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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1917

Number 1787

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The Devil's Competitor

Judas, the boldest of the lot,
Approached the throne-room—piping hot—
And found the devil all alone
And black as thunder on his throne.
"My lord," said Judas, "pray give heed,
For these are times of direst need.
Up on the earth, in light of day,
Another fiend is holding sway.
Another devil's fame is great,
He runs a hell, sir, up to date.
And so the 'boys' commissioned me
To call on you, my lord, to see
If some arrangement could be made
To lay this Wilhelm in the shade.
Enlarge our policies, in fact,
And keep our well-earned fame intact,
Or else, they say, they will rebel
And patronize that modern hell."

Old Satan groaned and rubbed his horn,
His ugly features all forlorn,
And, from his eyes where fire had gleamed,
The tears of molten lava streamed.
"My friend," he said, "I've done my best.
We'll let this Wilhelm do the rest.
He has me beaten slick and clean
For being downright sneaking mean.
I deal alone in wrecks of sin—
Just those who heaven won't take in.
No little babe has fed my fires
Which are reserved for thieves and liars—
(Here Judas winced, but kept his poise
And heard the message to the 'boys')
No passion garbed in human cloak,
No heart of aged mother broke,
No children do I maim or slay
To make a Teuton holiday.

"I am the devil, great supreme;
To punish evil is my theme.
My purpose is to find the weak,
And tempting lures to them I speak.
If they are chaff, they come with me.
If they are grain, then they go free.

Hypocrisy is not my roll,
For I'm the devil, heart and soul.
I sit in state beside my pit
And gather those who are not fit
To go elsewhere. The social scum
Of man's domain to me they come.
The 'good' are for the courts divine,
The lost, degenerate, are mine."

Here Satan paused. He'd spent his ire
And, brooding, gazed into the fire.
At length he spoke—"Just tell your friends
That hell does not exceed its ends.
Those ends attained, is satisfied
That Satan's laws are justified.
Hell has its limits here below,
But up on earth it isn't so.
The fiend of whom you speak in awe
Has broken every human law—
Has broken every law divine,
And now has broken laws of mine.
Some day he'll totter on his throne
To find he's broken all his own.

"Now listen, Judas, stay with me,
Don't join this hell in Germany
Wherein the kaiser sits in state
And strikes about with fangs of hate
Regardless where his venom falls,
On cabin or cathedral walls,
On suckling babes or wounded men,
In deeds too vile for tongue or pen.
I've seen his acts, I've heard his brag
And, meantime, seen his license tag.
I've got his number—you can bet
I'll get this big Hun devil yet."

So these are busy days in hell;
The imps don't get a breathing spell,
Enlarging pots in which to stew
The kaiser and his retinue.
While on the trail in old Berlin,
The devil hides a vicious grin
And skulks to strike the blackened heart
Of him they call his counterpart.

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.

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



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

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

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.

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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



MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1917

Number 1787

SPECIAL FEATURES.

Page	
3.	Food Will Win the War.
3.	Two of a Kind.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
7.	Bankruptcy Matters.
8.	Editorial.
9.	The Tipping System.
10.	Shoes.
12.	Financial.
16.	Woman's World.
18.	Butter, Eggs and Provisions.
20.	Hardware.
22.	Dry Goods.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
31.	Business Wants.

HANDWRITING ON THE WALL.

Late reports from Germany indicate that the business men of that country are greatly worried—not over the fact that Germany started the war as a war of conquest; not over the sufferings caused by the Teutonic beasts who masquerade as men; not over the millions of unmentionable crimes committed by Germany; not over the loss of millions of German citizens and the sure knowledge that Berlin and Potsdam must be destroyed; but over the fact that no one will trade with Germany after the war is over. These business men now realize that everything German will be tabooed for years to come; that no man with red blood in his veins anywhere in the world will consent to deal with a German or handle any article of German make or manufacture; that no one will sell a German anything under any circumstances; that Germany might as well make up her mind that she must work out her own destiny, in sack cloth and ashes, without being permitted to associate with the decent people of any decent nation on earth. This is not a comforting conclusion to be forced to reach and, of course, the German people—with their total lack of mental discernment and their brutal disregard of the finer feelings which men of other races possess but which Germans do not understand—will undertake to break down this barrier of distrust, disgust and eternal hatred, but the Tradesman very much misjudges the temper of the civilized people of this world if the Germans for ten generations to come succeed in re-establishing themselves in the good opinion they once held in the estimation of mankind. German business methods, like German manners, have always been detestable, but they have been tolerated because Germany could produce some things which the remainder of the world needed and was willing to purchase. Now that the world has learned to get along without Germany for more than three years it will be very slow in resuming relations with the beasts who undergo any privation and commit

unaccounted revolting crimes to further the unholy personal ambitions of their bloody monarch.

A vast number of producers and merchants in many lines of industry breathed easier after the conference on war industries held in Washington last week. From publications, apparently by official sanction, they had been led to believe that a hard and fast line had been drawn between what were deemed to be essential and non-essential industries, and that the latter were to be suppressed more or less speedily. One statement, which was allowed to go uncontradicted for several weeks, was that a list had been prepared for some hundreds of articles the manufacture of which was to be checked. What this would mean in the way of dislocating domestic business and causing unemployment was obvious. Its disturbing effect on finance and exchange was another feature to which the Tradesman called attention and which the Chamber of Commerce of the United States dwelt upon in a report of great value. From the remarks at the recent conference it appears that no drastic step is in contemplation and that, at the utmost, all that is asked is that waste—whether of fuel, needed raw materials, or of labor—be avoided. Between the two extremes—the exploded “business as usual” notion and the restriction of industries to those needed for military uses and the feeding and clothing of the civilian population—there is a rational middle ground conserving production that will preserve trade organizations during the war for their value thereafter, and that will also permit the extension of exports which will aid in paying for raw materials brought in from abroad.

When one recalls the manner in which Lincoln was continually handicapped by criticism, condemnation and ridicule while he was prosecuting the Civil War, the united Nation back of President Wilson in the present extremity is, indeed, a pleasant commentary on the change which has taken place in public thought and utterance during the past half century. All through the war Lincoln was held up to scorn by Democratic newspapers and politicians who did everything possible to create dissatisfaction and unrest among the people and defeat the purpose of the war. As late as 1864 the Democratic party in National convention declared the war a failure and Lincoln a usurper and demanded the immediate cessation of hostilities. No political party could do such a treasonable act at this time and not be stamped out of existence by an enraged people. All of which goes to show the difference between the minority party of 1864 and the minority party of 1917.

CANNED GOODS SITUATION.

Price regulation by indirection appears to be the only method which the Food Administration has at its disposal, apart from grain. This is shown by the action of the Administration in intimating that the opening prices for salmon are to be the commercial prices and any valuation above that basis is to be considered unfair. While it is not so declared, the plain inference is that anyone guilty of these unfair practices is to lose his license. This seems to bear out the old adage that “where there’s a will, there’s a way!” New enabling legislation is planned to grant the Food Administration wider powers so that these substitute measures need not be resorted to. Jobbers are inclined to feel, however, that if the action in regard to salmon is to be taken as a precedent there is little hope that the consumer will be given very much consideration. Why, for instance, should there be a difference of 60 cents a dozen between the Government’s price and the commercial price of any item of canned goods?

Perhaps the one thing hoped for more than any other just now is that the prohibition against hoarding should be investigated thoroughly. There is little doubt in the minds of anyone that there has been some violation both of the letter and the spirit of the new licensing regulations and that it would be a good thing if some examples were made—not of little fellows, as has been the case thus far, but some of the big culprits.

There is a fast growing suspicion that there are supplies of canned goods tucked away in warehouses where they should not be, placed there perhaps before the licensing regulations went into effect and which the owners have not been able to dispose of without demoralizing the market, or at least making severe sacrifices. The practice was wrong with or without the rules and the perpetrators if any are entitled to no sympathy.

WORK AND WIN THE WAR.

Work will win this war for America; work in field, factory and mine; work, work, work everywhere; work with the muscles, and work with the mind; work! It is the magic word of our hopes and the final test of our fitness to survive. Every man to his task! Every man his part; pleasantly, too; no quibble about pay, or hours, or other things; no quarreling with our brothers; no strikes; no lock-outs; no boycotts or picketings; work! We must keep the glow in our furnaces; the plow in the furrow; we must build ships; make guns; airships, too; produce food; we must dig, dig everlastingly; we must apotheosize

Work, and worship it, forgetting profits and all else, for work, and work alone, will determine both our fitness and our right to live unbossed, undebased and unoppressed by a Militant and Merciless autocrat who has drenched the earth with a deluge of blood.

A week has gone by without the promulgation of any additional rulings which have any particular bearing on the retail grocer. The latter is becoming more familiar with the flour and sugar rulings and, realizing the important position he occupies as a great factor between the producer and consumer, he is rapidly becoming reconciled to handling both staples on small margins of profit—no margin whatever, in fact, if the cost of doing business were taken into consideration. As frequently pointed out by the Tradesman, margins and proper recompense for services must be utterly disregarded from now until the close of the war. We must fix our eyes and our thoughts on the destruction of the Kaiser and the thing he stands for and leave no stone unturned to do our part in contributing to this result.

For many years three things—printer’s ink, varnish and lubricating oil—have almost invariably been “sold nasty,” as the expression is, meaning that employes who have charge of making up the orders for these goods have been paid commissions—which is only a polite term for bribes and graft—ranging from 10 to 50 per cent. So flagrant has this abuse become that the Federal Trade Commission has determined to bring about its extinction. In pursuance of this policy it has secured the signatures of 90 per cent. of the ink manufacturers of the country to eliminate the practice of paying commissions on the sale of their products. The other two articles mentioned will next receive attention.

Because people who have always eaten powdered sugar on grapefruit are unable to procure it during the temporary shortage, many have given up this citrus delicacy for the time being. This has led to a surplus of grapefruit on the market at reasonable prices, and Florida growers think that the public ought to profit by such an opportunity. Many people prefer grapefruit with salt instead of sugar and this idea is being given wide publicity. Syrups may also be used as sweetening for grapefruit and oranges.

It takes a married genius to invent a new excuse.

Even hunger is no infallible cure for laziness.

Gabby Gleanings From Grand Rapids

Grand Rapids, Dec. 17—We were all pleased last Monday morning to see the smiling face of genial Jim Bolen at the union station. A minor cause for the smile he wore was that he is able to be out again after several weeks' confinement at the house with a broken arm, contracted while cranking a flver. But upon a little closer quizzing we ascertained the true and major cause for all those smiles, which is that a little daughter has arrived to gladden the home of Mr. and Mrs. James Bolen and her name is Betty Ann. Mrs. Bolen and Betty are at Blodgett hospital, both enjoying good health, and both will welcome any of their friends who wish to call.

Many U. C. T. men, their wives and friends, are making big preparations for the Christmas dancing party to be given Saturday evening, Dec. 22. If you haven't secured your ticket, now is a good time to do so, by applying to A. E. Atwood, chairman, or any member of the committee. You can't lose if you set that date aside for this party, as the committee are featuring it with stunts that will be worth while.

W. H. Hall, a veteran business man of Ypsilanti, is taking medical treatments in Grand Rapids, and we hope for a speedy recovery. Mr. Hall has one of the finest and most up-to-date saddlery and traveling goods stores in Southern Michigan.

The new roster is now in the hands of the printers and, we think, will be ready for distribution at the next regular meeting, Jan. 5. Just think, we will have a new roster and a pot luck dinner all the same day! These are some of the many things that make life worth living.

Only three more dollars to Christmas.

If W. Hohenzollern could have listened to the things that were said about him at the banquet table last Saturday night by the Bagmen of Bagdad orators, the least he could have thought would have been that "somebody is always taking the joy out of life."

