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# MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 12, 1917

Number 1786

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## The Courage of Those Who Wait

The maid who binds her warrior's sash,  
With smile that well her pain dissembles,  
The while beneath her drooping lash  
One starry teardrop hangs and trembles,  
Though heaven alone records the tear,  
And fame shall never know her story,  
Her heart has shed a drop as dear  
As e'er bedewed the field of glory.

The wife who girds her husband's sword,  
'Mid little ones who weep or wonder,  
And bravely speaks the cheering word,  
What though her heart be rent asunder,  
Doomed nightly in her dreams to hear  
The bolts of death around him rattle,  
Hath shed as sacred blood as e'er  
Was poured upon the field of battle!

The mother who conceals her grief  
While to her breast her son she presses,  
Then breathes a few brave words and brief,  
Kissing the patriot brow she blesses,  
With no one but her secret God  
To know the pain that weighs upon her,  
Sheds holy blood as e'er the sod  
Received on Freedom's field of honor!

*Thomas Buchanan Read.*

# Fleischmann's Yeast

will perform the same valuable function in making war-time bread foods that it does in wheat bread.

**The Fleischmann Company**

# 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

# Ceresota Flour

Always Uniformly Good  
Made from Spring Wheat at  
Minneapolis, Minn.

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

Distributors

GRAND RAPIDS, MICHIGAN



## You Should Carry All Franklin Package Sugars

Women who get used to buying Granulated Sugar from you in neat Franklin Packages will prefer to buy Dainty Lumps, Powdered and Confectioners Sugars in the same way. They like the clean, strong packages that will not burst in the market basket or cupboard as will a thin paper bag.

It will pay you to sell ALL your sugar in the time-saving Franklin Packages.

*"A Franklin Sugar for every use"*

Cartons packed in 24, 48, 60 and 120 lb. containers according to grade

Cotton bags of granulated sugar packed in 100 lb. sacks and in barrels

*Made from Sugar Cane*

**The Franklin Sugar Refining Company**

PHILADELPHIA



# DUTCH MASTERS CIGARS



Made in a model Factory  
Handled by All Jobbers Sold by all Dealers  
Enjoyed by Discriminating Smokers

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

# MICHIGAN TRADESMAN

Thirty-Fifth Year

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**SPECIAL FEATURES.**

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**GOVERNMENT OR GOMPERS.**

The lines are now sharply drawn. Is the United States to be governed by Wilson or Gompers—by freedom or union sluggers and demagogues?

Postmaster General Burleson says—what every honest man in the world knows—that unionism is utterly destructive to good government and that Congress must enact a law prohibiting postal employes from forming unions if decent service in the postal department is to be maintained.

Sam Gompers, who as the head of union labor in this country stands for everything abominable and detestable in life, announces that such law shall not be enacted by Congress.

This gives us an opportunity to determine, once for all, whether freedom or unionism is to prevail.

If the former, all speed to the American armies fighting for civilization and freedom in Europe.

If the latter, we might as well give up the struggle at once, because rule by Kaiser or rule by unions are identical. One is as bad as the other.

It is as true to-day as it has been any time during the past two years, that German military successes are not of a kind to bring ultimate German victory nearer. The argument of men and resources and justice still runs heavily against Germany. Her troops are on enemy soil in France, in Russia, in Serbia, in Rumania and now in Italy, but she is as little as ever in a position to dictate terms as a conqueror. This is not merely the complacent and possibly fallacious opinion of enemies of the German government. Germans themselves have often admitted the same truth, while lamenting it. Only to-day we have the complaint of a German newspaper published in Kiel that if peace should be declared on the basis of the existing war-map, England would be "triumphant everywhere." The reason is that Germany would have lost her colonies and her world-trade, while the last menace to British rule in India would have disappeared in the Russian collapse, and Bagdad in English hands would bar Germany from access to the Persian

Gulf. Gen. Grant said that he used to brace himself up by thinking of the worries and fears of the commanders opposed to him. And it does not require a particularly keen imagination to picture the immense burdens and anxieties of German rulers at the very moment when things appear to be going well for them.

When universities can beat farmers at raising cattle, what is left of the argument against higher education? This is the question which confronted visitors at the Chicago Stock Show last week, where five out of eight prizes awarded to cattle competing in the fat shorthorn division went to animals from various state universities. Purdue led all the rest, winning first and second place. Oklahoma won fourth, and Kansas Agricultural College fifth, Ohio State, which has been busy turning out championship football teams, was eighth. This left only three places, third, sixth, and seventh, for non-scholastic producers of cattle in the fat shorthorn division. Kansas Agricultural College took first place and Purdue second in the grade-cattle competition. If this had happened east of Pittsburg, there would have been many smiles and sly remarks at the expense of the effete East, where things go by contraries, but in the Middle West, especially in Chicago, which boasts more stockyards to the square mile than New York, Philadelphia, and Boston combined, there can be no making light of the matter. The farmer who does not go to school is likely to go to the wall.

Men get confused and angry and intricate and muddled when they attempt to think of war finance in terms of money. When we surmount the money viewpoint, and look at the war in terms of the ultimate things with which it is fought, our difficulties clear up, and the connection of finance with war becomes vividly impressive. If you saw a man driving an ambulance on an errand of mercy you wouldn't stop him and say, "See here, I need a chauffeur; I'll pay you more than you're getting now." You wouldn't go to a man who was machining a shell and say, "Here, take that shell out; I need a new automobile cylinder." If your wife saw a woman making a gas mask, and knew that that mask would save a man's life, she wouldn't tell the woman to drop the mask and make her a hat. Yet that is exactly what is being done by people to-day when they spend money on non-essentials. They are bidding labor and material away from the Government.

Patience is a virtue found very often in lazy people.

**CANNED GOODS SITUATION.**

The only feature of the canned goods situation at the present time is the offering here and there of odd lots, principally of vegetables; no great quantity in any case, but evidently offerings that are either in excess of earlier estimates of requirements or export lines that were taken on in the expectation of a little speculative profit. These offerings on many occasions are below the current quotations but evidently are based upon the original costs. Some of them clearly indicated a desire on the part of holders to dispose of their stocks, not knowing what there may be in the way of future developments. Jobbers express the belief that there will be some lower prices ultimately in many lines of canned goods. They think there are surplus lines being held which will have to be disposed of, although the fact remains that despite these expectations there have thus far been no conspicuous lines unloaded. As has previously been noted in this column, there is considerable irregularity when it comes to individual sales, although the average prices are generally about as quoted. In the averaging that has been done by jobbers on purchases made before November 1, however, there appears to be a level that is very close to a uniform range, variations being comparatively insignificant. It will take some time, however, before the entire market reaches a settled basis, for not only are dealers proceeding cautiously because of the rules and regulations of the Food Administration, but this is also a time when purchases are ordinarily narrowed down to a minimum in order that when inventories are taken after the first of the year it will be possible to have as favorable a showing as could be made.

**IN THE DAYS OF REACTION.**

In the days of reaction after war it is usually found that retailers suffer more than mills or jobbers. The mills and the jobbers are usually broad-gauged enough to see the wisdom of keeping stocks low and capital liquid. But many retailers are prone to believe that if they have stocks of merchandise they are always safe. This would be true in periods of reasonably stable values. But when values may decline a half in a single month, as they have done in past periods of trade reaction, it is just as well to be short of merchandise and long of cash.

Many luxuries of textile production, and they are exceedingly numerous in the United States, will go out of the market steadily while the war lasts. It is probably an error to think that they will come back immediately after the war. It seems

more likely that the need for economy after the war will continue for some time and the desire to wear what is owned will continue strong. Once people fall back again into the habits of economizing in dress, they will not return quickly to the old and wild habits of extravagance that have prevailed. There is a human element in merchandising that is never lost sight of by the big merchant. The little fellow thinks of it only on individual sales. The real merchant applies his knowledge of human nature to the movement of goods over long periods.

The habit of economy is spreading and it will be applied as vigorously to dress as necessity is forcing it to be applied to foods. People have thought they could not possibly get on with half the sugar or salt or potatoes they used in normal times, but they are doing it and they find a measure of happiness in making the effort. To be sure, there are kickers, and there are men who try to denounce the Government for what is being done. Those people are finding more and more a sort of intolerance of criticism they did not encounter even a short year ago, and so it will be found when critics attempt to say that economy in dress is unnecessary.

Had the calamity in Halifax harbor fallen in peace times, it would have shocked the whole world. But the war, making men sup full on greater horrors, has made them callous to the smaller ones. This must not prevent giving of all the help within our power. After sympathy and aid, comes enquiry into causes, and the reading of the warning lesson. There was evidently carelessness in the sailing of ships which brought on the collision. Carelessness also appears in the loading of tanks of benzine on a vessel stored with high explosives. Vigilant inspection of all such shipments, the most intense watchfulness, and the sternest sense of duty on the part of all set for the guarding against disasters of this kind—that is the chief moral to be drawn.

The most contemptible person in public life to-day is the man who seeks to secure a position of trust and responsibility in the army through political influence. Such a person shows an utter lack of tact and decency and plainly discloses that he has no just conception of the fundamentals on which army life is based. The man who undertakes to secure an appointment in this manner is pretty sure to be either a grafter or a German spy.

A cynic is a man whose disappointment is due to the fact that the world was made without his advice.

### Easy Way to Escape Larger Liability.

An Eastern merchant, who has been so indiscreet as to listen to the siren voice of P. D. Farrel, the Michigan representative of the Brenard Manufacturing Co., of Iowa City, Iowa, writes the Tradesman as follows:

Very foolishly I signed a contract with the Brenard Manufacturing Co., which I now understand has been repeatedly exposed in the columns of the Tradesman. I now write to you for advice, as you probably have heard more about their dealings with other merchants. I am sorry to say I signed the contract and also the notes and find that I have been misled. The man Farrel, their agent, was here twice and his whole talk was based on their guarantee to increase my business 20 per cent. more, to secure which they would put up a bond to repay me the money involved in case they failed to do so. P. D. Farrel, of course, was very smart. Here is the way he agreed to do: Our business was based on \$30,000 a year. They were to put up a \$320 security bond, for which I was to pay them \$320, to increase our business 20 per cent. or to \$36,000 in one year. Of course, it looked good to me, as I thought it would save cutting prices, etc., and the profits on the \$6,000 increase would more than pay the \$320. I really had faith in what the man Farrel said—so much so that I did not even read the contract until the next day. Then, by careful study, I saw that the contract was not as he had told me, but that they would be getting 8/9 per cent. on all my sales, no matter if they were less than \$36,000. I wrote them at once, the very next day after signing the contract, and asked them to return my notes and contract, which they refused to do. I wrote them again and said I would pay a reasonable expense. Their reply was that if I would pay them \$128 they would repurchase my notes and return same. Now this has certainly worried me, as I have since heard of their dealings with others. It doesn't seem as if they ought to be allowed to do as they are doing, and I thought you might have learned of other experiences. I do not feel like throwing \$128 away if I can avoid it. What would your advice be to do? P. D. Farrel said in the presence of our banker that the surety bond was to protect me in case they did not increase the business to \$36,000 and I would get my money back. They sent me a bond, but it was not a surety bond. I will enclose copy of contract signed.

To this letter the Tradesman replied as follows:

Our advice would be to pay \$128 and get free from your notes and the catch contract you have signed. This may seem like hard advice to give, but we think you will be \$192 ahead even then. It would take an expert lawyer to collect anything on the contract you have and you will find that the so-called bond deposited at the bank is no bond at all—simply a bluff.

Farrel used to be in business in Grand Rapids, where he failed some years ago. He is a glib talker and a great promiser, but a mighty poor performer.

The fact that the notes are turned over to alleged innocent third parties as soon as they are obtained shows very plainly the peculiar character of the business conducted by these crafty exploiters.

### One Delivery Per Day As a Maximum.

Washington, Dec. 10—One regular delivery a day as a maximum for retail stores throughout the United States, and co-operative delivery systems in all the smaller cities and towns, are now direct objectives of the delivery campaign started some-

time ago by the Commercial Economy Board of the Council of National Defense. This announcement was made to-day after a conference between the Board and representatives of several of the state councils of defense. The state councils of defense have been co-operating in the campaign.

Except in five or six states, the campaign up to this time has been carried on largely through correspondence and conferences. The Board's recommendations have been adopted as a whole or in part in cities with a total population of approximately sixteen millions, and as a result at least 15,000 men called for war service have not had to be replaced from the limited labor supply available for the essential industries. All this, however, has been preliminary. Agents of the state councils and other representatives of the Board are now to go over the country town by town and press for the adoption of the entire programme.

"We have been content to let the changes proceed by easy stages, because experience was needed," said A. W. Shaw, chairman of the Board. "At the outset we were able only to say it was evident that these changes would produce important savings of labor. But now we have actual results to show it. One store, for instance, has saved twenty-four out of 167 men, by adopting the recommendations; another two out of nine, another twelve out of fifty-six, another six out of forty-two, another two out of three, and so on.

"The savings from co-operative delivery systems are even greater. An agent of the Board has made a careful, first-hand study of twenty-one of these systems. They require a total of 207 men, as compared with 659 men required for the individual systems replaced—saving of 452 men, or 68 per cent.—and the service to the customer is practically everywhere as good as it was before, and in some places better.

"It is now plain that in these two ways—by co-operation systems in the smaller communities and one delivery a day throughout the country—more than 150,000 men can be released to meet the increasing need of workers in agriculture, ship building, munitions making, mining, railroading and the other vital work.

"The Board is prepared to give merchants suggestions on how the savings may be made. Members of the staff have studied the technique of deliveries, both as to routing and as to organization within the stores. They have studied how co-operative systems are established and maintained, what has generally been safe practice in them and what unsafe. This information is now available in preliminary form.

"While the object of the delivery modifications is to save labor, they frequently involve a saving of money also. In several thousand stores known to the Board, and doubtless in many others, those savings are now being shared with the customers through closer prices on goods. The Board expects all merchants to adopt this policy."

### Looking Into Leather Prices.

It begins to look as though the Government may take a hand in fixing the prices of leather, and, incidentally, of the articles made of it. There has been more than a suspicion that manipulation has had much to do with such prices. The Federal Trade Commission has begun an enquiry, by sending out a series of questions to all firms engaged in the leather business, in order to ascertain the exact market conditions. It is asking, among other things, if there has been at all times during the last

three years a free and open market for hides, or whether the market has been controlled by any one, and whether the prices for hides have been fair, considering the available supply and demand. In case unfair trade practices or conditions appear to exist, the leather men are asked to state them and to give their views as to the causes therefor. Those to whom the enquiries are directed are also asked to state whether they are in any wise controlled, and, if so, by whom, and also to give itemized statements of earnings and the disposition of them for the last five years. When all the data have been obtained and duly digested, the commission will be in a position to suggest action, possibly in the direction of fixing maximum prices. The leather industry may turn out to be one of those referred to by the President in his message where "the law of supply and demand has been replaced by the law of unrestrained selfishness." If so, it will have a curb applied.

### No Time for Bad Practices.

In line with its advice to credit men that "the Nation is at war, and it is time to put your house in order," the December letter of the National Association of Credit Men points out that the carrying of a large number of open accounts results in an expensive waste that ought not be permitted under present conditions.

In the opinion of the Association, prompt settlements should be expected, and asked for where they are not made voluntarily. The merchants who are slow by habit or custom should be pulled up and shown that they cannot expect credit favors unless they arrange to take proper and reasonable care of their accounts. The merchant disposed to be a little shrewd in his practices, taking advantage of unearned discounts, returning merchandise freely, or doing those little tricks which add to the burdens of the credit man, it is felt should be shown without hesitation that the days for the indulgence of these practices are past, and that, if he expects the best in treatment and prices, he must give his best.

"This is no time," continues the letter, "for the credit man to be flabby in his treatment of accounts, to be a jellyfish in the hands of his debtors.

Rather he must remember that prudence, skill, and fearlessness can do a world of good in credits generally, and put his own house in a position that will make it solid, no matter what may happen, and give it ability to contribute its part to the National defense."

### Mercantile Sidelights on the Celery City.

Kalamazoo, Dec. 11—H. P. Buzzel, manager and local distributor for the Coco-nut Margarine Co., of 408 West Ransom street, has purchased a delivery car from C. Romence, grocer on South Burdick street.

J. A. Boekeloo has opened a cash grocery on Portage street in the Auditorium building.

John G. Brown, of Alpuugh & Brown, 315 North Burdick street, is back on duty with a cheery smile and a good cigar for all his friends. The reason is, of course, best known to John, but it might be said that he won't live alone henceforth at 220 East Frank street.

W. H. Upjohn, of the Upjohn Co., has been appointed as Food Administrator for Kalamazoo county, working in connection with the State office at Lansing under State Food Director Prescott.

Plans are under way to hold a public mass meeting to enlighten the public on various points relative to food conservation. The committee in charge asks the support of every food distributor in Kalamazoo in making this meeting a big success. The time and location will be advertised later.

The Municipal fish market, recently opened at 114 South Burdick street, has moved to its new quarters at 210 North Rose street.

The Brink Baking Co. entertained the grocers and butchers and their families last Tuesday evening with an indoor picnic, held at the Y. M. C. A. Refreshments and indoor sports were enjoyed by all attending. O. B. Towne addressed the dealers on the importance of food conservation. Frank A. Saville.

### A New and Harder Porcelain.

A new type of porcelain which is made wholly of British materials and which is said to be harder than the ordinary type of porcelain, has been evolved, according to a recent dispatch from Consul Robert S. Bergh, at Stoke-on-Trent, through researches undertaken by the Central School of Science and Technology in that city. The body of the new porcelain is as cheap as the ordinary earthenware, and can be worked up, or "potted," just as well. The glaze is about one-tenth the price of earthenware glaze.

## Seasonable Christmas Goods

If any dealer happens to run short of seasonable goods, such as

Community Silverware Rogers 1847 Brand Silverware  
Mr. Rogers Silverware  
Casseroles Alarm Clocks Flash Lights  
Pocket and Table Cutlery

he can be supplied on short notice from our stock, because we have complete assortments in all of above articles still on hand.

MICHIGAN HARDWARE CO.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN

**Activities in Michigan Cities.**

Written for the Tradesman.

The Sault Ste. Marie Civic and Commercial Association appeals to the Michigan Central Railroad to rearrange its passenger schedule so as to restore the connection at Mackinaw City with the South Shore train for Upper Peninsula points.

The milk factory at Grand Ledge is a busy plant, turning out 100,000 pounds of milk daily. Twelve cars of canned milk were shipped to England recently.

Ross Crane, of the Chicago Art Institute, is giving a course of lectures during four days this week at Flint under the auspices of the Board of Commerce. "Take art to the people and the people will take to art," this is the purpose in view. The lectures are free.

Petoskey business men will lend their efforts to make the Bay View Assembly next summer a big success. The slogan adopted is "A Livlier Bay View Means a Busier Petoskey."

Pontiac will shorten next year's paving work on account of the war.

Flint officials are trying to secure improved gas and electric service. Poor gas light is said to be due to the poor coal used.

Twenty lumbering and logging companies operating in the Upper Peninsula met at Houghton and voted to adopt the Hoover regime during the war. There will be three wheatless and three meatless days in all lumber camps weekly, with milk and sugar used at breakfast only.

Sault Ste. Marie has appointed J.

H. Moore, of Evanston, Ill., as city manager, with a salary of \$3,600.

Work has begun on the new factory of the Ex-Cel-All Co., at Alma. The plant is expected to employ 300 men.

Social center work is being taken up in earnest at Pontiac under direction of the city supervisor of recreation. A large orchestra leads in community singing and there are courses in physical training, free baths and swimming pool. Regular study courses also are offered, including cooking, sewing, drawing, French, typewriting and commercial work, basketry and the hand crafts.

Saginaw is looking ahead and is already planning for a city-wide cleanup campaign for next spring.

Eaton Rapids carried the bond issue of \$30,000 to buy the Smithville water power. Editor Gifford, who strongly opposed this measure, was elected Mayor and he is now asking the people what he had better do about accepting the office. It looks to him like working cross purposes.

No. 3 mill of the Bardeen Paper Co., Otsego, which was destroyed by fire, will not be rebuilt at present. High price of labor and material is given as the main reason and the paper manufacturing business is also quiet.

The forestry course at the Ann Arbor University is greatly depleted through enlistments of students to do service in France, where they will go into woodlots, cut trench timbers, trench tops, railroad and bridge timbers, etc. The aviation branch is also popular with the U. of M. students.

Four of the Ann Arbor car ferries, carrying 128 cars of iron ore to be shipped to Detroit and East, left Menominee during a single day recently. This business will continue throughout the winter unless ice interferes.

Almond Griffen.

**No Use for Inferior Goods.**

Of good omen is the prosecution of the cases against the men accused of being responsible for inferior hats being supplied to the army. Before the war the quality of the goods of all kinds furnished the army and navy was of the highest, and especial pride was taken in this. Graft was a practically unknown thing, and the prices laid by the Government were always reasonable. Since the United States became a belligerent it has been much less insistent on getting its supplies cheap. Some, indeed, have contended that it has been paying very much more than it should have done for many things, including canned goods and textiles. This has resulted in making those articles dearer for the general public, but the course pursued has been defended on the ground that speed and certainty of delivery for a large military force suddenly raised were more important than mere economy. But it has obviated, or should have, the temptation to impose inferior wares or merchandise. That it has not done so in all instances is one of the disheartening things. In connection with this matter, it may be worth mentioning that the fabrics used in making uniforms for the soldiers have come in for

some criticism as not being up to the mark. If the criticism is warranted, it should result in a more rigid inspection.

**The Newest in Millinery**

The millinery trade during the last week, according to The Bulletin of the Retail Millinery Association, has been comparatively quiet. Although the department stores are getting a fair share of Christmas business, the millinery departments are said to be more or less neglected, a condition which is not unusual at this time of the year.

The few hats that are selling are of satin, combined with either imitation or genuine fur. Gold and silver pro-caded hats also are said to be in demand to some extent. The darker shades seem to be the most sought, although some bright colors are sold now and then.

Some of the latest Palm Beach hats being shown are made of vanilla straw bodies, with flanges and crowns of plaid silk, or figured silk trimmed with small hand-embroidered flowers. There are others of striped linen, trimmed with bands of patent leather, and a goodly sprinkling of large and small mushroom hats, as well as the usual assortment of short back pokes and sailors. Garden sets made of oriental silks, including hat, bag, parasol and apron, are attracting quite a little attention. Pastel shades and some of the darker colors are the leads in the spring lines.

Some men are under the impression that lungs are brains.

**1ST AWARD**

**DANDELION**

**TRADE MARK REGISTERED IN U.S. PATENT OFFICE**

**For Your Profit's Sake**

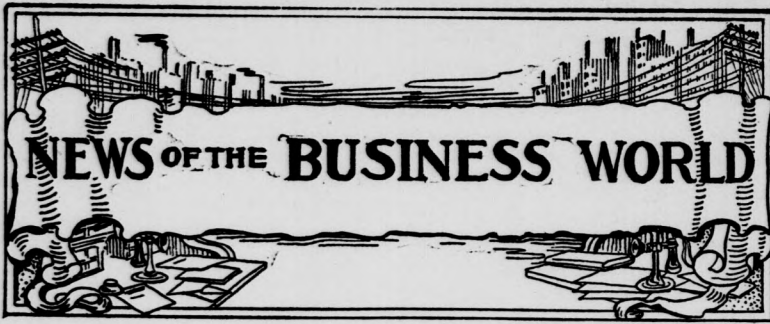
Remember to keep the dairyman in your locality always well supplied with "DANDELION BRAND"—for thirty-five years the standard butter color of the whole world.

For every housewife wants butter with the golden shade—the shade only obtained by the use of "DANDELION BRAND."

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—State and National

**WELLS & RICHARDSON CO., BURLINGTON, VERMONT**  
Manufacturers of

**Dandelion Brand Butter Color**  
THE COLOR WITH THE GOLDEN SHADE



### Movements of Merchants.

Lowell—George Lake has engaged in the feed, hay and grain business.

Flint—Guy Ridley, recently of Attica, has engaged in the grocery business here.

Marquette—The Frei Millinery Co. is closing out its stock and will retire from business.

Detroit—The Reliable Tire Repair Co. has increased its capital stock from \$4,000 to \$10,000.

Merrill—J. V. DeLong, miller, died at his home Dec. 7, following a sudden attack of heart disease.

Battle Creek—Cloyd Smith has engaged in the cigar and tobacco business in the City Bank building.

Hamilton—John Himen has closed out his stock of meats and enlisted in the service of the Government.

Jonesville—Lang & Son have removed their grocery stock into the store building they have just erected.

Grand Haven—The Grand Haven Plumbing & Heating Co. has closed out its stock and retired from business.

Buchanan—The Buchanan Hardware Co. has sold its stock to Lundgren & Allen, who have taken possession.

Jackson—Thieves entered the grocery store of Mrs. Ada P. Collins, 1419 Francis street, and carried away about \$40 in cash.

Henderson—The Henderson Co-Operative Elevator Co. has been organized with an authorized capital stock of \$20,000.

Minard—A. Van Fleet has sold his stock of general merchandise to Mr. Buckle, recently of Hanover, who has taken possession.

