35	Standard	16	Imported, bulk	25 1/2
CLOTHES LINE		Standard, Small	17	Peaches	
Per doz.		Twist, Small	17	Muir-Choice, 25 lb.	12
No. 40 Twisted Cotton	1 30	Mixed Candy		Muir-Fancy, 25 lb.	13
No. 50 Twisted Cotton	1 70	Broken	17	Fancy, Peeled, 25 lb.	
No. 60 Twisted Cotton	2 20	Cut Loaf	17	Peel	
No. 80 Twisted Cotton	2 40	French Cream	18	Lemon, American	20
No. 50 Braided Cotton	1 75	Grocers	13	Orange, American	21
No. 60 Braided Cotton	2 00	Kindergarten	19	Raisins	
No. 80 Braided Cotton	2 50	Leader	19	Cluster, 20 cartons	
No. 50 Sash Cord	2 50	Monarch	15	Loose Muscatels, 4 Cr.	9
No. 60 Sash Cord	3 00	Novelty	18	Loose Muscatels, 3 Cr.	8 1/2
No. 60 Jute	1 25	Paris Creams	19	L. M. Seeded 1 lb. 10%	@11
No. 72 Jute	1 40	Premio Creams	21	California Prunes	
No. 60 Sisal	1 30	Royal	15	50-100 25 lb. boxes	@10 1/2
Galvanized Wire		Special	15	80-90 25 lb. boxes	@11
No. 20, each 100ft. long	1 90	Valley Creams	19	70-80 25 lb. boxes	@12
No. 19, each 100ft. long	2 10	X L O	14	60-70 25 lb. boxes	@13 1/2
No. 20, each 100ft. long	2 10	Specialties		50-60 25 lb. boxes	@14
No. 19, each 100ft. long	2 10	Auto Kisses (baskets)	19	40-50 25 lb. boxes	@15
COCOA		Bonnie Butter Bites	22	FARINACEOUS GOODS	
Baker's	39	Butter Cream Corn	20	Beans	
Cleveland	41	Caramel Bon Bons	19	California Limas	17 1/2
Colonial, 1/4s	35	Caramel Croquettes	18	Med. Hand Picked	10
Colonial, 1/2s	33	Cocanut Waffles	17	Brown Holland	8
Epps	42	Coffy Toffy	20	Farina	
Hershey's, 1/4s	32	National Mints 7 lb tin	24	25 1 lb. packages	2 50
Hershey's, 1/2s	30	Fudge, Walnut	20	Bulk, per 100 lb.	9
Huyler	36	Fudge, Choc. Peanut	19	Original Holland Rusk	
Lowney, 1/4s	38	Fudge, White Center	19	Packed 12 rolls to container	
Lowney, 1/2s	37	Fudge, Cherry	18	3 containers (40) rolls	3 80
Lowney, 5 lb. cans	37	Fudge, Cocanut	18	Hominy	
Van Houten, 1/4s	12	Honeysuckle Candy	20	Pearl, 100 lb. sack	6 00
Van Houten, 1/2s	18	Iced Maroons	20	Maccaroni and Vermicelli	
Van Houten, 1s	36	Iced Orange Jellies	17	Domestic, 1 lb. box	75
Webb	33	Italian Bon Bons	17	Imported, 25 lb. box	
Wilbur, 1/4s	33	Jelly Mello	16	Pearl Barley	
Wilbur, 1/2s	32	AA Licorice Drops	1 60	Chester	6 50
COCOANUT		Lozenges, Pep.	19	Portage	8 00
Dunham's	per lb.	Lozenges, Pink	19	Peas	
1/4s, 5 lb. case	32	Manchus	18	Green, Wisconsin, bu.	7 00
1/4s, 5 lb. case	31	Molasses Kisses, 10		Split, lb.	13 1/2
1/4s, 15 lb. case	31	lb. box	20	Sago	
1s, 15 lb. case	29	Nut Butter Puffs	20	East India	15
1/4s & 1/2s, 15 lb. case	30	Star Patties, Asst.	20	German, sacks	15
5 and 10c pails	4 25	Chocolates		German, broken pkg.	
Bulk, pails	20	Assorted Choc.	22	Tapioca	
Bulk, barrels	18 1/2	Amazon Caramels	23	Flake, 100 lb. sacks	15
Baker's Brazil Shredded		Champion	19	Pearl, 100 lb. sacks	15
70 5c pkgs., per case	3 00	Choc. Chips, Eureka	26	Pearl, 35 pkgs.	2 75
36 10c pkgs., per case	3 00	Climax	19	Minute, 10c, 3 doz.	3 25
16 10c and 33 5c pkgs.,		Eclipse, Assorted	20	FISHING TACKLE	
per case	3 00	Ideal Chocolates	20	1/2 to 1 in.	6
Bakers Canned, doz.	1 10	Klondike Chocolates	25	1 1/2 to 2 in.	7
COFFEES ROASTED		Nabobs	25	2 to 2 1/2 in.	9
Rio		Nibble Sticks, box	1 60	1 1/2 to 2 in.	11
Common	19	Nut Wafers	25	2 in.	15
Fair	19 1/2	Ocoro Choc Caramels	24	3 in.	20
Choice	20 1/2	Peanut Clusters	30	Cotton Lines	
Fancy	21	Quintette	22	No. 1, 10 feet	5
Peaberry	23	Regina	18	No. 2, 15 feet	7
Santos		Star Chocolates	19	No. 3, 15 feet	9
Common	20	Superior Choc. (light)	20	No. 4, 15 feet	10
Fair	20 1/2	Pop Corn Goods		No. 5, 15 feet	11
Choice	21	Without prizes.		No. 6, 15 feet	12
Fancy	23	Cracker Jack with	3 50	No. 7, 15 feet	15
Peaberry	23	coupon	3 75	No. 8, 15 feet	18
Maracaibo		Cracker-Jack Prize	3 75	No. 9, 15 feet	20
Fair	24	Checkers Prize	3 75	Linen Lines	
Choice	25	Cough Drops		Small	20
Mexican		Putnam Menthol	1 35	Medium	26
Choice	25	Smith Bros.	1 35	Large	34
Fancy	26	NUTS—Whole		Poles	
Guatemala		Almonds, Tarragona	21	Bamboo, 16 ft., per doz.	60
Fair	25	Almonds, California		Bamboo, 14 ft., per doz.	55
Fancy	28	soft shell Drake		Bamboo, 18 ft., per doz.	80
Java		Brazils	18	FLAVORING EXTRACTS	
Private Growth	26@30	Filberts	20	Jennings D C Brand	
Mandling	31@35	Cal. No. 1 S. S.	24	Pure Vanilla	
Aukola	30@32	Walnuts, Naples	22	Terpenesless	
Mocha		Walnuts, Grenoble	22	Pure Lemon	
Short Bean	25@27	Table nuts, fancy	16 1/2	Per Doz.	
Long Bean	24@25	Pecans, Large	17	7 Dram 15 Cent	1 20
H. L. O. G.	26@28	Pecans, Ex. Large	20	1 1/4 Ounce 20 Cent	1 75
Bogota		Shelled		2 Ounce 30 Cent	2 60
Fair	24	No. 1 Spanish Shelled		2 1/4 Ounce 35 Cent	2 75
Fancy	26	Peanuts	16 @16 1/2	2 1/2 Ounce 40 Cent	3 00
Exchange Market, Steady		Ex. Lg. Va. Shelled		4 Ounce 55 Cent	5 00
Spot Market, Strong		Peanuts	16 1/2 @17	8 Ounce 90 Cent	8 50
Package		Pecan Halves	@90	7 Dram Assorted	1 25
New York Basis		Walnut Halves	65	1 1/4 Ounce Assorted	2 00
Arbuckle		Filbert Meats	@42		
		Almonds	@60		
		Jordan Almonds			



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**FLOUR AND FEED**  
Grand Rapids Grain & Milling Co.