Grand Rapids Council is arranging to place in group form in its Council rooms the photographs of all of its members who are in the service of their country and drape them with the American flag. The following are the names of No. 131 members in the service with their addresses: Capt. Walter N. Burgess, 126th Michigan Inf., Camp MacArthur, Waco, Texas; S. S. Lubetsky, U. S. S. Iowa, Div. A-3, c/o Postmaster, New York City, N. Y.; H. Maurice Mann, Ambulance Corps No. 339, 310th Sanitary Train, Camp Custer; H. P. Grady, Jr., Ambulance Corps No. 339, 310th Sanitary train, Camp Custer; Jay Trahern Poling, Fort Sheridan, Ill. These men will be pleased at all times to hear from the boys back home and our members are requested to drop them a line of greeting now and then. If there are other members of No. 131 not given above who are in service, kindly report their names to the Secretary at once.

The Council dues are coming in very slowly and lest you forget, the time to pay is NOW. Please don't incur an additional and unnecessary expense to the Council by making it necessary for the Secretary to mail you delinquent notices. Stamps come high these days.

Only seventeen more days before the Pot Luck dinner.

Stanley Knowles, of the firm of Knowles & Knowles, Hanover, left for Camp Custer last month. His part of the business will be managed for the present by A. Bibbins.

F. E. Edmunds, injured in an automobile accident recently, is reported doing nicely. He is occupying room 440, St. Mary's hospital, and we know would welcome his many friends any time during the visiting hours.

At a Bagman meeting Saturday

evening, the following were trailed over the sands: L. J. Liebler, Dee Carpenter, L. Vogelsang and A. E. Rockwell, of Grand Rapids Council, and Herman Johnson, of Kalamazoo Council. A banquet was served in the evening at the Crathmore and patriotic speeches and music came later.

Bill Berner says he can't see much difference nowadays between the expression "Doing something for somebody" or "Doing somebody for something."

Martin Kuhn, formerly engaged in trade at Casnovia and Conklin, is spending the Christmas holidays with his wife's parents at Ravenna.

H. L. Proper (Burnham, Stoepel & Co.) is spending the week with his house in Detroit.

J. Seixas MacGlashan will again cover the jobbing trade of the Middle West for the Pratt & Palmer Co., of New York. He will resume his former residence in Cincinnati.

Willard H. James, the veteran shoe salesman who has been covering the Michigan trade ever since the year one, has established a permanent sample room at 508 Security building, Chicago, where he carries a full line of goods manufactured by the W. B. Coon Co., Rochester.

There is an unusual amount of infection in existence at this time, due, largely, to the promiscuous use of the roller towel in the hotels. The note of alarm has been frequently sounded in these columns and cannot be repeated too frequently in order that the old men may not become careless and the new man on the road may not fall into the habit of using one of the most common methods of spreading contagion in existence. The landlord who thus assists in the dissemination of disease is no better than the German spy who seeks to accomplish the same purpose by indirect methods, clandestinely carried on.

A. F. Rockwell.

Late News From the Saginaw Valley.

Saginaw, Dec. 18—Saginaw people are congratulating themselves on the wonderful success of the Board of Trade and particularly its President, George H. Hannum, on the landing of a new industry for this city, which will employ from 1,200 to 1,500 people beginning the first of the year. It will occupy the Marquette motor plant, which has been idle for several years. This plant is thoroughly modern, sanitary, and one of the best of its kind in Michigan. With the advent of the new year, Saginaw seems about to live up to its slogan of the City of Opportunity and to take such a step forward along industrial lines as has never before been taken in this community. Four large plants have, within a few months, opened their doors or are about to open. They will employ close to 4,000 men. Three of them are opening at this time. They are the Northwestern Glass Co., which will employ about 200 men, the Saginaw Shipbuilding Co., which will employ close to 1,500 skilled workmen and the Marquette motor plant, which will employ at the start about 500 men and will, within a few months, extend its operations to employ 1,500 men.

A few nights ago, the Saginaw Board of Trade held a membership dinner, the first of its kind since the organization revamped and with new officers on the job, and 400 business, professional and industrial men were present. There was an absolute community feeling for the past and for the future of Saginaw. In a way it was a love feast of anticipation and a concrete means of congratulation on what the Board of Trade has accomplished in the last six months, the first half of its year on the job.

President Hannum was paid a distinct tribute for the part he has played in the upbuilding of Saginaw along industrial lines by Benton Hanchett, who proposed a toast to him, the re-

sponse typifying the atmosphere of the dinner.

At the membership dinner of the Saginaw Board of Trade the general State highway law, as a road act under which to operate, was endorsed and on Tuesday, December 11, the voters of Saginaw county, by a ratio of four to one, gave their approval to the act. Business men in Saginaw believe that operating under the State road law, there will be a big and broad policy of treatment of road matters.

Saginaw City voters have approved an ordinance, which appropriates \$4,500 per year for a municipal band, which will be headed by Prof. Arthur D. Amsden, long known as one of the most skilled band conductors in Michigan. By the terms of the ordinance each taxpayer will pay approximately 9 cents a year for a valuation of \$1,800 for the support of the band. The organization will hereafter be known as the Saginaw Band.

Saginaw secured the 1918 convention of the Michigan State Grange, at the Jackson convention, after a vigorous fight with the representatives from Grand Rapids. The Board of Trade is planning on the best Grange meeting ever held in December, 1918, and the magnificent Auditorium, the only municipal building of its kind in Michigan, will be the scene of the convention.

The Michigan State Dairymen's Association, with its allied subsidiary organization of ice cream manufacturers, etc., will hold its annual convention at the Auditorium in Saginaw Feb. 4 to 7 and upwards of 1,000 members are planning on attending. The Michigan Hardware Dealers Association will come to Saginaw the week following and about 500 of these gentlemen have signified their intention to attend.

The Saginaw Board of Trade is taking vigorous steps to wipe out the fake advertising nuisance and is circularizing its membership of 1,200 to destroy this evil. The organization has investigated and found that merchants and manufacturers contribute thousands of dollars annually to such advertising and charitable schemes and hereafter every member of the Board of Trade will send such solicitors to the Board of Trade for indorsement before he even considers such a scheme.

Boomlets From Bay City.

Bay City, Dec. 17—George T. Kelley, general merchant at Twining, is holding a closing out sale, preparatory to retiring from business.

George W. Milligan, formerly engaged in the retail drug trade in Bay City, has re-engaged in business and is now located in the bank building at Au Gres.

D. J. Buck, P. S. C. of Bay Council, has been appointed by State Food Administrator, George A. Prescott Deputy Food Administrator for Bay county.

Scott Cilley, Omer, formerly county clerk of Arenac county, who has for a long time had a desire to become a member of the Grand Commercial Army, has secured a position as the traveling representative for Seaman & Peters of Saginaw.

Frank Estey, of Estey & Nauman, retail grocers of West Branch, underwent an operation at St. Mary's hospital, Saginaw, last week for chronic appendicitis. The operation was successful and Mr. Estey is rapidly improving.

James Kennedy, who has been engaged in the retail drug trade at Twining for several years, is closing out his business, having accepted a position as traveling salesman with the G. E. Hanford Manufacturing Co., of Syracuse, N. Y.

W. B. Clark, former alderman of Bay City, and engaged in the grocery business for thirty-six years, died suddenly in Detroit Wednesday morning

where he had gone for medical treatment.

The Rival Box & Lumber Co., of Tonawanda, has leased the plant formerly occupied by the Bay City Box & Lumber Co., on East Center avenue, and will manufacture all kinds of boxes, employing a large force of men.

The Kelley Island Lime & Transport Co., of Cleveland, has purchased 2,000 acres of lime stone land near Rogers City and will erect a large lime stone crushing plant, employing 500 men, which means an increase in population to that hustling town.

The Fulton Manufacturing Co., manufacturing baby carriages, go-carts, etc., which moved to Bay City from Chicago two years ago and has been in the hands of a trustee, has been sold to W. F. Jennison, of this city, who will continue the business. The men who have been at the head of the various departments and the present force of employees will be retained by Mr. Jennison.

W. T. Ballamy.

This Plan Is Successful.

Our profit-sharing plan is one that we worked out to fit our own needs. It is simple, and at the same time covers the points we wish it to cover in our manufacture of scientific apparatus.

We pay a bonus, in quarterly instalments, based on a percentage of our yearly earnings and the employee's earnings. The bonus is calculated on the basis of salary earned, and not on the basis of salary paid. That is, we do not calculate bonus on vacation time, or on time lost because of illness. Only actual working time counts. This has cut down our loss of time, for we give each employe a comparative statement of salary earned and salary paid with each weekly envelop.

The plan has also reduced the waste of materials in our office and plant. And it has reduced our labor turnover.

A. H. McConnell.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Dec. 19—Creamery butter extras, 48@49c; 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, 23c; held 26c.

Eggs—Choice, new laid, 55@57c; fancy hennery, 60@63c; storage candled, 38@39c; at mark, 34@36c.

Poultry (live)—Fowls, 20@25c; chicks, 22@26c; old cox, 17@18c; ducks, 24@27c.

Poultry (dressed)—Turkey, fancy, 37@38c; choice, 36@37c; geese, fancy, 28@29c; choice, 26@27c; ducks, fancy, 27@28c; choice, 27@28c; chickens, roasting fancy, 30c; choice, 27@28c; fowls, fancy, 27@28c; choice, 25@26c.

Beans—Medium, \$8.75; Peas, \$8.50; Red Kidney, \$8.50; White Kidney, \$9.50@10; Marrow, \$10.

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

Kansas and Missouri merchants were recently importuned to subscribe for stock in the Excelso Food Products Co., of Kansas City, Mo., a co-operative wholesale grocery establishment, on an agreement that they would be given an opportunity to purchase their supplies at 10 per cent. below the regular wholesale price. Experience demonstrates that the prices of the concern are 10 per cent. above the regular wholesale prices. Now the retailers are invoking the aid of lawyers to find a way out of their dilemma.

FOOD WILL WIN THE WAR.**America's Part in the Great World Problem.**

Food has gradually, since the war began, assumed a larger place in the economics, the statesmanship and the strategy of the war until it is my belief that food will win this war—starvation or sufficiency will in the end mark the victor.

The Allies are blockading the food from Germany; and the surrounding neutrals are under pressure to export their surplus both ways and to reduce their imports. The Germans are endeavoring to starve the Allies by sinking the food ships. Short production and limitation of markets cumulate to under supply, and all governments are faced with reduction of consumption, stimulation of production, control of prices and readjustment of wages. The winning of the war is largely a problem of who can organize this weapon.

As to our more intimate problems, to effect this end, it must be obvious that the diversion of millions of men to war reduces the productive labor of the Allies, and in sequence, the food production. But beyond this the destruction of food at sea, and of still more importance, the continuous destruction of shipping, have necessitated the gradual retreat in area from which overseas food supplies can be obtained for any given country. There has grown from this not only a limitation of supplies, but an accumulation in inaccessible markets. The result of these cumulative forces is that North America is called upon, by both Allies and neutrals, for quantities of food far beyond its normal export ability.

What this tax on our resources amounts to is evident enough from the fact that during the past fiscal year we have increased our grain exports from 120,000,000 bushels, the three-year pre-war average, to 405,000,000 bushels. This year the Allied production is reduced by 300,000,000 bushels over last year, and we must therefore meet a much larger demand. Our exports of meat and fat products have increased from pre-war average of 500,000,000 pounds to 1,500,000,000 pounds for the last fiscal year. And owing to the decrease in their animal herds, the Allies will require still more next year.

If the extremely high prices thundering at every door were not a sufficient demonstration, it is possible, by actual figures, to prove that we have been exporting in many commodities actually beyond our capacity to produce. Taking the three-year pre-war period as 100, we find in pork, for instance, the number of animals on hand at the 30th of June this year is variously estimated at from 92 to 98. The slaughter of animals during the year was at the rate of 179; the exports were at the rate of 215, and the natural consequence is that the price is at 250.

During the past year we have exported every last ounce of which the country during this period was capable of producing, and our National stock of cereals and animal products, pro-

portionate to our population, was, at the beginning of this harvest, the lowest in our history, and many of us have been under the keenest anxiety lest we would face absolute shortage. This anxious period is now happily passed.