Lapeer—Giles Whittaker and Chas. Kingsbury have formed a copartnership and engaged in the restaurant and cigar business.

Vicksburg—The Grand Rapids Upholstering Co., of Grand Rapids, has opened a branch here under the management of C. J. Parker.

Brethren—Williamson & Williamson have sold their stock of general merchandise to D. E. Hillsamer, who will continue the business.

Sears—Arthur Elmore has purchased the B. F. Lambert stock of general merchandise and will continue the business at the same location.

South Boardman—E. E. Aldridge has purchased the grocery stock and store fixtures of Dick & McDonald and will continue the business.

Detroit—William Young & Sons have engaged in the wholesale and retail grocery and meat business with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Howell—Loren W. Hovey, who has conducted a bakery here for the past thirty-two years, died at his home Dec. 7 as the result of kidney disease.

Battle Creek—Earl Watson has assumed the management of the Oppenheimer Co., wholesale and retail cigar business, Cloyd Smith having resigned.

Cressey—Mrs. Frank Wright has sold her stock of general merchandise and store fixtures to Ralph Johnson, formerly of Sturgis, who has taken possession.

Muskegon—L. C. Morgan is remodeling the store building at 74 Western avenue and will occupy it as soon as completed with a stock of shoes and rubbers.

Manistique—The Interstate Hay & Cattle Co. has been incorporated with an authorized capitalization of \$4,000, of which \$2,000 has been subscribed and paid in in cash.

Carland—The Carland Farmers' Co-Operative Association of Carland has been organized to encourage agricultural pursuits with an authorized capital stock of \$20,000.

Detroit—The Electrical Warehouse, Inc., has been organized with an authorized capitalization of \$30,000, of which \$15,000 has been subscribed and \$3,000 paid in in cash.

Charlevoix—The Charlevoix Elevator Co. has been incorporated with an authorized capitalization of \$10,000, which amount has been subscribed, \$6,875.44 being paid in in cash and \$3,124.56 in property.

Negaunee—Thomas M. Wells, trustee, has sold the F. J. Muck & Son bankrupt stock of groceries to J. B. Casper, dealer in general merchandise at Republic, who will consolidate it with his own stock.

Ypsilanti—Corbett & Morrison have sold their grocery stock and store fixtures to the General Stores Corporation, which has taken possession and will continue the business under the management of Clarence Corbett.

Gladstone—Gladstone grocers are divided on the "cash and carry" plan. Three of them have refused to adopt the system. After trying to induce these firms to come in on the plan, the remaining grocers and butchers decided to let them fight it out among themselves and they will adopt the system, which it is believed will go a long ways towards helping reduce the cost of living. The merchants who have adopted the plan have formed a central delivery organization which will be managed by Swan Bloomquist, of the Gladstone Grocery Co.

Shepherd—George E. Conley has sold his dry goods stock to Benj. H. Demarest, who has removed the stock to Clare and consolidated it with his dry goods stock at that place. Mr. Conley will continue the shoe business at this place.

Detroit—Chauncey O. Rodgers has merged his confectionery business into a stock company under the style of Rodgers & Rohr Co., with an authorized capitalization of \$30,000, of which amount \$21,000 has been subscribed and \$1,000 paid in in cash.

Lake Odessa—Fire destroyed the Florence E. Thorburn millinery stock, which was partially covered by insurance, the H. C. Robinson meat stock, loss about \$1,000, no insurance, the Johnson store building and the Mary Burke building Dec. 7.

Port Huron—George E. Miller has merged his drug business into a stock company to be conducted under the style of the Miller Drug Co., with an authorized capital stock of \$30,000, which amount has been subscribed, \$14,000 being paid in in cash.

Conklin—Edward Harris has repurchased the stock interest in the Harris Mercantile Co. he recently sold to Martin Kuhn and resumed the management of the business. He has parted company with the ford agency and will devote his entire time to the store.

Sturgis—Siberian Finski, an unnaturalized German living near here, was boastfully proud of the fact that he did not wear a Liberty Bond button or a Red Cross pin. Instead he is now wearing two black eyes administered by A. E. Gilhams, a local grocer, in whose store Finski made the disloyal utterances. Finski has lived in this community for more than thirty years, and has accumulated considerable wealth.

Big Rapids—The business differences of L. F. Bertrau and William Sanford have been settled in court after a two weeks' session by the jury which reported after nineteen and one-half hours of deliberation. The plaintiffs were L. F. and Mary Bertrau; the defendants were William and Mary J. Sanford. Mr. and Mrs. Bertrau sued for \$30,000. Mr. and Mrs. Sanford denied the Bertrau claims and alleged \$35,000 was coming to them. Each side claims the other exaggerated in an exchange of property, a Chicago apartment house was most frequently discussed, of which Bertrau is the present owner. A verdict of \$5,832 was brought in against Sanford with costs taxed on him. Judge Brown of Grand Rapids presided.

### Manufacturing Matters.

Cadillac—The Cadillac Auto Truck Co. has changed its name to the Acme Motor Truck Co.

Lansing—The Lansing Chemical Co. has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Detroit Starter Co. has changed its name to the Versol Products Manufacturing Co.

South Haven—The capital stock of the Marshall Castings Co. has been increased from \$10,000 to \$75,000.

Kalamazoo—The Kalamazoo Malleable Iron Co. has increased its capital stock from \$125,000 to \$300,000.

Sparta—The Klep Foundry and Manufacturing Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Marshall & Stearns Wall Bed Co. has been organized with an authorized capital stock of \$1,000, which amount has been subscribed, \$250 being paid in in cash.

Detroit—The Holly Kerosene Carburator Co. has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in cash.

Port Huron—The American Machine Corporation has been incorporated with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Vanity Products Co., has been organized to manufacture and sell toilet articles with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

### Status of the Bean Market.

The last week has proven very disappointing to the grower, insofar as values are concerned, the market having suffered a decline of about 75c per bushel.

The growers have been very liberal sellers up to this decline. They have now tightened up and the elevators are getting practically no deliveries. The beans now in the country are held in strong hands and owners are able to carry them over the winter months.

The trade are taking beans only in a hand-to-mouth fashion and, due to taking inventory this month, there will be very little buying from this direction. However, next month trade ought to be brisk, as stocks are very light and from all appearances prices will be attractive.

Canners are taking on the wet beans in a limited way and this is proving a boon to the grower who owned this stock.

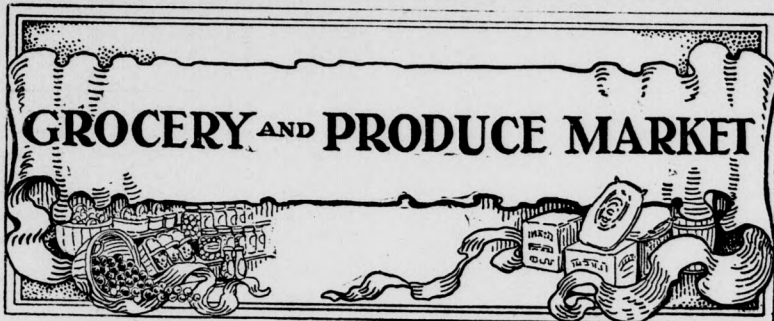
Foreign beans are coming in large quantities and will have a bearing in maintaining a low price level.

Ernest L. Wellman.

Alfred G. Packard, manager of the local branch of the National Biscuit Co., has been promoted to the position of office manager of the Chicago branch. Mr. Packard's successor is George C. Hurley, who started with the National Biscuit Co. in Kansas City about fifteen years ago. Four years later he was transferred to the Memphis branch, where he remained five years. He then became connected with the Chicago branch for a year. During the past five years he has been office manager of the Detroit branch.

M. C. Lathrop, dry goods dealer at Shepherd, was in the city Wednesday and Thursday of last week, purchasing goods for the holiday trade.

Wisniewski & Roys have engaged in the grocery business at 159 Lane avenue, the Worden Grocer Company furnishing the stock.



### Review of the Grand Rapids Produce Market.

Apples—Winesaps and York Imperials, \$2 per hamper; Baldwins, Greenings and Wagners, \$5.50 per bbl.; Northern Spys, \$6@7 per bbl.

Bananas—\$5.25 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is very firm on fancy grades and quotations range about the same as previous quotations, there being a very light supply and a good demand. The market on undergrades rules firm, there being a better supply. No material change is looked for in the butter market in the near future. There is a good home consumptive demand. Local dealers hold extra fancy creamery at 47c for fresh and 44c for cold storage; centralized brings 1@2c less. Local dealers pay 41c for No. 1 dairy in jars and 30c for packing stock.

Cabbage—\$2.50 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.25 per doz.

Celery Cabbage—10c per bunch.

Cranberries—\$18 per bbl. for late Howes; \$9.25 per ½ bbl.

Eggs—The market is firm, quotations ranging a little higher than last week. Receipts of strictly fancy fresh eggs are light and the demand equals the supply. No relief is looked for in the fresh egg situation in the near future. Cold storage eggs are steady, quotations ranging about the same as last week, there being a good supply and a good consumptive demand. Local dealers pay 50c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 39c; firsts, 37c; seconds, 34c.

Green Peppers—65c per basket for Southern grown.

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7.75 for choice and \$8.25 for fancy.

Lettuce—15c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed Nuts, 16½c.

Onions—Home grown command \$3 per 100 lb. sack; Spanish, \$1.85 per crate.

Oranges—California Valencias, \$4.25@4.50; Navals, \$4.25@5; Floridas, \$4@4.50.

Oysters—Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl. for either Blue Points or

Cotuits; 75c per 100 for Blue Points and \$1.25 per 100 for Cotuits.

Figs—10 lb. layers, \$1.65; 20 8 oz. packages, \$1.85; 12 10 oz. packages, \$1.25.

Grape Fruit—\$4.50 per box for all sizes Floridas.

Grapes—California Emperor, \$5.50 per keg or \$2.50 per crate; Malaga \$7.50@7.75 per keg.

Green Onions—Shallots, 65c per bunch.

Potatoes—Up State buyers are paying 75c per bu. The market is weak.

Poultry—Local dealers pay as follows for live: Turkeys, heavy, 22c; medium, 17c; small, 14c; thin, 12c; geese, 15c; ducks, 18@20c; springs, 17c; fowls, 16c; old roosters, 12c Dressed, 2c above these prices.

Radishes—90c per doz. for large.

Sweet Potatoes—\$2.75 per hamper for kiln dried Illinois.

Tomatoes—30c per lb. for hot house.

### The Grocery Market.

Sugar—The situation remains unchanged. Local jobbers are receiving from three to five carloads of granulated per week, which is less than half the normal distributing capacity of this market at this season of the year.

Tea—Continued activity in the market added to the firmness of tone but caused no actual price changes. The demand comes from all quarters and is chiefly for the standard and low grades. Difficulty in filling orders promptly is experienced by all handlers as a consequence of extreme scarcity of spot tea and slow arrivals due to the railway freight congestion and scarcity of cars on the Pacific Coast. There were no special developments in connection with anything on the list yesterday, such cable advices as were received being a reflection of those previously sent reporting the strong situation in the primary markets.

Coffee—The market has shown a better feeling during the week. All grades of Rio and Santos are about ¼c higher, largely on account of news from Brazil that the government had taken over about a million bags of coffee. This alone would not redeem the market, but it would help, and the fact that Brazil has started in to buy must be taken as meaning that she intends to buy enough to accomplish the purpose. Mild coffees are probably 1½c higher for the week, due largely to sympathy with Brazil, and partly because they were too cheap before. Java and Mocha grades are unchanged.

Canned Fruit—While there is a

good enough demand for the general list there is very little offering, and the market therefore remains on a nominal basis.

Canned Vegetables—Tomatoes are a trifle firmer, meaning No. 3s, which are relatively scarcer than No. 2s. The latter have not advanced. There is some little buying of tomatoes, but not very much. Corn is unchanged at the sweeping decline reported last week. Instead of \$1.70@1.75 for ordinary Maine style Southern corn, the price is about \$1.25. There is no reason except that the packers got afraid to ask extortionate prices any longer. Peas show no change and are in fair demand.

Canned Fish—There is no special demand for salmon at the present time, although the market remains nominal on the previous basis of quotations. There are some offerings on resale of goods furnished for export, but holders evidently are not willing to make any important concessions to induce business. Sardines are quiet with the Government basis still ruling. Other items are quiet and firm.

Dried Fruit—It is manifestly impossible to do business on any extended scale in the dried fruit market at present. Supplies actually on hand are so meager and so ill assorted that there is not much to offer. On the other hand, buyers are well enough supplied for the time being, and as it is out of fashion to look ahead for more than sixty days there is little effort to buy beyond immediate needs. As a matter of fact, the trade is rather desirous of allowing events to take their own course. With transportation so congested and with the supply so irregular, to say nothing of uncertainty of the retail demand, there is an utter impossibility of relying on precedents or of making any forecasts. While there are a few lots of prunes of large sizes on the spot they are not available for the general buyers, but are being held for regular trade. The arrivals are of varied assortments, but running mostly to the smaller sizes. Occasionally there is a lot offered at something below the current range of quotations, but these are governed by exceptional circumstances. For that matter there seems to be special circumstances surrounding all sales at this time and in actual business there is more or less irregularity of quotations. This, however, is due to an attempt to observe the food regulations and also to some resales of goods that were originally intended for export. Peaches continue scarce on the local market, while the assortment of apricots offering is not wide and runs principally to the lower grades.

Molasses—Receipts of new crop are increasing but are still small and are promptly absorbed by consumers and distributors whose supplies of old crop are virtually exhausted. Prices on all grades of centrifugals show a further advance of 3@4c per gallon. Porto Ricos are nominal, as are also prices on blackstrap in the absence of supplies. It will probably be a week or more before the committee that has been charged with the formula-

tion of plans for regulating sales and prices of molasses are ready to report to the Food Administration for its action. The latter, evidently desiring to avoid repetition of the misunderstanding and controversies caused by the methods adopted in the case of sugar, has sought the assistance of the trade in general as well as of the Louisiana producers, and in the appointment of Mr. Speckles as chairman and Judge Milling as his associate in the selection of a committee composed of representative members of both branches of the trade, it is believed that the plans as finally adopted will be such as to avoid all friction, particularly as an invitation is extended by Mr. Rolph to all who are directly interested in the subject, to freely submit suggestions to assist the committee and the Food Administration in the work of settling in an equitable manner a most difficult and complicated question.

Sugar Syrups—The intention of the Food Administration to regulate prices of this commodity is of no immediate importance in its effect upon current market conditions, since the plans being formulated can hardly be completed and put into effect for a week or more. Meanwhile offerings continue light, as the quantities of raw sugar now obtainable by refiners are still too small to have any perceptible influence on the size of supplies.

Corn Syrup—There has been no change in the situation, the demand continuing active, allowing no opportunity for producers to catch up with accumulated orders, and there is still little or nothing obtainable for prompt delivery. The market is firm and prices are repeated.

Matches—Jobbers have suspicions there is to be a higher price on this commodity. It has been intimated that this advance may come, which is strengthened by the fact that manufacturers are taking orders only on sixty-day delivery.

Rice—Conditions in this market show no appreciable change. Export business is prevented by the difficulties in the way of procuring licenses to ship, and the home trade continues to hold off, not being pressed for supplies and looking upon present prices as unwarrantably high. The mills, however, are unable to make any concessions in view of the highly exalted ideas to hold out until they are realized.

Salt Fish—The domestic mackerel season is about done and trade are depending now upon Irish mackerel, which are fairly plentiful. The price is probably a dollar or so a barrel lower than sometime ago. New winter caught Irish mackerel will be available in a few weeks. A price of \$27 per barrel is now being named for them, which compares with \$13 a barrel in normal times.

Cheese—The market is firm on fancy June goods, with a good supply and a fair consumptive demand. The make of fresh cheese is very light and shows extreme defects in quality, there being only a fair demand for this class of goods. No change is looked for in the cheese market in the immediate future.

**COMPLETELY SUSTAINED.****Tradesman's Interpretation of Sugar Ruling Officially Approved.**

When the Tradesman stated last week that retail grocers would not be held down to the strict letter of the law under all circumstances, so far as restricting the sale of sugar to two pounds to a purchaser at one time is concerned, it was immediately warned by some of its friends of the jobbing trade that it was treading on dangerous ground and uttering advice which might lead its readers into trouble by getting them "in bad" with the State Food Administration.

The Tradesman took no stock in such an assumed attitude on the part of food officials, because it believed that the men at the head of the food control in both Nation and State were broad minded and would look at the intent in matters of this kind, instead of insisting on the rigid enforcement of iron-clad rules which would cause the retailer no alternative in dealing with exceptional conditions such as those described by its Stanwood and Lawton correspondents. In order to definitely determine whether the Tradesman was sustained or repudiated in its interpretation by the State Food Control, the following letter was addressed to George A. Prescott, at Lansing:

Grand Rapids, Dec. 6—Enclosed herewith find two pages from the Michigan Tradesman of this week, containing letters from two reputable country merchants and my reply to each.

Are my replies in line with your interpretation of the Hoover ruling on sugar sales?

I think you realize that there must be exceptions to all rules and that a rule which must be iron-clad in dealing with people living in and near towns and villages can be reasonably stretched occasionally in the case of farmers living a long distance from their base of supplies.

I have preached rigid enforcement of every law, human and divine, for thirty-five consecutive years.

I have urged with all the candor and fervor I possess strict compliance with the food regulations, both as to limitation of price and volume. The files of the Tradesman will disclose that I have devoted hundreds of columns to timely warnings and seasonable advice.

Kindly write me frankly and promptly along the lines of my enquiry and oblige. E. A. Stowe.

Mr. Prescott's Reply.

Lansing, Dec. 8—We acknowledge receipt of your letter of Dec. 6, calling attention to letters received from merchants and your replies as published in the Michigan Tradesman.

Your understanding of the matter is practically correct. No absolutely fixed rule limiting the sale of sugar to two pounds to a customer can be maintained and it is not expected by the Government that this will be done under present rulings. Just as you have advised, the retailer must exercise his judgment and in the exceptional cases that you mention and in many others of like character, a larger number of pounds of sugar than two pounds must be sold in order to meet the actual needs of their customers. Let the grocer use his best judgment in these matters and we believe that there will be no difficulty whatever.

In reference to the price at which sugar is to be retailed, we wish to call attention to some later instructions that we have received in which, for a time at least, we are going to

fix the retail price at not to exceed  $\frac{3}{4}$ c per pound above the actual cost to the retailer. Now under this ruling, in all of the large centers, especially where wholesale grocery houses are located, the price will range from  $8\frac{1}{4}$ @ $8\frac{1}{2}$ c at retail, while in other sections, or in those places located some distance from the railroad station it may be necessary in order to maintain the profit of  $\frac{3}{4}$ c as a limit, to permit the retailer to sell sugar for  $8\frac{3}{4}$ c per pound, or even 9c in some extreme cases.

We believe that this gives to you such information as we have received up to the present time and we want to thank you for co-operating through your paper in giving all of this information to your subscribers.

George A. Prescott,  
Federal Food Administrator.

**Millers Forbidden to Grind Wheat For Feed.**

Grand Rapids, Dec. 11—Enclosed please find some material which we believe to be self explanatory and which we have mailed to the forty-five member firms of the Western Michigan Millers' Club and to about fifty of the elevator men in the Western part of the State. Also to the local wholesale Grocers Association and State and local retail merchants associations. The local papers have printed the material and have promised some editorials. We believe it a good thing if the Tradesman could see their way clear to have an article on the subject and an editorial. The Millers' Club will also appreciate any publicity you can give these subjects. E. D. Smith, Sec'y.

**Wheat Not to Be Used For Feed.**

The United States Food Administration in Central Division Bulletin, No. 4, issues the following order. "All mills are cautioned not to grind wheat for animal feeding. Not only is the conservation of wheat for human food a highly patriotic duty at this time, but both the letter and spirit of the Food Control Act forbids the use of wheat for feeding animals. This is not a matter of relative cost of wheat and other grains, but of the indispensability of wheat flour bread for ourselves and our Allies."

Millers have also been notified by the Food Administration not to sell any consumer more than his actual requirements for thirty days. This rule will apply to all dealers and all consumers. The object of the ruling is to ensure every consumer his prorata share of the available flour supply.

**Recommends Using Salt on Grape Fruit.**

The sugar shortage has affected the Florida grape fruit grower, who finds that because people have always eaten powdered sugar on this delicacy, and cannot now get sugar during the temporary famine, they are giving up grape fruit for the time being.

This has led to a surplus of good grape fruit in the market at reasonable prices, and Florida growers think the public ought to profit by such an opportunity.

Sugar is not so much a necessity with grape fruit as a habit. Tree-ripened grape fruit is often palatable without any sugar at all, and many persons eat it straight. Many persons also prefer grape fruit with salt instead of sugar, and the Florida growers are undertaking a campaign of advertising to bring this little-known idea to the public. Cane syrup, honey, maple syrup and maple sugar are also excellent sweetenings for grape fruit and oranges.

**Revised Rules For Sale of Sugar and Flour.**

Lansing, Dec. 10—We are enclosing general information which has just been issued covering the sale of beet sugar and flour by the retailers.

George A. Prescott,  
Federal Food Administrator.

The retailer of sugar should not add to exceed  $\frac{3}{4}$ c per pound to his actual delivered cost, which on the average, is about \$7.75 per hundred pounds in those places where wholesale houses are located and in other localities a slight increase on this amount.

1. If the retailer resides in a city where a wholesale house is located, there is no charge to be added for freight or cartage.

2. If a retailer resides in a town or city where no wholesale house is located, then he is entitled to add to the invoiced cost the actual local freight paid by him and upon this cost he would be entitled to not to exceed  $\frac{3}{4}$ c per pound profit.

3. If a retailer resides in a place not on the railroad he is justified in adding to the invoiced cost the local freight, if any, paid by him and his actual cost for cartage, and upon this cost he would be entitled to not to exceed  $\frac{3}{4}$ c per pound profit.

**Distribution.**

On account of the supply of sugar available, it will be necessary for the retailer to sell only a limited amount of sugar to his customers.

1. We have suggested that only two pounds be sold to the average customer living in a place where there is a local dealer.

2. In case the customer resides a long distance from the market, the limit of two pounds might not be fair and it is in cases like this that the retailer must use his best judgment.

3. The large consumers of sugar like hotels, restaurants and boarding houses cannot be held to the two pound limit, but should be supplied in proportion to the limit placed on household consumers.

4. In general, it might be stated that there are so many different conditions that we must depend, for the time being, at least, upon the patriotic assistance of the dealer in exercising his best judgment in cases that come to his attention, the idea being to furnish each customer only a reasonable amount of sugar in proportion to his actual needs and the supply on hand.

**Flour.**

The average cost of the different grades of flour cannot be estimated at the present time. The Government has agreed to a profit of 25 cents per barrel above cost to the manufacturer on flour and 50 cents per ton on by-products.

1. The information about determining the delivered cost of sugar applies to flour.

2. The retailer of flour should not add to exceed 15 cents to his actual delivered cost on each twenty-five pound sack or not to exceed a profit of \$1 per barrel, when sold in barrel lots.

**Cash and Carry.**

All of the above information is based upon the cash and carry plan and there is no objection to the retailer making a separate charge for delivery or charge accounts, keeping in mind that if such a charge is made it must be as a separate item and cannot be added in the price of the commodity.

**Danger of Sugar Supplies Being Withheld.**

Grand Rapids, Dec. 11—I quote from a recent letter of the Food Administration Sugar Distributing Committee, as follows:

"This Nation is at war. Sugar is a necessity required to carry it to a successful issue. There is an acute shortage in the United States and throughout the world. Any use of this commodity for advertising purposes is a profiteering practice con-

trary to the spirit animating loyal citizens of this republic. If any dealer uses sugar for such purposes, whether to directly help the sale of other commodities or to attract customers to his place of business, all further supplies should be withheld.

"Compared with many other sections of the country where consumers have been entirely without sugars for weeks at a time or families have been limited to purchases of from one-quarter of a pound to one pound per week, the Michigan-Ohio district has had nothing to complain of, but unless prompt action is voluntarily taken by all wholesalers, retailers and consumers to economize with supplies received, those who continue improvident must not expect any consideration from this Committee.

"We wish to add that it is quite possible that the Food Administration may decide at any moment to draw from and thereby reduce this district's present supplies in relieving the more acute situation in the other sections referred to."

I know of no better way of putting this fact before the retailers of the State than by having it published in the Tradesman.

Charles N. Remington,  
Chairman Grand Rapids Beet  
Brokers Subcommittee.

**Protests Against Small Profit Accorded Retailer.**

Stanwood, Dec. 8—I note what you say in regard to the sale of sugar and to the quantity a merchant can sell at one time. Now I understood the Government price to be  $8\frac{1}{2}$  cents per pound, which I am charging, but the question is where is it going to land us retailers, as we will have to make about 180 weights out of a barrel and only have 60 cents per 100 pounds to work on. Now, I understand the wholesale houses are allowed 25 cents per 100 pounds to sell it and that is by the barrel or 100 pound sack, with no loss or shrinkage. If we are compelled to sell in two pound sacks, we ought to have 9 cents, but if we could sell in twenty-five pound lots I for one would rather sell it at  $8\frac{1}{4}$  cents, as it would not stand us the loss in weights. I think we can handle the farmers and hold down the consumption, but it is going to be a loss to us if we have to make all weights in two pound packages.