Winter Wheat  
Purity Patent ..... 11 35  
Fancy Spring ..... 12 50  
Wizard Graham ..... 11 00  
Wizard, Gran. Meal ..... 12 00  
Wizard Buckw't cwt. 7 00  
Rye ..... 11 00  
Kaw's Best ..... 12 50

Valley City Milling Co.  
Lily White ..... 11 85  
Light Loaf ..... 11 45  
Graham ..... 4 90  
Granana Health ..... 5 00  
Gran. Meal ..... 5 20  
Bolted Meal ..... 5 10  
Watson-Higgins Milling Co.  
New Perfection ..... 11 50  
Tip Top Flour ..... 11 10  
Golden Sheaf Flour ..... 10 60  
Marshall's Best Flour ..... 12 00  
Watertown Wisconsin  
Rye ..... 10 00

Worden Grocer Co.  
Quaker, paper ..... 11 00  
Quaker, cloth ..... 11 00

Kansas Hard Wheat  
Worden Grocer Co.  
American Eagle, 1/8s ..... 12 30  
American Eagle, 1/4s ..... 12 20  
American Eagle, 1/2s ..... 12 10

Spring Wheat  
Judson Grocer Co.  
Ceresota, 1/8s ..... 12 30  
Ceresota, 1/4s ..... 12 20  
Ceresota, 1/2s ..... 12 10

Worden Grocer Co.  
Wingold, 1/8s cloth ..... 12 40  
Wingold, 1/4s cloth ..... 12 35  
Wingold, 1/2s cloth ..... 12 25

Meal  
Bolted ..... 10 55  
Golden Granulated ..... 10 75

Wheat  
Red ..... 2 08  
White ..... 2 05

Oats  
Michigan carlots ..... 65  
Less than carlots ..... 68

Corn  
Carlots ..... 2 14  
Less than carlots ..... 2 17

Hay  
Carlots ..... 20 00  
Less than carlots ..... 22 00

Feed  
Street Car Feed ..... 75 00  
No. 1 Corn & Oat Fed ..... 75 00  
Cracked Corn ..... 80 00  
Coarse Corn Meal ..... 80 00

FRUIT JARS  
Mason, pts., per gro. 7 00  
Mason, qts., per gro. 7 40  
Mason, 1/2 gal. per gro. 9 85  
Mason, can tops, gro. 2 75

GELATINE  
Cox's, 1 doz. large ..... 1 45  
Cox's, 1 doz. small ..... 90  
Knox's Sparkling, doz. 1 75  
Knox's Sparkling, gr. 20 50  
Knox's Acid'd doz. ..... 1 85  
Minute, 1 doz. ..... 1 25  
Minute, 3 doz. ..... 3 75  
Nelson's ..... 1 50  
Oxford ..... 75  
Plymouth Rock, Phos. 1 40  
Plymouth Rock, Plain 1 25  
Waukesha ..... 1 60

GRAIN BAGS  
Broad Gauge, 12 oz. .... 24  
Climax, 14 oz. .... 29  
Stark, A, 16 oz. .... 25

HERBS  
Sage ..... 15  
Hops ..... 15  
Laurel Leaves ..... 15  
Senna Leaves ..... 25

HIDES AND PELTS  
Hides  
Green, No. 1 ..... 20  
Green, No. 2 ..... 19  
Cured, No. 1 ..... 22  
Cured, No. 2 ..... 21  
Calfskin, green, No. 1 28  
Calfskin, green, No. 2 26 1/2  
Calfskin, cured, No. 1 30  
Calfskin, cured, No. 2 28 1/2  
Horse, No. 1 ..... 7 00  
Horse, No. 2 ..... 6 00

Pelts  
Old Wool ..... 75@2 00  
Lambs ..... 50@1 50  
Shearings ..... 50@1 50

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

Wool  
Unwashed, med. .... @60  
Unwashed, fine .... @55

HONEY  
A. G. Woodman's Brand.  
7 oz., per doz. .... 3 90  
20 oz., per doz. .... 3 90

HORSE RADISH  
Per doz. .... 90

JELLY  
5lb. pails, per doz. .... 1 05  
15lb. pails, per doz. .... 1 05  
30lb. pails, per doz. .... 2 00

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Jiffy-Jell  
Straight or Assorted  
Per doz. .... 1 15  
Per case, per 4 doz. .... 4 60  
Eight Flavors: Raspberry,  
Strawberry, Cherry, Lem-  
on, Orange, Lime, Pine-  
apple, Mint.

JELLY GLASSES  
1/4 pt. in bbls., per doz. 25  
1/2 pt. in bbls., per doz. 27  
8 oz. capped in bbls.,  
per doz. .... 27

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

MINCE MEAT  
Per case ..... 3 75

MOLASSES  
New Orleans  
Fancy Open Kettle ..... 56  
Choice ..... 52  
Good ..... 50  
Stock

Half barrels 2c extra  
Red Hen, No. 2 1/2 ..... 3 20  
Red Hen, No. 5 ..... 3 10  
Red Hen, No. 10 ..... 3 00

MUSTARD  
1/2 lb. 6 lb. box ..... 16

OLIVES  
Bulk, 1 gal. kegs 1 20@1 30  
Bulk, 2 gal. kegs 1 15@1 25  
Bulk, 5 gal. kegs 1 05@1 15  
Stuffed, 5 oz. .... 1 10  
Stuffed, 8 oz. .... 1 60  
Stuffed, 14 oz. .... 2 50  
Pitted (not stuffed)

14 oz. .... 2 50  
Manzanilla, 8 oz. .... 1 10  
Lunch, 10 oz. .... 1 50  
Lunch, 16 oz. .... 2 60  
Queen, Mammoth, 19  
oz. .... 5 00  
Queen, Mammoth, 28  
oz. .... 6 25  
Olive Chow, 2 doz. cs.  
per doz. .... 2 25

PEANUT BUTTER  
Bel-Car-Mo Brand  
4 oz. 4 doz. in case ..... 3 60  
7 oz. 2 doz. in case ..... 2 90  
8 oz. 2 doz. in case ..... 3 30  
18 oz. 1 doz. in case ..... 3 00  
5 lb. pails, 6 in crate 5 25  
10 lb. pails ..... 18  
15 lb. pails ..... 17 1/2  
25 lb. pails ..... 17  
50 lb. tins ..... 16 1/2