The demand in many commodities during the coming year is beyond our capacity to furnish if we consume our normal amounts. The necessity of maintenance of the Allies on our first line of defense, and our duty to humanity in feeding the neutrals demands of us that we reduce our every unnecessary consumption and every waste to the last degree—and even then the world dependent on us must face privation. Owing to the limitation of shipping we must confine our exports to the most concentrated foodstuffs, grain, beef, pork, dairy products and sugar.

We must control exports in such a manner as to protect the supplies of our own people. Happily we have an excess of some other commodities which cannot be shipped, particularly corn and perishables, and we can do much to increase our various exports if we can secure substitutions of these in the diet of our people, but above all we must eliminate our waste.

Herbert Hoover.

Late News From the Cereal City.

Battle Creek, Dec. 18—James G. Redner, member of Battle Creek Council, has two sons in the service. Arthur is at Allentown, Pa., with the ambulance corps, and Boyd has enlisted in the British royal flying corps and will serve under the flag of England. Boyd went to New York Monday, where he enlisted at the British headquarters.

Battle Creek Council had one of their jolly times Saturday evening. Cards and dancing followed a fine supper properly taken care of by the entertainment committee. As our guests we had the U. C. T. members from Wisconsin who are stationed at Camp Custer. Battle Creek Council takes pleasure in entertaining the members from Camp Custer and have done everything possible to get the boys to our entertainment. We finally succeeded in having ten boys Saturday evening, and wish to say that all U. C. T.'s at camp are welcome. Our meetings are held in Arcade Hall every third Saturday at 7:30 p. m.

Battle Creek hotels and restaurants will have an absolutely meatless and wheatless day each week. A meeting was called Monday evening at the Post Tavern, at the suggestion of E. C. Puffer, of Jackson, who has been appointed food administrator for this district, Carl H. Montgomery is acting secretary.

Some members of the U. C. T. are certainly observing 'meatless and wheatless days. If they find hotels or restaurants are not observing the days, they do not patronize them. One of our patriotic brothers walked out of a restaurant in Battle Creek one day last week after finding they were serving meat on Tuesday.

Battle Creek Council will hold its rally meeting Jan. 19 in the Council rooms, entertaining Jackson, Coldwater, Hillsdale and Kalamazoo Councils. Grand and Supreme officers will be with us on that date. Preparations have been started to give the boys all a good time. If you don't come you will be sorry. Jack.

Some men know so much that their knowledge gets in their way when they attempt to talk.

TWO OF A KIND.**Gold Trading Stamps and American Legal Stamps.**

Lawton, Dec. 17—Although I am not a subscriber to your journal, still I think the subject at hand of sufficient importance that your subscribers and the business men of Michigan should be acquainted with the facts.

Some weeks ago a man by the name of Phil Cohan solicited the merchants of this city in the interest of the so-called American Legal Stamp Co., with branch office at Grand Rapids and head office at Benton Harbor. This gentleman left some trading stamps with us, for which he got a check. He informed us that the company had made arrangements with the local bank to redeem the stamps from the customers who held them. He explained that one of their men would call on the merchants about every two weeks and see that we were properly taken care of as to stamps, etc., but nothing of the kind has occurred. Fortunately, we have put out but very few of the stamps, as we became suspicious that all was not as it should be.

The writer has written the gentleman at different times and he has promised to make a trip to see us, but we have concluded this was a bluff and merely to gain time to extend his questionable operations. The address of the company, according to its letter head, is 324 Murray building, Grand Rapids, and the general manager's name is J. W. Kingsbury. I am led to believe that the Cohan is another Dr. Jekyll and Mr. Hyde—that Cohan and Kingsbury are one and the same person. I am in receipt of a letter from the firm which did the printing of the stamps and bookies. It claims that the company owes them for the printing that was done about six months ago. It thus appears that the company has been operating for some time. I should like to see him apprehended and jailed. I have written this to you, thinking that perhaps you might be interested sufficiently to look up the concern at the Grand Rapids address and get what information you can. I thank you in advance for any trouble this may occasion you.

Stung.

The Gold Trading Stamp Co. was originally organized by J. W. Kingsbury, Thomas M. Ditman and Ira Smith. For a time it was conducted by Kingsbury as manager in a little room in the store of the Ira M. Smith Co. On the failure of that house the office was moved to 311 Monroe avenue. It is now located in the Powers Opera house block. On the failure of Smith and the subsequent failure of Ditman, who undertook to conduct a series of chain stores in this city with disastrous results—to his creditors—Kingsbury purchased the interest of his partners in the business. He then started the Fair store, corner of Monroe and Erie street, where he made a most disastrous failure. He subsequently sold the stamp business to Rose & Cohen, whose reputations are not above par. They, in turn, sold the business to M. L. Katz, who made a disastrous failure as one of the owners of the so-called Star Mercantile establishment on Monroe avenue, near Erie street. Katz now claims to be sole owner of the stamp business and is devoting all his time to the sale of stamps. At present he is understood to be "working" in either Reed City or Cadillac. The books are not redeemed promptly; in fact, hundreds of books await the "return of Kingsbury to sign checks." The office in the Powers building is kept constantly locked, for fear some angry holder

of unredeemed books may come in and assault the young lady in charge. A week ago Friday the elevator man in the building estimated that 150 women visited the office with books in their hands and ire in their eyes, but in no case were they permitted to cross the threshold. The door was kept securely locked on the inside. The young lady in charge says she has instructions from Katz to redeem stamp books as fast as the money comes in from the sale of stamps, but the percentage of books redeemed is very small. Prosecuting Attorney Hoffius has had many complaints from irate holders of the books and stands ready to prosecute Katz any time a victim of the concern is willing to swear out a complaint on a charge which Katz can be apprehended and arrested. He has under consideration asking for an injunction restraining Katz from disposing of any more stamps. The prosecutor lends a willing ear to all complaints from this source, because he is convinced that Katz should be prevented from continuing a business which is conducted with so little regard to honesty and good faith.

The American Legal Stamp Co. is the creation of Kingsbury and Cohen. It is a good concern to avoid. Although it claims on its letter head to be located at 324 Murray building, Grand Rapids, there is no such a room in the building named. Cohen resides at 126 North Prospect street. He is given in the city directory as assistant manager of the Merchants Gold Stamp Co. The record of Kingsbury in this community is such as to warn any merchant to avoid him or any concern with which he may be connected in any capacity whatever.

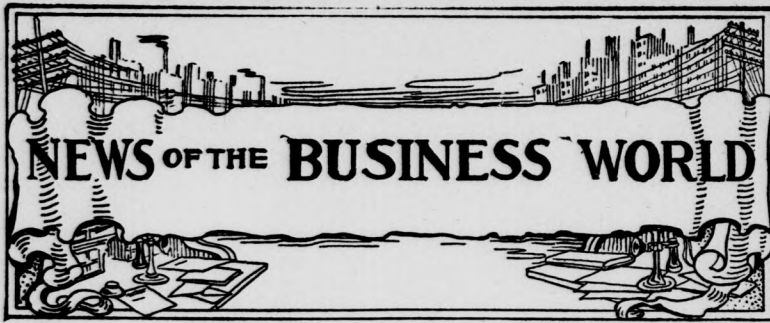
Economy Is Good, But Human Sympathy Is Better.

Written for the Tradesman.

It is a grand thing that people who have leisure can knit sweaters and socks for soldiers. It is good to know that women and girls who heretofore have spent much of their time trying to amuse themselves can do something really worth while—making bandages, pads, pillows, towels, etc., for the Red Cross hospitals or knit goods for the soldiers. Then, too, a garment made by a relative or friend appeals to the man away from home as it never would if made in a factory. This ought to answer the criticism that to use two or three dollars' worth of yarn and spend twenty or thirty hours knitting a sweater is not very economical, when one which would wear just as long and be fully as warm could be bought around the \$4 mark. The young man may for the first time realize the friendship and sympathy of his neighbors and associates when they vie with one another to make especially for him something for which he will at times be very grateful. The hold on the young man's life—the influence for good—can not be valued in dollars and cents. Economy is not always the highest motive.

E. E. Whitney.

Any woman who admits that her shoes are too tight is inclined to be masculine.



Movements of Merchants.

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

Litchfield—G. D. Mominee has closed his bakery and enlisted in the services of his country.

Peck—Grimes & Waterman have sold their stock of agricultural implements to William Cork, who has taken possession.

Sault Ste. Marie—The Prenzlaue Bros. Co., which conducts a department store, has changed its name to Cowan & Hunt, Inc.

Sigma—Fred Narrin has sold his general merchandise stock to William Danielson, of LeRoy, who has removed it to that place.

Nashville—Fire damaged the store building and most of the grocery stock of Quick & Co. Dec. 16. The loss is partially covered by insurance.

Rives Junction—G. H. May, of Jonesville, has purchased the Chester Howell stock of general merchandise and will continue the business.

Freeport—R. Walton has sold his store building and meat stock to Herman L. Feldpausch, meat dealer, who will consolidate it with his own stock.

Kalamazoo—The Silver Star Coal Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Pentwater—Joseph Tebbets has sold his harness stock and store fixtures to William Baker, who has removed it to Hart and consolidated it with his own.

Detroit—The United States Automatic Sales Co. has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Metropolitan Coal Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Saginaw—Fire damaged the store building and stock of the Schmerheim Electric & Hardware Co. Dec. 14, entailing a loss of about \$5,000, which is partially covered by insurance.

Detroit—The Bissell Scott Co. has been organized to conduct a general lumber business with an authorized capitalization of \$25,000, of which amount \$15,000 has been subscribed.

Kalamazoo—Raymond R. Warren, recently of Lansing, has purchased the sporting goods stock and store fixtures of Perry & Warth, at the corner of Burdick and South streets, and will continue the business under his own name.

Three Rivers—Fire damaged the undertaking and furniture stock of Baird & Crandell and the bazaar stock of Guy V. Cole Dec. 13. The loss was considerable and only partially covered by insurance.

Coldwater—W. S. Lockwood has sold his interest in the Collins & Lockwood grocery stock to his partner and taken a position as traveling representative of the McKensie Milling Co., of Quincy.

Manistique—M. Blumrosen, dealer in dry goods, clothing and shoes, has admitted to partnership his two sons, Joseph and Nathan, and the business will be continued under the style of M. Blumrosen & Sons.

Ludington—George Hollick and Arvid Carlson, former employes of the A. E. Cartier Sons Co., have formed a copartnership under the style of Hollick & Carlson and purchased the stock and store fixtures of the meat department in the Dohue brick store and will continue the business.

Escanaba—Guy V. Sullivan, member of the Manning & Peterson Shoe Co., was married last week to Miss Mary Ogden Hughes, of this city. Unbeknown to the couple the train which carried them from Escanaba to Chicago on their honeymoon was labeled with large posters announcing the "newlyweds" as passengers.

Manufacturing Matters.

Detroit—The Kramer Governor Co. has changed its name to the Monarch Governor Co.

Detroit—The Central Repair Works has changed its name to the C. R. W. Manufacturing Co., Inc.

Greenville—The Michigan Garment Co. has changed its name to Michigan Motor Garment Co.

Detroit—The Detroit Fuse & Manufacturing Co. has changed its name to the Square D. Company.

Freeport—The Freeport Milling Co. has resumed business after being idle nearly nine months. Its new cement dam has been completed.

Battle Creek—The Regle Brass Co. has been organized with a capital stock authorized at \$100,000, all of which has been subscribed, \$25,000 being paid in in property.

Detroit—The Detroit Carburetor Heater Co. has been incorporated with an authorized capitalization of \$1,000, which amount has been subscribed, \$500 being paid in in cash.

Detroit—The Rex Piston Ring Co. has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Detroit Shell Co. has been incorporated with an authorized capitalization of \$2,000,000, of which \$1,000,000 has been subscribed and \$200,000 paid in in cash.

Detroit—The Be Met Manufacturing Co. has been organized to conduct a general machine shop, with an authorized capitalization of \$36,000, \$18,010 of which has been subscribed and paid in in cash.

Detroit—The Globe Bottling Co. has been organized with an authorized capitalization of \$10,000, all of which has been subscribed, \$193.42 being paid in in cash and \$8,682.27 in property.