M. D. Crane.

It is a fact that the profit permitted the retailer on sugar sales— $\frac{3}{4}$  cents per pound—is a close one and does not cover the expense of doing business where sales are made in such small quantities, but every patriotic retailer will do his part to help hold down the cost of living in the present extremity. The same condition applies to the wholesale dealer. One quarter of a cent profit does not come anywhere near repaying the wholesaler for the expense of handling sugar. He would be money ahead if he did not handle a single barrel, but he realizes that he is a public servant and a soldier enlisted in the war just as much as the man who carries a gun and wears a uniform.

**New Twist Often Means Sales.**

"The week's six best sellers" are displayed prominently by a Western grocer. Sometimes they are the six items of which he has sold the most in the canned goods department, sometimes in staples, or again in package merchandise. His Monday announcement of the "best sellers" on a table near the door brings customers, especially children, to his store in unusually large numbers.



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Dec. 10—It is reported that the Government intends to keep the Soo River open during the winter. The Great Lakes tugs have been taken over by the Government for that purpose, endeavoring to maintain an open channel during the winter. This will mean additional activity during the winter months if the plan is a success, but with the zero weather which we are now experiencing, it may be impossible to keep the channel open. The steel trust fleet has quit operation for the season.

With the first of the month, the new schedule went into effect on the St. Ignace-Epoufette star route for the winter service.

The wrecking steamer, Favorite, which has been stationed here for a number of years was taken over by the U. S. Navy last week for salt water service and an order was placed for a new wrecker of the same dimensions as the former, but with more modern and improved equipment. The new boat will cost over \$400,000.

"Most people are patient when there is nothing at stake."

The Jones & Kerry mill, at St. Ignace, will run throughout the entire winter. This will be good news to the merchants of this hustling town.

The Sault Business Men's Association has protested to the Michigan Central on the new schedule. It asks the Detroit Business Men's Association to help on the project. If there is no relief, Detroit trade from the Upper Peninsula will go to Chicago.

The Halifax disaster last week has caused much uneasiness in this city, as many of the Sooiters have relatives in Halifax, who have not as yet been able to hear whether or not they are among the victims.

George A. Osborn left Thursday evening for Fresno, Cal., after a few weeks' business and pleasure visit in the Soo.

"If all men wanted to work, there would be but few men overworked."

Commissioner C. J. Byrnes returned last week from Marquette to endeavor to get some hard coal for the Soo. Mr. Byrnes has been very active in the Soo coal supplies, but up to the present time has not been able to get any satisfaction as to whether or not we are to have any more hard coal this winter. He is not one of the kind who lays down, however, on a proposition of this kind and will give Mr. Purden every opportunity to get some here yet.

The Canadian Soo suffered a big loss last week when the charcoal plant of the Standard Chemical Company was completely destroyed by fire. There was no estimate placed on the loss as yet, but it is understood that it was covered by insurance. It will take at least six weeks to restore the building and equipment. Fortunately, the fire was kept away from the chemical stills which were filled with alcohol.

"You may have noticed that hard cash is hard to acquire."

The grangers and Sault business men got together last week at the grange hall, where they served a complimentary dinner to the Sault Civic and Commercial Association in appreciation of their efforts in helping to locate the new creamery. Ex-Governor Chase S. Osborn was the principal speaker and delivered one of his masterly addresses which was appreciated by the farmers as well as the merchants. There were also other speakers among the farmers and members of the Civic Association. A royal good time was enjoyed by all who were fortunate enough to be present, which brought about a more friendly feeling and closer connections between the farmers and the merchants. William G. Tapert.

## Boomlets From Bay City.

Bay City, Dec. 11—Gordon French, Chesaning, has removed his stock of general merchandise from Saginaw street to a store building he recently erected on Broad street.

Miller & Watson, produce dealers, Chesaning, have opened a retail store at Flint.

Bophy & Williamson have purchased the general merchandise stock of Marker & Son, Adair.

James W. Meyers has taken over the interest of his partner in the firm of Meyers & Englehardt, dealers in dry goods, clothing and shoes, Gladwin.

R. Bellenbaum & Co., general merchants, Brant, will move their stock to St. Charles.

It is reported the General Motors Co. will re-open its Marquette plant at Saginaw, which has been closed for several years, and will engage in manufacturing munitions for the Government.

Spencer, Coke & Co., South Branch, have sold their stock of general merchandise to J. L. Gillespie.

Anthony Samp, who has been in the employ of the U. S. Gypsum Co. for the past two years, has opened a retail meat market on Miller street, Alpena.

The rally meeting held by Bay Council Saturday night was conceded by all present to be a decided success. The delegation from Saginaw, headed by Ben Mercer and Herb Ranney, made themselves right at home and took an active part in everything going on, especially at the table of eats, where it took most of the spare time of the waiters to pass the sauerkraut and hot dog to Ben and Herb. Grand Counselor Hach, by the way, was not backward about asking for more hot dog. The writer made an effort to eat as many as he did, but dropped out of the contest and left D. P. McCarthy, of the Supreme Executive Committee, hot on his trail. The

meeting was opened by Grand Counselor Hach, who later turned the gavel over to Senior Counselor William Patenger, who took charge of the initiation of the following candidates:

C. A. Anderson, Alert Pipe & Supply Co., Bay City.

D. J. Carroll, D. J. Carroll & Co., Bay City.

N. J. La Dow, Libby, McNeill & Libby, Chicago.

W. H. Perkins, Perkins Bros., Bay City.

R. J. Raymond, M. Piowaty & Co., Bay City.

W. A. Rice, Barrett & Co., Chicago.

H. W. Swaffield, D. J. Carroll & Co., Bay City.

F. M. Smith, R. J. Reynolds Tobacco Co., Bay City.

A. J. Vallancourt, A. B. Perkins & Co., Bay City.

Jos. M. Valero, Steam & Electric Machinery Co., Bay City.

The Grand officers present were: D. P. McCarthy, of the Supreme Executive Committee; John A. Hach, Grand Counselor; H. D. Ranney, Grand Page; B. D. Mercer, of Saginaw, and Frank G. Clay, of Kalamazoo, District Deputies. Toastmaster F. L. Vantyle introduced D. P. McCarthy as the speaker of the evening, who gave a very interesting talk of the history of the United Commercial Travelers and how the business is conducted by the Supreme Executive Committee. He was followed by Grand Counselor Hach, who in his usually vigorous manner gave a strong talk on the good of the order in general and the Henry law in particular, which he explained in detail. District Deputies Mercer and Clay, also Grand Page H. D. Ranney, also gave short but interesting talks, as did members of Bay and Saginaw Councils.

W. T. Ballamy.

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W. T. Ballamy.

W. T. Ballamy.



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

Barney says—

"Years and years of learning how—

Teaches US to serve you now."

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GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

December 12, 1917.

## MARTYRS FOR LIBERTY.

When Colonel Ellsworth fell at the opening of the Civil War a thrill went through every Northern heart and home. He was one of the first martyrs for the cause of liberty and Union. Shot down while in the performance of his duty, with a flush of young manhood on his cheek, his taking off served to steel the Northern heart to renewed devotion to duty. New resolves went up from the men who wore the blue that they would not lay down their arms while a traitor flag fretted the Southern sky.

That resolve was kept to the letter.

Nearly fifty years later, the writer, who as a boy had thrilled at the untimely taking off of the young zouave colonel, stood on the spot where the young martyr for liberty fell, noted the blotch on the floor of the once Marshall House at Alexandria, where the life blood of Ellsworth stained the floor, and felt a new birth of patriotism suffuse his veins at thought of what had occurred here in the long ago.

The death of Ellsworth was quickly avenged when the soldier Brownell shot and bayoneted the murderer Jackson on the spot where his superior officer fell. The "Ellsworth Avengers" went forth to fight for the cause for which this youth died, and from the hour of that tragedy in the Alexandria hotel, there was no doubt of the outcome of the battle for an undivided American Union and freedom for all under the ensign of the Great Republic.

To-day another tragedy darkens the face of American history.

To-day other martyrs have given their life blood for the liberty of mankind. For the first time in the history of the world the blood of American soldiers stains the soil of France. For the first time have we as a Nation the glad privilege of repaying in kind the inestimable services rendered our people by the Marquis De Lafayette and his Frenchmen to the cause of American liberty.

In good measure we intend to return that friendliness that came to us in the darkest days of the American Revolution.

Three Americans fell before German bullets, their ashes at this hour

mingling with the soil of France. The first three martyrs to liberty in this last American war for the maintenance of right to the pursuit of life, liberty and happiness.

However long this war may last; however many may fall in the great strife for the liberty of the world, none will command greater homage than the three men who first died somewhere in France for their brethren on this side of the Atlantic. Nathan Hale's name shines brightly down the centuries as an early martyr to liberty, but not brighter than shall shine the names of Enright, Gresham and Hay, who died the first martyrs of the present war on the part of America.

The monuments of stone which will be reared there will mark for all time the place where reposes the mortal remains of the first American soldiers to die on French soil. The stones marking their tomb will ever be a mecca toward which freemen from all climes and nations will turn, paying homage to the gallant men who lie here, martyrs to human liberty.

Now that good American blood has been spilled, there can be no turning back. The die is cast, the last appeal for peace has been made. War, grim of visage, cruel, relentless yet justifiable war must be waged until the last of the unspeakable Hun lays down his gun and submits to the rule of justice and liberty as exemplified in the Republics of the United States and France. No more Hohenzollerns to terrorize the world and mock the dying cries of the women and children sent to death because they dared, as in Belgium, to love their homes and honor better than to serve the tyrannical beck of Kaiser William.

Our Government has been too lenient with those in our midst who give aid and comfort to the enemy. The preacher who counsels from his pulpit peace when there is no peace is a traitor and should be dealt with accordingly. The capitalist, merchant or workman who gorge their coffers with exorbitant profits in an hour like this are enemies to the United States. Mark them well. They are traitors. The trade union agitator who invokes strikes and general disorder while the country is trembling in the throes of a war that means life or death to the republic, should be spotted; he's a traitor and probably a German spy.

Cumber not the jails and detention homes with such reptiles. Drumhead court martial, a line up and a firing squad are the proper remedies.

There must be no compromise with treason. Men must line up on one side or the other. He who is with us will stand to the bitter end, asking no terms of peace save absolute surrender of the enemy. There are but two parties in this country to-day, patriots and traitors.

The martyrs who fell in France have sent back to the land of their birth an appeal louder than the brazen mouths of shotted cannon, demanding that their taking off by German guns be avenged. Once we have put our foot to the field we must not face

the homeward way until what we fight for is accomplished to its utmost extent.

The will of the people is the law of the land. That will has made demand for the complete freedom of the seas, for the complete liberty of mankind as marked out in the latest message from the President of the United States. We follow the President. Perhaps we may be marking time just now, yet there is a silent, undercurrent running through the lives of the American people which bodes disaster to the men who precipitated this unholy war upon a blistered and shuddering world.

Our American martyrs will not call in vain!

It hardly needed the emphasis of the Secretary of the Treasury, in his report during the past week, to convince people in general that the notion of "business as usual" must be considered out of the question until peace returns. A striking proof of the unusual conditions existing was given immediately in the publication of the blacklist of firms with German affiliations in the countries of Central and South America. These concerns have helped to keep alive the German trade organizations in the countries referred to so that they might in the future continue the work which has been euphemistically described as "peaceful trade penetration." Meanwhile, they have acted as the agents of business houses in this and certain other countries, and have incidentally been speculating in and forcing up the prices of needed raw materials such as wool and hides. On the declaration of peace, they would have immediately resumed their work in behalf of German industries and have boycotted American products. Any trade information acquired by them in handling the productions of this country in the interim would be forwarded to Berlin for the use of the trade information bureau there maintained. So, although, in some instances the blacklist may cause temporary inconvenience to certain trading houses here, in the long run the declaration of the list will be of permanent advantage to the American export trade to the Latin-American countries. It is also fortunate that some of this was foreseen two or three years ago when domestic firms began establishing their own agencies in the countries referred to, and banking facilities under American auspices were established in them.

Licensed wholesale grocers throughout the country are enrolling themselves as members of the United States Food Administration and posting announcements of their affiliation in their establishments. These wholesalers sign a pledge "to the Government and to our fellow-countrymen that we will, to the best of our ability, adhere to the war conservation programme and loyally co-operate with the Food Administration. We pledge ourselves to give our customers the benefit of fair and moderate prices, selling at no more than a reasonable profit above cost to us." This pledge is presented in the form of an at-

tractive poster, which, after being signed, is displayed in a prominent place. The poster also contains a list of food necessities which the Food Administration is urging Americans to conserve, and which were named in the President's proclamation of October 8. The campaign among wholesalers has received immediate and enthusiastic response in all parts of the country and every large wholesale house has enrolled as a member. When the licensed wholesaler enlists as a member of the Food Administration he merely signifies his patriotic purpose to become an active and voluntary supporter of the law. He shows that it is not necessary that he be driven into line. The Food Administration, in fact, desires to accomplish its vital purposes through voluntary co-operation rather than by compulsion. The retailers will have a similar poster of their own which will be distributed in the near future.

The death of Hon. Erastus N. Bates, which occurred recently at Lynn Haven, Florida, marks the passing of a man who did much to make the world better and to improve existing conditions. Whether as a soldier in the Civil War, a farmer near Dorra, a cheese manufacturer and stock grower near Moline, a merchant at Moline or a legislator from the Allegan district, he pursued an exemplary career and worked incessantly to bring about ideal conditions of living. As the author of the Bates bill, so called, he championed the first real constructive legislation having for its object the curtailment and ultimate extinction of the liquor traffic in this State. Mr. Bates held many offices of trust and responsibility, including the presidency of the Michigan Dairymen's Association and the Michigan Retail Grocers' Association. He was one of the founders of the former organization and never lost interest in it until its identity was destroyed through an unfortunate amalgamation with numerous other organizations of a nondescript character. Mr. Bates was honest, fearless and generous. He respected the opinions of others, but never wavered in supporting a cause he thought to be right or a movement which he believed would result in the betterment of mankind. His life was a benediction and his death is a distinct loss to temperance, religion, right thinking and right acting.

The complete collapse of Kerensky finds a counterpart in the career of every man who undertakes to placate his enemies, instead of fighting them. The man who aims to be a good fellow to everyone never gets very far in this world. The man who has no bitter enemies has no strong friends.

The farmers of this country, owing 40 per cent. of the taxable property of the country, subscribed for 1/2 of 1 per cent. of the first issue of Liberty Bonds. It will be interesting to know, when the subscription list is analyzed, what proportion of the second Liberty Loan they absorbed.

All men's intentions are good—for paving material.

**NEW ERA FOR THE NEGRO.**

The negro migration from the South to the North has brought about an interesting economic phenomenon which is the most momentous industrial happening for the race since Emancipation. We have frequently called attention to its interesting phases—that there has been absolutely no leadership or organized propaganda; that it has bordered at times upon a psychological panic in that well-to-do farmers have left without, in some places, even waiting to dispose of their property; that it has been heaviest in those counties where there have been the most lynchings and the worst misgovernment by the white overlords, and that it has none the less lacked, as a movement, any self-consciousness. But whatever its causes and its peculiar manifestations, it has been working wonders in the South, which far offset the evils of overcrowding and generally improper housing which confront the negro when he reaches the North.

One of the most valuable results of this exodus has been a sudden recognition in the South that if it would keep its negro labor it must bid for it precisely as other sections have to bid for theirs. For decades it has been possible to misgovern and depress the negro because the poor, dumb man had no refuge or desire to seek one. Now that he is of such stature that he can think for himself, and the high wages of this war-time have created a lure that he can understand, Southern planters and merchants are suddenly realizing that if they would get ahead they must find out what is wrong and why the old proud boast that the Southerner knew best how to care for the negro is suddenly proved to be in error. So there have been most interesting meetings between colored and white leaders in Memphis and numerous other places where for the first time the best men of the two races have come together to counsel as to what is wrong and to see what can be done. Invariably, the colored people have submitted their long list of grievances, which always includes grave injustice in the courts—where the negro is denied a trial by members of his own race—and invariably the whites have promised to better conditions, notably in the schools. If it is true that this change is due to the "pocket-nerve" of the white man being affected, the negroes are not quarrelling with this; they are thankful for help, whatever the cause.

Far-reaching this changed attitude of the South and the changed tone of its press are certain to be. They come, moreover, in a year that sees the servile recognition of the race by organized labor, after union leaders had deliberately plotted and accomplished the massacre of hundreds of colored women and children at St. Louis, without a rebuke from the Federal Administration, which deplored identically the same treatment of the Belgians by the German beasts of invasion. The same year also chronicles the most momentous Supreme Court decision since the era making Dred Scott de-

cision—that making it impossible to establish segregation of the blacks in any American city. The year has also seen the establishment of a camp for negro officers from which 626 officers were commissioned to an army that contains also a hundred colored medical officers and 83,600 drafted negroes, in addition to the many thousands who have voluntarily enlisted. This is not enough officers in proportion to the colored soldiers or population; nor can the War Department clear itself from the charge of half-heartedness and weakness in dealing with phases of this army matter. The tendency still is to make the negro a stevedore and not a soldier. But since this comes from an Administration which began its career by segregating the negro in the Washington Departments, has never spoken out against universal lynching of blacks in the South or the East St. Louis barbarities, or recognized in any way the existence of a negro problem, we must, perhaps, be thankful that it has seen the light to this extent in its war for democracy. Such as this recognition of the race is, it is another step forward in a twelvemonth which has brought hope and quickening to millions of Americans who could not understand why the United States wished to go abroad to fight for democracy when ten millions of them were and are largely denied the chief privileges of democracy here at home.

The healing hand of the American Red Cross is felt in all of the nations leagued against Germany, but felt most of all in France. The first semi-annual report of the War Council shows that up to November 1 the total appropriations for expenditure in that stricken country reached \$20,600,000, comprehending great sums for civil relief as well as military work with the Allied and American troops, and that the plans for expenditures up to May 1 next call for a total of \$40,000,000. England, Russia, Rumania, the Armenians and Syrians have received more than a million each, which with smaller expenditures elsewhere carries the total in Europe and Asia outside France above \$7,250,000. The expenditure made in the United States, amounting to about \$11,000,000, and the costs of administration bring the grand total already to nearly half of the \$88,000,000 collected, and explain the warning of the Red Cross that before May it will be necessary to call upon the Nation for a generous replenishing of resources. The membership of 5,000,000 which the Red Cross now boasts should materially assist in the campaign for more money, and help make reduplication of the fund of \$100,000,000 obtained last summer easily possible. The report gives the clearest evidence of carefulness and good judgment in the work done under Mr. Davison and his associates.

The average merchant is apt to forget that his clerks need to have a personal interest shown in them if they are to show a personal interest in the business.

**MONEY BACK PROPOSITION.**

Mel Trotter, the evangelist and manager of the City Rescue Mission, is on another month's speaking tour of the Government cantonments in the South. He will not be able to return home until Dec. 23. Then a serious problem will confront him. Six hundred children will be expecting the usual Christmas tree exercises and gifts on Christmas afternoon. Two days will be too short a time for him to collect the necessary money—and Trotter is some collector—purchase the gifts and arrange the presents as he would like to see them arranged.

Mr. Trotter is giving his time to the soldiers in unstinted measure. He is throwing his whole heart and soul into the work with the devotion of a prophet and the enthusiasm of an idealist. He believes he is doing the best work of his life, which is saying a good deal, considering the remarkable achievements he has accomplished in Grand Rapids and every other place in the country where he has established and is maintaining institutions similar to the Rescue Mission here.

Considering the unselfish manner in which Mel Trotter has always thrown himself into every good work, never sparing himself even when threatened with death by grim disease, and considering the arduous patriotic service he is now rendering the Government in leading our soldier boys to the higher life, the Tradesman asks its friends in trade to give Mel Trotter the surprise of his life by contributing a fund of \$300, so that when he returns to the city December 23, tired with the superhuman exertions he is devoting to the cause of uplifting the soldier, he will not have to jump into the work of collecting funds so that the 600 children of the Mission may have their usual Christmas celebration. The Tradesman gladly heads the list with a \$10 subscription and asks its friends to send the amounts they may feel able to contribute to this laudable undertaking. Send the checks direct to the Mission. They will be promptly acknowledged, economically expended and scrupulously accounted for. Any one who has any doubts as to the ability of Mel Trotter to make a dollar go further than any one else can make two dollars go is welcome to visit the Mission Christmas afternoon and look on. If he is not entirely satisfied that this statement is correct, he can come to the Tradesman and get his money back.

The Tradesman realizes that a large portion of the people of this country are now contributing to every good cause within the limit of their resources and that many are doing more than their share. Because of this condition the Rescue Mission expects no large sums from its friends. Large sums would be especially welcome at this time, but any sum will be acceptable.

A violent labor dispute in the oil district of Southern California has just been amicably settled through the intervention of the Federal mediators. An important part of the settlement re-

lates to the question of the open shop, and the decision is one which will approve itself to impartial observers. The men of the oil and pipe lines were given minimum wages of \$4 for an eight-hour day, with which they were satisfied, but they wanted also a provision to exclude "scabs." It was finally agreed that: "No man shall be discriminated against or intimidated because of membership in any union affiliated with the American Federation of Labor, and the officers of such union shall agree that neither they nor the members thereof will discriminate against nor intimidate any non-union man because of his failure to belong to a union." This would be equally fair to both sides if the word of a union man or union official was good, which does not happen to be the case. No one who has ever had any dealings with union men would place any reliance on their agreements or contracts.

California fruit-growers want more labor, and they don't mind if that labor is Chinese! This is the news that comes from the State which in days past has been willing to bring the country to the verge of war in order to make the exclusion of Oriental labor from its farms and vineyards absolute. At the annual meeting of the California fruit-growers at Sacramento, a resolution was passed urging the Federal Government to "permit the introduction of sufficient Chinese or other farm labor." Of course, this was advocated only as "a war measure," and there was talk of the case with which the Chinese could be "deported" after the emergency had passed. But all this does not disguise the fact that California is ready to abandon its old position of furious opposition to the immigration of Chinese laborers—and presumably of Japanese also—when even a temporary self-interest dictates that course.

Most farmers will look with suspicion upon the invitation that they make themselves wealthy by selling their old farm machinery to the junkman. It is a rare small town which does not have its junk dealer, and a rare countryside in which farmers have not been alert for years to the opportunity to get a dollar or two for old mowers, binders, and small bits of iron. Now the price of metal has risen greatly, and the Government is said to be eager to see junk hurried to market to meet the shortage. Tin is worth a half dollar a pound in certain forms; the rustiest bolt has its value. The calculators who believe that a ton of old metal can be gleaned from each of the 6,000,000 American farms are in error, but a yearly implement bill of \$165,000,000 for the farmers of the country shows that a good deal should be available.

The old days of addition, division, and silence, of self-centered ignorance of, and sometimes indifference to, the other fellow's interests and point of view, have no place in the modern scheme of business, and gradually the consciousness has come over us that the only achievement really worth while is that which is won through serving another.—Frances H. Sisson.



### Large Government Orders Being Placed For Woolens.

Reports are current in the men's wear markets of the placing of a huge series of orders with the largest producer by the Government. These orders virtually place the largest organization in the hands of the Government, where its managers placed its facilities from the moment the United States entered the war. One report states that \$60,000,000 worth of wool merchandise had been ordered and another report sets the amount at \$50,000,000. Somewhere between those totals is approximately correct, according to the best information available during the day. Flannels of all sorts, uniform goods and blankets are included, and it is said that wool puttees were included.

News from Fall River state that manufacturers are being apportioned a part of the necessary hospital supply business they must handle. The collective size of the orders placed is not so large as the order of a few months ago, but it is understood that the Government purposes keeping several of the mills there engaged upon needful war work for some time. It is stated that the price agreed upon for the hospital cloths wanted is not up to the present high level of print cloth values, but will cover all costs and give producers encouragement to go on with their labors. It is believed that a strike has been permanently avoided in that city, the union leaders having been assured by Government agents that any further move in the direction of a further increase in the exorbitant wages now paid will land the conspirators and agitators in prison.

In the cotton goods markets the demand for heavy plain cloths is continued in a large way. Spot goods are wanted and users are willing to pay premiums for prompt deliveries. Most of the urgent demand comes from bag manufacturers of various kinds. Further confirmation is given of a more active trade in certain of the fine plain combed yarn constructions. These goods have been picked up from mills and from second hands until now the prices asked are generally  $\frac{1}{2}$  c a yard higher than they were a week ago, although not yet on a basis of value mills will accept for deliveries next year if the goods are made from new cotton.

Notice given of the advance in narrow prints is followed by notice of an advance in the price of fine gingham for the jobbing trade, the finer standards now being on a basis of 19 $\frac{1}{2}$  c, as against an opening price of 18c last summer. Bleached cottons sold

well under known brands are so far sold ahead that there is little or no prospect of a downward price change, and any movement upward will be contingent upon sales made in a large way for future delivery. As there is no immediate pressure for such sales the feeling obtains that prices can be held fairly stable during what is normally a quiet month. It is expected that prices on shirting percales will be named shortly and will probably be on a basis of at least 17c for cloths that sold some months ago at 14c. Printers are not as keen for business as they might be if prices were lower and credits less doubtful.