PETROLEUM PRODUCTS  
Iron Barrels  
Perfection ..... 10.  
Red Crown Gasoline ..... 21.5  
Gas Machine Gasoline 34.9  
V M & P Naphtha ..... 21.  
Capitol Cylinder, Wood  
Bale ..... 33.9  
Capitol Cylinder, Iron  
Bale ..... 32.9  
Atlantic Red Engine. .... 20.4  
Winter Black ..... 11.6  
Polarine ..... 37.9

PICKLES  
Medium  
Barrels, 1,200 count ..... 12 00  
Half bbls., 600 count ..... 6 50  
5 gallon kegs ..... 2 80

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

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

Sweet Small  
Barrels ..... 24 00  
Half barrels ..... 12 50  
5 gallon kegs ..... 4 20

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

PLAYING CARDS  
No. 90 Steamboat ..... 85  
No. 15, Rival assorted 1 50  
No. 20, Rover, enam'd 1 75  
No. 572, Special ..... 2 00  
No. 98 Golf, Satin fin. 2 25  
No. 808, Bicycle ..... 2 25  
No. 632 Tour'n't whist 2 50

POTASH  
Babbitt's, 2 doz. .... 1 90

PROVISIONS  
Barreled Pork  
Clear Back ..... 47 00@48 00  
Short Cut Clr ..... 45 00@46 00  
Bean ..... 44 00@45 00  
Brisket, Clear ..... 51 00@52 00  
Pig  
Clear Family ..... 35 00

Dry Salt Meats  
S P Bellies ..... 32 00@33 00

Lard  
Pure in tierces 26 @27  
Compound Lard 21 @21 1/2  
80 lb. tubs ..... advance 1/4  
60 lb. tubs ..... advance 1/4  
50 lb. tubs ..... advance 1/4

8

20 lb. pails ..... advance 1/4  
10 lb. pails ..... advance 1/4  
5 lb. pails ..... advance 1  
3 lb. pails ..... advance 1

Smoked Meats  
Hams, 14-16 lb. 28 @29  
Hams, 16-18 lb. 27 @28  
Hams, 18-20 lb. 26 @27

Ham, dried beef  
sets ..... 29 @30  
California Hams 23 @23 1/2  
Picnic Boiled  
Hams ..... 31 @32  
Boiled Hams ..... 40 @41  
Minced Hams ..... 20 @21  
Bacon ..... 36 @44

Sausages  
Bologna ..... 15  
Liver ..... 12  
Frankfort ..... 17  
Pork ..... 14@15  
Veal ..... 11  
Tongue ..... 11  
Headcheese ..... 14

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

Pig's Feet  
1/4 bbls. .... 1 75  
3/4 bbls., 40 lbs. .... 3 40  
1/2 bbls. .... 6 00  
1 bbl. .... 12 00

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

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

Uncolored Oleomargarine  
Solid Dairy ..... 23@26  
Country Rolls ..... 28 @29

Canned Meats  
Corned Beef, 2 lb. .... 6 25  
Corned Beef, 1 lb. .... 3 25  
Roast Beef, 2 lb. .... 6 25  
Roast Beef, 1 lb. .... 3 25

Potted Meat, Ham  
Flavor, 1/4s ..... 55  
Potted Meat, Ham  
Flavor, 1/2s ..... 95  
Deviled Meat, Ham  
Flavor, 1/4s ..... 52  
Deviled Meat, Ham  
Flavor, 1/2s ..... 1 00

Potted Tongue, 1/4s ..... 55  
Potted Tongue, 1/2s ..... 1 00

RICE  
Fancy ..... 8@8 1/2  
Blue Rose ..... @8  
Broken

ROLLED OATS  
Monarch, bbls. .... 10 25  
Rolled Avena, bbls. 10 50  
Steel Cut, 100 lb. sks. 5 20  
Monarch, 90 lb. sks. .... 5 10  
Quaker, 18 Regular ..... 1 75  
Quaker, 20 Family ..... 5 60

SALAD DRESSING  
Columbia, 1/2 pint ..... 2 25  
Columbia, 1 pint ..... 4 00  
Durkee's, large, 1 doz. 4 20  
Durkee's, small, 2 doz. 5 00  
Snider's, large, 1 doz. 2 40  
Snider's, small, 2 doz. 1 45

SALERATUS  
Packed 60 lbs. in box.  
Arm and Hammer ..... 3 10  
Wyandotte, 100 lbs. .... 3 00

SAL SODA  
Granulated, bbls. .... 1 40  
Granulated, 100 lbs. cs. 1 50  
Granulated, 36 pkgs. .... 1 40

SALT  
Common Grades  
100 3 lb. sacks ..... 3 15  
70 4 lb. sacks ..... 3 05  
60 5 lb. sacks ..... 3 05  
28 10 lb. sacks ..... 2 90  
56 lb. sacks ..... 48  
28 lb. sacks ..... 27

Warsaw  
56 lb. sacks ..... 26  
28 lb. dairy in drill bags 20

Solar Rock  
56 lb. sacks ..... 43

Common  
Granulated, Fine ..... 1 80  
Medium, Fine ..... 1 90

SALT FISH  
Cod  
Large, whole ..... @11  
Small, whole ..... @10 1/2  
Strips or bricks 12 1/2@16  
Pollock ..... @9

Holland Herring  
Standards, bbls. .... 13 50  
Y. M., bbls. .... 15 00  
Standard, kegs ..... 85  
Y. M. kegs ..... 96

Herring  
Med. Fat Split, 200 lbs. 8 00  
Laborator Split 200 lb. 10 00  
Norway, 4 K, 200 lbs. 16 50  
Special, 8 lb. pails ..... 70  
Scaled, in boxes ..... 17  
Boned, 10 lb. boxes ..... 17

Trout  
No. 1, 100 lbs. .... 7 50  
No. 1, 40 lbs. .... 2 25  
No. 1, 10 lbs. .... 90  
No. 1, 8 lbs. .... 75

9

Mackerel  
Mess, 100 lbs. .... 20 00  
Mess, 40 lbs. .... 8 50  
Mess, 10 lbs. .... 2 40  
Mess, 8 lbs. .... 1 85

No. 1, 100 lbs. .... 19 00  
No. 1, 40 lbs. .... 8 10  
No. 1, 10 lbs. .... 2 10

Lake Herring  
100 lbs. .... 4 00  
40 lbs. .... 2 35  
10 lbs. .... 58  
8 lbs. .... 54

SEEDS  
Anise ..... 35  
Canary, Smyrna ..... 9  
Caraway ..... 75  
Cardamon, Malabar 1 20  
Celery ..... 45  
Hemp, Russian ..... 7 1/2  
Mixed Bird ..... 9  
Mustard, white ..... 22  
Poppy ..... 70  
Rape ..... 15

SHOE BLACKING  
Handy Box, large 3 dz. 3 50  
Handy Box, small ..... 1 25  
Bixby's Royal Polish ..... 85  
Miller's Crown Polish ..... 85