Detroit—The American Metal Product Corporation, 532 Springwells avenue, has been incorporated with an authorized capital stock of \$25,000, of which \$12,800 has been subscribed and \$8,000 paid in in cash.

Detroit—The Economy Bearing Co., Inc., 375 Grand River avenue, has been incorporated to sell ball and roller bearings with an authorized capitalization of \$1,000, of which \$500 has been subscribed and \$100 paid in in cash.

Cadillac—As a very practical means of better making use of the fine reputation that has been created by the Acme motor truck, made at Cadillac, the company name has been changed from Cadillac Auto Truck Co. to Acme Motor Truck Co. Anticipating that there would be considerable value attached to the trade name, the company proceeded early to copyright the name "Acme" and later on the seal was copyrighted, including the names and phrase, "The Acme, the Truck of Proved United." The Acme truck has quickly taken its place as a Michigan product that adds to our state's reputation for motor equipments. There has been nothing of chance or luck in the Acme's marked success. From the very beginning its selection and construction was in the hands of experienced engineers and thorough machinists, and the Acme motor truck business organization has also been one that from its inception has well deserved the confidence and high reputation accorded to it. Through its recent provision to give further distinction to the name of "Acme" the Cadillac company has followed the example of all the other most successful truck making organizations. Without an exception these companies have changed their corporate names to correspond with the trade name of their product.

Activities in Michigan Cities.

Written for the Tradesman.

Hartford will guard against incendiary fires by employing an extra night-watchman, the two canneries, two elevators and the grist mill each paying \$5 a month towards his salary, while the village pays the remainder.

A daily trucking service between Detroit and Pontiac is being discussed and Detroit jobbers and manufacturers have been asked if they would support such service.

The co-operative creamery at Freeport has increased its capital and will install a condensary.

The Kelsey Island Lime & Transport Co., with headquarters in Cleveland, has bought 2,000 acres at Rogers City and

will build a limestone crushing plant there, employing 500 men.

Ferry service between Manistee and Eastlake has been abandoned for the winter. The walking is good over the ice.

This year the Saginaw west side schools are laying special stress on the practical side of work in the art and manual training classes. Many useful articles for the home and inexpensive Christmas gifts are developed through the decoration of bottles, jugs, earthenware and boxes, while toys are being turned out with jig-saw and other tools. Many of the articles made will be shipped to Chicago and sold during holiday week by the Children's Patriotic League for the benefit of children in war-ravaged Europe.

The bond issue for buying the Smithville water power did not receive the necessary three-fifths vote at Eaton Rapids and was therefore lost. Another election will be held Dec. 31.

All night schools in Bay City were closed Dec. 13 and will re-open Jan. 2.

Lansing's street lights, except in the boulevard district, are out and will stay out until the coal famine ceases.

Cadillac's leading retail stores will close Wednesday evenings at 6 o'clock during the first four months of 1918.

Almond Griffen.

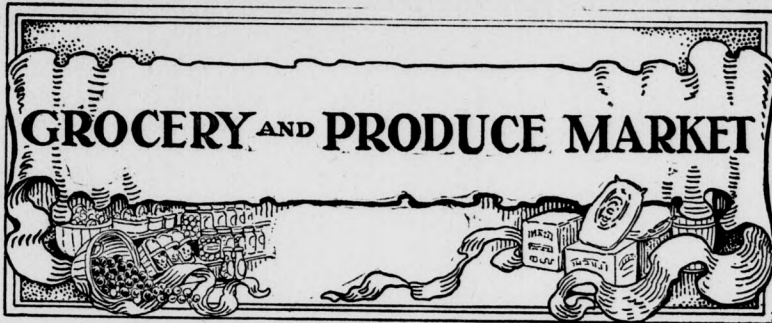
Mercantile News from the City of the Straits.

Detroit, Dec. 17—Otto Reinhardt, one of the best known men in shoe circles in Michigan, a former alderman and shoe retailer for seventeen years, and now salesman for the United States Rubber Co., has tendered his resignation to take effect January 1. Mr. Reinhardt plans to give his entire attention to the Detroit Twist Drill Co., of which he is a large stockholder. He regrets leaving the shoe business in which he has so many staunch and sincere friends, but the opportunities in connection with his new venture looks too good to pass up.

A. H. Krum, general manager of the Detroit branch of the United States Rubber Co., has engaged Mr. Cassidy, of New York City, as sales manager. Mr. Cassidy will devote his time to increasing the sales, which will afford Mr. Krum more time to give to the general conduct of the Detroit branch.

Albert B. Gemmer, Secretary of the Michigan Shoe Retailers' Association, says Michigan will have headquarters at the Hotel Sherman during the convention of the National Association. He says, "We want all Michigan shoe merchants attending the convention to register at headquarters, and to keep in touch with the doings of the Michigan Association, as there will be some special features for the Michigan merchants." He also says that every shoe merchant in the State should be in Chicago during the convention. It will be a great opportunity to meet other successful men and to find out how they do business. Michigan wants to show the right spirit and is anxious for a big turn out.

Ralph D. Howell, the well-known Jackson salesman, writes as follows: "We do and should practice true economy and that is the reason I enclose check for another year of the Michigan Tradesman. I have read the Tradesman for thirty years and the price of subscription is far short of the profit I have received. It has been an education in itself."



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 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is active, with a good consumptive demand, at prices ranging about 2c per pound on fancy creamery grades over a week ago. The receipts of all grades of butter are light and the consumptive demand is good. We do not look for much change the coming week. Local dealers hold extra fancy creamery at 49c for fresh and 45c for June 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—\$2.75 per doz.

Celery Cabbage—15c per bunch for California.

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

Eggs—New-laid are scarce and very hard to obtain at any price. 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—14c 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, \$4.50@5.

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 per keg or \$2.75 per crate; Malaga \$7.50 @7.75 per keg.

Green Onions—Shallots, 65c per bunch.

Potatoes—Up State buyers are paying \$1 per 100 lbs.

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—35c per doz. for home grown hot house.

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

Tomatoes—30c per lb. for hot house.

Reducing Shortening and Sugar in Crackers.

Cracker bakers have been using 126,000,000 pounds of sugar and 98,000,000 pounds of shortening yearly. According to the estimate made by the cracker manufacturers an annual saving of 16,000,000 pounds of sugar and 12,000,000 pounds of shortening will be made as the result of the new rules issued by the Food Administration which are effective December 10.

Following are the regulations which apply to all cracker manufacturers:

The licensee in manufacturing crackers shall not use the following ingredients in amounts specified below per unit of 196 pounds of any flour or meal or any mixture thereof:

Shortening—Not to exceed seventeen pounds average in sponge goods of which not more than ten pounds shall be animal fats.

Not to exceed twenty-six pounds average of shortening in sweet goods, of which not more than thirteen pounds shall be animal fats.

Sugar—No sugar shall be used in the manufacture of sponge goods.

Not to exceed fifty-five pounds average in sweet goods.

In the manufacture of crackers those made with yeast shall be considered sponge goods. All other goods shall be considered sweet goods.

In view of the National necessity for conserving shortening and sugar, the Food Administration request manufacturers of crackers to reduce the quantity of these ingredients below the maximum permitted by the above rule. A reduction of the shortening and sugar allowance may be found necessary at a later date.

Ate Dykstra has sold his grocery stock at Eleventh and Tamarack streets to his son, Peter Dykstra, on a contract. The senior Dykstra retains title to the stock until the purchase price is fully paid.

The Grocery Market.

Sugar—No change.

Tea—Delays in transcontinental traffic are becoming greater as the winter advances and have been particularly acute the past week on account of the widespread storms. Added to this is the difficulty experienced in moving stock from terminals to warehouses, especially since the Government has restricted lightering in the harbor. Consequently stock available for immediate delivery, which has been growing scarcer for some weeks past, has become almost unobtainable and when found readily commands a premium on quoted prices. The market is strong, with the general trend of prices in an upward direction.

Coffee—The market is fractionally higher for the week, meaning all grades of Rio and Santos. It is hard to see, however, how this can be other than very temporary, as there is no condition, outside of Brazil, to cause anything like an advance. In fact, the very large supply of coffee and the small demand would seem to make for a decline. The only factors in Brazil which in any degree counteract this, is the fact that Brazil has manifested a disposition to buy some of the surplus coffee in order to help the market, and the further fact that Brazilian exchange has advanced and so have freights. It is not probable, however, that these factors can alone counteract the enormous weight of the over-supply of coffee. The demand for coffee is very quiet.

Canned Fruit—Very little interest is being shown by either buyers or sellers at the present time as there is so little to do business with.

Canned Vegetables—There is no change in the market situation. Tomatoes are being held on the basis of \$1.80 f. o. b. Southern cannery, but there is no business being done. Corn and peas are nominal.

Canned Fish—The Administration is making it known that anything above the opening prices for salmon will be considered unfair. These prices were \$2.35 for red, \$2.25 for medium red, \$1.65 for pink and \$1.60 for chums, f. o. b. common shipping point, Pacific Coast.

Dried Fruits—The only item of interest that has developed in the dried fruit situation during the past week has been the arrival of a steamer containing a supply of Malaga raisins. These, however, were practically all spoken for although the prices were very high being generally held at 22 @25c for clusters in one-pound packages. There has been a scarcity of this kind of fruit for some weeks. Seeded California raisins are practically off the market and only seedless are being offered. These are more plentiful than expected owing to the fact that several large distributors bought more than they have been able to dispose of in the regular way, the licensing rules having interfered with their usual method of doing business. There has been no word as yet of the currant steamer, but owing to the high prices at which this item is being held jobbers are rather dubious as to their ability to dispose of the fruit after it arrives, especially

thus late in the season. The prune situation is unchanged. Stocks here are light, but are generally sufficient to meet the requirements of the trade. There has been heavy buying on the Coast chiefly for Government account so that the large sizes have been generally absorbed.

Corn Syrup—There is no abatement of demand, and, as manufacturers keep sold far ahead, prices rest on a firm basis.

Rice—Delays in transportation keep spot stock very low, but distributors appear to have all they need for the present and are not inclined to anticipate requirement. The tone is firm in sympathy with Southern advances, but prices are nominal.

Cheese—The market is very quiet, with a light consumptive demand at unchanged prices. We do not look for much change in price until after the new year. The stocks of cheese are in excess of last year.

Molasses—Continued scarcity prohibits spot business, but there continues an active demand for forward shipment, and whatever comes forward is absorbed in deliveries on prior sales. The market is firm with prices unchanged.

Provisions—Everything in the smoked meat line continues high, with a light consumptive demand, at unchanged prices. Barreled pork, drier beef and canned meats are also unchanged, with light demand. Pure lard is steady at about ½c a pound decline, while lard substitute is scarce and firmer, with continued good demand, at an advance of ½c over last week.

Salt Fish—The mackerel situation shows no change for the week. The supply is fair and prices are unchanged on all grades.

Two Flagrant Violations of the Sugar Schedule.

Two complaints have been filed with the Federal Food Administrator for Michigan against merchants who are wilfully defying the Government by violating the sugar ruling. Both are men of German birth or descent who have been so pronounced in their utterances in behalf of the Kaiser that they are classed as pro-Germans by governmental authorities. The least possible punishment which can be inflicted upon them is to notify every wholesale grocer in the State not to sell them any more sugar. As the proof furnished the proper officers is conclusive, being fortified by dates and names and sponsored by reputable gentlemen, there is no half way course for Mr. Prescott to take. He must either order these men cut off from further supplies of sugar or admit that the sugar ruling is a shadow and not a substance.

S. S. Corl, formerly of Corl, Knott & Co., has formed a copartnership with a Detroit gentleman and engaged in the wholesale millinery business in the Miller building, at Detroit, under the style of the S. S. Corl Co. The new house will deal in hat shapes ready-to-wear hats and banded hats. No trimmed hats will be handled,

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Dec. 17.—The Soo is now without an opera house. The old landmark which graced the Soo for many years was totally destroyed by fire late Saturday night after the performance. There was no one in the building at the time. Whether or not a modern new opera house will be built in its place has not as yet been determined. The Soo is always considered a good show town and it is hoped that a new modern structure will be a reality in the near future.