In the silk trade attention is being given to the elimination of cloths that may be deemed nonessential for the period of the war. Some merchants are giving this matter great care, while others are pursuing their normal course of selling anything people will buy.

Having determined that the silk trade could not prosper in war times with raw materials on a basis of \$7 a pound, many merchants representing manufacturers are now assisting in a movement to eliminate cloths that can only cause mischief in the markets the longer they are kept in the looms. There is a very large part of the silk industry that is essential under present conditions, with woolens very high, cottons growing very high, and fancy cottons being struck out of many stocks. But much will depend upon the degree of co-operation among silk merchants in the readjustment of production that is inevitable as the war goes on.

### New Cloth Standards Imperative in Trade.

Experienced merchants who have been examining the uniforms worn by many soldiers and sailors feel ashamed many of the materials the Government has accepted, and they can see no justification for such a variety of plunder on the backs of those who are to do the fighting for this country. Some of the overcoats that have recently appeared on the streets are of the lowest and cheapest grades, made of poor materials, and made without any promptings from the conscience of the producer.

It is very noticeable that the uniform cloths officers wear, those they are paying for through the nose because of the flight in values are at least of good quality. Just why similar goods could not be produced for the men is not explained. It would be easily possible for Government boards to standardize cloths made from 40 per cent. cotton and 60

per cent. wool, that would have an excellent appearance and give good results in hard service. There is no manufacturing reason in this country why such goods cannot be turned from the looms in great quantities. There is but one explanation for many of the goods that are defacing the landscape, and that is a proper lack of standardization of manufacture.

Good cloths can be made as cheap as poor cloths in American mills today. The American standard serge is without a peer in the world, and this is true of uniform cloths made for the Government before the war. The only reason the grade has not been maintained is that Government inspectors have been lax. The prices paid have been high enough to warrant much better goods than have been produced. It is believed that if half a dozen woolen manufacturers can be brought together at Washington they will quickly standardize a product that can be made in nearly every woolen mill in the country and will have the appearance of meritorious cloth and be cloth cloth also.

### Home Again.

Written for the Tradesman.

"The day is mine, and I am King!  
What happiness the hours will bring  
As once again I'll see the farm  
That gave to boyhood days their charm!"  
Thus shouted one who years did roam  
Throughout the world—yet found no home.

"And where the road turns to the right  
I'll leap the fence; then quick from sight  
Beneath the hill where runs the brook  
I there will stop, anew to look  
At that deep place I called 'The Hole'  
Where, when a boy, with mimic pole  
I caught the minnies with a pin  
Took mother's jar to put them in.  
And then I'll go to where I heard  
In summertime that timid bird  
Which loved the alders and the brush—  
A 'Fife-bird' Grandpa called the thrush;  
Perhaps for me he'll sing again  
And warn, as then, of coming rain.  
In the pasture lot there used to be  
A great wide spreading chestnut tree;  
Its limbs so low they touched the ground  
And there in Autumn each year I found  
The sweetest nuts that ever grew  
When they were dried a week or two.  
And over back of old Stone Hill  
On northern slope—I see it still—  
Arbutus grew in loveliness  
And nearly every flower I guess  
That loved the woodlands; while below  
The timber, everywhere did show  
All through the meadow where 'twas wet  
The lilies red, I loved to get;  
And purple gentian in the fall  
Whose bud untwisting opened all  
Its petals fringed, which made the flower  
I sat admiring hour by hour."  
And back down through the pasture lane  
He ran as though a boy again;  
Our through the orchard, around the place

Almost like one who runs a race.  
On the old well sweep where swung the pail

There hung a sign "This Farm For Sale."  
A shout of joy! His heart did sing!  
"The farm is mine, and I am King!"  
Charles A. Heath.

### Not So Slow As She Looked.

The train had stopped, and the old lady put her head out of the window and enquired of an old railway porter what it was stopping for. The luggage smasher was inclined to be facetious.

"Engine out late last night, ma'am," he remarked, with a smile, "so she's got athrill on her this morning; they're givin' 'er a drop o' water."

"Sure it's water?" enquired the dame.

"If you'll wait a minute, I'll enquire whether they're givin' 'er port wine," he grinned.

"Never mind, my man, don't trouble," came the answer. "I thought, perhaps, by the way we've been getting along, it was sloe gin."

## The Book of Plain Prices

All the prices in "OUR DRUMMER" catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from "OUR DRUMMER" buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

## Rush Holiday Orders

For your Christmas trade such as Ladies' and Gents' Neckwear, Mufflers, Ribbons, Dolls, Sweaters, Toys, Garters, Arm Bands, Booties and Jackets and Xmas Trimmings will receive our most careful and prompt attention. Many of these are packed in special Holiday boxes.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## PARTY LINES OBLITERATED.

## All But Union Men and I. W. W. United.

Written for the Tradesman.

Never in the history of the country were party lines so completely obliterated as they are to-day. North, South, East or West it is all the same—a solid phalanx standing behind the President, backing him to the limit in behalf of freedom and his battle for the liberties of mankind.

At the time of the Civil War there were differences, partisan bias, bickerings and general heckling of the policies of the administration. Not so to-day. Behind President Wilson, whose slowness to act at one time irritated some of the best patriots in America, are massed the heart and soul of the Nation, from ocean to ocean, from the Lakes to the Rio Grande.

Treason has been made odious. The hiss and venom of a few has been almost completely throttled by the great uprising of patriotism everywhere within the bounds of the Great Republic. The uprising of the North at the firing on Fort Sumpter was an inspiring sight, but it was a mere drop in the ocean compared with the stand taken by our one hundred million people, unanimous in their support of this war against Germanism.

It may seem hard to single out a nation and liken it to a mad dog running amuck in the streets of a city, yet such likeness is but a weak picture of the true inwardness of the German lust for murder and spoils. Militarism and Germanism are synonymous titles. Once we laid all the devilish cruelties to the head men of military Germany; to-day we know that the armed forces of that empire, from lowest to the highest, are as a pack of mangy dogs, bent on the slaughter of the innocents.

Because of the inhuman nature of the warfare carried on by the Germans the American people as one man have arisen and stand back of the President, not only willing but anxious for him to carry the war to the gates of Berlin, there to dictate on the ruins of the once proud and boastful German empire a peace which shall be lasting; a peace which shall guarantee to every man, woman and child the right to freedom of thought, freedom of action, freedom in the pursuit of happiness, unhindered by the decrees of kaisers, czars or kings. Liberty and happiness guaranteed to the masses! Nothing short of this will do; nothing short of universal freedom the broad world over will now justify terms of settlement of this struggle, which was inaugurated by the bloody-minded Hohenzollern for the subjugation of the world.

We, the American people, to-day know no North, no South, no East, no West; and above all we know no party only the grand old party of liberty as represented at Washington by Woodrow Wilson. Elected a year ago as the candidate of a single party, he to-day stands as the representative of the whole American people, who are willing and eager to back him to the last man and the last dol-

lar in this war for the preservation of the liberties of mankind.

More than two years ago the writer declared that God would damn Germany for the sinking of the Lusitania; that the Kaiser and all his aids would one day regret that malevolent and cruel act of murder. Since then the German bloodhounds have reddened the land as well as the sea with the wholesale murder of women and babes. They have raised the black flag of the common freebooter, displaying only the mercy of a Tardy or Laffitte. Let those who choose the arbitrament of the sword die by the self same weapon. Let these modern Attilas see in the smoking ruins of their own homes the justice meted out to them by the avenging armies of a united and indignant world.

United America!

Could anything be more picturesque and enlightening than this? The Great Republic of the world rising as one man to protest the damnation of the taking off of the innocents mangled, tortured and slain that the German Kaiser and his friends may wallow in the slaughter! The end is not far distant. By early spring a million American soldiers will be on the trench lines of France and Belgium. Back here in America another million will be in training, waiting for the signal to join their comrades, every man in Yankee khaki burning and eager to carry Old Glory across the summits to the enemy's trenches, to bear the banner of stripes and stars to the very gates of Berlin, not vaunting vaingloriously, but gritting their teeth and vowing to place the grand old flag of Washington and Lincoln, the flag that waved at Bunker Hill and Yorktown, on the palace of the Hohenzollern, signifying that victory perches on the banner of the free.

United we stand!

The sneers and raillery of German soldiers when referring to Americans as too cowardly to fight, are destined to turn to a wail of sorrow as our boys in khaki march to the music of the Union across their once fertile fields, carrying defeat to empire, restoration to those defiled and mistreated by the beasts who answer the behests of the vilest despot who ever lived and died a monarch on a European throne.

The end cannot be far off. One hundred million people, armed in the cause of justice, knowing their rights, daring to defend them to the bitter conclusion, cannot be defeated. There may be a few Bull Runs, now and then a Ball's Bluff, all of which, however, will be followed by a Gettysburg or Waterloo that will bring peace and happiness once more to a war-tormented world. When that time does come, and we know it must not come until the murderers of our innocents, the ravagers and despoilers of Belgium and France are brought to condign punishment, then will peace settle over the fields once devastated, and where now the roll of the drum and thunder of the cannon wake the echoes, there will be peaceful fields, tilled by the peoples who, once terrified by German militarism, are now,

thanks to America, free to enjoy unafraid the fruits of their husbandry. Old Timer.

## Late News From the Cereal City.

Battle Creek, Dec. 11—Battle Creek Council is looking forward for a good time at their rally meeting on Jan. 19.

Battle Creek Council members will miss E. B. T. Schumacher, who has been stationed at Camp Custer for some time in the interest of Y. M. C. A. work. He has been appointed traveling representative for the Y. M. C. A. theaters at the several camps in the State. He will see that the entertainments are such that they will be a benefit as well as pleasure to the boys.

The Presbyterians of Michigan and Wisconsin are about to build a club house on property lately purchased by the Battle Creek church for the benefit of the boys at Camp Custer. Twenty-five thousand dollars will be spent in building and equipping the club house. It is located on State street, at the rear of the church, corner of West Main and McCamley street.

The grocers of Albion will close their stores at 6 p. m. every day but Saturday, commencing Jan. 1. Also will have only two deliveries a day—one in the forenoon and one in the afternoon.

The Consumers Power Co., of Battle Creek, were obliged to borrow twenty car loads of coal from Camp Custer to enable them to run their plant the past week.

Porter Bros., Camp Custer contractors, checked out and closed their dining rooms Dec. 5. During the period of construction of the cantonment at Camp Custer there have been employed as many as 8,000 men. The commissary department has had to provide three meals a day for the entire force. There have been as many as fourteen large dining rooms during the rush part of the work, each hav-

ing a seating capacity of over 500. Some idea of the enormity of the work may be gained when one understands that from two to four carloads of meat were cut up and served each week, 300 bushels of potatoes peeled and served each day and 4,000 loaves of bread cut each day. In round numbers 1,450,000 meals were served by the department during the four months of the construction period. The commissary department was under the charge of D. W. Johnson, of Detroit, a man well able to cope with the magnitude of such a great undertaking.

Battle Creek's permanent paved way to Camp Custer was opened Saturday, Dec. 1. The surfacing of the road was completed in seventeen days—establishing a record for asphalt laying in this section of the country. More than 540 tons of Trinidad asphalt were used on the road and the operation of the surfacing alone took 2,400 tons of Lake Erie sand from Sandusky, Ohio. Five carloads of coal were consumed by the gigantic ninety ton melting plant during the seventeen days of work. Jack.

Many a drunkard despises himself for his weakness—and despises watered liquor for the same reason.

*President Suspenders*  
for comfort

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

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.

SERVICE

QUALITY

Not How Big  
rather  
How Right Sales  
That is our goal

Quantity is not our first aim in sales but Quality.

Sales to you that fit your store.

In selecting items and qualities why not give our buyers, each one especially trained in his own field, a chance to help you.

Use this free "TRADE SERVICE."

Come in and see us.

The Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE



### Congress Apparently Disposed to Be More Conservative.

Written for the Tradesman.

There exists a diversity of opinion as to the attitude of Congress on taxation, price fixing and other problems vitally affecting business during the war, but the weight seems to be on the side of conservatism and common sense. The first official act of the new Congress, in promptly and emphatically adopting the President's recommendation to declare war on Austria, shows the great National legislative body is prepared to heed and express public sentiment, showing the world that the Nation is solidly behind the Government in its determination to win the war. Its serious consideration leads close observers to believe that in dealing with price fixing and railroad questions common sense and views of business leaders will have much greater weight with legislators than ever before. That this view is preponderant is evident from expressions of market opinions as to the prices of securities. In fact, the earnestness and calm determination expressed in the President's message has had a tranquilizing influence and prices already show a hardening tendency, especially in bonds. Prices of corporation bonds are showing more and more firmness, and it is believed the bottom of the decline has been reached. As before stated, the strain on the banks is easing up. The process of harvesting and moving about \$20,000,000,000 of agricultural products is so far along that capital and money markets should soon be in a comfortable position for war time. It is expected the forthcoming 40 per cent. payment on the second Liberty Loan will be made without any appreciable disturbance of the money market, and without any marked liquidation of corporation bonds.

While there has been much to criticize in the methods of the Federal Reserve system, its value to the country is now being fully demonstrated. To it belongs the credit of a fairly stable condition of business under circumstances that would have otherwise produced great turmoil if not a business panic. The policy of the Federal Reserve Board has been to increase the Federal Reserve notes outstanding; approximately in proportion to the strain which the money market has to bear. This is clearly evident from comparison of monthly increases in the Federal Reserve note circulation. In July the increase was \$31,987,000 and in November it was \$234,891,000, with the ten year trade barometer jumping from 154.04 in July to 172.69 in November, while interest rates on

a ten year average rose from 3.892 per cent. in July to 5.013 per cent. in November. Because of the harvesting and moving of the crops and of the general merchandise trade incident thereto, the activity of trade steadily increased, as indicated in the trade barometer during this season. To finance this trade threw such a demand on the money market that interest rates also steadily rose. Our monetary and financial system this year had to carry this regular ordinary burden and, in addition, carry on a huge war financing. Money rates normally reach their highest level in December when the ten year average rises above 5.827 per cent. and the burdensomeness of the war financing is also reaching its zenith during the present month. Thus the policy of the Federal Reserve Board, in gradually increasing its net Federal Reserve note issues from \$32,000,000 in July to \$235,000,000 in November, should receive general commendation instead of censure. Had this not been done, we probably would have been in the throes of some kind of financial disturbance before now. Liberty Loan requirements and other demands will, undoubtedly, be heavier. So it would not be surprising if, by the end of the year, the Federal Reserve circulation would read \$1,300,000,000. However, crop money is now beginning to return to business channels and in January and February this return flow of cash and capital should be greater. The money supply is not excessive, and, therefore, there is no danger at present of such an inflation as to cause a premium on gold.

An informal ruling of the Federal Reserve Board, just published, is of great interest to Michigan banks, especially in view of the President's appeal for state banks to join the system. The ruling says: "From enquiries received it appears that the officers of some of the non-member state banks and trust companies are under a misapprehension that such banks and trust companies becoming members of the Federal Reserve system are subject to the limitations imposed by Section 5200 of the Revised Statutes which limits the total liabilities to a National bank of any one person, firm or corporation to an amount not exceeding 10 per cent. of the capital and surplus of the lending bank. Where this misapprehension exists, attention should be called to the fact that under Section 9 of the Federal Reserve Act, as amended, state banks and trust companies becoming members of the Federal Reserve system are not subject to the limitations of Section 5200, but are

## "Living" Trusts Benefit

- 1.—Business men who desire protection for themselves and their families, in case of possible business reverses.
- 2.—Men who have retired from active business.
- 3.—Aged persons and those in ill health.
- 4.—Non-residents and those who desire to travel.
- 5.—Married women who have separate estates.
- 6.—Widows who desire some one to look after their property interests.
- 7.—Women of property about to marry, who want to be assured of a certain fixed personal income.
- 8.—Those who wish to be relieved of the responsibility and detail of looking after their own business, real or personal property, or income-producing securities.
- 9.—Old or young people who wish to place their property beyond the reach of their relatives (and also beyond their own immediate reach) and yet retain the personal benefit of it. You may consult our Trust Officers without entailing any obligation.

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

## THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

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

## 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.

## 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.

subject only to such limitations as are imposed by state laws. Such banks may, therefore, make loans to the same person, firm or corporation in any amount permitted by the state laws. Loans to one person in excess of 10 per cent. are, however, not eligible for rediscount with a Federal Reserve bank."

Due to their exemption from all taxation, including income tax, municipal bonds are proving attractive for investment. In the term "municipal" bonds are included good roads bonds. The exemption of municipal bonds under the original income tax law of 1913 provided in part: "That in computing net income under this section there shall be excluded the interest upon obligations of any state or political subdivision thereof, and upon the obligations of the United States and its possessions." Likewise, the law of 1916, in enumerating the kind of income free from taxation, included interest upon the obligations of a state or any political subdivision thereof, or upon obligations of the United States. The war tax laws so far enacted this year have continued that exemption and all future war tax legislation will, undoubtedly, follow suit, as it is extremely doubtful if Congress has power to tax municipal bonds since to do so would virtually be to tax the states. Many hold it is clear that under the constitution Congress has not this power. On the other hand, some say the Sixteenth Amendment to the Constitution, upon which all income tax laws rest, says: "Congress shall have power to lay and collect tax on income from whatever source derived." It is deemed improbable that Congress will bring the matter to an issue by attempting to place a war or income tax on municipal bonds. There is no doubt that the new \$5,000,000 State of Michigan 4 per cent. war loan will be absolutely free from taxes of all kind and should prove a most attractive investment.

As to present prices of corporation bonds, it must be remembered they by no means represent intrinsic values, but reflect the mental condition of those who offer them for sale. With sane care, there are many good bargains which can be picked up which will net the investor an excellent return upon the money invested.

The automobile industry, rated the third largest industry of the United States, has, according to General Manager Alfred Reeves, of the National Automobile Chamber of Commerce, 230 makers of passenger cars, and 372 makers of trucks, with capital invested of \$736,000,000, with 280,000 workers and payroll of \$275,000,000. For the year ending June 30 production was 1,806,194 motor vehicles, of which 112,200 were trucks, the total value of the output being \$917,470,938; 18,000,000 tires were made, valued at \$450,000,000, and 400,000 trucks annually transport a total of 6,000,000-ton miles of goods.

It is officially announced that the curtailment of non-essential industries will be accomplished for the present almost wholly by indirection.

There will be no direct denial of either fuel or transportation to any industries. Coal producers have been furnished by Administrator Garfield with a preferred list of consumers to serve as a guide in filling orders, and at his request railroads are giving preference to coal shipments.

Paul Leake.

**Stop Promiscuous Stock Flotation.**

The United States Government should follow the example of England, France and other countries in prohibiting the promiscuous flotation of new stock and bond issues during the war, when there is dire need for billions upon billions of money to preserve the life of civilized nations.

There is altogether too prevalent a tendency in certain directions to put National necessities secondary to private financial considerations. Those familiar with the inside facts of the flotation of the first Liberty Loan are painfully conscious that extraordinary efforts will have to be exerted in order to ensure the success of the second huge offering. Until the billions called for by the Nation have been supplied, Tom, Dick and Harry should not be permitted to absorb millions of the public's money in all sorts of ventures.

For example, safety razors are extremely useful articles, as many of us know from experience; yet is it timely, is it patriotic, is it really good business, is it in the National interest for responsible bankers to float upon the public a safety razor company calling for twenty million dollars?

Had it been obligatory to lay such a proposition before a capable committee acting for the Government and in the public interest, do any of the bankers fathering this safety razor flotation imagine for a moment that it would have received official sanction?

**Worthy of the Success It Has Attained.**

Last week the Michigan Tradesman of Grand Rapids celebrated its thirty-fourth anniversary by issuing a ninety-six page with four page cover, making one hundred pages in all. The Tradesman is one of the leading trade papers of the country, has been edited and published all these years by its founder, Mr. E. A. Stowe, and is certainly worthy of the success it has attained.—Allegan News.

When a woman arrives three minutes late at a railway station she imagines that the engineer saw her coming and pulled out just for spite.

**United Light & Railways Co.**

Davenport Grand Rapids Chicago  
Preferred Stock Dividend No. 29  
Common Stock Dividend No. 12

The Board of Directors have declared a dividend of One and One-Half Per Cent. (1 1/2%) on the First Preferred Stock and a dividend of One Per Cent. (1%) on the Common Stock, payable out of the surplus earnings on Jan. 2, 1918, to stockholders of record at the close of business 12 noon, December 15, 1917.

Stock transfer books will reopen for transfer of stock certificates at the opening of business December 17, 1917.

L. H. HEINKE, Secretary.  
December 1, 1917.

**Kent State Bank**

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.  
Capital - - - - \$500,000  
Surplus and Profits - \$500,000

Resources  
**9 Million Dollars**  
**3 1/2 Per Cent.**  
Paid on Certificates

Largest State and Savings Bank  
in Western Michigan



JOIN THE  
**GRAND RAPIDS SAVINGS BANK FAMILY!**  
33,000  Satisfied Customers  
know that we specialize in  
accommodation and service.

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

THE  
**OLD NATIONAL BANK**  
GRAND RAPIDS, MICH.  
177 MONROE AVE.


**Complete Banking Service**

Travelers' Cheques Letters of Credit Foreign Drafts  
Safety Deposit Vaults Savings Department Commercial Department

Our 3 1/2 Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

**Merchants Life Insurance Co.**  
ASSETS \$2,471,351.65  
OLD LINE INSURANCE AT ITS LOWEST NET COST

**Fourth National Bank**  
United States Depository



**Savings Deposits**  
**Commercial Deposits**

**3**  
Per Cent Interest Paid on Savings Deposits  
Compounded Semi-Annually

**3 1/2**  
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

### Government Ruling on the Storage of Potatoes.

It is of great importance that all the potatoes raised this year should be stored under proper conditions. Even when every precaution is taken the wastage of potatoes during the winter is considerable; under bad conditions of storage it is very great indeed.

In order that the best methods may be adopted by the small growers those who have not had the experience in the storage of potatoes should know the chief causes of the wastage. These causes are:

1. Sweating, heating and consequent rot; often due to insufficient ventilation.
2. Rotting: due to potatoes getting wet at the time of putting them in storage.
3. Injury from frost.
4. Decay: owing to disease in the tubers at the time of storage.
5. Sprouting of tubers in the spring.

It is not possible to prevent altogether losses from these causes, but by using the best methods of storage, it is possible to reduce them very materially.

This may be done by taking care to guard against losses from each of these causes:

1. Sweating and heating occur if the freshly dug potatoes are piled in too large piles, so that the air cannot circulate between the tubers. The risk of loss from this cause is greatest in the fall, immediately after the tubers have been dug, and it is, therefore, important that potatoes when dug should not be put in unnecessarily large piles, nor kept in an ill-ventilated room.
2. Rotting from getting the potatoes wet. If the potatoes at the digging time are allowed to get wet and to go into storage in that condition, rotting is sure to occur. Be careful to have your potatoes dry before storing.
3. Injury from frost. Potatoes are easily damaged by frost. If they become frozen, their market value is destroyed. Therefore, take every precaution to protect the tubers from frost before and after digging.
4. Disease. There are several diseases of the potato which destroy the tuber, and if diseased tubers are mixed with the sound ones, the disease spreads rapidly; therefore, it is necessary to sort the potatoes carefully, eliminating all the diseased, the cuts, culls and dirt before placing them into permanent storage for the winter. All of the cuts, culls, misshapen and diseased tubers should be fed to the poultry and live stock, but should be steamed or boiled before being fed, as in this way you increase the food value, and also destroy the germs of the disease, so that it will not get into the manure and thence into the land.
5. By proper ventilation of the cellar or storage room, and by holding the temperature as near 35 degrees F. as possible, you can keep the potatoes from sprouting.

Selection of seed. Seed for next year's planting should be selected from hills that produce all nice, true

to type potatoes. These should be selected at the digging time, and stored separately in crates or boxes, and by storing them in a well-lighted room where the temperature can be held at from 34 to 40 degrees, with a little ventilation and this seed planted next spring, the grower will make a start toward improving the quality of his potatoes, instead of as in the past, simply planting the culls or run-outs.

Lou D. Sweet,

Head of Potato Division, U. S. Food Administration.

### Money Saving and Food Conserving Plans.

1. The abolition of soliciting orders during the period of war.
2. The cutting out of all deliveries save one a day.
3. The development of a co-operative delivering system wherever practicable.
4. The selling of wholesome and nutritious substitutes for white flour and meat.
5. The sale of cheap and good food instead of high priced food.
6. The elimination of the credit system and sell for cash.
7. The sale of such articles as small prunes, cornmeal, oatmeal, rice, hominy and similar articles in bulk.
8. The sale of more potatoes and sweet potatoes than ever before.
9. The observance of strict economy in the conduct of the store that waste may be eliminated and that time, knowledge, fuel, equipment and men may be utilized so as to give the consumer the lowest possible prices.

No one grocer can hope to carry out these plans, but when all the grocers make up their minds to improve their business methods they will improve them.