SNUFF  
Scotch, in bladders ..... 37  
Maccaboy, in jars ..... 35  
French Rattle in jars ..... 43

SODA  
Boxes ..... 5 1/2  
Kegs, English ..... 4 1/2

SPICES  
Whole Spices  
Allspice, Jamaica ..... 9@10  
Allspice, lg. Garden ..... @11  
Cloves, Zanzibar ..... @48  
Cassia, Canton ..... @20  
Cassia, 5c pkg. doz. @35  
Ginger, African ..... @15  
Ginger, Cochinch ..... @20  
Mace, Penang ..... @90  
Mixed, No. 1 ..... @17  
Mixed, No. 2 ..... @16  
Mixed, 5c pkgs. dz. @45  
Nutmegs, 70-80 ..... @35  
Nutmegs, 105-110 ..... @30  
Pepper, Black ..... @30  
Pepper, White ..... @32  
Pepper, Cayenne ..... @22  
Paprika, Hungarian

Pure Ground in Bulk  
Allspice, Jamaica ..... @16  
Cloves, Zanzibar ..... @60  
Cassia, Canton ..... @32  
Ginger, African ..... @24  
Mace, Penang ..... @1 00  
Nutmegs ..... @36  
Pepper, Black ..... @30  
Pepper, White ..... @40  
Pepper, Cayenne ..... @30  
Paprika, Hungarian @45

STARCH  
Corn  
Kingsford, 40 lbs. .... 9 1/2  
Muzzy, 48 lb. pkgs. 9 1/2  
Silver Gloss, 40 lb. .... 9 1/2  
Gloss  
Argo, 48 5c pkgs. .... 2 40  
Silver Gloss, 16 3lbs. .... 9 1/2  
Silver Gloss, 12 6lbs. .... 9 1/2

Muzzy  
48 lb. packages ..... 9 1/2  
16 3lb. packages ..... 9 1/2  
12 6lb. packages ..... 9 1/2  
50 lb. boxes ..... 6 1/2

SYRUPS  
Corn  
Barrels .....  
Half barrels .....  
Blue Karo, No. 1 1/2, 2  
doz. .... 3 05  
Blue Karo, No. 2, 2 dz. 3 80  
Blue Karo, No. 2 1/2, 2  
doz. .... 4 60  
Blue Karo, No. 5, 1 dz. 4 45  
Blue Karo, No. 10, 1/2  
doz. .... 4 30  
Red Karo, No. 1 1/2, 2  
doz. .... 3 20  
Red Karo, No. 2, 2 dz. 4 05  
Red Karo, No. 2 1/2, 2 dz. 5 00  
Red Karo, No. 5, 1 dz. 4 85  
Red Karo, No. 10 1/2  
doz. .... 4 60

Pure Cane  
Fair ..... 16  
Good ..... 20  
Choice ..... 25

Folger's Grape Punch  
Quarts, doz. case ..... 6 00

TABLE SAUCES  
Halford, large ..... 3 75  
Halford, small ..... 2 26

TEA  
Uncolored Japan  
Medium ..... 20@25  
Choice ..... 28@33  
Fancy ..... 36@45  
Basket-fired Med'm ..... 25@30  
Basket-fired Choice ..... 35@37  
Basket-fired Fancy ..... 38@45  
No. 1 Nibs ..... 30@32  
Siftings, bulk ..... 9@10  
Siftings, 1 lb. pkgs. 12@14

Gunpowder  
Moyune, Medium ..... 28@33  
Moyune, Choice ..... 35@40  
Ping Suey, Medium 25@30  
Ping Suey, Choice ..... 35@40  
Ping Suey, Fancy ..... 45@50

Young Hyson  
Choice ..... 28@30  
Fancy ..... 45@56

10

Oolong  
Formosa, Medium ..... 25@26  
Formosa, Choice ..... 32@35  
Formosa, Fancy ..... 50@60

English Breakfast  
Congou, Medium ..... 25@30  
Congou, Choice ..... 30@35  
Congou, Fancy ..... 40@60  
Congou, Ex. Fancy 60@80

Ceylon  
Pekoe, Medium ..... 28@30  
Dr. Pekoe, Choice ..... 30@35  
Flowery O. P. Fancy 40@50

CIGARS  
Peter Dornbos Brands  
Dornbos Single  
Binder ..... 37 00  
Dornbos, Perfectos ..... 37 00  
Dornbos, Bismarck 73 00  
Allan D. Grant ..... 65 00  
Allan D. .... 35 00

Johnson Cigar Co.'s Brand  
Dutch Masters Club 75 00  
Dutch Masters, Ban 75 00  
Dutch Masters, Inv. 75 00  
Dutch Masters, Pan. 75 00  
Dutch Master Grande 72 00

El Portana  
Dutch Masters, 5c  
S. C. W.  
Gee Jay

Above four brands are  
sold on following basis:  
Less than 300 ..... 37 00  
300 assorted ..... 36 00  
2500 assorted ..... 35 00  
2% cash discount on all  
purchases.

Worden Grocer Co. Brands  
Worden's Hand Made  
Londres, 50s Wood ..... 35 00

TWINE  
Cotton, 3 ply ..... 44  
Cotton, 4 ply ..... 44  
Jute, 2 ply ..... 25  
Hemp, 6 ply ..... 30  
Flax, medium ..... 35  
Wool, 1 lb. bales ..... 17

VINEGAR  
White Wine, 40 grain 15  
White Wine, 80 grain 21  
White Wine, 100 grain 25

Oakland Vinegar & Pickle  
Co.'s Brands  
Highland apple cider  
Oakland apple cider  
State Seal sugar  
Blue Ribbon Corn  
Oakland white picklg  
Packages free.

WICKING  
No. 0, per gross ..... 35  
No. 1, per gross ..... 45  
No. 2, per gross ..... 60  
No. 3, per gross ..... 90

WOODENWARE  
Baskets  
Bushels, wide band ..... 1 20  
Bushels, wide band ..... 1 45  
Market, drop handle ..... 55  
Market, single handle ..... 60  
Splint, large ..... 4 00  
Splint, medium ..... 3 50  
Splint, small ..... 3 00  
Willow, Clothes, large  
Willow, Clothes, small  
Willow, Clothes, me'm

Butter Plates  
Ovals  
1/4 lb., 250 in crate ..... 35  
1/2 lb., 250 in crate ..... 35  
1 lb., 250 in crate ..... 40  
2 lb., 250 in crate ..... 50  
3 lb., 250 in crate ..... 70  
5 lb., 250 in crate ..... 90

Wire End  
1 lb., 250 in crate ..... 35  
2 lb., 250 in crate ..... 45  
3 lb., 250 in crate ..... 55  
5 lb., 20 in crate ..... 65

Clothes Pins  
Round Head  
4 1/2 inch, 5 gross ..... 65  
Cartons, No. 24, 24s, bxs. 70

Egg Crates and Fillers  
Humpty Dumpty, 12 dz. 20  
No. 1 complete ..... 42  
No. 2 complete ..... 35  
Case, medium, 12 sets 1 30