"A loss of appetite can generally be cured by work."

The Upper Peninsula men are given quite a boost at Fort MacArthur. An officer tells that he can spot a Northern Michigan man as soon as he picks up a gun. He knows how to handle it, also how to avoid accidents to himself and others, and can hit the mark in spite of the influence of the recoil, making more bull's eyes than the general run of soldiers. This is due to the fact that up in the north woods are afforded greater practice in hunting deer and other game, than some other parts of the country.

John Soltner expects to start his saw mill at Greens next week which will help make a lively aspect in the neighborhood of Alendale. There is nothing stimulates business more than the hum of the busy saw.

The entire public of Curtis was disappointed last Thursday night when the movie man failed to show up. Some of the crowd came from a distance of five or six miles to take in the movie. This is a serious offense in that community and the movie man will hear something drop upon his next booking.

The heavy fall of snow throughout the lumber districts in Cloverland makes the lumbermen happy. Everything is going full blast in the camps this year and the lumbermen figure on a record-breaking cut during the winter.

The last residents of Mackinac Island were given an opportunity last week to visit Cheboygan on the steamer Islander, which made a trip to Cheboygan to break a passage through the ice so that the steamer Aiva and other light ships could get down Cheboygan river. This will probably be the last boat trip for the Islander this year.

Joseph McLachlan of the McLachlan feed store, left last week for Waco, accompanied by Mrs. McLachlan, to visit their son, Captain Ira McLachlan.

"In some cases the clouds that hang in your heaven are of your own making."

Since ex-Governor Chase S. Osborn announced his candidacy for office of United States Senator from Michigan, it has met with hearty support from the residents of Cloverland. He comes with a clean cut statement referring to his public work and makes plain his attitude on questions now facing Congress. With the vast knowledge and ability of our esteemed candidate, the people could make no better choice in trusting affairs of the Government at this stage in the hands of so able a candidate as Chase S. Osborn stands for everything that is good and right.

Mr. and Mrs. D. F. Maloney left this week for Dayton, where they will visit at the home of their daughter, Mrs. Stacy P. Hinks, for a short time before going to Dade City, Fla., to spend the winter.

A. Westin & Co., well known merchants of Newberry, have opened a new store at Hendrie, where they expect to handle a full line of general merchandise.

C. M. Dysinger, one of the Soo's former grocers, but now a resident of Lake Odessa, was a business visitor here last week, renewing old acquaintances.

John P. Wessel, for many years connected with the Government works of the locks, but now with the commis-

sary department with the Government at Hoboken, N. J., was a Soo visitor last week. Wm. G. Tapert.

How the Sugar Situation Looks at Mears.

Mears, Dec. 18.—Considering the peculiar condition of trade these days, don't you think I have been pretty good in not registering any kicks lately?

Have been muchly interested in reading the Tradesman regarding the sugar situation. Guess all the grocers in retail business are balled up on it. I got a notice three weeks ago through a Judson Grocer Company salesman that all would have to conform with the two and four pound limit on sugar. That was Saturday and I started off with a peck and a half of trouble, because 90 per cent. of my customers are farmers who plough through the drifts for the honor of trading with me. They balled me out because I had plenty of sugar and would not sell them fifty cents or a dollar's worth, as S. & M. Co., of Pentwater, had a car or two of sugar on track at that time and offered to sell and did sell the following Monday 100 pound lots. I know of six of my customers who went there on Monday and got 100 pounds each, but I believe they sold so much that they limited each one on Tuesday and since to a dollar's worth a day. I understand the S. & M. Co. has a wholesale license, but it don't look very patriotic for them, although it certainly was a peach of a trade getter. I know I suffered in a business way some—and no small sum, either—and I am positive it gave a solar plexis blow to the Hart merchants, also, as the three towns are close together. I am selling two pounds to villagers and four pounds to any farmer who has a large family or who lives very far out, as roads are almost impassible. The Hart and Shelby merchants are also doing likewise. People, especially some half baked newspaper men, don't know what the grocer is up against. I would like to meet some of the wise gilligaloo birds who have been warning the public about the grocer robbers. Food stuffs are being retailed at less than the same can be re-purchased for and the margin of profit has dwindled in lots of cases until you could not find it with a search warrant. It makes me laugh to read about towns complaining of getting only a couple of cars of coal a week when they need three or four. Such unreasonable people ought to be sentenced to Mears. By heavens, I am trying to heat a butcher shop, two stores and my house by burning pine stumps in six coal stoves and have had zero weather now for about three weeks. Snow so deep you can't find the stumps. Not a single car of coal has been received this fall or winter. I ordered my coal as usual last July and it is still coming. If I wasn't so darn hot tempered, I would have frozen to death long ago. If some of the people who have coal and have to be saving with it would have to do without entirely, as we do, they would realize that hell ain't such an awful place in the winter time.

Understand, I am not registering a kick at all. Everything is lovely and lots of days I am getting three meals a day. While I get pretty chilly once in a while, I just think of Bloody Bill Kaiser and what he and his German cohorts will get when they all go to hell, and my blood boils immediately. As E. P. Monroe says, we all have lots to be thankful for. He is thankful he is still out of jail and I am thankful I still have a chance to hear he is in jail. Ches. Brubaker.

Call no man perfect. You may have overlooked some portion of his record.

Rarest Discovery Is the Discovery of Self.

The speed a man makes in the race of life depends less upon his training and preparation than upon inherent strength, good wind and determination.

Without baggage the army would starve; but when the impedimenta are too numerous it never gets anywhere.

Pope's line, "A little learning is a dangerous thing," is open to dispute.

Ignorance is dangerous, but too much learning is more so.

It is possible to crowd a man's head so full of theory that you paralyze his hands. Degrees may add dignity, but they do not increase efficiency.

In every one of our great educational institutions you will find a certain group of men who for ten years or more have been migrating from one university to another. But they never get ready to tackle any of the world's constructive work and probably never will.

While they dally at their studies, bridges are being built, tunnels bored, and great corporations managed by men who have had no training save possibly what they received through a correspondence school.

I do not underrate an education. The schooled mind and skilled hand are prerequisites of power. But it is not so much what one has as the use he makes of it that counts.

The man is greater than the tool.

Intellect is more than iron.

Genius is more than gold.

Work is more than wealth.

Heredity has no law that denies any man his chance.

Environment surrounds no man with a wall that cannot be scaled.

Garfield used to say that "a log with Mark Hopkins on one end and a student on the other constituted a university." He was putting the emphasis on the teacher. But it belongs no less to the student.

Benjamin Franklin set out to study the inexhaustible subject of electricity with a kite, a common key and a silk handkerchief.

West, the well-known artist, made his first brushes out of hair from a cat's tail.

The rarest—and best—discovery is the discovery of self.

Ask not, "What can I do the easiest?" but "What can I do best?"

Many men are failures, not because they do not work honestly, but because they are working at the wrong thing.

There are men in Washington making laws who ought to be at home making horseshoes. There are some artists painting pictures who ought to be painting fences. Many a talented man has failed as a lawyer because he was cut out for a butcher.

It is better to be a big man—big in aims, ambitions and aspiration—with small talents, than be a small man with big talents.

Napoleon once said that "God is always on the side of the heaviest artillery." But one day at Waterloo, where 160 guns of the British defeated 260 guns of the French, he discovered that his epigram, although trite, was not true.

Remember, bulk is no sign of effi-

ciency. An elephant cannot make a bird's nest.

Greatness is always in the man, not in the thing he possesses.

William Davenport.

Honks From Auto City Council.

Lansing, Dec. 18.—A visit to the Edward Sparrow hospital confirms the report that M. H. Gunn (Judson Grocer Company) is improving rapidly. He says he is comfortable and well cared for, but it will be a long time before he will again be able to carry his grip and sample case.

We notice that we are criticized in last week's issue of the Tradesman for referring to the Michigan State hospital as an asylum, and we wish to apologize for the error. It is easy to understand, however, how former inmates of the institution, now living in distant cities, should remember it by the name which it bore when they were confined therein. We might also say that not all of the residents of Kalamazoo are now up to date in the reference to this much needed and highly efficient State institution. As proof of this statement we need only glance at the front end of certain street cars in Kalamazoo, the routes of which lead through the Southwestern part of the city.

It is not our intention to deny anything Mr. Clay has said about our being an inmate of the institution referred to, but rather admit to it, and we feel constrained to tell how we came to be at liberty now, and our former keeper still under a certain amount of restraint: Late one day in November we were taken out for exercise with the other squirrels (with which the grounds at that time were abundant) and we conceived the idea of inducing our keeper to exchange coats and hats. When we returned after dark, we had little difficulty in forcing him into a padded cell and making our escape unnoticed by the new superintendent, who had not as yet become acquainted with all the keepers.

Brother Clay is perfectly harmless at all times, and at certain periods even rational. During his rational periods he is allowed to go and come as he pleases, hence his visit to our Council Dec. 1.

In the same article he makes reference to our being overworked selling automobiles during the day and giving knitting lessons in the evening. We also admit this. We have, however, sold many buzz wagons through demonstrations after dark and our knitting lessons are not by any means confined to evenings. Mr. Clay is in a position to know this, as several of our most promising and patriotic pupils hail from Kalamazoo. H. P. Bullen.

The open grate coal fire stands indicted. It gives cheer and companionship as well as heat, the fuel administration admits, but it is "inefficient" and wasteful. That is sufficient reason for the administration's stigma. And lovers of ease taken before the romantic flames in an open hearth are asked to use wood or a more practical coal "jumbo" heater. The fuel administrator says: "The present fuel situation suggest that the grate should be filled with coal much less often than in the past. It should be used when only a little heat is needed for a short time and it should be fed on waste wood as much as possible. The flickering flames of a smaller fire may be made sufficient to excite the fancy rather than the scorch and the big roar of too full a fireplace."

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Dec. 18—J. Dewitt Hall, of Grand Rapids, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for Dec. 27. The schedules of the bankrupt show liabilities amounting to \$6,106.16 and assets amounting to \$2,043.20 consisting of real estate, \$793.20, household goods, \$250, and unliquidated claims of \$1,000. Following is a list of the creditors listed by the bankrupt:

Preferred Creditors.	
Taxes due city of Grand Rapids	\$ 31 68
Secured Creditors.	
Wurzburg's Dry Goods Co., Grand Rapids	\$ 57 78
Young & Chaffee Furniture Co., Grand Rapids	128 73
Cable Piano Co., Chicago	133 70
Commercial Savings Bank, Grand Rapids	190 95
G. R. National City Bank, Grand Rapids	495 97
Harry D. Jewell, Grand Rapids	425 50
Myron H. Walker, Grand Rapids	331 55
S. R. Fletcher, Grand Rapids	80 00
Harvey C. Hamilton, Grand Rapids	158 62
Charles E. Tart, Grand Rapids	618 00
	\$2,620 70

Unsecured Creditors.	
Old National Bank, Grand Rapids	\$200 00
Charles D. Reeve, Grand Rapids	303 75
Robt. G. Hill, Grand Rapids	208 00
E. W. Dales, Grand Rapids	70 00
Glenn Towsley, Grand Rapids	155 00
M. H. Friedrich, Grand Rapids	75 00
Van Vleit Bros. & Veit, Grand Rapids	56 25
Grand View Auto Club, Grand Rapids	25 00
Barnard & Co., Grand Rapids	20 00
Life Ins. Independent, Cincinnati	3 50
Dr. Vernon M. Moore, Grand Rapids	10 00
Dr. Burton R. Corbus, Grand Rapids	8 00
Newcomb, Endicott & Co., Detroit	60 11
Henry Smith, Grand Rapids	13 75
American Laundry, Grand Rapids	35 75
Association of Commerce, Grand Rapids	20 00
Park Congregational Church, Grand Rapids	50 00
Boy Scouts, Grand Rapids	10 00
Ins. Research to 7-1-'17, Cincinnati	24 00
G. R. Taxi Co., Grand Rapids	13 00
G. R. Press, Grand Rapids	7 50
G. R. News, Grand Rapids	10 00
B. Siegel Co., Detroit	9 25
Noble Studio, Grand Rapids	16 00