### It Is Now Mr. Bullen's Turn.

Kalamazoo, Dec. 11—Brother Bullen who does the "Honk-Honk Act" for Auto City Council, located at Lansing, reported in last week's edition of your good paper (which has a wide circulation) several items, among them referring to the writer's visit to that Council.

While it is not my intention personally to criticize Mr. Bullen, he slandered the Great State of Michigan when he called the Michigan State Hospital an asylum.

It went under that name when he was here under my care, but it was changed by an act of the Legislature a few years ago.

No doubt the error was caused by oversight on the part of Mr. Bullen, who, I am informed, is being overworked selling automobiles during the day and teaching knitting evenings.

Frank H. Clay.

Dead game sports are anything but dead ones.

## American Public Utilities Company

### Preferred Stock Dividend No. 22

The Directors of the American Public Utilities Company have declared the regular quarterly dividend of one and one-half per cent of the outstanding preferred stock of the Company payable January 2nd, 1918, to stockholders of record at the close of business December 20th, 1917. Stock transfer books will not be closed during ex-dividend period.

KELSEY, BREWER & COMPANY,

Operators.

## 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

# Do Not Delay

Do you know what would be the disposition of your property if you died without a will?

Do you realize the possible delays in settling your affairs; the dangers of your property going to those for whom the results of your life's work were not intended?

If you did you would not delay. Write or call for our booklet on "Descent and Distribution of Property."

## GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391





### Expert Saleswomen Serve and Satisfy the Customer.

It seldom takes more than a few seconds for the average customer to learn whether the saleswoman is thoroughly competent. Efficiency is its own advertisement. It reveals itself in a score or more of ways about which the indifferent, even the "mildling good" saleswoman knows little or nothing. Almost the first move the saleswoman makes, when a customer approaches, reveals efficiency or a lack of it. Note for instance, the pleasing, alert attitude which the thoroughly expert saleswoman assumes when serving a customer. She is always pleasant, self-contained, quiet and gracious, not servile.

See how deftly and quickly she unlaces the customer's shoe, without any real evidence of hurry. Seemingly in a moment she has placed the shoe beside her and is busy taking the measure of the customer's foot with the size stick, confident that this first-hand knowledge of size is her best and safest guide in effecting a perfect fit. She never asks the size, and never seeks it in the shoe she removes. She prefers to satisfy herself in this particular, for she knows that the shoe the customer has been wearing may have been too loose or too tight, or otherwise an imperfect fit. She also knows that any expert knowledge she may have will help to inspire the customer with confidence.

The expert saleswoman never asks the customer what price she wishes to pay. That would be an indiscretion. She understands intuitively, in eight cases out of ten, the style and quality of shoe required. When she is in doubt she shows the customer a medium-priced shoe, and then notes the inclination of the customer toward a higher or lower grade.

When measuring the foot she closely observes its lines, apparently without trying, and, particularly notes if there are any imperfections—ascertaining if the arch is weak or has fallen, if the joints are enlarged, if the ball of the foot is unusually wide, the instep exceptionally high, or callosities have formed. Every saleswoman in the shoe department knows that we not only have all the styles in vogue, many thousands of shoes, but also that we have all those shoes that are fashioned to correct foot troubles, sustain a fallen arch, or for that matter, prevent a perfect arch from falling. She never attempts to fit a long-vamp shoe on a short thick foot, or a short vamp shoe on a slender foot. Should the customer insist, for instance, on trying on the long-

vamp shoe, she will comply with her desire, show her the difference and intelligently explain, in a pleasant manner, the annoyance that would ensue if she chose the wrong shoe. She is extremely careful with the customer whose foot is unusually soft and fleshy. Such a foot often will go into a shoe a size, or even two sizes, too small, without the customer suffering any immediate discomfort. It is when the customer walks several squares that she learns that the fit is unsatisfactory. The high-class saleswoman avoids this contingency by guarding against it in the beginning.

It is the exceptional foot which the thoroughly capable saleswoman prides herself on fitting; and it is the exceptional customer she makes a special effort to satisfy.

It may happen that a woman who is trying on a number eight shoe (because that happens to be the size she wears) will exclaim:

"Oh, isn't this awfully large!"

The saleswoman realizes that the shoe looks large because it is large; but she knows how to remedy the matter, and at the same time please the customer. She procures a foxed shoe, which, on account of its construction, looks two sizes smaller. The customer is invariably pleased with the marked difference this style of shoe makes in the appearance of her foot.

The expert knows that we have shoes as soft as velvet for particularly tender feet, and common-sense shoes, with low flat heels and plain toes, for those who eschew styles for comfort.

In brief, she knows the stock perfectly, and can put her hand almost instantly on any kind of shoe required. She can tell you of the systematic arrangement of the stock, how it is divided off into numbered sections, each group of numbers representing a particular style and price. For instance, the high-grade shoes run from 1 to 100; medium-priced shoes from 101 to 200, etc.

Her proficiency is also shown by the easy and graceful way in which she slips the average shoe on the customer's foot. Even the congress gaiter, to handle which becomes irksome to the saleswoman with little experience, proves "easy" for her. She simply draws it on sideways, slipping it over the foot until the toes touch the insole, when she deftly turns the shoe, all the while continuing to draw it gently and firmly until, presto, it is on!

No saleswoman would try to fit a riding boot on a customer's foot

without the use of boot hooks. The expert, for instance, slips the leg of the boot over the foot of the customer, then picks up the boot hooks which, with characteristic forethought, she has laid conveniently at her side, and places them in the hands of the customer—who easily draws the boots on herself.

Watch the thoroughly capable saleswoman lace the shoes (according to the new mode). With the fingers of one hand she deftly takes the laces and pushes both ends through two eyelets at once. Having reached the top of the shoe she goes back, and with a few gentle but dextrous pulls draws up the slack, and ties the laces. She is equally expert at buttoning a shoe on the foot. She never jerks at the button, nor does she give those awkward twists that often pinch the flesh of the customer, much to her annoyance. Watch her slip the button-hook through the hole, and catch the button unerringly. While she uses her left hand to hold the button-fly firmly in place, quickly and easily she draws the button through the hole, gives the hook a slight and skillful turn, and the trick is done.

After she has satisfactorily served her customer she never permits shoes to litter the floor or benches. She carefully replaces them in stock, in proper order, first buttoning three buttons of the button shoes, and lacing the lace shoes about a dozen or more eyelets up, and placing them inside the shoe—ready in an instant, and always smart and neat in appearance, when needed. Jay H. Reist.

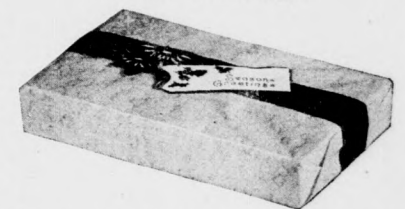
### Best of Its Kind.

The Michigan Tradesman issued a 100 page thirty-fourth anniversary edition last week, and it was a credit to the able editor, E. A. Stowe, who has been at the helm all these years. The Tradesman is the best publication of its kind we have ever seen. Every merchant in Michigan should be a subscriber, and most of them are.—Otsego News.



## CIGARS

Dornbos Single Binder  
Xmas Package



Give your order to your salesman now

**PETER DORN BOS**  
16-18 Fulton St. W.  
Grand Rapids, Michigan

The **STYLE** and **QUALITY** Combination  
to be Found in

The "**Bertsch**" Goodyear Welt  
Shoe for Men

will bring you the repeat orders.

The insistent demand of your best trade for a moderate priced shoe, having both **STYLE** and **QUALITY**, can best be suited by selling them the **BERTSCH** shoe line.

The **BERTSCH** shoe stands alone—is in a class by itself. We have aimed to make a line to appeal to the average man—the man who wants style, good conservative style and quality, so that he will get service from the shoes he buys.

In the **BERTSCH** shoe you will find both style and quality—quality of workmanship and quality of material—far superior to any similar line offered you today.

They are so carefully worked together into the shoe that the combination forms a trade builder you cannot overlook.

Your customers will find in the **BERTSCH** shoes comfort and service-giving qualities they want.

For the future success of your business **YOU** should **RECOMMEND** and **SELL** the **BERTSCH** shoe line to your trade.

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

**ESSENTIAL INDUSTRIES.**

**Not Easy to Determine Which They Are.**

The proposal to eliminate the manufacture of some 500 articles considered non-essential to the successful prosecution of the war is looked upon by the large retail interests as the most far-reaching suggestion in its effect on business of the many that have been advanced in connection with war economy. As there is no other industry in the country that carries a wider variety of merchandise than the modern department stores, the local merchants feel that they could not fail to be very seriously affected by the adoption of the proposed plan. There is considerable speculation as to whether or not the results to be obtained from such procedure would be sufficient to offset the disruption of the country's industrial life which necessarily would follow.

"There are, of course, feelings of concern throughout the trade," said E. L. Howe, Executive Secretary of the National Retail Dry Goods Association, "over the probable effect of the carrying out of the proposed plan. The Government, however, will undoubtedly consider every angle of the situation before deciding on a plan of action or before making any specific announcements. The retailer as well as the manufacturer should and, without doubt, will have every opportunity, if such a step is finally taken, gradually to reorganize his business to meet whatever changes may be decided on with the smallest possible loss.

"The retail store carries a certain number of fixed charges which require a given volume of business that they may be absorbed. To eliminate any number of commodities from distribution through the stores would compel the substitution of other merchandise, or the expansion of those lines retained to offset the losses incurred by those withdrawn. The manufacturer, of course, will have a similar problem to face.

"In addition, there must be an honest difference of opinion as to what are and what are not essential. In determining this, many factors will have to be considered. Not only must the immediate effect on business in the country be considered, but it must be borne in mind that this war is not going to last forever, and that we should avoid any action which might in any way put a check on our efforts to build up a substantial foreign trade.

"Those to be affected by the proposed changes should have full opportunity for hearing. This unquestionably will be given. In determining non-essentials it is apparent that the definite and actual results to be obtained by their elimination would be considered, and careful consideration given to these results to determine whether or not such elimination is justified. Any drastic action that would have the effect of disrupting business generally should not, and undoubtedly will not be taken if the saving to be accomplished by so

doing is purely nominal, or at best very small.

"Every curtailment of business must of necessity cut down profits. This, in turn, reduces the ability of business to pay war taxes and to buy future issues of Government bonds. It is true that in wartime business cannot be expected to go on 'as usual,' but any unnecessary dislocation of the country's industrial life, unless it is to yield really big results, cannot be other than harmful to the cause for which we are all fighting. Our Association is, and always has been, more than willing to render whatever service it can to the Government, and we shall present at the proper time considerable interesting and helpful information bearing on this most important question.

"The working out of a plan of action in this matter by the Government is bound to take some time. In its countless ramifications, it presents a problem that will require consultation with a great many of the leading men in the country's commercial, industrial, and financial life. The labor in those industries which are to be stopped will have to be provided for in other trades held to be more directly necessary to war purposes. A survey of the whole labor situation in the 'war' industries would have to be made to determine the quantity and the kind of labor required. It would not do to throw out of employment any number of workers for whom immediate provision could not be made.

"Likewise, in the matter of capital invested in these non-essentials, it must not be left idle. Arrangements should be made for turning it to Government uses or into other channels as soon as possible. No greater economic blunder could be enacted than to render this capital unproductive at a time when intensive production on every hand is the vital need. Provision also would have to be made for the working off and disposal of supplies of such goods as are on hand at the time, and of the materials that have been accumulated for the production of these articles.

"It is inconceivable that any regulation of this far-reaching sort will be instituted without having the consideration of almost every department of the Government. Its effect on taxes will be a vital consideration, as will also its effect on reciprocal trade relations with foreign countries. With the many factors to be considered the greatest care, deliberation, and investigation will have to be exercised if disastrous mistakes are to be avoided. Furthermore, any vital changes in our industrial life which may finally be decided on will have to be brought about gradually. The shift could not be made overnight.

"If, however, every phase of the situation is carefully considered, it is possible that a plan may be evolved which might result in benefit to the country generally. There probably are industries which could profitably be devoted to other work during the war without effecting a great loss to the country. Whether there are 500 such, however, and just what

# Attention!

Mr. MERCHANT:

**IF YOUR STORE WAS ON FIRE** you would not run to the Fire Department, but you would 'phone the nearest Fire Department.

**'PHONE US**, we are the nearest supply house for your Christmas needs. We will pay the 'phone charge on any order of over \$100. Our stock is complete, our service the best, and your order will be filled the same day as received.

If you do not get one of our Christmas circulars write for it. It's worth money to you.

## Specials

- |   |        |
|---|--------|
| Women's Fur Trim Juliet..... Grey 844         | } 72½c |
| Kinworthy Sole (Leather Substitute) Black 878 |        |
| Women's Ribbon Trim Juliet..... Wine 880      | } 75c  |
| Kinworthy Sole (Leather Substitute) Black 881 |        |
| Brown 8006                                    |        |

## Hirth-Krause Co.

Hide to Shoe Tanners and Shoe Mfgs.

Grand Rapids, Michigan



## Wear R.K.L. Built Outing Bals



- No. 8000 Men's Chocolate Outing, nailed, ½ D S ..... \$2.50
  - No. 8001 Men's Black Outing, nailed, ½ D S..... 2.50
- Full Bellows Tongue

An exceptional value.

Our trade mark guarantees your customer shoe satisfaction.

**Rindge, Kalmbach, Logie Company**  
Grand Rapids, Michigan

industries they are, only careful investigation from every standpoint can determine."

**Back to Common Sense Methods.**  
Written for the Tradesman.

To please his customers and hold trade the village merchant whose store is within sight or hearing of a flour mill where dependable flour is manufactured has heretofore been obliged to keep five, six or more different makes of flour. This is only one of the unnecessary burdens merchants have been called upon to bear. Grocers in larger towns, with many times the volume of trade, can get along with a less number of brands, because other stores handle other brands, and all can be suited.

Lack of transportation facilities, high prices, Government regulation, etc., are combining to bring people back to common sense methods. Housewives who thought they could not make good bread except from a particular brand of flour will be glad to take up with the formerly despised home product.

We do not want to see hardships similar to civil war times, but we may see far worse. Instead of spending so much time trying to get as much sugar as formerly or just the particular brands of goods heretofore used, why not give the best thought and care to making the best of what is obtainable? Instead of being pushed down notch by notch, why not get down to a war basis to begin with and learn to live on that?

E. E. Whitney.

**Let's Not Make the Retailer's Problems Worse.**

Grand Rapids, Dec. 11—Inasmuch as several hundred merchants in this city, including a large percentage of the grocers and meat men, have during the last few months gone to the trouble of furnishing us with complete lists of their credit customers and showed their credit ratings, it is a news item, worthy of mention in your paper I believe, that the second issue of the Grand Rapids Rating Guide is now being delivered.

If you could publicly comment on the Rating Book service and the co-operation from the merchants which has made it possible, I am sure it would not only benefit us, but also, indirectly, materially benefit the merchants as well. As you are aware, there is considerable agitation at this time about the grocer and meat man going on a cash-and-carry basis. One or two wholesalers are recommending such a move, while others caution the merchant "not to lose his head" and drive away valuable patronage by refusing credit to those worthy of it, but rather to be more cautious and extend credit only on short terms and where credit is warranted.

In some respects the small dealer is surely "between the devil and the deep blue sea." On the one side is small margin of profit in his wares, credit losses, wholesalers shortening terms of credit, inability to reduce overhead, and necessity for larger volume of trade and quicker turnovers. On the other side is the cry about cash-and-carry, a policy which, if adopted, would mean a big decrease in his patronage. This is positively true, for the reason that credit is a privilege many people insist upon and many merchants, especially the large and successful stores, will not adopt a policy which will drive away business they have spent years and much energy to build up. The result would be that the thousands of val-

uable credit customers in this city would simply transfer their trading from the store which goes on a cash basis to the other store which retains the other system. As for the no-delivery system, I know my wife, with three small children at home, and her attitude is that of a big percentage of housewives, could not, and there are thousands who would not, go to the grocer with a basket to do the daily shopping. Furthermore, it is a proven fact that a family with the credit privilege will always buy more than when they pay cash. This is a strong reason why the good credit customer should not be asked to pay cash. In addition to the grocer's other troubles is the fact that the mail-order grocer is strong after business.

When I started to write this letter I intended merely to touch on the publication of our new Rating Guide, but I have drifted off on to a question much in our mind these days, which is troubling the small merchant, and which, to some extent, is handicapping us in perfecting an ideal credit protection for the small dealer. Why in Sam-hill doesn't the wholesaler and those others responsible for the cash-and-carry agitation advocate the practical policy of eliminating unwise credits, and through proper methods pick out and give credit privilege only on short terms and where credit is due? And why dumfound the grocer and cause him to lose good trade through his advocating the carry system? If all the merchants in the city, big and little, successful and unsuccessful, would shift from credit and delivery to cash-and-carry, the change might be made without injustice or financial loss to any of them. But such would never take place. Let's help the merchant solve his problems, rather than make them worse.

Albert L. Hammer.

It is astonishing how far a few feminine tears will go with a man.

**Sears-Roebuck Has Enough Grocery Business.**

Sears-Roebuck & Co. is refusing to send out any more grocery catalogues and is trying to curtail its grocery business.

This is probably due to the fact that a good many of its grocery items have advanced in price so much that the margin of profit is getting slim.

But the reason assigned is that the grocery business of the company has grown so big that it cannot be increased any more without involving delay in filling orders.

Here is the card which Sears-Roebuck & Co. is sending to those who apply for grocery catalogues:

Dear Customer: There has been such a tremendous rush of grocery orders during this month that we are finding it difficult to fill all orders. In view of this situation, we feel that we should be doing you an injustice if we sent you the Grocery Catalogue you asked for, because, if you sent us an order at this time, it is doubtful whether we could fill it without delay.

We therefore believe that you will pardon us if we do not send you the catalogue at this time. Just as soon as we feel sure that we can fill all orders promptly and fully as is our custom, we will send you a catalogue, and shall welcome your order. We hope to be at your service again within a very short time.

Sears-Roebuck & Co.

Poverty in youth is often a blessing, but it is a curse in old-age. The world is always looking for men to do the things that "can't be done." Some people learn from their experiences—others never recover from them.

**Hood's Great Wearing Warm Rubbers**

**In Stock**

**HOOD**

"BULLSEYE"

"BULLSEYE"

"BULLSEYE"



Kattle King, Black, .....\$2.85  
Kattle King, Red, .....\$2.90

Duck Bootee, Fusion, .....\$2.85  
Duck Bootee, Fleeced, .....\$2.90

Hypac, Thin Sox, .....\$2.85  
Hypac, Thick Sox, .....\$3.00

Tuff Soo, R. E. Heel,  
Duck, 7 1/2" .....\$2.60  
Tuff Soo, R. E. Heel,  
Duck, 16" .....\$3.85

**Get in touch quick  
To-day we have a fine stock of Heavy Goods  
You will need them**

The Michigan People

**Grand Rapids Shoe & Rubber Co.**

Grand Rapids



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

**Plain Duty Which Confronts the Retail Grocer.**

The only difference between a rut and grave is the length and depth.

Have you made up your mind that the trick methods of the peddler wagons, chain stores and mail order concerns are going to secure and hold the trade tributary to your store and that you are helpless to prevent it? If so, you are in a rut—a deep rut—and it will prove to be a very short one, for you are either contributing to their success or helping to ensure their defeat by what you are doing or failing to do.

"Business as usual" will not do. Business must be reshaped to meet the new conditions; methods must be improved; every effort must be conserved; all waste eliminated.

Any agency between the producer and the consumer performing no service or any unnecessary service should be dispensed with, forcibly if necessary. The alien peddler wagons belong in this class. Just as England found it to be suicidal to permit men to engage in the work of landscape gardening when grain fields remained untilled, so it is economic waste to have these outside tea and coffee solicitors when the local merchants are equipped to take care of all that business, and there is a crying need that labor be released from unnecessary work.

Our Government, in dividing the country into sugar districts, has decreed that it is a waste to ship sugar from New York to Colorado when we produce sugar right here.

Why should tea be shipped from San Francisco to Chicago and back to Colorado when we are short of freight cars? Why should we ship coffee from Mexico to Chicago and back to Colorado?

The present practice of buying from the mail order houses is one of the greatest extravagances ever known. It is self-evident that the consumer is paying, not only full value for the

goods, but also for the transportation of the much-traveled merchandise.

Now that the Government is doing all in its power to persuade people to buy near home, your great opportunity has arrived for you to "do your bit" and divert the trade back to your own counters—where it rightfully belongs. John W. Morey.

**Little Thing to Sign—Big Thing to Keep.**

To win the war, we need four things: Men, money, materials, food.

Our Nation, when mobilized, should have for each 100 persons of the population, two fighting men, ten bond buyers, and fifty workers engaged on war equipment, from shells to ships, and steel to shoes, directly or indirectly.

In the big war task of saving part of this year's wheat, meat, fat, and sugar to feed soldiers who are now fighting for us in France, and workers back in the French and British factories, we must mobilize—out of every 100 persons in the United States—100 persons.

Food saving is the most immediate service.

It is the only 100 per cent. war service, seeking to enlist everybody.

Men are being drafted for war, money taxed, materials commandeered, but there is no compulsion in food.

This is a volunteer service.

You sign the food pledge, or not, as you please.

If you sign, it is wholly an affair of honor.

Somebody must watch you, of course, to see that you eat the wheatless meal every day, and the meatless meal, and clean up your plate, and go lightly on the butter, sugar, and milk.

Somebody is appointed to watch you—Yourself!

The food pledge means more than food saving. It means National self-discipline, a new sense of National honor, efficiency and economy in matters about which we have been selfish, wasteful, provincial.

Long after the war has been won its good results will be evident in National character.—McClure.

Very few faces can afford not to smile occasionally.

**Cheapest Syrup**



Syrup made from Crescent Mapleine, sugar and water costs half as much as good, ready-made syrup. And the syrup is superior. Sell Crescent Mapleine for its making. \*\*\* Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-11)

**Crescent Mapleine**

**Turkeys**

**Geese, Ducks and Chickens**

Telegraph, phone or write us for special prices before you sell

**Wilson & Co.**

20-22 Ottawa Ave., N. W.

Grand Rapids

Michigan

**Onions, Apples and Potatoes**

**Car Lots or Less**

**We Are Headquarters**

**Correspondence Solicited**



**Vinkemulder Company**

**GRAND RAPIDS**

:-:

**MICHIGAN**

Pleasant St. and Railroads **MOSELEY BROTHERS** Grand Rapids, Mich.

**Wholesale**

**BEANS, POTATOES, SEEDS**

Telephones 1217, or write when have stock to offer

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**

**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.**

**G. B. READER**

Jobber of

**Lake, Ocean, Salt and Smoked Fish, and Oysters in Shell and Bulk**

**1052 N. Ottawa Ave.**

**Grand Rapids, Michigan**

**KNOWLEDGE OF FOODS.**

**It Is an Essential Possession of the Grocer.**

As never before the attention of the whole world is now focused upon foods.

This scrutiny of our sources of nourishment is bound to become increasingly intense as the war continues. Since the United States joined the Allies in the great struggle against autocracy this Nation has no doubt learned more about foods than in any quarter century before. But the big drive for this kind of knowledge has only begun. Lately the active head of one of America's largest retail grocery stores made this startling confession:

"I know almost nothing about the things sold in this store. Of course I try to hire sales people who know more of foods and their values than I do. Sometimes I succeed, but often I am forced to admit that about our only basis of judging the quality of any article of food is its cost to us.

"Certainly this method of measuring the values of foods has been common among retail customers.

"But the pressure of a world food shortage has put an end to this shallow content with ignorance on the part of buyer and seller. Consumers are questioning almost every purchase they make. They have quit buying with their eyes alone. They are continually asking: 'Has this article the best value for the money of anything I can buy?' The fire of cross-examination to which grocery clerks are subjected to-day is startling, not to say terrifying to the average merchant.

"While I am willing to admit that many retailers have a better knowledge of their goods than I, and that I am almost comprehensively ignorant on this score, at the same time I believe that I am probably better informed than the average retail grocer.

"The point is that the great world war has suddenly turned the merciless rays of the necessity searchlight upon the subject of foods, and wholesale and retail grocers everywhere must respond to this demand for accurate and comprehensive knowledge of foods. I can see the handwriting on the wall, and to me it spells education. I'm enlisted right now to learn something about the foods in this store—something besides their price, the discounts they carry and the amounts of the stocks.

"Those of my salesmen who fail to show an appetite for a little actual expert knowledge of foods—where they come from, how they are grown, harvested, handled, transported, graded, packed and prepared—are going to get an intimation that they are falling behind the procession.

"Why? Well, for one thing, when the whole people become as profoundly stirred on any subject as they are about foods they appear to be swept by floods of misinformation on that topic. Most misinformation is as sensational as it is untrue; some of it is malicious; much of it is calculated to create an unjust prejudice against the wholesale and retail dealers and their methods. The salesmen for the wholesaler or the retailer who isn't fortified with sound, specific and rather complete informa-

tion about foods—their production, preparation and distribution—is going to offer his employer a poor protection against these prejudices. Then, too, he isn't going to be in position to do really constructive work for his house or the trade in general.

"If he doesn't get a hustle on himself the consumer is going to beat him to it in the race for a real education in foods. This is bound to place the wholesaler, the retailer and the salesmen and saleswomen who meet their customers in a mighty uncomfortable position.