Faucets  
Cork lined, 3 in. .... 70  
Cork lined, 9 in. .... 80  
Cork lined, 10 in. .... 90

Mop Sticks  
Trojan spring ..... 1 35  
Eclipse patent spring 1 35  
No. 1 common ..... 1 35  
No. 2, pat. brush hold 1 35  
Ideal, No. 7 ..... 1 35  
12lb. cotton mop heads 1 75

11

Pails  
10 qt. Galvanized ..... 3 50  
12 qt. Galvanized ..... 4 00  
14 qt. Galvanized ..... 4 50  
Fibre ..... 5 50

Toothpicks  
Birch, 100 packages ..... 2 00  
Ideal ..... 85

Traps  
Mouse, wood, 2 hoels ..... 22  
Mouse, wood, 4 holes ..... 45  
10 qt. Galvanized ..... 1 55  
12 qt. Galvanized ..... 1 70  
14 qt. Galvanized ..... 1 90  
Mouse, wood, 6 holes ..... 70  
Mouse, tin, 5 holes ..... 65  
Rat, wood ..... 80  
Rat, spring ..... 75

Tubs  
No. 1 Fibre ..... 16 50  
No. 2 Fibre ..... 15 00  
No. 3 Fibre ..... 13 50  
Large Galvanized ..... 12 50  
Medium Galvanized 10 75  
Small Galvanized ..... 9 50

Washboards  
Banner, Globe ..... 3 75  
Brass, Single ..... 6 75  
Glass, Single ..... 4 00  
Double Peerless ..... 6 25  
Single Peerless ..... 5 50  
Northern Queen ..... 4 75  
Good Enough ..... 4 85  
Universal ..... 5 00

Wood Bowls  
13 in. Butter ..... 1 90  
15 in. Butter ..... 7 00  
17 in. Butter ..... 8 00  
19 in. Butter ..... 11 00

WRAPPING PAPER  
Fibre Manila, white ..... 5 1/2  
Fibre, Manila, colored  
No. 1 Manila ..... 6 1/2  
Butchers' Manila ..... 6 1/2  
Kraft ..... 9  
Wax Butter, short c't 16  
Wax Butter, full c't 20  
Parham't Butter, rolls 19

YEAST CAKE  
Magic, 3 doz. .... 1 15  
Sunlight, 3 doz. .... 1 00  
Sunlight, 1 1/2 doz. .... 50  
Yeast Foam, 3 doz. .... 1 15  
Yeast Foam, 1 1/2 doz. 85

Window Cleaners  
12 in. .... 1 65  
14 in. .... 1 85  
16 in. .... 2 30

SOAP  
Proctor & Gamble Co.  
Lenox ..... 4 75  
Ivory, 6 oz. .... 5 25  
Ivory, 10 oz. .... 8 65  
Star ..... 4 35

Swift & Company  
Swift's Pride ..... 4 75  
White Laundry ..... 4 85  
Wool, 6 oz. bars ..... 5 15  
Wool, 10 oz. bars ..... 7 00

Tradesman Company  
Black Hawk, one box 3 50  
Black Hawk, five bxs 3 45  
Black Hawk, ten bxs 3 40

Scouring  
Sapolio, gross lots ..... 9 50  
Sapolio, half gro. lots 4 85  
Sapolio, single boxes 2 40  
Sapolio, hand ..... 2 40  
Scourine, 50 cakes ..... 1 80  
Scourine, 100 cakes ..... 3 50  
Queen Anne Scourer 1 80

Soap Compounds  
Johnson's Fine, 43 2 35  
Johnson's XXX 100 5c 4 40  
Rub-No-More ..... 4 50  
Nine O'Clock ..... 3 85

WASHING POWDERS.  
Gold Dust  
24 large packages ..... 5 75  
100 small packages ..... 5 60

BAKING POWDER  
K C  
10c, 4 doz. in case ..... 95  
15c, 4 doz. in case ..... 1 40  
25c, 4 doz. in case ..... 2 35  
50c, 2 doz. plain top 4 50  
80c, 1 doz. plain top 7 00  
10 lb. 1/2 dz., plain top 14 00  
Special deals quoted up-  
on request.

K C Baking Powder is  
guaranteed to comply with  
ALL Pure Food Laws, both  
State and National.



## THE SMALL MERCHANT.

### How He Can Adjust His Business During the War.

There is no more willing team worker than the so-called "small" retail merchant when it comes to responding to the call of his country. He is always glad to do his part in public service, provided that part is clearly pointed out.

War has brought very definite duties to all retail merchants, large and small, in the shopping districts of big cities or back in the villages and towns. Upon good team work with the Government depends not only our success in winning the war, but the efficiency and prosperity of the merchant's own business. For war times are not peace times, and the mercantile methods of normal years require adjustment to the new conditions of a war emergency.

The first great demand upon the merchant was for conservation of labor. He had to adjust his business to the new conditions when employees, or perhaps his sons were called into the fighting forces. It is now pretty well understood that no merchant, large or small, can employ unnecessary labor in his business. This was not recognized until it came as a war measure, but now that the adjustment is being made business men see that it was also a peace measure—that the new arrangement will probably not only continue after the war is ended, but that it might have been made in part, at least, before war was declared.

Some retailers will be inclined to protest that they did not employ unnecessary labor. But there are few who, after a careful analysis of their business organization to-day and a comparison with the same organization a year ago, will not find that too many people were employed for the work to be done, or that unnecessary work was being performed, adding to the expense of the business and the cost of merchandise to the public. Careful rearrangement of work to eliminate unnecessary service, releasing workers who are needed elsewhere, either on the fighting line or in the making of war material, is a definite public service, and should not be regarded as a hardship.

A merchant must work with his fellow merchants and with the manufacturer, the banker, the farmer, the professional man and the housewife to bring about a new utilization of our human resources and in adjusting his business to this new need he will find that he is not only helping the country, but putting his business on the best possible basis for meeting the situation that will undoubtedly have to be faced with the coming of peace—a situation that will call for lower operating cost, larger turnover on more moderate margins of profit, more energetic dealing with competition as a result of changed conditions in Europe, and greater efficiency in every way.

In connection with the conservation of food the small retail merchant is in a peculiarly good position to place the message of the Food Administration squarely and convinc-

ingly before his community. In the first place he is well known, has the respect of his clientele, has a reputation of meaning what he says, and can, if he will, influence the thought of the public in his immediate territory. If, therefore, he gets the need for good conservation thoroughly impressed upon his own consciousness, if he appreciates what must be done and why it must be done,—in other words, if he becomes thoroughly imbued with the imperative necessity for the conservation of our food supplies, he will both consciously and unconsciously pass this message along to his clientele with all the earnestness and conviction that he possesses. He may and should do this in his advertising by announcements of the rearrangements that people should make in their eating schedules. He may and should do it by window displays, visualizing food conservation. (In this connection a nation-wide window display campaign will give him excellent ideas in this connection, or he may get this more definite information by writing to the U. S. Food Administration, Washington.) He may and should do it in his personal mode of living and his contact with his fellow men. He should first instruct every one of his employees as to their obligations in the matter of food conservation so that all will live according to the Food Administration recommendations and instruct their families to do likewise. He should also instruct them to see that families sign the food pledge card.