Heystek & Canfield Co., Grand Rapids	41 95
Tisch-Hine Co., Grand Rapids	39 59
A. O. Wheeler, Grand Rapids	6 50
Century Fuel Co., Grand Rapids	22 70
Hammer & Cortenhof, Grand Rapids	6 14
Geo. L. Holwerda, Grand Rapids	1 50
Helmus Bros., Grand Rapids	3 75
Bixby Office Supply Co., Grand Rapids	9 95
Sampson Dawe, Boston	.90
A. A. Aniba, Grand Rapids	5 40
Ben F. Hite, Grand Rapids	2 00
John Zink, Grand Rapids	3 00
Geo. S. Smith, Grand Rapids	5 00
Commercial Credit Co., Grand Rapids	57 43
Frank I. Sweet, Grand Rapids	100 00
Citizens Telephone, Grand Rapids	5 14
Dr. T. D. Gordon, Grand Rapids	2 50
Frances Reed, Grand Rapids	36 00
Masonic History, Grand Rapids	42 00
Grand Rapids Herald, Grand Rapids	66 89
Mulich Floral Co., Grand Rapids	5 50
Naylor Upholstery Co., Grand Rapids	65 00
W. A. Martindale & Co., Grand Rapids	15 75
Albee Livery, Grand Rapids	6 25
J. Patte, Grand Rapids	9 00
Michigan State Phone Co., Grand Rapids	3 95
V. C. Ice & Coal Co., Grand Rapids	43 50
Postal Telegraph Co., Grand Rapids	1 87
Western Union Telephone Co., Grand Rapids	.70
Nat. Underwear, Grand Rapids	1 70
Friedrich Music House, Grand Rapids	8 95
Arthur Barber, Grand Rapids	75 00
C. Evan Johnson, Grand Rapids	50 00
Van Vleit Bros. & Veit, Grand Rapids	3 50
Commercial Savings Bank, Grand Rapids (Lease)	32 00
Walter S. Austin, Grand Rapids	38 00
Emil Yisch, Grand Rapids	10 00
P. C. Johnson, Grand Rapids	5 00
Mulder Market, Grand Rapids	16 50
N. Holst, Grand Rapids	21 30
P. A. Kladder, Grand Rapids	26 00
Western Underwriter, Grand Rapids	2 30
Lalakoum Grotto, Grand Rapids	14 00
Radcliffe Storage, Grand Rapids	3 37
Berton A. Spring, Grand Rapids	1 00
Coffee Ranch, Grand Rapids	3 00
Crystal Springs Water Co., Grand Rapids	2 05

Total \$2,340.05
 Accommodation papers, amounting to \$1,113.73. (Promissory notes).
 In the matter of Kehoe Bros. & Horan, jewelers, of Muskegon, the final meeting of creditors has been held in this matter. The report and account of the trustee

showing balance on hand of \$197.28 was approved and allowed. A first and final dividend of 6.7 per cent. was declared and ordered paid and certain administration expenses were also ordered paid.

Copying of Millinery Models Hurts Business.

A novel suggestion for bettering business is contained in the current bulletin of the Retail Millinery Association of America, which says:

"One of the great evils of the millinery business, every one admits, is the haste of manufacturers to copy models which are selling well in the retail stores and to make them up at a much lower price. The effect of this is, of course, the killing of the business on that particular style, with the final result that the cheap manufacturer, while boosting his business for a very short time on that number, has succeeded really in lessening the total business that he would otherwise have received on that number.

"For instance, business on satin and imitation for hats in one city was distinctly lessened by the appearance a few days after the original number had been shown at \$6.50 of a copy selling at \$2.89. The buyer who originally introduced this number was doing a splendid business, but no sooner had the cheap hat appeared in the windows of a competitor than the business dropped. The competitor might have done more business had he introduced the same number at a price more nearly that at which the original was shown.

"The manufacturers realize this condition, certain of them being

more appreciative of it than others. One aggressive manufacturer blames the condition on the buyers themselves and his argument is rather a startling one. Keep the manufacturers' salesmen off the floor of the retail departments, he says, and you'll see a changed condition. More models are 'crabbed' by salesmen seeing a number selling well on the floor of a certain department than in any other way. Salesmen are keen. They are more or less good merchants themselves, and when they see one house doing a big business on a number they are keen to get that number into their line at a cheaper price so that they can run to the competitors with it. You'll say that the manufacturers will send their shoppers around anyhow. But let me tell you that, in my experience, my shoppers have not been as productive of information as have my salesmen. So for the good of the millinery business in general, and I am frank to say my business in particular, I'd like to see an iron-bound rule in every department prohibiting manufacturers' salesmen from going on the selling floor."

Off the Griddle.

The hotel was overcrowded and a very fat man had been forced to spend the night on a wire cot minus blankets and mattress.

"How did you sleep?" enquired the clerk the next morning.

"Oh, I slept all right," the fat man assured him, "but I certainly looked like a waffle when I got up this morning."



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

Barney says—

"It isn't any worry—

To ship goods in a hurry."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

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E. A. STOWE, Editor.

December 19, 1917.

AN APPEAL TO LABOR.

"A great gate opens unto me, and effectual; but there are many adversaries."—Paul the Apostle.

Whether America and the Allies are to win or lose in the great war struggle now in progress in Europe must depend upon American labor.

It is a great opportunity for the forces of labor in America; an opportunity to render America and civilization a great service, an opportunity to usher in a new and more democratic order for mankind everywhere, and to help stabilize economic conditions at home and abroad.

American labor can win this war for America and humanity.

It can put an end to the inequalities and brutalities of a militant autocracy.

It can do something more than help make the world safe for democracy.

It can make the world safe and right for men and women who work for a living.

What answer will the vast army of American workingmen and workingwomen make to this alluring opportunity?

There are adversaries, to be sure, just as Paul found them when the "great gate" of his opportunity opened unto him.

Where there is opportunity, always there is opposition also.

Labor's chief and most dangerous adversaries are in the ranks of labor, robed in the livery of labor's friends and making loud professions of a desire to do and die for labor's good.

But these adversaries are not hopeless.

Some of them are moved by good intentions and really are seeking for a fair and honest betterment of economic conditions in America.

The war is the only big fact of any consequence now.

American victory in this war is the only possible victory labor can win.

American defeat would put labor back into the black industrial bondage of dead centuries. It would sponge the slate of every particle of progress we have made in the long struggle for economic justice, and would place the labor of the world absolutely at the mercy of a crazy, crooked, scheming and merciless Emperor who is now drenching the world in blood in a mad effort to force mankind to recognize his power

and pay homage to his wicked and infamous plans.

President Woodrow Wilson has spoken directly to the forces of labor in America.

What the President said in his address to the American Federation of Labor at Buffalo shines with an eloquence of patriotic anxiety for the present and future welfare of American labor which no honest and loyal American workman overlook.

Somehow we could not help feeling some of the strain and tension which marked the appeal of this tired patriot to the workmen of America, an appeal for National unity, for economic peace at home, for order, for law, tolerance, sobriety of conduct, and the long, hard pull together for the ultimate of our dreams as a free people. It was an unusual thing for the President to lay aside his heavy and almost crushing cares at such a time to speak a hopeful word to the forces of labor. What he said, the way he said it, and the solemn circumstances under which he said it are all facts which ought to help sink his message deep into the minds and hearts of workingmen of all classes in all parts of America.

The President's appeal was as significant as it was unusual.

It meant, for one thing that President Wilson fully realizes what the forces of labor can do to win the war and that he fully expects labor to do its full part.

Labor cannot disappoint Woodrow Wilson in this particular without slipping its head into the halter of a despotic ruler who is wholly out of sympathy with the democratic tendencies of modern times.

This whole bloody political tragedy, for magnitude, unparalleled in history, grew out of the commercial and industrial aspirations of Germany. Germany is seeking, not only the political and military domination of the world, but commercial and industrial domination also, and what Germany has been doing to bring about the political and military subjugation of European countries, is a fair indication of what Germany would do to bring about the commercial and industrial supremacy of Germany in the world as a whole.

Germany will go to any length to carry out the plans for which Germany already has wasted so much blood and treasure.

American labor is the lion in Germany's path.

Whether the line is to be crumpled back upon Berlin, to smother the Kaiser and the whole kit and shebang of Hohenzollerns and their murderous retainers, is an issue of the utmost concern to American workingmen, for upon that issue hinges the question whether we are to have democratic or autocratic domination in the politics and commerce and industry of the world.

With American success in this war, the American standard of labor, of skill, of wages, and the American standard of living, will become standards for the world.

With American failure, and German success, the standards of labor, of wages, of skill, and of living, would be whatever Germany wished to make them, and these standards would be low,

as low, at least, as the Arab's, for Germany's supremacy in world trade would depend absolutely upon cheap labor; and no nation on earth could compete with Germany anywhere, or to any extent, except upon the identical basis of cheap labor.

Rather than see Germany press American labor down to the low level of the Arab's standards; rather than see Germany rob us of what we have won by more than a century of fruitful toil; rather than see Germany drive the products of American labor out of the markets of the world; sweep American commerce from the sea; fill weaker states with prowling constabularies; hold in check the forward energies of our civilization, and put upon mankind shackles which could be broken only in the red glare of another great war for liberty and economic justice, it would be better for us to spend all we have in men and money, and pulling the shining fabrics of our achievements around us, go to sleep finally in a welter of blood, for life has no meaning worth while without liberty and death is less to be dreaded than the tyranny of a mad prince.

UTTERLY IRRESPONSIBLE.

For many months the Tradesman has felt that it should warn its readers against having any dealings with the Merchants Gold Stamp Co., because of the character of the men who have been connected with the undertaking. The stamps are purchased by the merchant on a definite agreement that books containing \$2.50 in stamps will be redeemed at \$2 cash by the stamp company on presentation. The proposition is a profitable one for the stamp company, directly and indirectly. If the stamps turn up for redemption, there is still a large ratio of profit for the company. Those which fail to be presented for redemption are practically all profit for the stamp seller, because the cost of printing the stamps is insignificant, compared with the price obtained for them from the merchant. Failure to redeem the books promptly on presentation is a violation of the agreement entered into by the stamp seller and is equivalent to obtaining money under false pretenses. Whether the default is due to downright dishonesty or bad management on the part of the stamp schemer, the result is the same. The merchant is placed in a bad light before his customer, who has every reason for feeling that he has been duped and defrauded.

The Tradesman is utterly unable to understand why any merchant should patronize a stamp company when he can get up a stamp system of his own inside of \$50 and thus save the large measure of profit which accrues to the stamp seller through the loss of stamps which are never presented for redemption by the customer. Such an arrangement is more satisfactory to the customer, because he knows his merchant will redeem the stamps on presentation, instead of his having to go to the office of the stamp company time and again, without result except promises of payment made only to be broken. The stamp system is bad enough at best, because it

involves an admission on the part of the merchant that his goods or service, or both, are so far below par that he must offer his customers some extra incentive to induce them to patronize him, but the adoption of a private system eliminates many of the evil features of the scheme system and enables the merchant to keep his business more self contained.

Our own coal shortage is working hardships, and may yet cause greater, but until now the lack of fuel in this country has had nothing like the alarming results it is reported to have had in Germany. It is a pitiful state of affairs, especially in Berlin and the other large cities of the land of demons and savages. Vorwärts says the sufferings of the poor are intense. They have been forced to go cold, hungry, and filthy. The city gas and electricity works and transportation services are so short of coal that partial stoppage is imminent. But it is the people in their homes who feel that they are on the verge of a catastrophe. This picture drawn by the Socialist newspaper, with its attacks upon a do-nothing government, may be somewhat highly colored. But trustworthy information from other sources warrants the belief that the coal famine is as acute in Germany as it is in France and Italy. Want of man-power in the mines and the breakdown of transportation partly tell the story, but the main cause is the all-devouring war. If its insatiate furnaces keep on blazing for another year or two, the whole world will face sufferings as terrible as if the earth had been swung back into the glacial period.