"Only a few moments ago I saw a customer smile at the answer which he received from the clerk who was waiting on him at our tea counter. I engaged that customer in conversation and found that, although he was not in the trade and never had been, he knew more about teas than all of our salesmen collectively. And I discovered that he knew almost as much about many other foods as about teas.

"He isn't the only customer, either, who has handed a surprise of this sort over our counters since the war began.

"Now I am not content to have the general public become educated on foods faster than our own clerks. Of course we have received some information from the wholesalers, but not in the measure that it would have been greatly to their advantage to have given us. Possibly if we had been more receptive they would have been more generous, more efficient, in this direction. It is also possible we would have been more receptive if we had been offered along with our goods an education in foods that went down into fundamentals and gave us a view of the really significant facts about the important foods, not the mere competitive talk that concerns itself with brands and terms—rather than economic conditions.

"The fact is that the whole food trade, from start to finish, needs to become educated as to its goods or the consuming public will soon shame it into doing so by acquiring that education first. We merchants might as well recognize the fact that we are facing a time when a knowledge of foods is an essential of ordinary culture. Put it this way:

"You are not 'in it' unless you can talk foods and do so with at least fair intelligence. Personally, I have studied more about foods in the last few months than in all my life before. It is a fascinating field of research—rich in human interest and one which no food merchant can afford to neglect. He is going to need all the real food knowledge he can command in order to answer the questions of his customers and protect his economic position against the assaults of those who are laboring under excitement induced by the misinformation and false education on the subject of foods and their commerce with which the press is now teeming."

There is little room for comment on so shrewd and far-sighted an opinion as this.

Forrest Crissey.

**Prices of Meat.**

There is an effort being made by the Federal food administration to pull down the price of meat. It is the same method applied to the grocery

business—eliminating the jobber if he sells to a retailer that overcharges for his goods. The packers are doing business under a license, which may be taken from them if they charge too much for their meats, which charges are regulated by the food administrators, so as to allow a reasonable profit to the retailer, which profit is stated by the food department, and if that is exceeded the packer is prohibited from selling to such retailer. That will end his business. So in a short time we may expect a statement of the prices at which retailers may sell their meats. It is said that this regulation will result in a reduction of perhaps 50 per cent. in the retailers' prices. It is not possible to hope for so much, but there is no question but that the department is resolved that the retail prices of meat shall be reduced; and that the retailer will be able to meet the decline, because the packer will be required to charge less. So the Government is getting up to business with a vim.—Ohio State Journal.

**WIRTH SALES BOOK CO. CHICAGO**

Let us figure on your next order

Use Sales Books Made in Chicago

Sales Books, Order Books, Duplicates, Triplicate Carbon Sheet or Carbonized

If you don't get our price we both lose Try us

WIRTH SALES BOOK CO., 4440-52 N. Knox Ave., Chicago



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

**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.

**SEEDS  
Reed & Cheney Co.  
GRAND RAPIDS, MICH.**

Mr. Flour Merchant:

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

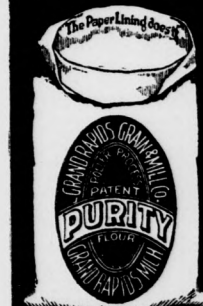
Write us today for exclusive sale proposition covering your market for

**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.



**IT MUST BE GOOD**

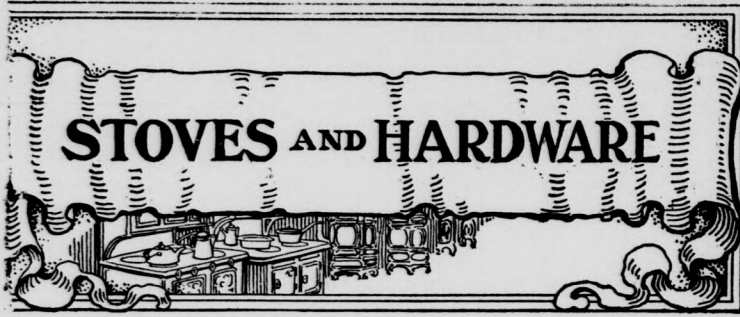
Every Housewife Praises

**SCHULZE'S  
CAKE**

SILVER  
GOLD  
FRUIT  
SPICE  
RAISIN  
CHOCOLATE

**SERVE IT  
JUDGE FOR  
YOURSELF ITS  
SUPERIOR QUALITY**

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



**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.

#### Show Cards As a Help in Handling Christmas Trade.

Written for the Tradesman.  
 There are dealers who never price a single article in a show window. I was talking to one of these the other day and he put his policy succinctly:

"Prices are so high nowadays that to put price-tags on the goods in the windows would simply scare people away. So we just don't do it—that's all."

Yet there are numerous retailers, the majority of retailers, who make a fixed policy of putting prices on everything they display in the windows, and who don't seem to suffer as a result. Asked as to his views on the question, one of the price-taggers said:

"A window costs so much that it must be made to say everything it can say. These price-tags answer the first question in every mind—'How much?' The price-tag saves a salesman's time, just when salespeople are hard to get. Then, nobody likes to come in and price an article and then say, 'I'm afraid it's too much' or 'I just wanted to know' and go away again. If I left off the price-tags a lot of people wouldn't come in just on that account; and a lot more who did come in would go away without buying and with an unpleasant impression of the store."

Right now, this dealer has price tickets and show cards on practically everything, not merely in his window, but in his interior store displays. At Christmas time, when salespeople are rushed, the price ticket and the show card perform a useful and labor-saving service, not merely for customers, but for the merchant.

"I consider show cards of incalculable value," is the opinion expressed by the manager of one hardware store whom I had an opportunity to interview. "They are useful all the year round, but they are especially useful in the Christmas season. They help the salespeople to a great extent."

"Why, just see the number of cards which quote prices. They do more than merely help the salespeople. They act as salesmen themselves, quietly answering innumerable questions which would otherwise be thrown at the clerks. That's an important thing at Christmas time. When the store is crowded, we have not time to go with customers from counter to counter. We haven't time

to quote them prices on the many articles in which they may be interested but which they will probably not buy that day. People are shopping around at this season more than at any other time of the year, and to answer every question would involve a lot of waste motion. But the show cards have plenty of time. They have been prepared ahead of time, and they stand sentinel over the goods and tell just what they are and what they are selling for. Many people come to us and say, 'I'll take one of these,' showing some article of which they know nothing except what has been told them by the show card."

Another view on the pricing of articles in window display is given by a merchant who uses price tags generously in his displays. "We have found," he says, "that it is wise to let people see the price of the articles shown in the window. If they are attracted by a display they will pause, and they may come inside; but if an appealing price is attached to the article they are far more likely to come in. It is a good thing to make the show card bring out the quality of the goods displayed. Many people cannot see everything by just looking at an article. Make the article talk about itself, through the show-card."

Manufacturers' cards, hangers, etc. can be used for this purpose to a large extent; and these can be supplemented by hand-made show cards. For the latter, a brief phrase of catchy description is enough; just a word or two that will "hit off" the quality of the article. The briefer, the better, is a good policy to follow in preparing a show card. This knack of brief, epigrammatic description can be acquired by practice, and is immensely helped by a thorough and intimate knowledge of the selling points of the article to be displayed.

The price-tag answers the question of price; the descriptive show card discusses quality; both help the salesman, particularly at a time like this when the salesman is especially busy and, if cards are not employed, many customers will inevitably be compelled either to wait around or to go away with their questions unanswered.

There are hundreds of ways in which show cards may be employed to advantage at this season. They may suggest gifts suitable for different classes of people. One dealer has a list printed in fair sized type, and this list is bulletined or tacked up in a score of different places inside his store. The waiting customer glances through it, and inside of a few minutes gets more information

and more suggestions than a clerk could give him by word of mouth in half an hour.

Another helpful card shows in what part of the store to look for this, that or the other line of goods. The counters are numbered consecutively, and this directory, posted at the store entrance and at intervals throughout the store, helps the customer to quickly locate what he is after. He sees just as much of the store and of the stock as he goes along; but he doesn't take the clerk's time in answering

#### AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

#### TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

This is the month that you sort up your stock. Our assortment of

**Mackinaws, Sweaters,  
Knitted Toques and  
Caps and Canton  
Flannel Shirts**

is still complete.

**PLUSH ROBES, AUTO  
SHAWLS and ROBES—  
all sizes and styles, in  
every range of price.**

**BROWN & SEHLER CO.**

Home of Sunbeam Goods  
GRAND RAPIDS, MICHIGAN

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.



#### cMc Ready-Made PRICE CARDS

are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.  
 Write for Samples  
 CARNELL MFG. CO.  
 Dept. k, 338 B'way, New York

#### 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



139-141 Monroe St.  
 Both Phones  
 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

## Foster, Stevens & Co.

### Wholesale Hardware

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

questions, and he doesn't have to wait around. Waiting around is one of the great annoyances of the Christmas shopper.

In preparing show cards, a touch of Christmas appeal can be given by the use of the Christmas colors, red and green. White frosting can be used to suggest snow, or little dabs of absorbent cotton will serve the same purpose. A holly leaf or sprig can be attached, depending on the size of the card. Little stickers of Santa Claus, will undoubtedly appeal to the kiddies.

Indeed, it is worth while, if you have time and opportunity, to devise a sprinkling of show cards designed especially to appeal to the younger folk. Work in Santa Claus wherever possible. The little Christmas stickers will do for the smaller cards. For the big show cards, paste on the larger pictures which can be cut from magazine covers, posters, etc. Then, in the wording of your messages, talk direct to the kiddies themselves. Don't say, "An attractive present for a boy" but rather, "Hello, Tom! How'd you like me for Christmas?" or "Wouldn't this look nice in your Christmas stocking?"

Preparing the Christmas show cards involves a lot of work; but the greater part of them can be put away and used from year to year, with new additions of course to give variety. Price-tags can be assorted and put away, and will come handy all the year round, new ones being made to replenish the supply as the older cards become worn or dirty. It is good policy to have a fairly uniform color scheme in price cards and to adhere to it.

If you haven't already done so, add a good bunch of price tags and show cards to your selling force. They'll help answer a host of questions, and will save a lot of work.

Victor Lauriston.

**Grows Brighter Every Year.**

The Michigan Tradesman, published at Grand Rapids, completed its thirty-fourth year last week, commemorating the event by getting out a special number of one hundred pages. The editor, Mr. E. A. Stowe, has been constantly at the helm since the launching of the Tradesman, and to his credit be it said that the paper has grown better and stronger every year, until it is recognized as the leading trade journal of its class in the country. It is as necessary to the live merchant as his stock of goods, and as illuminating on business methods as the sun is to the day. Our heartiest compliments to you, Editor Stowe, and may your eye never dim nor your courage falter. You and your paper are a distinct asset to Michigan.—Nashville News.

Frank Stathem, La Crosse, Wis., writes as follows: "We have before us your 34th anniversary number of the Tradesman. Please accept our congratulations. Honestly, we would be at a great loss without our weekly copy of the Tradesman. We read it from cover to cover—sometimes more than once. Then we start clipping and, believe us, we get some mighty fine nuggets for future use."

**Kaiser's Peace Proposals Similar to Napoleon's Advances.**

The Kaiser's proposals of peace suggest the ruse which Bonaparte was fond of using to unify his own people while dividing the sentiment of his foes.

At the close of the year 1799 France was in straits. Her treasury was overburdened, the man-power of her armies greatly diminished, and her people beginning to growl their dissatisfaction. Bonaparte, who had become Consul, saw the need of recuperation before he could deliver a new blow he had planned. Veiling his real purpose—as he afterward frankly confessed at St. Helena—he sent a most pacific message to his chief opponents, England and Austria. His words were softened with these crocodile tears over the woes of humanity: "I venture to declare that the fate of all civilized nations is concerned in the termination of a war which kindles a conflagration over the whole world."

England was too astute to walk into Bonaparte's trap. Lord Grenville bluntly replied that peace could not be considered with a nation which was "warring against the established order of nations, against the common morality of peoples and against all that religion had made sacred." Pitt put the matter more classically, but not less pungently—"Pacem nolo quia infida"—which may well be translated in the words of President Wilson in his reply to the Pope: "We cannot take the word of the present ruler of Germany as a guarantee of anything that is to endure."

Austria, perhaps more diplomatically, called the bluff of Bonaparte by asking him to state his terms of peace—as President Wilson had done in his earlier appeal to the Powers. This uncovered Bonaparte's hand. He had no terms to offer less sweeping than that he should be acknowledged as lord of the Rhineland and of Italy, countries which were at the time in the possession of the enemy.

This game of the master trickster was repeated six years later, in 1805. England then received a similar proposal in the name of humanity, but the bait had a suspicious taint. It afterward became known that a week before Bonaparte sent the peace message he had ordered his fleet to ravage the English settlements in the West Indies.

Some years ago the Kaiser announced his supreme admiration of the military and diplomatic genius of Bonaparte. His honesty in this declaration is proved by the dishonesty of his peace proposals, in which he so closely imitates his chosen model. The Allies against the new War-Lord must show a discernment equal to that of the Allies against the War-Lord of a hundred years ago; and, more than that, a solidarity among themselves which the former coalitions did not show, if they will avoid the horrors of an incessant conflict such as that which, from 1800 to 1815, held Europe in terror.

James M. Ludlow.

**Automobile Robes**

Automobile robes 54 in. x 60 in. single plush, double plush, 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 to \$40.00.

Auto shawls and steamer robes, all wool, scotch clan patterns, 60 in. x 80 in., \$6.50 to \$17.00.

**Sherwood Hall Co., Ltd.**

30-32 Ionia Ave., N. W.  
GRAND RAPIDS, MICH.

**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

Established 50 Years

**BUY  
Diamonds-Watches  
JEWELRY  
FOR CHRISTMAS**

The HERKNER JEWELRY CO. solicits your patronage upon the quality and merit of their merchandise and the moderate prices given you throughout the store.

Our vast buying power enables us to quote you better values on Diamonds, Watches and Jewelry than you are accustomed to paying for goods of equal merit.

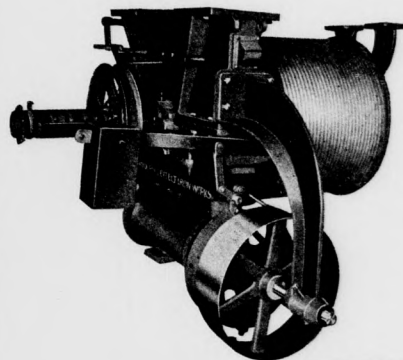
Our holiday stock is the largest we have ever shown and invite your inspection when in the city.

Selection packages sent anywhere in Michigan to responsible people.



**HERKNER'S**

114 Monroe Ave.  
GRAND RAPIDS - MICH.



**Leitelt Elevators**

For Store, Factory  
Warehouse or Garage

**Built for Service**

Send for proposal on your requirements

**Adolph Leitelt Iron Works**

213 Erie Street

Grand Rapids, Michigan

**Pere Marquette Railway Co.**

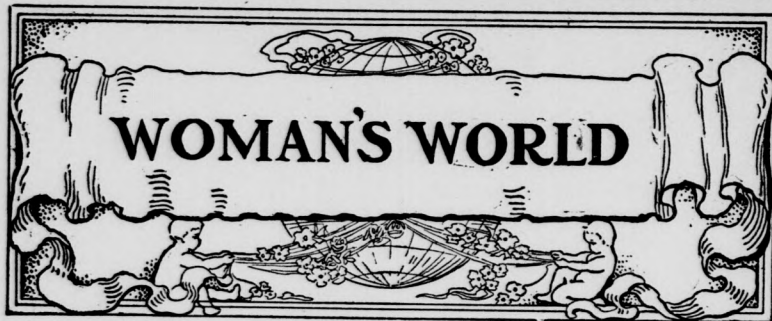
**FACTORY SITES  
AND  
Locations for Industrial Enterprises in  
Michigan**

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

**C. M. BOOTH,**  
General Freight Agent,  
Detroit, Michigan



### Why the Business Woman Did Not Complain.

It was getting late and the Business Woman was in a great hurry. She had an appointment at ten and it was now after nine, with a long trip before her. She sat at a small table in her favorite restaurant, chafing at the tardiness of the waiter, a somewhat elderly man with tired face, who seemed to take an endless time with her order. When at last he did come he served her with a preoccupation that, in her mental state of eager desire to get off to her work, proved decidedly irritating.

Before dessert was served the recalcitrant servitor had apparently dismissed her from his mind and she had to call on another man to finish her order before she could get away to the duties which awaited her.

She left the restaurant with a decided grudge against the waiter, who had previously served her faithfully many times. All the way down on the train she wondered why in the world it was that so many people proved disappointing, from those in the high places of finance to the lowliest servitors.

In the rush of work the little incident passed from her mind, until it was suddenly recalled to her with a sort of mental shock some days later. Entering the same restaurant, she seated herself at a table not far from the cashier's desk, and as she waited for her order she was surprised to see the elderly, tired-looking waiter come down the stairs from the dining room above, dressed for the street.

At the cashier's desk he was handed some bills and the Business Woman heard him receive his dismissal. Somehow she felt sorry for him as he went out, his face flushed, his shoulders held unusually straight, as if he scorned to show that he cared.

The Business Woman did not realize that she was following his movements so closely until the man who was serving her spoke. "Poor fellow," he said, "he has not been well lately and we have all tried to help him out, but to-day he lost his job. He is nervous and displeased someone, who complained about him, and so he has been 'canned.'"

The Business Woman, familiar with the jargon of the street through association with many office boys, knew just what the little word "canned" meant—sent out without recommendation. She knew that to be "canned" was a most unpleasant situation for a young man. She wondered what it would mean for this elderly one, frail and perhaps with a family to support.

Thinking back, the Business Woman recalled the day that he had waited upon her and how tired he had looked. She remembered how the quick words had risen to her lips and how difficult it had been to restrain them. But how thankful she was that she had not complained; that it had not been she had caused him to lose his job, which was possibly his all, without even a recommendation to help him to another.

It is so easy to say the word of complaint. It is so natural for us to register dissatisfaction and to vent our importance of conditions on other people. But it is a very serious thing to cause another person to lose his livelihood.

There are few persons who would take a deliberate, unfair advantage of another person. But there are a great many indirect ways of being unfair.

It is unfair to expect more of another person than you could expect of yourself. We all have our moments of irritation—none of us is always at his best. It is unfair to sit in judgment on another—there are always circumstances of which we know nothing, which might prove extenuating if we were acquainted with them.

For some reason, difficult to determine, it is a popular fallacy that anyone has a right to complain of one who is serving in a public capacity, whether in some way of public service connected with Federal or municipal activities, or with duties which are allied to our material comfort.

There are times when it is necessary to make protest, but when this time presents itself it should not be made in a mood of anger. Some innocent person may suffer for our moment of peevishness, and however careless most of us are, few of us really wish any other human being to suffer through us.

At least, this is the way the Business Woman feels about it.

### Australia's Trial.

In the sister dominion of Australia the staying power of the people is being tested, just as in Canada the staying power of the people is being tested. Sir Wilfrid Laurier has hitherto found considerable comfort in the rejection of compulsory service by the people of Australia upon its submission to them in a referendum. The results of the referendum in Australia appear, indeed, to have inspired him with the high regard which he has expressed for the referendum as a means of sounding public

opinion in Canada. It is possible, of course, that Sir Wilfrid would still have recommended a referendum in Canada even if the result in Australia had been different, but it is one of those possibilities which appear so remote as to be very far beyond the confines of reasonable probability. Be that as it may, the example of Australia is becoming daily less useful as a prop for the Nationalist-Liberal platform here. The voluntary system has failed in Australia as it has failed in Canada. There is only one means whereby the strength of the Australian expeditionary force can be maintained, just as there is only one means whereby the strength of the Canadian expeditionary force can be maintained. Australia is confronted, just as Canada is confronted, with the alternative of enforcing compulsory service unless the forces at the front are to lose their effective strength by progressive wastage. Premier Hughes is putting this issue squarely up to the people of Australia. —Montreal Gazette.

### Stop Feeding the Liars.

Evansville, Ind., Dec. 8.—I read Frank D. Avery's letter to you and your answer thereto with much interest. Both of you expressed the truth in every particular. The unfairness of the daily newspapers and the low minded editors of these papers are soon going to be a thing of the past. We are going to get justice through all of our newspapers within the next few years. Every newspaper and every trade journal—in fact, every publication—lives from the profits they earn through the advertisements they receive, and the advertising clubs all over this country are now demanding the truth, not only in advertising but in editorials as well.

Frank H. Williams, in his article in this week's issue of the Tradesman, fully explains why the farmers mistrust the bankers, financiers and brokers. They mistrust efforts of honest men because newspapers have published advertisements knowingly and willfully and given place to persistent attacks on merchants, bankers and business men until the farmer has come to look upon everybody but himself as a thief.

The retailers are among the largest advertisers in the newspapers, and we are going to see to it that our money is not going to be used against our own interest by giving it to brainless editors to be used by them to

publish their nonsense and slander.

We are making note of the editors who are publishing stuff antagonistic to the retailer alongside of our paid advertisements. If editors will not listen to argument, but insist on prejudicing the public against the merchant, unfairly and unjustly, I for one—and I own and conduct five stores—propose to refuse to do any advertising with such whelps. The only way to get the truth before the public is to stop feeding the liars.

Edward Miller, Jr.

### National Mercantile Legislative Associations.

From personal investigation of the matter, the Tradesman would advise no merchant to make any contribution, sign any paper, or in any way connect himself with this movement.

A man's wife may lay down the law to her husband, but she is always willing to let him lay down the carpets.



**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

**Bevo**  
A BEVERAGE

Put on the Bevo Glasses when you set the table for the bite you've prepared for the guests of the evening. As a suggestion for a dainty lunch: Cream cheese and chopped olive sandwiches (on brown bread), Dill pickles, Shrimp salad, Ice cold Bevo.

Itself a nutritive drink, Bevo makes an appetizing and delightful addition to any meal—hot or cold, light or heavy.

**Bevo—the all-year-round soft drink.**

Sold in bottles only and bottled exclusively by ANHEUSER-BUSCH—ST. LOUIS



**Gabby Gleanings From Grand Rapids**

Grand Rapids, Dec. 11—There is a grocer in a neighboring city whose first name might be Frank and whose last name might be Blue, but isn't. Frank is some "worker"—or thinks he is. The new salesman is invariably his victim. Frank talks plausibly about the magnitude of his business and the remarkable opportunity he has for moving large quantities of merchandise. The new salesman naturally gets excited over the prospect of selling a large bill of goods and quotes a cut price on a 25 box lot of some article as a bait. This is Frank's opportunity. He tells the salesman to enter his order for one box at the 25 box price and then finds some excuse to end the interview. When a factory soap salesman puts in an appearance Frank swells up and asks the price of the soap in carlots. Then he tells the salesman to send him one box at the carlot price and if the brand "goes" with his trade he will order the carlot later. A Grand Rapids grocery salesman dropped in on him one day, whereupon he asked the price of 100 pounds of brown sugar. The sale was made at 5 cents per pound. When the salesman called on his next trip he was told that the sugar was one pound short, inasmuch as sack and sugar weighed 100 pounds. The salesman allowed the rebate of 5 cents, but bided his time to get even. On his next visit to the grocer, the salesman noticed Frank was low on Seward's salmon and remarked on the condition of the stock. Frank asked the price and was told it was \$1.65, although the regular price was then only \$1.40. After the usual parley the order was booked for a case of four dozen. On the next trip around the salesman collected for the salmon. After receipting the invoice and depositing the money in his pocket, he frankly told the grocer how he had been penalized \$1 for filching 5 cents unjustly and that from that time on they would be strangers. Frank has been playing these little tricks on salesmen for more than thirty years and his peculiarities are a matter of common knowledge among the traveling fraternity, so that only the new salesman—new in experience or new to the town—gets stung. Frank is doing less business now than he did thirty years ago, because he is just as small to his customers as he is mean and underhanded to traveling salesman.

P. M. Van Drezer (Judson Grocer Company), who has been ill at home with a complication of diseases, has so far recovered as to be able to call on his friends down town. He hopes to be sufficiently strong to resume his trips to the trade directly after Jan. 1.

The greatest ceremonial ever held by Absal Guild, Ancient Mystic Order of Bagmen of Bagdad, will be given Saturday, Dec. 15, at 2 p. m. sharp. The guild will be called to order by Great Ruler W. S. Lawton and a good big bunch of traveling men will be transferred into Bagmen Princes—yes, they will know all about the transformation ceremonies—but every one of them will enjoy every bit of that transformation ceremony. Then will come the big feed with some entertainment in the private dining room of the Crathmore Hotel. Every bagman should be at U. C. T. hall promptly at 2 p. m. Every U. C. T. who wants to be a bagman should be there also at that hour and your application will be acted on and you can make the glorious trip to the ancient city of Bagdad with one of the best bunches who ever rode the camels over the hot sands in the valley of the Tigres.