The small retail merchant, by his influence and example, can be of tremendous assistance to the people of the world in this critical period. He may supplement his other work by taking an active part in the distribution of the posters which are being used in connection with the pledge card campaign, and by having cards printed with food slogans and enclosed in merchandise packages. The daily papers are carrying food messages that are given out by the Food Administration and that every merchant can utilize. In addition, all the trade papers have details as to food conservation wherefrom he may obtain definite information. There is a fund of opportunities for the small retail merchant to help if he will fully appreciate the gravity of the food situation. It is a problem that will not solve itself and in fact cannot be solved without the fullest co-operation of the consuming public who will benefit by the solution or who will suffer by a failure to solve it.

E. L. Howe.

### New Use For Rice Hulls.

A plant to make a bone-black substitute out of rice hulls has been installed in New Orleans, the charred rice hulls being used as a substitute for bone black in the refining of sugar. It is said that this will bring much additional revenue to the rice industry of the South, as it furnishes a commercial use for rice hulls.

### The Only Way.

The only way to attain perfection is to follow all the advice you give to others.

## SPECIAL PRICE CURRENT

Royal	
10c size ...	1 00
1/4 lb. cans	1 45
6 oz. cans	2 00
1/2 lb. cans	2 55
3/4 lb. cans	3 95
1 lb. cans	4 95
5 lb. cans	23 70

### AXLE GREASE



1 lb. boxes, per gross	\$ 70
3 lb. boxes, per gross	23 10

### CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.

DEWEY - SMITH CO., Jackson, Mich.  
Successor to M. O. DEWEY CO.

### SALT



Morton's Salt

Per case, 24 2 lbs. ....	1 80
Five case lots .....	1 70

### THE ONLY 5c CLEANSER



Guaranteed to equal the best 10c kinds. 80 can cases \$3.20 per case.

## COUPON BOOKS

### Economic Grade

50 books .....	\$ 1.50
100 " .....	2.50
500 " .....	11.50
1000 " .....	20.00

Order through any jobber or direct from manufacturer, Tradesman Company, Grand Rapids. Transportation prepaid where cash accompanies order.

## Liquor, Drug Addicts

### TAKE SAFETY FIRST

The NEAL Remedies given at NEAL Institute will destroy the appetite at the end of treatment. A guarantee Bond, for every patient, with (3) day Liquor Treatments, upon request. Don't doubt nor hesitate, COME; make us prove it, at our expense if we fail; strictest privacy is maintained to patients, their friends, at our Home.

534 Wealthy St. S. E., City  
PERRY MILLER, Manager

*Fiegler's*

## Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

**TAKING INVENTORY**

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

**ELI CROSS**  
**Grower of Flowers**  
And Potted Plants  
WHOLESALE AND RETAIL  
150 Monroe Ave. Grand Rapids

**EAT SKINNER'S**  
THE BEST  
MACARONI



## Bread is Doing Its Bit



It is the most wholesome, least expensive, and most nourishing food of all.

## Sell More Bread

The best bread is made with  
**Fleischmann's Yeast**



# 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. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 333 Gratiot Avenue, Detroit, Mich. 407

For Sale—Grocery stock, \$90 daily trade, invoice, \$5,000, rent \$30 per month; five minutes walk from tower clock. Meat market in same store. Weekly trade, \$350 to \$400. Invoice, \$1,000. Rent, telephone, heat, delivery—all \$35 per month. Can be bought together or separate. Holt Bros., 222 Widdicombe building, Grand Rapids, Michigan. 408

For Sale—Only exclusive dry goods business in college town. Small stock. Store and fixture rent reasonable. Frank U. Green, Agent, Olivet, Michigan. 409

General Store For Sale—This store has been established thirty-five years. Splendid business opportunity. Best location in Isabella county for a general store. Nine miles to the nearest town. Stock and fixtures will invoice \$7,000 to \$8,000. Am doing good business—over \$32,000 last year. Expenses light. Am a dentist by profession. Will trade the real estate. The brick store building is 32 x 100 with basement, and an L, 18 x 50. The business is in fine running order and the store is needed here. Will trade the real estate. Would be glad to have you come and investigate. B. M. Adams, Winn, Michigan. 410

For Sale—High power rifles. All new guns. Cash only. 30-30 Winchester, \$16; 32 Winchester Special, \$16; 32-40 Winchester Octagon barrel, \$13.50; 35 Remington Automatic, \$25; 303 Savage Featherweight, \$20. Puff Hardware, Fremont, Michigan. 411

For Sale—Ice cream parlor, fruits, candies, cigars and tobacco. Good business. Paul Martino, Watervliet, Mich. 412

For Sale—Garage business in Colorado Springs, Colo.; well equipped, excellent location; agency for popular car; large electric charging plant; prosperous business; rare opportunity for health seeker. Good reasons for selling. \$10,000 cash. Address J. J. Lawlor, Colorado Springs, Colorado. 414

Wanted—To trade a new Todd detail check writer, price \$35, for a typewriter. State make and time used. Address T. C. Thompson, Salem, South Dakota. 415

For Sale—A garage 30 x 60, one story high on a lot 59½ x 82, with a 365 gallon gasoline station, in a thriving small town. Have been taken for the U. S. Government services. Will sell for \$1,500 if taken at once. Harrison Baird, Amble, Michigan. 416

For Sale—Stock of general merchandise, including hardware, dry goods, shoes and groceries, aggregating \$8,000 to \$10,000. Will sell stock and store building or exchange both for city property. Will not sell stock without building. Must change location on account of wife's health. Town is center of good farming country, sugar beets and beans being principal crops. Could reduce stock if necessary. W. H. Schaiberger, Au Gres, Michigan. 418

For Sale—On account of his sickness I am forced to sell the drug business belonging to my husband. The business is in fine shape and can be bought at a bargain. Address Mrs. E. M. Colson, Kalkaska, Michigan. 417

Partner Wanted—San Antonio, Texas, active or silent; am operating most successful electric, Swedish and Turkish massage bath establishment in San Antonio, Texas. My business, constantly increasing, has outgrown present facilities; want partner in purchasing largest and best sanitarium here; splendidly equipped; it has 300,000 gallons flowing, hot sulphur well; analysis shows better than Hot Springs or Carlsbad; wonderful possibilities; can be bought for half actual cost; easy terms to settle estate; local patronage alone will fill it. References, any bank or physician here. Dr. W. E. Butler, 515 Navarro St., San Antonio, Texas. 418

If you want to buy a paying grocery in a Western Michigan town of 2,000, doing \$30,000 a year, answer this advertisement to the Tradesman, No. 395. 395

For Sale—Blacksmith shop, stock, tools. Good business; no opposition. W. M. Savitz, Algonac, Michigan. 396

For Sale—Twelve hundred acres virgin timber located in Ontonagon county, Michigan, consisting of cedar, pine, birch, basswood, elm and hemlock. Close to river and railroad. Address A. P. Huellmantel, 138 Ford Ave., H. P., Detroit, Michigan. 397