Mr. Hoover evidently realizes that he can not depend upon the volunteer spirit alone to accomplish whatever food-saving is necessary to carry us through the war. At the same time that he appeals to the people in general for a porkless day and an additional wheatless and meatless meal, he is depriving wholesalers who do not live up to his regulations of their licenses to deal in sugar. He probably realizes that he has a Nation unused to Government control to deal with, and that he must go slow. Nevertheless, he must know that all attempts to depend upon voluntary consent to food regulation have all over Europe been a failure. Experience in the Central Powers at the very outset of the war demonstrated the necessity of rules for the purpose of limiting consumption and fixing the prices of certain necessities, such as sugar, flour, meat, etc., backed up by the strong hand of the law. France has had the same experience, and England, in spite of an apparently voluntary system applied to the ultimate consumer, really has gone very far in the same direction. The great value of starting with a volunteer plan is that the public gradually becomes used to the idea of regulation.

The problem of life is to "decentralize trouble and centralize efficiency." Here you have it in a nut shell.

THE TIPPING SYSTEM.

Attitude of Pullman Company Toward the Abuse.

Chicago, Dec. 17—The announcement that the Pullman Company has been enjoying exceptional prosperity—the profits for the last fiscal year being the largest in its history—has led to a revival of the campaign against the tipping system so far as it is practiced on the Pullman sleeping and parlor-cars. The company is charged with difference to the moral welfare of its colored employees, the porters, and with wilful perpetuation of a plan which degrades the negro while subjecting the patrons of the company to a species of petty and dishonest "graft." Why, it is asked, does not the company, steeped in riches by its own admission, rid itself of a vicious and degrading practice?

The substance of these criticisms was laid before officers of the Pullman Company at its offices in this city. They listened patiently and courteously, remarking that they were ready to submit to any honest, judicious paper all the facts and figures which they deemed relevant to a proper grasp of the problem involved in the tipping system on Pullman cars. But they did not care to enter into a controversy with press critics, nor to assume a defensive and apologetic attitude. They were not even disposed to take a definite position on the tipping question. They were willing to submit data, however, and let level-headed, just, and practical men consider the data and reach their own conclusions.

Before presenting the data furnished, the general views of the company, as gathered from informal and frank discussions not, however, meant for publication in quotation marks, may be summarized, perhaps, as follows:

The Pullman porter and his tip cannot be treated as an isolated problem, a problem the Pullman Company is morally responsible for in any degree or in a position to solve satisfactorily on its own account. The tipping problem is a general, a world problem. Tipping may be in every way objectionable, although opinions differ with regard to this fundamental premise—and the public may be justified in complaining against it on moral and economic grounds. But it is practically impossible to do away with the tipping system. Some states have adopted stringent anti-tipping statutes—with what result? Are these statutes enforced to any extent? Even the state officials violate them. The public has forgotten their very existence.

Are tips given and received because wages are too low in the trades and occupations in which the system obtains? Would tipping disappear if everybody received a living wage? Some answer these questions with a confident "Yes," but there is no real ground for their confidence. The fact seems to be that tips are given for certain kinds of personal service, and that the highest wage for such service would not do away with the tip. Perhaps all personal service ought to be reformed and made impersonal. But while service remains personal, to the degree to which it is personal, does it invite tipping. There are hundreds of thousands of hotel and restaurant waiters, chambermaids, hotel porters, bell-boys and so on, who expect tips and get them. Tipping has invaded the barber shops. In Europe even superior hotel employees do not scorn tips. Domestic servants everywhere expect tips from guests and are indignant if they fail to get them.

These being the facts, why should the Pullman Company be singled out for attack by opponents of the widespread, deep-rooted tipping system? The Pullman Company wishes to do the right and decent thing, but it is not a reform body. It is in business

under existing standards and conditions, and it tries to live up to the highest business standards now recognized.

Moreover, if the Pullman Company earnestly wished and attempted to do away with tipping of porters, it could not realize that ideal. It might, of course, raise wages and forbid tipping. It might threaten the discharge of any porter found guilty of taking a tip. But all this would fail to abolish the practice. Tips would continue to be given and taken, and the only result would be very bad service, with flagrant discrimination against the non-tipping travelers in favor of the violators of the company's order. How long would the public stand such discrimination? Our last state would be worse than the first.

As to the degradation of the American negro, there is no evidence that tipping has degraded the negro—that is, in any special sense. Has it degraded the colored porter to a lower depth than it has the colored waiter in a hotel—or the white waiter, for that matter? Tipping existed before the negro received his freedom in America; the colored freeman adopted a practice in which the "superior" whites had indulged from time immemorial. Is it, then, fair, to talk about the degradation of the colored race by the Pullman Company?

Finally, there is another important consideration to be taken into account. The Pullman porter gets his tip, not for services he is paid and hired to do, not for services that naturally go with the berth purchased, but for additional, personal services that, in the absence of tipping, would simply not be rendered to the traveling public. Shoes would not be shined, for example. Clothes might not be brushed at the end of the journey—or brushed perfunctorily. Suit cases and satchels would not be carried out of the car by the porters. These services form no part, strictly speaking, of the porter's regular job. The porter performs them, the company offering no objection, and gets extra pay for them from the traveling public. The public is not, therefore, paying twice for service.

However, it is not to be denied that, were tipping eliminated, all those servant who receive gratuities, so-called, would command higher wages. Tips are, of course, considered by employers in fixing wages—but less by the Pullman Company than by many—if not by all—hotel and restaurant keepers. It is notorious that many waiters get very little pay, and that not a few are believed to pay the proprietors for the privilege of pocketing tips. The Pullman Company does more for its porters than the public is often led to believe. This brings us to the question of fact: What does the company pay its porters, and what does it do for them in addition to what wage contract calls for?

The porter's minimum wage is now \$30 a month. A few years ago it was \$25. The average monthly wage of a porter as a class is about \$36. Many porters earn between \$40 and \$50, while some go up to \$60.

An additional sum, equal to a month's pay, is allowed by the company each year for a good, clean record. A porter who loses this bonus by carelessness or violation of rules is afforded opportunity, by extra care and conscientiousness, to rehabilitate himself by the end of the year and get his bonus. Last year about 74 per cent. of the porters—and the company has increased the number lately by about a thousand—earned and received this extra sum.

After ten years' service, the company gives the porter two new uniforms each year, thus saving him about \$50 annually.

After five years' service porters are entitled to sick relief or sick benefits, the minimum being equal to one

month's full pay and one month's half pay.

After fifteen years' service porters receive an increase in their regular monthly wages equal to 10 per cent. Further annual increases are granted after each additional five-year period of service.

Porters are pensioned and retired at 70 after twenty years of service, the minimum pension amounting to \$22.50 per month at this time. A porter who is disabled by accident or illness is retired at any age, if he has served the company for twenty years or more.

The company voluntarily makes a contribution to the Pullman Porters' Benefit Association toward the payment of death benefits, the amount being equal to 5 per cent. of the total raised and paid by the Association itself. This Association is organized on the zone basis, and no porter is required to join it where it exists.

Finally, the company provides, practically at all points, sleeping quarters for porters away from their home stations.

Applicants are examined and if considered fit for the position of porter they are given more or less training and instruction in a school maintained by the company, so that their work may be satisfactory even at the start.

As a result of all these conditions, it appears, about a fourth of the company's porters have been in its service over ten years. Many have been in service much longer; quite a number over twenty years, and several thirty years. Many leave to find better positions, only to return and ask for reinstatement.

These figures, with the general ideas of the Pullman Company, as indicated above, were submitted for analysis to impartial and intelligent citizens interested in the welfare of the negro laborer. One of these, an educator and social progressive, thought the company's position distinctly untenable. It may be true, he said, that tipping cannot be abolished by fiat, not even by a corporation so powerful as the Pullman, which has virtually no competitors. It may be true that many porters would continue to take tips and many passengers would tender them, even if the company should prohibit tipping and dismiss offending porters. But the company would not be responsible for that degree of tipping. Its conscience would be clear. It would know that it was paying a living wage to the porters, and that the traveling public was not expected to make up a painful deficit in the porter's family budget. The

company might make it perfectly plain to the public, by advertisements and placards, that such service as the shining of shoes was not within the porter's regular duties. This would largely eliminate favoritism and perplexity. As things stand, the company does pay less than a proper wage, and the public feels this, and cannot help resenting the tipping practically forced upon it.

Another citizen pointed out that even organized white waiters and other servants accept tips, and, thinking aloud, asked: "If the trade unions cannot induce their members to give up this source of income, in spite of all that labor leaders say about the dignity and self-respect of organized workers, how can the Pullman porters be asked to give up the tip?"

The third citizen thought the question most complicated and annoying. He thought a monopoly like the Pullman Company might at least make the experiment of forbidding tipping for any regular service, and raising the pay of the porters to a proper level; but he was not disposed to press the idea. Vanity, false pride, moral cowardice, selfishness, he thought, were responsible for the tipping nuisance, and the same mean qualities of the average human would perpetuate tipping. If, he mused, men are not rational enough to stop killing one another at the bidding of politicians, or jingoes, or war lords, can we expect them to stop tipping? Courage, independence, good sense, contempt for snobbery, devotion to principle—these are the attributes we need in order to disregard the sneers, the dagger-like looks, and the hostile demeanor generally of disappointed servants, who fail to get what they deem the proper tip. How many of us are willing to suffer even small inconvenience and unpleasantness for a principle—suffer them, not once, in a heroic or defiant mood, but suffer them every time we take a journey, dine at a hotel or restaurant, pay a visit to a friend?

The subject cannot be mentioned anywhere without starting a lively controversy. Perhaps this is the reason why the Pullman Company has not seriously discussed the question of experimenting with tipless sleepers and tipless chaircars. Certainly the company does not feel that "it is up to it" to lead in the movement of uplifting "personal" or domestic service in the whole world by making war on the porter's tip—for this, in a nutshell, is how the matter really presents itself to its leading officials.

Victor S. Yarros.



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



Promoting a War Time Shoe Business.

Written for the Tradesman.
This war is upsetting many well-laid plans among retail shoe dealers throughout the country.

A chart showing the rise and fall of public sentiment—i. e. the hopes and fears of the American people—during the three and a half years of the war would be an interesting study.

At the very beginning, when the stout little forts of Belgium had yielded to Germany's big howitzers and the proud ranks of the Kaiser's great army were approaching nearer and nearer to Paris, their first objective, there was a tremendous depression in this country.

This was followed by a feeling of false security and ill founded hopefulness consequent upon the battle of the Marne. The first defeat of Russia's forces in the field, their consequent flight in panic, and the German round-up of Russian prisoners, brought a reaction in sentiment. This was wiped out and forgotten by a later successful drive of the Russians.

And so, month by month and year by year, hopes have arisen amongst our people by Allied successes—only to be dashed to the ground upon the receipt of news apropos reverses.

The low water mark of our public pulse was reached last summer when it appeared that Germany's ruthless submarine threat was in a fair way to be made good.

What has all this got to do with selling shoes? Much every way, believe me. A sense of insecurity paves the way for pessimism and retrenchment—in the matter of footwear purchases along with pretty much everything else under the sun.

The retail shoe dealer who has kept a monthly record of his sales during the period of the war would do well to study this record. He will find it full of ups and downs. Selling has been sporadic, freakish, and without a precedent in recent years.

Sometimes the public has been in a buying frame of mind, but often it hasn't. And there's no use mincing words: the business of the average shoe dealer has suffered.

The volume of business, on the whole, has shrunk. If one has gone ahead somewhat (as some have) in the matter of profits, it has been on the basis of fewer pairs sold; if one has broken even in the matter of profits for the season, or year, it has been on the basis of a still larger shrinkage in the number of pairs sold.

The truth is people have been retrenching all along the line—and

some of them have apparently made a deliberate effort to retrench in the matter of wearables, especially shoes.

Repair men report an abnormal increase in the volume of the repair business. People are getting shoes repaired to-day who haven't hitherto visited a repair shop for years. And it isn't altogether the poorer classes that are conspiring to over-work the repair people; it's the well-to-do, and even the rich!