The fourth of the series of dancing parties given for the year 1917 and 1918 was held last Saturday evening and, although not so well attended as on former occasions on account of the storm, yet what it lacked in numbers it certainly made up in brilliancy and pep. The five piece or-

chestra conducted by Mr. Tuller played a wide selection of up-to-the-second music and the way we feel now if we ever hear any better music dished out by five people it will have to be when we get bumped by a benzine buggy and sent to the happy hunting grounds. But why palaver about the past? Those who missed it have cause enough for regret without our rubbing it in. Let's talk about something more pleasant and which affords all of us an opportunity to enjoy if we will grasp it. The committee in charge advise us that Saturday evening, Dec. 22, Grand Rapids Council will give its annual Christmas dancing party and that they are already at work on attractive features which will hold the party up to its former reputation for dash and brilliancy. These Christmas parties have come to be talked about by those who have participated in them as one of the most desirable U. C. T. functions of the year and the committee is making arrangements for the usual large crowd. So set this date down in your date book and don't tell us when we see you, Dec. 23, how sorry you were you didn't know about it. And don't stay away because you don't want to buy a new dress or suit. There is no class of men or women who are Hooverizing more loyally than the U. C. T. men and their wives and although it will be perfectly all right for you to attend in full dress or evening gown, yet that \$9.99 hand me down suit that you bought up state last January will be given the glad hand of welcome if you wear it. So be sure and be there and see what this committee is going to uncork that they are talking so much about. If they are bluffing, the slickest way to call their bluff is to be there and then if they haven't anything, the laugh is on them. If you don't attend, the laugh will be on you. See? So come.

George A. Newhall (Judson Grocer Company), accompanied by his wife and daughter, spent Sunday in Kalamazoo, where they met their son and brother, Joseph Newhall, who is attached to the ambulance corps at Camp Custer.

L. E. Stranahan left last week for Seattle, Wash., to visit his mother and father, Mr. and Mrs. A. D. Stranahan, whom he hasn't seen for seven years. He will return about Jan. 1.

Last Friday afternoon Dr. G. W. Ferguson had the misfortune to break the steering rod to his automobile, losing control of his machine and bumping into a plate glass window at the corner of Division avenue and Maple street, injuring F. E. Edmunds, 29 Rochester place, who is now confined to St. Mary's Hospital with a broken leg. Mr. Edmunds is reported doing nicely. Both men are members of Grand Rapids Council.

Right here is a good time to tunk you on the think tank lest you forget your Council dues payable soon now. You don't know when you may get bumped and there is nothing doing if, when the executive committee receives your papers, it cannot be said of you that your fines, fees, dues, assessments, etc., are all paid up. And please don't go around with a sore head cussing the order, the local executive committee or anybody else if you are not paid up or do not notify Columbus within ten days and, consequently, do not get your long green. Our order, like every other good organization, has certain regulations which must govern it or it would not last long. If you don't pay or notify, don't blame the order, blame yourself.

Barney Stratton (Judson Grocer Company) has been laid up for a few days with a weakness of the heart.

In addition to the nice words we have already uttered about the Christmas party to be given Dec. 22, comes the news that E. G. Hamel, who stalks around over a considerable portion of the globe talking about Jiffy Jell and

Leander Vogelsong, of Coca Cola fame, will be present and will stage some attractive features as a side line. If these chaps do what they say they will, you will surely get your money's worth if you come.

Our readers will be very much grieved to learn that little James, the son of Mr. and Mrs. James L. Murray, sustained a broken collar bone in a runaway accident which happened last Saturday evening. He is compelled to lie flat on his back in bed for the next ten days which in itself is a real hardship for a lively little chap like James, to say nothing about the pain that goes with it.

We will have something to say in the columns of Gabby Gleanings in a later issue of the Michigan Tradesman about the pot luck dinner to be given by Grand Rapids Council Jan. 5. We don't want to talk about it now, for you might forget the salient features and, besides, if we write it along about Christmas time, it will make good Christmas reading and good cheer. Suffice it to say now that one of the salient features is the fact that Arthur N. Borden, P. C., is the chief chef of the occasion and everybody knows the genial Past Counselor's coffee manufacturing proclivities. And so we will talk about the pot luck later, but if you can't wait and want to know more about it, call up Chef Borden or any of the officers and they will impart to you such information as they deem it wise that you should have.

Mrs. E. B. Coulston, Grass Lake, will leave some time in January to visit her husband in Florida. Mr. Coulston owns a general store in Grass Lake, but was compelled to go to Florida about a year ago for his health, leaving the store in charge of Mrs. Coulston, who is proving herself a very efficient and successful manager.

The firm of Rockwell & Norris, Prairieville, has dissolved partnership, W. H. Rockwell taking over the stock.

The Midnight Club will meet this week Saturday night at the home of Mr. and Mrs. E. E. Mills, Reed's Lake, for a square meal and a contest at five hundred.

We do not pose as a regular scribe for this column, but are simply doing our bit to keep the breath of life in Gabby Gleanings until our Senior Counselor can appoint one who will stick on the job. We offer this as an apology for a short letter which might make it appear like a shirking of duty on the part of one who was regularly appointed scribe and, therefore, had a real duty to perform. We suggest that other members of the Council do their bit by sending to Mr. Stowe news items of interest and thus show our loyalty to the best traveling men's organization in the world, as well as appreciation for the interest taken in our order and space devoted to our Council by the editor of the Michigan Tradesman. A. F. Rockwell.

**SMILE.**

Written for the Tradesman.  
It's the man with a smile on his face  
He has got it on the world in the place  
Of a grouch, or a growl,  
Of a scorn, or a scowl,  
We can never his memory erase—  
"Why, that man with a smile on his face."

When a man has a smile on his face  
He's a blessing indeed to his race,  
Never grumbles nor groans,  
Never mutters nor moans,  
With good nature is ever apace—  
Any man with a smile on his face.

Yes, a man with a smile on his face  
Never shows to the world any trace  
Of vain worry or wear  
Of complaining or care,  
And you know he'll do well any place—  
If he's a man with a smile on his face.

The man with a smile on his face  
Opportunity him will embrace,  
For she knows when she sees  
Just the one who will please,  
For none other is yet in the race—  
Except the man with a smile on his face.  
Chas. A. Heath.

**Autumn Leaves Are Marketed For Fertilizer.**

Dead leaves that are swept into the street, carted out of parks and kicked to bits every-where, are valued at \$104 a ton, according to prevailing prices for fertilizers. This price is put upon them by Prof. Franklin Menges, farm adviser.

"The composition of the leaves of different species of trees varies," he says, "but 100 pounds of leaves as they fall from the trees partly dry, contain 60 per cent. water, 9 per cent. nitrogen, 2 per cent. phosphoric acid, 4 per cent. potassium, and about 2 per cent. lime. A ton of leaves will contain eighteen pounds of nitrogen, four pounds of phosphorus, eight pounds of potassium, and about forty pounds of lime.

"The nitrogen, valuing it at 40c per pound, would be worth \$72 and the potassium at the same rate would be worth \$32. Leaving the value of the phosphorus, the lime, and the organic matter out of consideration, a ton of leaves would be worth at the abnormal prices now prevailing \$104.

**WM. D. BATT**  
**HIDES, WOOL, FURS**  
**AND TALLOW**  
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The Place, 7 Ionia Ave., N. W.  
**BUY AND SELL**  
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**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.  
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For the last ten years we have been saving our policy holders 33 1/3% on their insurance. We can and will do as much for you.  
**Home Office, Grand Rapids**



### Food Saving—A Job For the Traveling Salesman.

Washington, Dec. 10—Forty thousand traveling salesmen throughout the country are co-operating to spread the gospel of food saving. In their work they touch every part of the United States and particularly every mercantile trade. Each traveler is a message-bearer to perhaps twenty-five or fifty merchants weekly. Each merchant is himself a salesman, and will have from two to a dozen clerks at least who are also salesmen. So each traveling salesman is really message-bearer to from 100 to 500 other salesmen weekly. Thus, food saving has a sales force in that field which runs up into the millions, with all that it means in the way of skillful sales, statement of facts, and the passing of those facts to the public over the counter, and in mercantile displays and advertising.

Some sales force!

What, precisely, can the United States Food Administration give it to sell?

First of all, undoubtedly, the business structure of food administration. No class of business men in this country have been asked to make greater war adjustments than the merchants, especially in food lines. The wholesalers and manufacturers are often under Government license, and held to new principles of production and distribution which eliminate speculation and hoarding. Many old methods and habits of business have been abandoned. Where the manufacturer and wholesaler formerly exercised business judgment in providing stocks of goods months in advance, taking the ordinary risks of fluctuations in their markets, they are now protected against fluctuations by the licensing system, and are asked to become broad, stable channels through which goods may flow regularly to the retailer and consumer.

What this means in the way of change is shown in our visible supply of wheat this year. For under the careful supervision of the United States Grain Corporation it has been possible to feed ourselves and our Allies with a visible supply averaging 12,000,000 bushels, and sometimes running as low as 6,000,000 bushels, whereas in an ordinary year, to keep all the channels of the grain and milling trade going, from 50,000,000 bushels to 70,000,000 bushels were required.

Visualize this same change in all food commodities, and you have a situation tremendously suggestive to the economist.

But let the economist deal with its possibilities as he pleases, while we view it simply as salesmen. What a field for the department of new distributing methods! Think of the trade explanations required to enable merchants to adjust their methods so that they will reduce stocks to the minimum, yet always have sufficient supplies on hand! Whose job is that, if not the traveling salesman's?

Then follow this new way of doing business into the retail stores, and behind the counter. What ever speculative profit a merchant had under the old system is gone, and with it some of his profit on basic food staples that he is asked to sell as near

cost as possible. Only a few of the largest retail merchants are required to take out Government licenses. But the whole rank and file of the mercantile world is working upon honor to carry out the simple, ethical policy of the Food Administration, which is, briefly, that all goods shall be sold at what the merchant himself deems a reasonable profit upon the actual cost to him, regardless of replacement value or daily price changes, and that he shall carefully regulate his stocks without hoarding. This makes every merchant and every clerk a better salesman, because goods must be kept moving. In just the degree that the merchants and their clerks can back up this great war plan of distribution with increased selling effort, they will keep capital at work by prompt turnovers and the elimination of dead stock.

Sales ability is also needed to make good the reductions in profit on staple goods. If the grocer makes less money on flour and sugar, he has a field for broadening his business by pushing substitute foods, like cheese, fresh fruits and vegetables. The butcher can develop fish, and perhaps fruit and vegetables too. There is an opportunity to broaden the whole basis of business by building up new departments, and this means sales ability applied in new directions.

Then, there is the very valuable sales service of explanation to the consumer to secure team work in economies connected with such problems as deliveries and cash sales, as well as to overcome the temptation of the consumer to hoard, which is practically the last element of speculation left in our distribution system.

Almost any day a local food panic is likely to arise among housewives, causing complications. German agents are not overlooking this field of endeavor, you may be sure!

A week or two ago, throughout the East, for instance, there was a senseless salt panic. Some occult influenced housewives to raid the grocery stores for bags of salt and that started the newspapers with articles about a threatened salt shortage. The largest salt producing concern in the country states that there never is, and never can be any shortage in the supply of salt at our factories, but that at any time a temporary and artificial shortage can be created in the supply among distributors if thousands of people suddenly lose their heads and try to lay in a year's supply of salt simultaneously. This puts abnormal pressure upon our mercantile and transportation system, of course.

First aid in overcoming such panics can be rendered by the retail merchants and salesmen better than anybody else.

They are the men on the spot, and the people to whom the consumer will listen. The use of sales ability in overcoming such irregularities is really part of the great National adjustment in distribution which the mercantile world is now carrying out, and every merchant and every salesman behind a counter should stand ready to meet such an emergency wherever it may arise, or whatever may be the commodity involved. His sales instructions for this work are simple and unmistakable—Uncle Sam is at the head of our whole distribu-

tive system, keeping reasonable supplies of every commodity flowing to consumers, and there will be no cutting-off of necessary supplies, nor any Government action making it necessary for the public to resort to storage methods of filling its larder.

So, the salesmen all through business has his work cut out for him in connection with food saving, and by the application of his special ability may render a patriotic service to the Nation.

More than that, when he enlists for team-work in the Food Administration, he is rendering the greatest possible service to business.

For out of this present war situation, with its many radical adjustments, we shall get better business methods of permanent value.

The salesman who throws himself heartily into the work marked out for him in these momentous days is bound to get a training that will fit him for bigger work in the new business era that is coming after the war. And the salesman who does not see his work cut out for him in these times, whether on the road or behind the counter, and does not profit by the opportunities for personal development, may find himself living in a by-gone generation when peace returns.

James H. Collins,  
U. S. Food Administration.

P. G. Powers, grocer and meat dealer at Marion, Ind., writes as follows: "Please find within \$2 for our sixteenth year with the Tradesman. In that length of time we have read a good many different trade papers but must say, trade papers may come and trade papers may go, but the Tradesman we must have with us always."



Five Stories Completed April, 1917

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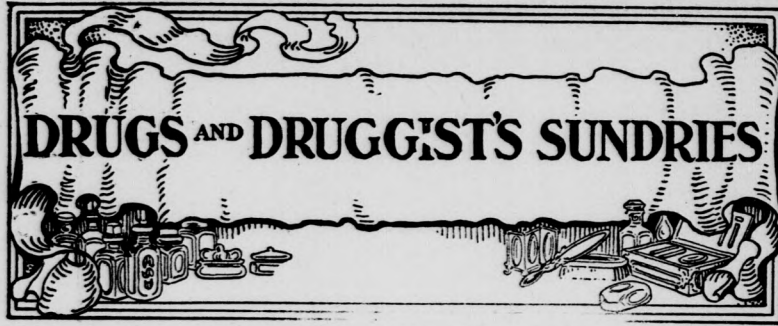


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#### Michigan Board of Pharmacy.

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 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, Iapeer.  
 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.

#### Coriaria Myrtifolia As an Adulterant of Sweet Marjoram.

For a period of nearly two years there have appeared on the American market certain lots of French marjoram which are contaminated with finely broken fragments of leaves of *Coriaria myrtifolia*. The notice or warning of this adulteration was first given through the foreign journals which called attention to the prevalence of the practice of this adulteration in the foreign markets.

*Coriaria myrtifolia* is a shrubby plant growing in Mediterranean Europe, whose leaves contain such an abundance of tannin that they are sometimes used by tanners and dyers. At one time they were met with as an adulterant of senna leaves and attention at that time was called to their dangerous character in this connection from the fact that they contain a poisonous glucoside, coriariamyrtin.

The supposition that they are used intentionally as an adulterant of marjoram is rendered probable because they are broken into such small fragments as to conceal their presence by a cursory inspection. When search was commenced for the adulterant in this country, the U. S. Dept. of Agriculture sent out specimens of coriaria fragments as standards for comparison and a number of attempted importations of marjoram containing the adulterant were held up and reshipped to Europe.

In spite of the care which has been exercised, some lots of marjoram have appeared upon the market which contain from 10 to 20 per cent. of the adulterating material.

The simplest method of detecting the adulteration is to make a weak solution of ferric chloride T. S. (ten drops of ferric chloride T. S. to 100 mls of distilled water), place this in a white porcelain dish and sprinkle about a gramme of the suspected sample over the surface of the liquid. The marjoram leaf fragments are hairy and are curled up and float upon the surface of the test liquid with no

change in appearance, even after several hours contact. The coriaria fragments being flat, coriaceous and glossy, are readily affected by the solution, which rapidly colors them black, the coloration beginning at the edges of the fragments, which after fifteen minutes contact, show a distinct black border which gradually widens until the whole fragment is distinctly black.

Inspection with a hand lens and removal of similar coriaceous particles from some of the original sample will yield material for detailed microscopic examination in comparison with authentic material which may be obtained on application to the U. S. Dept. of Agriculture.

A fairly accurate quantitative method of separation may be effected by placing a 5 gramme sample of the suspected drug upon a large sheet of paper and repeatedly shaking and blowing until the lighter particles of marjoram are removed, leaving behind the stems, and any sand, dirt, stones, etc., that may be present, and the flat, heavier particles of coriaria leaves.

The stems, dirt and sand may readily be picked out with a tweezers and hand lens and the coriaria fragments weighed. In this manner amounts of the adulterant ranging from 5 to 20 per cent. have been separated from market samples of sweet marjoram.

Charles H. LaWall.

#### Pharmacy in Skirts.

Drug store clerks are being called to the colors. Many of them have become the men behind the guns and more will follow. So it is quite natural that we are becoming accustomed to seeing women behind the counter.

Will women make efficient drug clerks? Such a question has been discussed at the pharmaceutical meetings and in the pharmaceutical journals for many years, while the women have simply been waiting an opportunity to prove the affirmative. Now they are doing it.

Many of the large drug stores found it profitable long ago to add women to their sales force, particularly for stationery, candy, toilet articles, etc.

They reasoned that women customers had been going to the department stores for such articles because they preferred to buy from women clerks who have a personal knowledge of the goods they handle and a quick perception of the customer's needs.

While they were seeking to attract these customers to their own counters by means of women clerks, these druggists made the interesting discovery that the total sales of depart-

ments presided over by women had increased. Investigation showed that women clerks were selling the higher priced goods. A customer, they learned, will pay 75 cent or \$1 for a box of face powder to a woman clerk who knows all about face powder, but would have been satisfied with a 25 cent article if the average man had waited upon her.

With women universally employed in the drug stores we may look for more artistically dressed windows, better arranged showcases and stores that will have a greater appeal to women.

Pharmacy so far as it has gone is for the most part the handiwork of men. Whatever may be the destiny of woman-kind in the world, we must admit that women have peculiar gifts and distinct powers, and this along lines where men are often blind.

It may be found that women will be able to do a work that men cannot or will not do. Women clerks may become the saving grace of the pharmacist.—Red Cross Messenger.

#### A Fair Price For Soda.

Until recently the average price for soda drinks has ruled at 5 cents and a few years ago the main ingredient was the ice cream. This consisted of about 70 per cent., syrup 10 per cent. and carbonated water about 20 per cent. The result was a whole lot of eats, and a little liquid as a chaser. With the continued advance in cost of materials, most druggists have realized that such sodas were a losing game, and have made the drink more palatable by serving a larger percentage of charged water and less of the sweetening elements.

Ten-cent sodas are a reality, although in some locations it is practically impossible to make this the uniform price. To meet the element who do not feel that they can spend 10 cents for a soda, a compromise price of 7 cents has been proposed. This soda is smaller in size than the 10 cent in most cases and is otherwise composed of the same materials. A smaller size dipper is used for the ice cream. Another idea is to make a special ice cream which is not as rich in cream, but most dealers oppose this idea, holding that quality should be maintained rather than to cheapen the product.

A great many have hobbled through the summer selling sodas at 5 cents, and will shortly face a still greater advance in dairy products. It has been said that this advance will preclude the possibility of selling sodas at less than 10 cents and return a reasonable profit. Those who have still been clinging to the popular 5 cent soda have, no doubt, found that the summer season has been without profit, and they will face the winter season with the prospect of being compelled to raise the price or sell at a loss. This is probably the most unfavorable time in which to make a change, because it will be most noticeable.

Rumors have been in circulation that possibly all dairy products will be placed in embargo, and doled out according to necessity. There is no doubt that the condenseries are working overtime trying to supply the needs of the army of the Allies, and the probability of the usual shortage when grazing is no longer possible will accentuate the possibility.

With the coming of winter, it behooves those who have neglected to foresee the hand writing on the wall, to improve the opportunity by getting a side line stock of unusual variety, to suit all tastes and pocketbooks.



It's Pure, That's Sure

Piper Ice Cream Co.  
 Kalamazoo, Mich.

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Chocolates

Package Goods of  
 Paramount Quality  
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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

**The Wrong Solvent.**

The soya bean is one the most promising of vegetables. It provides oil and food for man and beast. Given enough soya beans and granted the art of preparing them so developed that they might be served as food having sufficient diversity and palatableness, neither meat nor fish nor fat would be needed. In this respect the Germans did not prepare for war and a blockade.

It is marvelously prolific, and so valuable is the oil expressed from it that nearly every state in the Union is making experiments with soya beans in its agricultural experimental stations. The oil is used as a substitute for linseed oil, which, owing to the uncertainty of the flax crop, is more speculative than mining stocks in its value. The oil may also be hardened into an edible, hard fat, while the pulp or oil cake is one of the very best kinds of cattle feed.

In order to get as much as possible of the oil out of the meal the pressed pulp is sometimes further extracted by means of a solvent which will dissolve out the oil remaining after the beans have been pressed. Naphtha is good enough, but care must be taken to remove it entirely from the meal. Cattle do not take to the smell of naphtha, although they thrive mightily on their new fodder when it has been thoroughly removed. Now trichlor-ethylene is another good solvent for soya bean oil; it is not offensive in odor and it is not poisonous when given to cattle in comparatively large doses. Neither is it inflammable or

explosive. Off-hand it would appear that tri-chlor-ethylene was better and safer in every way than naphtha, but it appears that when it has been used as a solvent for the oil in the pressed meal or cake a considerable number of cattle have died from eating it. Now since the cake is grand feed for cattle and the tri-chlor-ethylene is not poisonous, something must have happened and it appears probable that a chemical reaction takes place between these two harmless bodies which produces a poison. It is not yet known what the reaction is.

The Partin Manufacturing Co. of Chicago, put on voting contests for two Michigan druggists, guaranteeing to increase their business \$8,000 in twelve months, and they placed a certified check in the bank as a forfeit in case of failure. Each druggist gave six notes for \$150 each to the Partin concern which assigned them to the Commercial Security Co., of Chicago. The druggists say the contest was a failure and they are unable to collect the forfeit, but they are being sued by the Security Co. for the value of their notes. The druggists claim the Security Co. is operated by the Partin Co. solely for the benefit of the latter.

The woman who will succeed in business is the woman who has or develops initiative, who accepts responsibility, understands team work, and who eliminates absolutely during business hours the thought that she is a woman.

**WHOLESALE DRUG PRICE CURRENT**

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

Acids		Balsams		Berries		Extracts		Flowers		Gums		Insecticides		Leaves		Oils			
Boric (Powd.)	18@ 25	Copaiba	1 40@1 65	Cubeb	1 40@1 50	Licorice	60@ 65	Arnica	@ 3 00	Acacia, 1st	75@ 80	Arsenic	23@ 30	Buchu	1 75@1 85	Almonds, Bitter,	15 00@16 00		
Boric (Xtal)	18@ 25	Fir (Canada)	1 25@1 50	Fish	20@ 25	Licorice powdered	85@ 90	Chamomile (Ger.)	75@1 00	Acacia, 2nd	65@ 75	Blue Vitriol, bbl.	@ 12	Buchu, powdr'd	1 85@2 00	Almonds, Bitter,	7 00@7 20		
Carbolic	75@ 78	Fir (Oregon)	40@ 50	Juniper	9@ 15	Chamomile Rom.	2 00@2 20	Camphor	92@ 95	Acacia, Sorts	40@ 50	Blue Vitriol, less 12 1/2	@ 20	Sage, bulk	67@ 70	Almonds, Sweet,	7 00@7 20		
Citric	94@1 00	Peru	5 50@5 75	Prickley Ash	@ 30			Guaiaic	45@ 50	Acacia, powdered	60@ 70	Bordeaux Mix Dry	20@ 25	Sage, 1/4 loose	72@ 78	Almonds, Sweet,	1 35@1 60		
Muriatic	3 1/4@ 5	Tolu	85@1 20					Kino	70@ 75	Aloes (Barb. Pow)	30@ 40	Hellebore, White	38@ 45	Sage, powdered	55@ 60	Almonds, Sweet,	65@ 75		
Nitric	9@ 15							Kino, powdered	75@ 80	Aloes (Cape Pow)	20@ 25	Insect Powder	40@ 60	Senna, Alex	90@1 00	Amber, crude	1 75@2 00		
Oxalic	60@ 70							Myrrh	@ 55	Aloes (Soc. Pow, 60)	@ 55	Lead, Arsenate Po	34@ 44	Senna, Tinn.	40@ 45	Amber, rectified	2 50@2 75		
Sulphuric	3 1/4@ 5							Myrrh, powdered	@ 60	Asafoetida,	@ 2 25	Lime and Sulphur	15@ 25	Senna, Tinn. pow.	50@ 55	Anise	2 00@2 25		
Tartaric	1 05@1 10							Purpentine	10@ 15	Asafoetida, Powd.	@ 2 50	Solution, gal.	15@ 25	Uva Ursi	18@ 20	Bergamont	8 00@8 25		
										Pure	@ 2 50	Paris Green	55@ 60			Cajeput	1 35@1 60		
										Camphor	92@ 95					Cassia	3 00@3 25		
										Guaiaic	45@ 50					Castor	2 84@2 96		
										Guaiaic, powdered	@ 60					Cedar Leaf	1 75@2 00		
										Kino	70@ 75					Citronella	1 00@1 25		
										Kino, powdered	75@ 80					Cloves	5 50@5 75		
										Myrrh	@ 55					Cocao nut	40@ 50		
										Myrrh, powdered	@ 60					Cod Liver	4 75@5 00		
										Opium	40 00@40 20					Cotton Seed	1 85@2 00		
										Opium, powd.	42 00@42 20					Croton	2 00@2 25		
										Opium, gran.	42 00@42 20								
										Shellac	70@ 80								
										Shellac, Bleached	85@ 90								
										Tragacanth	2 50@3 00								
										Tragacanth powder	2 50								
										Purpentine	10@ 15								

**HOLIDAY GOODS**  
**Druggists' Sundries**  
**Stationery**  
**Books and Novelties**

We have now arrived at the time when all of the orders taken by us in the early part of the season for holiday goods, special sundries, etc., have been filled, and we take occasion to express our appreciation of the splendid business for this season.