For Sale—Best general store in Northern Michigan. Fine modern store at low rental. Will sell all or part of business on terms. Splendid opportunity. Write No. 370, care Michigan Tradesman. 370

An Opportunity—Stone bank building with complete set of bank fixtures, like new, and a fine farming center—a nice place to do business—can be bought right. Address H. W. S., care Michigan Tradesman. 377

For Sale Cheap—Grocery fixtures and nice building at Interlochen, Michigan. Address H. W. S., care Michigan Tradesman. 378

Safes Opened—W. L. Stocum, safe expert and locksmith, 128 Ann St., N. E., Grand Rapids, Michigan. 104

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Good, clean stock dry goods, groceries, boots, shoes, furniture and undertaking, invoicing about \$10,000. Location Central Michigan, splendid farming community. Good live proposition; will bear closest inspection. Address No. 398, care Tradesman. 398

Drug Stock and Fixtures for sale cheap or exchange for real estate in small town. Fine location, good business, up-to-date stock. Address Box 44, Romeo, Michigan. 399

Absolute control, sale rights, new Ford accessory; well introduced U. S. territory; a great bargain for someone; present owner drafted. Address J. A. Brayley, Mercer Hotel, Kansas City, Missouri. 400

Groceries—In my two store rooms and warehouse in Central Rock Island at street railway junction for Davenport and Moline, reaching 125,000 people, offers unequalled opportunity. No competition. E. H. Guyer, Rock Island, Illinois. 401

For Sale—General stock of merchandise. Prices and terms to suit. Prosperous trade. Address No. 403, care Michigan Tradesman. 403

I want a stock of merchandise or live stock or diamonds for improved Florida grove or small farm; all enquiries answered. P. Phillips, Manchester, Tennessee. 402

Bakery For Sale—59 x 160 feet. Doing business for forty years on this place. I will sell it reasonable. Everything modern. N. Ritter, 1218 Oak St., New Albany, Indiana. 404

Would you invest ten dollars for a rattling good prospect of receiving \$243.70 yearly income for life? If so, communicate with Harrison Brothers, Branch 1, Poughkeepsie, New York. 384

For Sale—\$3,500 stock of general merchandise near town or 800 population. Rich farming community. Annual sales \$25,000. No trades. Reason for selling, difference among heirs. A. S. Quick, Olivet, Michigan. 389

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

For Sale—I have a beautiful stock and grain farm of 234 acres, near Detroit. Splendid buildings, well fenced and tilled. Clay loam soil. Will trade for stock of merchandise. C. E. Friend, 309 Bowles Building, Detroit, Michigan. 391

For Sale—Bakery and confectionery. Only bakery in California town of 2,500, located in Fresno county. Best location in town, and equipment is complete for bakery, ice cream plant and candy making. Will bear closest investigation. Address C. H. Reinhardt, Reedley, California. 392

For Sale—Modern store building \$3,500. Cash or terms. Splendid location for business in live town near Grand Rapids. Address No. 380, care Michigan Tradesman. 380

Cash Registers—We offer exceptional bargains in rebuilt National or American Cash Registers. Will exchange your old machine. Supplies for all makes always on hand. Repair department in connection. Write for information. The J. C. Vogt Sales Co., 215 So. Washington Ave., Saginaw, Michigan. 335

## HELP WANTED.

Wanted — Experienced male general store clerk. State age, experience, salary wanted, how soon you can begin work. Permanent position for right party. W. A. Houck, Seaforth, Minn. 413

## SEE NEXT PAGE.

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

## Economic Coupon Books

They save time and expense.  
They prevent disputes.  
They put credit transactions on cash basis.  
Free samples on application.

**Tradesman Company**  
Grand Rapids, Mich.

## Yearly Invoice Record

The contract you enter into when you purchase fire insurance requires you to retain all invoices or keep a record of all purchases during the current year. Merchants who have small safes sometimes find it inconvenient to preserve all invoices intact. To meet this requirement, we have devised an Invoice Record which enables the merchant to record his purchases, as set forth in his invoices, so as to have a complete record in compact form for use in effecting a settlement in the event of a loss by fire. This Record is invaluable to the merchant, because it enables him to ascertain in a moment what he paid for and where he purchased any article in stock. Price \$2.

**Tradesman Company**  
Grand Rapids

## The Iron Safe Clause

in Fire Insurance Policies, which is frequently used as a club by unscrupulous insurance adjusters to coerce merchants who have suffered loss by fire to accept less than the face of their policies, has no terrors to the merchant who owns a York fire proof safe.

This safe is carried in stock and sold at factory prices by the Western Michigan representative of the York Safe & Lock Co.

**GRAND RAPIDS SAFE CO.**  
GRAND RAPIDS, MICHIGAN



### Rewiev of the Grand Rapids Produce Market.

Apples—Winesaps and York Imperials, \$2 per bu.; Baldwins, Greenings and Wagners, \$5.50 per bbl.; Northern Spys, \$6@7 per bbl.

Bananas—\$5.25 per 100 lbs.

Beets—\$1.40 per bu.

Butter—The consumptive demand for butter has been fair during the past week, with prices ruling about the same as a week ago. The average quality continues to run good—the make is about normal for the season. We are not likely to experience any change of any consequence in the immediate future. Local dealers hold extra creamery at 43c in tubs and 44c in prints. Centralized brings 1c less. Local dealers pays 38c for No. 1 in jars and 33c for packing stock.

Cabbage—Home grown, 90c per bu.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery—20c per bunch.

Celery Cabbage—10c per bunch.

Eggs—The receipts of fresh are falling off to some extent. The quality continues to be good. The market is in a healthy condition and prices rule about the same as they have been for the past week. The consumptive demand is absorbing the receipts on arrival and the make is in a healthy condition at this time. We do not look for any change in prices. Storage eggs are weak. Local dealers pay 38c for fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 38c; first, 37c; seconds, 35c.

Figs—10 lb. layers, \$1.65; 20 8 oz. packages, \$1.85.

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

Grapes—California Tokays command \$2 per crate; Emperor, \$5.50 per keg or \$2.25 per crate.

Green Onions—20c per dozen bunches for home grown.

Green Peppers—50c per basket.

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7.50 for choice and \$8 for fancy.

Lettuce—15c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$2 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Musk Melons—California honey dew \$2.75 per crate of 6 to 10.

Nuts—Almonds, 21c per lb.; filberts 20c per lb.; pecans, 19c per lb.; walnuts 20c for Grenoble; Brazils, 18c; Mixed Nuts, 16½c.

Onions—Home grown command \$3.25 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges—California Valencias, \$4.75 @5.

Peaches—Smocks and Lemon Frees command \$1.25@1.50 per bu.

Pears—Duchess command \$2 per bu.; Keefers, \$1.25@1.50 per bu.

Potatoes—\$1.35 per bu.

Poultry—The poultry market is on a steadier basis and for good springs and hens there is a better demand, but the small and thin stock still drags. Ducks are coming more freely, but

geese are a little scarce. Very few turkeys as yet. Rabbits are wanted. Grade the poultry when buying if you want to be safe on account of so much poor stock this season. There is an active demand now from dressers for all desirable stock, so ship freely. Local dealers pay as follows, live weight: heavy hens, 21@22c; light hens, 17@18c; cox and stags, 14@15c; springs, large 21@22c; small and Leg-horns, 17@19c; geese, 20@21c; ducks, 21@22c. Dressed fowls average 3c above quotations.

Radishes—15c per doz. bunches for small.

Sweet Potatoes—\$4.75 per bbl. for Virginia.

Tomatoes—40c per lb. for hot house.

If the public is as liberal in buying or in supplying the money to buy new books as the publishers are active in bringing them out this season, our men in training camp and trench will have no lack of fresh reading matter in the months to come. Never, even in the misty past before the war, did volumes pour from the press in greater profusion than to-day, when no branch of literary effort seems longer to suffer from the blight that fell upon many of them at the outbreak of the conflict. The war itself remains a central point of interest, inspiring not only accounts of the fighting, analyses of conditions—spiritual, perhaps, rather than intellectual, in most instances—in the belligerent countries, speculation upon reconstruction and world federation, and manuals on military training and tactics, phrase-books and vade-mecums for the soldier, but also a large amount of poetry, some of it a direct reflection of the struggle and the rest an expression of its emotional influence. Notwithstanding the fact that we are fallen on evil days, fiction flourishes as of yore, eschewing to a considerable extent the war as a topic, and furnishing excitement through an unwonted crop of detective stories. Travel has raised its head again, and books have appeared, or are promised, on the Adirondacks, various American cities, our new possession the Virgin Islands, Mexico, South America, and even the Himalayas. In history there are many interesting titles, while books for boys and girls are as numerous as novels.

#### The Prudent Scotchman.

Mr. MacTavish attended a christening where the hospitality of the host knew no bounds except the several capacities of the guests. In the midst of the celebration Mr. MacTavish rose up and made the rounds of the company, bidding each a profound farewell.

"But, Sandy, man," objected the host, "ye're not goin' yet, with the evenin' just started?"

"Nay," said the prudent MacTavish, "I'm no' goin' yet. But I'm tellin' ye good night while I know ye all."

Keep your store just as clean and shiny as you like, but don't let people get the idea that you are afraid they will track in dirt on your floor.

#### Keeping Trade at Home.

To keep trade at home an Ohio town conducts an annual pumpkin show. Here are statements from a few merchants regarding the success of this event.

"We did a \$1,500 business the last day, and 75 per cent. of the people we had never seen before." "In the forty years of my life I never did so much business in a week as I did the last two days." "I doubled my sales force and these could not handle the people." "My stock was never half so depleted as at the end of the pumpkin show."

The pumpkin show lasts three days. It is really a county fair. The only difference is that it is held on the streets. No admission is charged, and there are none of those things which make up the "pike" at many fairs—baby racks, fortune tellers and the like. The streets are roped off and given over entirely to the displays of merchants and farmers. The displays of agricultural products, swine and poultry, and school and home exhibits, are placed in the most prominent locations.

Aside from four pay attractions of the highest class, the people cannot spend their money unless they patronize the merchants.

A complete programme of entertainment and amusement is given from morning until night. The programme started this year at 9 o'clock with a horseshoe pitching contest, between the townships of the county, followed by a band concert. At 1:30 the rural comic parade marched through the streets; at 2:30 the horse show took place; at 4 o'clock the comic athletic event was scheduled; at 4:45 the afternoon closed with a free act. In the early evening business men from one of the sister cities were escorted through the streets; at 7:30 there was an industrial parade; at 8 o'clock a night horse show and band concert; and at 9:30 the day ended with a free act. Such was one day's entertainment.

To impress each individual with the spirit of welcome, every man, woman, and child was "tagged." On the tag was a place for the name and address, and under that in bold type, "I'm glad I'm here—I'm coming back." These tags were distributed by an entertainment committee continually on the job.

The secret of the success of this pumpkin show is the fact that it is not merely a money-making plan. The farmer is made to feel that the merchants are working with him and for him, and are interested in him as a man, as well as a customer.

E. J. Torvenstine.

President Wilson, by his appeal, indicates that it is definitely decided to continue forwarding relief moneys to Turkey for starving Armenia and Syria. Latest reports from returning missionaries paint the situation in these two provinces in such terrible colors that all lesser considerations which have caused the Administration to hesitate in this matter must be thrust aside. That part of the population of Turkey which the brutal Kaiser and the fanatic Turks would

gladly see perish—the Armenians, the Arabs, and the Jews—is, as a matter of fact, actually perishing. Figures mean little in this colossal nightmare of a war. To say that two million people are starving; that in the Lebanon alone more than 150,000 have perished of starvation and disease; that in Palestine the population of Jerusalem has fallen by over one-third since the war's beginning, from the same causes, means perhaps very little to the horror-jaded mind. But to have seen the naked children lying out in the cold and rain of the garbage-strewn streets of Beirut, crying out for a crust of bread, until even the Turkish officials could not bear it any longer and appealed to the American Ambassador to send help; to have seen the thousands of deported Armenians, mostly women and children, literally rotting to death on the banks of the Euphrates, these were sights never to be forgotten by those that beheld them. Reports of these things should make a direct and urgent appeal to American generosity.

The report of the Royal Commission on Sugar, just published in England, ought to be of considerable interest to Mr. Hoover and his aides. The English commission was appointed in August, 1914, to take charge of virtually all the United Kingdom's sugar trade. It took over the entire sugar imports, raw and refined; in this way it secured control of the whole supply and was able to force the English refiners to cut profits down to a pre-war basis, and brokers and wholesalers to be satisfied with minimal gains. Retail prices were kept in hand as much as possible, by publicity, by posting scales of retail prices and announcing that local conditions would not warrant, under any circumstances, an advance of more than 1 cent over these prices. As a result of this efficient administration, the wholesale price of refined sugar in December, 1916, was 32 cents the hundredweight under that of New York, although a part of this very sugar quoted was actually purchased in and exported from New York. To cap the climax, the Royal Commission shows a profit of \$10,000,000 from its transactions, and this in spite of considerable losses due to submarine warfare. Here is a record English people have a right to be proud of, and one which our food regulators might emulate.

The path to the purse is publicity.

#### BUSINESS CHANCES.

Wanted—Experienced hardware clerk. Give references, age and experience. Married or single. Steady job. How soon could you come to work? Address Northern Hardware, Petoskey, Michigan. 420

For Sale—Only drug store in Central Michigan town of 700. Doing good business. Nyal and Eastman agency. Rent low; long lease. Good reason for selling. Address No. 421, care Tradesman. 421

For Sale—Drug stock and fixtures. Town over 3,000 population. Only two drug stores. Full prices, good location, up-to-date fixtures and stock. Inventory about \$4,000. Address No. 422, care Tradesman. 422

For Sale—Grocery and dry goods store doing over four hundred weekly business. Located in vicinity of Pierce and Curtiss plants. Established fifteen years. Large, clean stock. Will inventory about \$2,500. Hunt, 339 Brisbane Bldg., Buffalo, N. Y. 423