We have, however, a liberal stock in a large variety of merchandise which we can yet offer for the holiday trade. None of this is in large quantities, but a good assortment can be had from our stock upon any day.

We are, therefore, appealing to the late buyer and to those who may have sold certain lines and desire to replenish their stocks. Immediate shipment can be made upon receipt of order and we shall be very glad to hear from any of our customers.

**Hazeltine & Perkins Drug 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.

Table with two columns: ADVANCED and DECLINED. Lists various grocery items like Canned Apples, Warrens Salmon, Farina, Macaroni, Codfish, Cloves, Rice, and Vinegar.

Table containing ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, Condensed Pearl Bluing, Folger's, Summer Sky, and BREAKFAST FOODS.

Table containing various types of Flour (All Purpose, Baking, etc.), Sugar, and other staples.

Table containing BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, and CHEESE.

Table containing BEANS, BLUEBERRIES, and other specialty items.

Table containing Java, Mocha, Bogota, Package, and Extracts.

Table containing CONDENSED MILK, CONFECTIONERY, and Mixed Candy.

Table containing Specialties, COCOA, and COCOANUT.

Table containing COFFEES ROASTED, POP CORN GOODS, COUGH DROPS, and NUTS—Whole.

Table containing FISHING TACKLE, COTTON LINES, LINEN LINES, and POLES.

Table containing FLAVORING EXTRACTS like Jennings D C Brand Pure Vanilla, Terpeness, and Pure Lemon.

Table containing FLOUR AND FEED, Winter Wheat, Purity Patent, and other flour types.

Table containing DRIED FRUITS like Apples, Apricots, Citron, and Currants.

Table containing FARINACEOUS GOODS like Beans, Farina, and Original Holland Rusk.

Table containing FRUIT JARS like Mason, pts., per gro., and various jar sizes.

Table containing GRAIN BAGS, HERBS, HIDES AND PELTS, and TALLOW.



### List of Licensed and Unlicensed Commodities.

#### Licensed Commodities.

All cooking fats.  
All oatmeal.  
All rolled oats.  
All hominy, whether canned or not.  
Canned hulled corn.  
All starch made from corn, including laundry starch.  
Tomato pulp.  
Tomato paste.  
Tomato puree.  
Domestic and imported sardines.  
Self rising and mixed flours.  
Sliced bacons.  
Dried beef.  
Chipped beef.  
Canned pork and beans.  
Potatoes.  
Sweet potatoes.

#### Unlicensed Commodities.

The Food Administration holds that the commodities mentioned below are not included within the meaning of the President's License Proclamation of October 8, 1917:

Mince meat.  
Chili sauce.  
Catsup.  
Soups.  
Lima beans canned from fresh stock.  
Baking powder.  
Corn chops.  
Sausage.  
Deviled meats.  
Hamburger steak.  
Mixed potted meats.  
Lunch tongue.  
Veal Loaf.  
Shredded wheat.  
Cream of wheat.  
Corn flakes.  
Olive oil.  
Macaroni.  
Sauer kraut.

Feeds, unless they are expressly covered by the President's Proclamation; for example,—corn being mentioned in the Proclamation is included even for uses as feed; but mixed feeding stuffs consisting of licensed and unlicensed commodities, are not included, in so far as the distributor is concerned. However, the manufacturer, as distinguished from the distributor, must be licensed if he uses wheat or rye in any feed whatever.

Mixed poultry feeds are not included, in so far as the distributor is concerned, but in this connection it is to be noted that Special Rule No. 4 under "Grain" forbids the use in Poultry Feed of Wheat that is fit for human consumption and forbids the use of any wheat whatever in excess of 10 per cent, in poultry feeds. Anyone manufacturing such a product in which wheat or rye occurs must be licensed.

#### Making Prices Not Too Low.

When the Government began to fix prices on commodities the principle was recognized that mere cheapness was not the only thing to consider. Whether it was one of the needed metals, like iron or copper, or a major foodstuff like wheat, the principal factor was the stimulation of production, so that there should be enough for both military and civilian uses. In the output of metals it is a matter of common knowledge that

certain mines can produce at a less cost than can others, and that this is true of certain furnaces as compared with some others. The cost of the production of cereals varies, also, in different parts of the country. It follows from these facts that prices which might be extremely profitable to some iron and steel mills or to farmers in specific sections of the country would be so low as to make it impossible for other mills to operate or for other sets of farmers to cultivate their land. The situation is taken into account in a recent publication of the National Foreign Trade Council containing a warning against fixing prices too low. Its conclusions are that higher prices will keep the less efficient factories employed, and so enlarge the supply of goods; that the larger production will enable the country to obtain needed supplies of goods and money through foreign trade, and that these factors working together will discourage general consumption at home and thus enlarge the surplus or "free" supply of products. Logically this is correct enough. But there may be some occasion to cavil at the idea of the people here being discouraged to buy because of high prices which may not be altogether warranted.

#### How Efficient Are You?

Ask yourself the following questions:

Do you make the best use of your time during business hours?

Do you plan out, in a general way, your day's undertakings?

Do you believe in and enjoy your occupation?

Do you always keep in mind that it is your business to secure a proper profit on every transaction?

Have you a definite plan for saving a portion of your income?

Do you firmly believe that you are going to succeed in life?

Do you pay your debts promptly?

Are you up to date in business methods?

When you are sure you can answer "yes" to one of these queries credit yourself with 100. When in doubt write down 50. When you are obliged to write "no" put down a zero mark. Add up the column and strike an average. If you get a result of 65 per cent, efficiency, you are a pretty good sort of a business man, and may do still better with further effort and experience.

#### Corduroy More Actively Sought.

There is said to have been very active buying of corduroy during the last few weeks, both for early delivery and for spring. Manufacturers of this fabric report also an unusually large volume of enquiries from the cutting trades, seeking prices and deliveries for early 1918. It is believed that corduroy will enjoy particular favor as a wool substitute, especially in coats, suits, and separate skirts, for which it is so well adapted. It has already been extensively used in several early spring lines of these ready-to-wear garments, and is said to have been very well received.

#### Making Old Goods Move.

One of the great factors in selling merchandise is the attitude the salespeople take toward it. If a saleswoman thinks that certain goods have been around the department too long, she gets disgusted with them and does not even try to sell them. If she is enthused over the merchandise, however, and thinks that it is "just beautiful," it is certain to predict that it is going to sell. When new goods come into a department, the salespeople almost instinctively turn to them and forget the old. This means an increase in the number of the department's "stickers," and reduces profits proportionately.

In order to keep alive the interest in the merchandise that has not moved as rapidly as expected, a Los Angeles store has a plan which calls for special efforts to sell goods that have been on hand for two weeks. If the merchandise doesn't sell, even with the expenditure of the extra efforts, the department trimming is changed. The new trim lends a new note of interest to the goods, and saleswomen who have handled them over and over again with no success, take renewed interest in them, and thus increase the probabilities of their sale. A check is kept on the length of time goods have been in a department by an invoice number, which is a key to their history. Not only has the practice of making new trims every two weeks been effective in keeping alive the interest of the salespeople in the goods, but it has been found very effective in keeping stocks in good condition.

#### Will Sawyer Fooled By Camouflage.

William Sawyer, traveling representative for the Worden Grocer Company, has a Chevrolet touring car of which he is very proud. Not long ago he was making a country run when he heard a car behind blowing its horn. Evidently the driver wanted to pass. Will looked over his shoulder and saw a ford creeping up behind. He "stepped on her tail," and after a few minutes felt confident that he had left the other far in the rear. Then came another screech, and a look convinced him that the ford was still behind, and still anxious to pass. He gave her more gas. The speedometer began doing business as though it meant it. But still the ford held on. Then he opened her wide—and when you open a Chevrolet wide on a level road you are going some. But still came that disgusting, tantalizing cry for the road.

Reaching a narrow place where it was impossible for two machines to pass, Will gradually slowed down, and then came to a stop. Getting out of his car he went back to the other, which had been forced to do likewise.

"What in thunder have you got there?" he enquired of the other driver.

"Just a little camouflage," grinned the other. "This is a Stutz, and it is some bearcat. This ford hood only cost me a few dollars, and I've had lots of fun with it."

#### Must Be Related to the Germans.

A rancher owed a Mexican \$40 wages, and hadn't the cash to square up. So he conjured his brains hard,

and one evening in the kitchen he took down the coffee-mill carelessly, and said:

"Ever see one of these things before, Pablo?"

It was a cheap wooden pot, and the Mexican yawned and said he hadn't. "Well," said the rancher excitedly, "this is the most wonderful invention of the century. It is valued at \$100. Look here, Pab. You put your coffee in here, turn the handle, and out she comes, all ground. No more crushing your coffee with a stone in the tedious Mexican way—hey, what? Billings wants it so bad he don't know what to do. Offered me \$100 for it, but nit—I paid that for it in New York. Of course it's worth more out here."

The Mexican said nothing. He assumed an air of indifference. His eyes, however, burned like coals of fire in his head.

The rancher shoved the coffee-mill carelessly back on the shelf, and, when he came down the next morning he found that it and the Mexican had both disappeared.

"Gosh," he said, with a queer laugh, "you can't put any confidence in a Mexican anyhow. Why, that guy Pablo was positively dishonest."

#### Dresses for South and Spring.

Early buying for spring in the local market for women's dresses is said to be going hand in hand with buying for immediate delivery for the Southern trade. The narrow, straight silhouette seems to be coming in for quite a little prominence in the spring business, although the bustle and other fitted creations are also well received. The Southern trade is said to be devoting by far the greatest part of its attention to sports clothes. The "suit-dress" has been variously adopted to the purposes of sports; and a free use has been made of brilliant color combinations. Some of these are said to be among the best sellers so far.

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

Buffalo, Dec. 5—Creamery butter extras, 47@48c; first 46@47c; common, 45@46c; dairy, common to choice, 35@45c; dairy, poor to common, all kinds, 33@36c.

Cheese—No. 1 new, fancy, 24c; choice, 23; held 26c.

Eggs—Choice, new laid, 52@55c; fancy henery, 60@62; storage candled, 35@36c; at mark, 32@33c.

Poultry (live)—Fowls, 18@23c; chicks, 20@25c; old cox, 17@18c; ducks, 23@26c.

Poultry (dressed)—Turkeys, fancy, 30@32c; choice, 28@29c; geese, fancy, 21@22c; choice, 18@19c; ducks, fancy, 28@30c; choice, 26@27c; chickens, roasting fancy, 27@28c; choice, 25@26c; fowls, fancy, 26@27c; choice, 25c.

Beans—Medium, \$9.50; Peas, \$9; Red Kidney, \$8.50; White Kidney, \$9.50@10; Marrow, \$10.

Potatoes—New, \$2.00@2.30 per 100 lbs. Rea & Witzig.

#### Before and After Taking.

"Last Christmas, before their marriage, she gave him a book entitled, 'A Perfect Gentleman.'"

"Well,"

"This Christmas she gave him 'Wild Animals I Have Known.'"

Life is mostly devoted to attempts to obtain the unattainable.



# 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.

For Sale—Complete studio. Will sell at a bargain if taken at once. O. A. Wendt, Standish, Michigan. 470

Wanted—First-class shoe repair man, who has some machinery. Good shop and power furnished. In first-class shoe store on the main street in a town of 70,000 population in Northern Indiana. Address Shoemaker, care Tradesman. 472

Patent For Sale—Sugar beet and potato harvester—topping, picking, piling or loading. Some invention, but at the same time it's very practical. Andrew B. Smith, 9 So. Racine Ave., Chicago, Illinois. 473

Wanted—Salesman handling exclusive territory to sell the "U.A.U.S.TIT" car for 1918. Liberal commission proposition. Adjustable Sales Corporation, 1060 Jay street, Rochester, N. Y. 474

For Sale—Having decided to quit business I will sell at a liberal discount all or any part of my drug stock consisting of drugs, sundries, patent medicines, Nyal line, stationery, wall paper, window shades, furniture and fixtures, consisting of McCourt label cabinet, safe, counter balances, prescription balances, post card rack, shelf bottles, National cash register, desk and floor cases, etc. Theo. G. DePeel, Onondaga, Mich. 475

Wanted—Position by married man, experienced in the manufacture of flavoring extracts, family medicines, baking powders and the roasting of coffee and peanuts. Now employed. Address No. 476, care Michigan Tradesman. 476

For Sale—Fixtures for bakery, ice cream parlor and restaurant. Will rent brick building. No bakery in town. Correspond and I will put you next. The business is here and waiting for you. Nice lodging rooms in connection. W. B. Abrams, Tekonsha, Michigan. 477

For Sale Cheap—Small stock of hardware and furnace supplies, also store building. Herman C. Oelke, Wausau, Wisconsin. 461

Wanted—To buy a good set of tinner's tools. Herman C. Oelke, Wausau, Wisconsin. 462

For Sale—Stock of good, clean groceries in the richest farming country of Minnesota. Stock and fixtures invoice \$3,500. A. M. Beach, Canton, Minnesota. 463

For Sale—Drug stock and fixtures. Clean and up-to-date. Good growing business town, 3,000 population. Inventory about \$3,800. Address No. 466, care Michigan Tradesman. 466

For Sale—Grocery. Clean stock. Good town, 1,800 population. Daily cash average \$87.22 for entire year. Stock about \$2,500. I have made good, so can you. Best of references. Address No. 467, care Michigan Tradesman. 467

For Sale—Best suburban grocery proposition in Lansing. Absolutely not an unsalable article in the store. Will reduce stock and make terms to right party. Address No. 453, care Tradesman. 453

For Sale—Grocery, long established, doing fine business, complete stock, large surplus. Age owner reason selling. Charles M. Oldrin, First National Bank Bldg., Ann Arbor, Michigan. 454

Feed, Fuel and Gasoline Business—Splendid opening in the heart of citrus fruit belt of San Joaquin Valley. H. D. Crumly, Manager, Strathmore, Tulare County, California. 456

For Sale Cheap Or Exchange For Real Estate—Stock of drugs and fixtures. Will sell half interest to live wire. Located in best town in Michigan. Address No. 437, care Michigan Tradesman. 437

Soft drink bottling plant, established twenty-eight years. Death, reason for selling. Big buy for some one. Mrs. C. Shultz, 39 Cherry street, Wyandotte, Michigan. 438

Down Town—Good shoe location, half store with large modern window. Reasonable rent. For information write to The Hub, 115 Michigan Ave., Detroit, Michigan. 440

For Sale—Good clean stock of general merchandise in country town of Southern Minnesota. Will invoice about \$9,000. Doing big business. Can give good reason for selling. Address No. 447, care Michigan Tradesman. 447

Laundry For Sale—Wichita's best laundry. Annual net profits fifteen thousand dollars. Terms. Write or call 308 Barnes building, Wichita, Kansas. 449

For Rent—First floor and basement of the Masonic Temple in the hustling town of Reed City, Michigan. 5,400 ft. floor space; steam heat. Grand opportunity for furniture and undertaking establishment. John Schmidt, Reed City, Michigan. 450

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 457

We can sell your store or other property, any kind, anywhere. For quick sales address Northwestern Business Agency, Minneapolis, Minn. 468

Merchandise Auctioneer—W. E. Brown, office 110 North Mitchell St., Cadillac, Michigan. Ten years' experience. 451

Safes Opened—W. L. Slocum, 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. 478

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

For Sale—General stock of merchandise. Prices and terms to suit. Prosperous trade. Address No. 403, care Michigan Tradesman. 403

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

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

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

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

**Simple**

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**Account File**

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**Simplest and Most Economical Method of Keeping Petit Accounts**

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 50
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	2 00

**Tradesman Company,**  
Grand Rapids.

## 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

## WHY — Michigan People should use Michigan Flour made from Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.

## 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.

**CHRISTMAS TREE FIXINGS.****Glass Balls and Tinsel are Now Wanting.**

When Santa Claus comes around this year to bedeck the Christmas tree in its customary festive garb he will have to resort more than ever before since the war began to the old-fashioned methods of a generation ago. Strings of popcorn, plain white, sugared and molasses dipped, will have to take the place of silver and gold tinsel rope; candy balls, wrapped in colored and decorated paper, must serve in place of small colored balls of fine glass; and candy canes, candy baskets, and paper cornucopias will have to do for the brilliant, glistening garlands, tinsel trimmed, which in past years have become so familiar to the eyes of children. It is said by authorities in the trade that never before have the retailers of the country faced the holiday season with so small and limited a stock of Christmas-tree decorations.

"With Germany cut off from the rest of the world," said one of the leading jobbers and importers in the local trade, "and with our imports from France smaller than they ever have been, although they never were very large, we have been dependent this year almost entirely on the domestic and the Japanese manufacturers for our Christmas-tree decorations of the blown-glass and tinsel type.

"In the glass-ball situation we are particularly hard hit. The five-cent article just now is the great need of this market. But the American manufacturer can not profitably blow the small glass ball to retail for 5 cents. For one thing, the labor in our factories over here is paid by piece work. To blow a small ball, therefore, costs about as much as to blow a large one. Obviously, the public would set up a great howl if it were asked to pay 10 cents for a ball only half or a quarter as large as one next to it, which also was 10 cents. And competition in these lines has not yet reached the point in this country where the manufacturers are forced to find ways and means of surmounting the difficulty. The entire output of the domestic factories could be sold many times over. Thus, with a ready market for all they can possibly make of the type which it is easiest and most profitable for them to turn out, it is hardly to be expected that serious attention will be given to the making of an article in which at best the margin of profit would be smaller.

"The larger balls, however, we can and do blow in this country. Although great strides have been made during the past year in perfecting the quality of these large balls, they are still not as good as the product we formerly imported. The progress made in perfecting them, however, promises well for the future and, very probably before another year is past, the quality of the foreign product, if not surpassed, will at least be equalled.

"The chief trouble this year has been dyestuffs. The colors in many cases are very poor. They do not show up as clear and as strong as they should. The worst color of all in this respect is red. To-day it is

practically impossible to get a fire-red ball, and what few there may be on the market are chiefly those left over from former seasons.

"The dull finish in all colors, which in Germany is produced on the bright-finished product at no extra charge, is almost unobtainable in this country. Nor has the domestic manufacturer been able to produce those delicate combinations of colors such as we find in German-blown glass balls made to represent apples and other fruits. In this and in fancy shapes a great drawback has been in the matter of labor. We have in this country very few glass blowers who really know the art of making free decorations. It is a highly developed trade, and not one in which any novice can hope to attain perfection over night.

"The manufacture of tinsel in this country for rope and other tree ornaments has developed rapidly during the last few years. The entire domestic output, however, together with importations from Japan, is still by no means sufficient to supply the demand.

"Tinsel is made from lametta, or copper shavings. That produced here is usually coarser than the imported product. The machines used abroad for shaving copper cut finer and with greater uniformity, and their finished product is invariably of superior quality.

"Manufacturers of tinsel tree ornaments and decorations in this country formerly imported from France and Germany the novelty shapes in blown glass on which they draped tinsel. Since the war, it has been impossible to obtain these articles from abroad in any quantities, and their duplication here has not been successful thus far. In some cases other materials, such as tin, celluloid, and isinglass, have been substituted for blown glass. These articles, of course, are not as satisfactory as the blown-glass article, but great ingenuity has been shown in this direction and, in spite of many serious handicaps, a number of the larger manufacturers have been able to put out some very attractive lines.

"The tree-decoration industry in Japan is still more or less in the formative stage. Tree-ball blowing in that country, while it has attained a higher quantity production than the industry here, does not yet equal our domestic product in quality. The method of glass blowing in Japan is different from that used in this country and in France and Germany, and the balls when finished do not have the neck which appears on balls made in other countries. This sometimes leads to irregularities in the shape of the ball where the hole is left. As in our domestic product, but to a greater extent, the coloring is very poor. This is true in the bright as well as in the dull finished articles.

"American and Japanese manufacturers have been literally swamped with orders this year from retailers in this country. Although both have made strenuous efforts to increase their output and have succeeded to a large extent, there are countless

merchants throughout the country who have not been able to get more than 50 per cent. of their regular requirements. Not only the small stores but many of the largest retailers in the country are facing the holiday season this year with the smallest quantity and the most limited assortment of tree decorations that they have ever had."

**Millerism—Erratic, Sacrilegious, Unjust.**

Ann Arbor, Dec. 11.—It may be well for us to be reminded after a respite of two or three years that there is in the world such a mind as that of Edward Miller, Jr., of Evansville, Ind., but we fail to find any sense, reason or argument in his writing; nothing helpful, instructive or constructive; no dignified criticism of persons or institutions who fail to meet his approval—only erratic, indiscriminate accusation and condemnation.

No doubt there are some ministers whose lives do not truly represent Christianity, but there are few congregations in which the board of deacons or some of the members are not wise and brave enough to discover, admonish and rebuke the minister who is not a worthy example to those under his care.

Christianity is on trial to-day and it will be vindicated as plainly as the noonday sun in this world-struggle against Satan and the Kaiser. We cannot understand it now, but we can plainly see that Bible prophecies have been and are still being fulfilled after hundreds, even thousands of years. God and right, Christ and Christianity, the Red Cross and the Y. M. C. A., enlightened Christians, men who love their fellows, men who love peace and not war or strife, are arrayed against the monsters of wickedness and their blind followers. If there is any other way to conquer the enemy except by bloody war, may God speedily show us the way.

E. E. Whitney.

Provisions—The market on pure lard is steady, quotations about the same as last week. There is a moderate supply and a fair consumptive demand—the demand clearing up the daily makes. Extremely high prices on hog lard are due largely to the great demand for fats in this country and in foreign countries. We look for continued high prices in the lard market. The market on compound lard is very firm, being in very light supply, with a good consumptive demand. We do not look for any lower prices in the near future. In fact, if there will be any change, higher prices will likely prevail. The market on smoked meats is firm, prices ranging a trifle higher over previous quotations, there being a moderate supply and a good consumptive demand. The market on dried beef is steady, quotations about the same as last week. The supply equals the current demand. No change is looked for in this market in the near future. The market on barreled pork is firm, quotations ranging about the same as last week, there being a light supply and a fair consumptive demand. The market on canned meats is firm at unchanged quotations. There is a moderate supply and a good consumptive demand.

When you use a picture in your advertisement, see that it has some more excuse for being there than the mere fact that it is a picture.

**Gray Goods Market Quiet.**

There was very little doing in the local gray goods market last week. With buyers very evidently disinclined toward making commitments, either for the present or for future delivery, prices in some cases showed signs of weakness in a vain effort to coax out business. There were some small transactions in printcloths, but this was mostly from second hands. Several sales were reported from this source of 38½-inch 64-60s at 11¾ cents. In coarse goods, however, prices were practically unchanged from the day before. The rather dull and backward tendency of the present market is not expected to last very much longer, and, should Government buying materialize, of which there have been persistent rumors for some time, there seems every likelihood that prices will rapidly mount to very much higher levels.

**Colored Handkerchiefs Selling.**

With the brightly colored handkerchief come so suddenly into general use, the checkered gingham design has proved to be one of the most popular and best selling items in the new lines. The design is used in various ways. Sometimes it covers the whole handkerchief. At other times it is used only as a trimming, and a solid harmonizing color is used for the body of the handkerchief. The former, however, is proving the more popular of the two, and manufacturers say they are constantly getting rush orders for more merchandise for filling in.

**The Kaiser Sets a Trap.**

The Kaiser sets a trap in which  
To catch the Russian Bear.  
He baits it with a peace programme  
To make the thing look fair.

He calls in help from Petrograd  
To fix it as he planned  
And thinks the Russian people will  
Not see his hidden hand.

He wants to take his soldiers and  
The prisoners he lost,  
To help him fight his battles all,  
Against the Allies hosts.

The Kaiser had not kept his word  
With nations any where,  
And if it serves his purpose, he  
Will skin the Russian Bear.

Oh, then arouse, ye Russians all,  
For liberty that's true,  
And help to crush this evil one  
Before he crushes you.

H. L. Chapman.

The Truman M. Smith Co. has merged its business into a stock corporation under the style of the Truman M. Smith Machine Co., with an authorized capitalization of \$60,000, all of which has been subscribed, \$6,000 being paid in in cash.

Most aristocrats are victims of inverted heredity.

**BUSINESS CHANCES.**

For Sale—Up-to-the-minute gentlemen's furnishing and tailoring establishment, located on one of the busiest streets in Detroit, business solid, established five years ago, bright attractive store, Mission furniture; sales run from \$17,000 to \$18,000 per year. Rent only \$80 including nice flat, steam heat, corner location; price inventory about \$5,000. Owner's reason for selling, has other interests which positively require his attention. Dillon, 301 Congress building, Detroit, Michigan. 479

Come To Florida—Unequaled opportunity to secure well established, exclusive, excellent paying, embroidery-art-needlework business in very best Florida city. Requires least \$5,000. Owner retiring on account of inheritance north. Address Box 675, Tampa, Florida. 478