Why so? It's a psychological phenomenon. Lectures, preachments, editorials, feature articles, countless paragraphs, and all manner of special contributions under divers and sundry scarehead titles—all have helped to convince the average American that he is desperately hard up now (if he only knew it), and that he's going to be ever so much harder up to-morrow than he is to-day, and that the day after to-morrow (or next year, or some time during the subsequent development of this interminable war), he is going to be in a perilous situation—wheatless, meatless, fatless, sugarless, shoeless, and the good Lord only knows what!

Now it's all right, on general principles, to preach the gospel of saving—provided one preaches it along sane and legitimate lines; but there is a point where such preachments degenerate into pure and unadulterated pessimism—and pessimism hurts business. Let us observe wheatless and meatless meals and days, and let us bake, broil and boil (as our Government urges us to do, in order to conserve our fats) and let us be not wasteful of sugar; but in the name of all the properties is there any reason for our going barefoot?

The shoe industry of America is an important one. Thereby a vast army of our American workmen and merchants earn a livelihood. If this business of footwear retrenchment keeps on and continues to increase in severity as the war goes forward, there will be a heavy bill of damages to pay.

In the first place shoe manufacturers and shoe operatives will suffer; for a part, at least, of their occupation will be gone. Making less money themselves, they'll naturally have less money to spend with others. Those among them who rent, will be compelled to let their rent go unpaid or move into smaller quarters. Landlords will suffer. Building and Loan Associations, through which thousands of these shoe operatives are paying for homes, will suffer; mortgages will have to be foreclosed; litigations will ensue. Less money will be spent with grocers,



**Nifty New
Novelties
Ready to Ship**

- No. 2806—Mahogany Tan Calf Welt, B to D, 3 to 7..... Price, \$5.35
- No. 2828—Mahogany Tan Calf McKay, B to D, 3 to 7..... Price, 4 50
- No. 2815—Mahogany Tan Calf McKay, D only, 2½ to 7..... Price, 3.75

Rindge, Kalmbach, Logie Company
Grand Rapids, Michigan

A Week To Be Remembered

by all who make a trip to Grand Rapids and look over our close out numbers. We do not intend to inventory a pair of shoes that is not in our regular line for spring. To do this we are going to price them all so that we can sell every pair from Christmas to New Years. Some mighty good values to be had for that January sale.

- 21 doz. Men's Tan Outing, Nailed, 6-10 \$2.25
- 17 doz. Men's Cheap Side Bluch. McKay, 6-10 1.80

And many other values
equally as good

Hirth-Krause Co.

Tanners and Shoe Mfgs.

Grand Rapids, Michigan

meat dealers, department stores, furniture dealers, and so on ad infinitum.

And then the people who have fooled themselves into thinking they are economizing by denying themselves needed shoes, will one day arrive at a painful disillusionment. Improperly clad feet means inadequate foot protection; and inadequate foot protection spells colds, pneumonia, diseased and injured feet. If one must gratify a penchant for cutting down somewhere in the matter of expenditure for wearables, it's far better to let the shoe item alone and make his retrenchment somewhere else. A felt hat, for instance, can be sent to the cleaner's and rejuvenated for say a dollar and a half, thereby saving \$1.50 to \$3.50. As a man doesn't walk on his head, there is a far greater percentage of wear value in the hat than there is in his shoes at the end of the season: indeed, so far as service is concerned, the hat may have quite as much service in it after being cleaned as it had before. But you can't say that of a pair of shoes that have been repaired.

As the war goes on, it is to be hoped the American public will come to a solidly sane view of the situation, and learn to practice economy in legitimate fields. And the thing the retail shoe dealer is up against just now is to help nurse along proper ideas in regard to actual footwear requirements. With something over a hundred millions of people in this country who ought to be properly shod in order that they may retain their health and co-operate most effectively with our expeditionary forces now in the field and those who shall at present be in the field, we cannot afford to get any silly notions of false footwear economy in our heads.

Every retail shoe dealer throughout the country should conceive it to be a part of his function to help the people of his own locality to think straight on this important proposition. This is what I call promoting a war time shoe business.

Cid McKay.

Thinks Mr. Hach Might Have Said More.

Saginaw, Dec. 17—In the days when the late P. M. Armour had his office at 205 LaSalle street, he had over the desk in the little office in the corner a framed motto—probably concocted by himself—reading as follows: "Say little of what you have done. Say nothing of what you intend to do." The address of John A. Hach, of Coldwater, before the hotel keepers' convention at Saginaw naturally leads to the conclusion that John does not agree with the great authority on hogs, grain and railroads, inasmuch as he opened the book wide upon and told the landlords exactly what the traveling men wanted in the way of machinery to make the Henry law effective. And the landlords slyly winked to each other and quietly proceeded to adopt plans which will block the game of the traveling men in attempting to secure remedial legislation during the next session of Michigan's solons. It so happened that the writer mingled among the landlords in the hotel corridors at Saginaw and, incidentally, overheard enough chance remarks dropped to convince him that the hotel men proposed to make mince meat of any effort the traveling men

may put forth to amend the Henry law in such a way as to render it operative. The hotel men are satisfied with the law as it is, because it is perfectly harmless as it stands on the statute books, due to the fact that there is no machinery to enforce it. That means, of course, that it is a dead letter—a sop to the traveler without incurring any obligation on the part of the hotel men to live up to its provisions and obey its behests. The programme decided upon by the hotel men is to pretend to favor the overtures of the traveling men, but really to knife and defeat any effort the latter may make to render the law vitally effective.

To the writer it seems there are a number of timely statements our Grand officer could have made the hotel men which would have been decidedly in order at this time. He could have warned them, for instance, that any wholesale advance in rates should be accompanied by an improvement in the service—at least by the maintenance of the old standard of service. As a matter of fact, the writer notes that the hotel which makes a horizontal advance in rates invariably reduces its service in inverse ratio, which works an unnecessary hardship on the commercial traveler. He could also have told the landlords, in terms which they could not fail to comprehend, that the pernicious practice of charging commercial travelers one price and local people a much lower price for the same service should be abolished. He could have reminded them that there is a long period of peace ahead of us, when normal prices for staples will again prevail, and that the landlord who takes advantage of the present era of high prices to boost his rates beyond the point of reasonableness will be remembered—and put out of business—when normal conditions are resumed. In fact, there are quite a few things I think Mr. Hach could have said to our hotel friends if he had taken a little more time and devoted a little more thought to the subject. The time was an opportune one to convince the landlords that the traveling men are not a class of ninnies, to be dealt with as though they were children. U. C. T.

Why Don't He Stop the War?

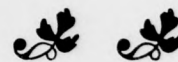
Written for the Tradesman.

"Oh, why don't God stop the war? He could do it," said a mother whose son had been drafted for the army. Why don't He? Are all mothers, wives and sisters of the soldiers boys asking Him to do so? Does every woman and girl pray as she sews and knits for the Red Cross hospitals, the orphans of France and Belgium or the boys at the front? The blessing that God has for this country cannot come until America is brought to her knees. Which will they bow down to, God or the Kaiser? God must rule in the heart before he can grant the prayer. The sooner America turns from seeking ease, prosperity, indulgence, extravagance, extortion, reckless rushing after pleasure, law-defying and God-defying ingratitude, hatred and strife, the sooner will the war end. When Abraham demonstrated his faith and obedience, he was not required to sacrifice his son. So may it be with us. America, by her failure to prohibit and crush certain stupendous evils, has allowed untold numbers of her men, women, boys and girls to be sacrificed. As war measures she is now beginning to do what she would not do to save the individual life from his own folly or the snares of those who slay for gain. E. E. Whitney.

A Merry Christmas

To You and Yours

Is the Wish of Your Friends



The

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.



Epoch Making Times Precipitated By the War.

Written for the Tradesman.

Pressing need of the Allies and the United States for silver coin is responsible for a plan of the Government to purchase the entire output of the United States silver mines at a price which is believed will be set at 87 cents an ounce. It is stated jewelers, manufacturers of dental and optical supplies and other users of silver will, under the tentative Government plan, continue to receive their supplies probably at the standard price.

Growth of individual wealth is strikingly illustrated in statistical tables prepared by the Income Tax Division of the Internal Revenue Bureau at Washington and which will later be published as an appendix to the report of Internal Revenue Commissioner Daniel C. Roper. It will show that in the last income taxing year, 1916, there were 22,696 American millionaires. The income tax returns for 1915 showed a grand total of 14,771 millionaires, making the increase for 1916 over the previous year 7,925. These are not census figures, but are compiled from income tax returns which have yielded the Government a large revenue. Experts of the income tax department, in making the estimate of millionaires, employ the simple rule of capitalizing the fortunes of men who pay the tax by assuming the average rate of income is around 4 per cent. and beginning with the class of incomes that range from \$40,000 to \$50,000 and going up to the last class under the law, which is income ranging from \$5,000,000 up, it is an easy matter to calculate the number of millionaires. But there is a class of incomes ranging from \$30,000 to \$40,000 a year, and there are, no doubt, many millionaires within it—men who get only 3 per cent. on their investments or who have periodical reverses, and so claim exemptions that for the time being set them back of the million mark. The class of multi-millionaires is not so easily estimated. There are ten persons in the country who have an annual income of \$5,000,000. Reckoned on the rule of a 4 per cent. rate of interest, these men are worth \$125,000,000 each. There are nine persons who last year were taxed for income of from \$4,000,000 to \$5,000,000. These may be regarded as having fortunes of \$100,000,000 each. There are fourteen who reported having incomes between \$3,000,000 and \$4,000,000; thirty-four having incomes ranging from \$2,000,000 to \$3,000,000. If all persons who in the various

classes made by the income tax law received incomes ranging from \$150,000 up to the highest class are to be described as multi-millionaires, we would have in the United States 3,733 of them, which is almost exactly the strength of a regiment of infantry under the new United States Army organization.

The latest appeal of Secretary McAdoo to the people to buy War Savings Certificates says: "This war cannot be financed unless the American people at once stop waste, practice self-denial and lend the money they save thereby to the Government. The campaign for the sale of war savings stamps in denominations of 25 cents and \$5 is of the utmost importance. No such opportunity as this has ever been offered to the Americans for investing their savings with absolute safety at such attractive rates of interest. The Government will accept your money and pay interest at 4 per cent. per annum compounded quarterly. Let every man, woman and child reflect as they are about to spend 25 cents wastefully or needlessly how much that 25 cents will do for some splendid son of America who is fighting on the battle fields of Europe, how much even 25 cents multiplied by 100,000,000 loyal and patriotic American citizens will help their Government to bring to a quick end this horrible carnage in Europe; how many lives of America's noble sons will be saved the sooner the war is ended. I appeal to the heart and patriotism of the American people to help their Government and help themselves by a whole hearted support of this war savings plan."

The appeal is a proper one and the fine manner in which the American Nation is living up to its high ideals assures its success. There is not a word to say in condemnation of any legitimate plan to furnish the sinews of war, but there is room for suggestion as to the handling of the money. The fact must be taken into consideration that the more widespread and voluminous the purchase of these war savings stamps, the greater will be the decrease in savings banks deposits. It must be remembered that it is due to the proper investments of savings by the banks that the business of the country—transportation, industrial and commercial—has been built up to its present proportions. It would be but fair and just that the money received through the sale of these war savings stamps, instead of being forwarded to Washington at once, should be deposited in the banks in the communities in which the stamps are

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.

Create a Trust Fund

for the benefit of your family and yourself by putting a part of all your property in our hands as trustee under a Deed of Trust.

The trust may be established with a moderate amount of property and additions made to it from time to time. You may reserve the right to terminate the Trust or change your Trustee or Beneficiaries and thus have an opportunity to meet changing conditions.

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

THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

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

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

sold, and allowed to remain there until needed by the Government. It would be well for the banks and other business interests in Michigan to take this matter up with their senators and representatives with a view of securing this disposition of the money.

Joyful news comes from Washington to small corporations and business men operating on \$100,000 capital or less in the form of a new ruling by the Treasury Department permitting full deductions of the exemptions named in the excess profits tax law. A previous ruling confined exemptions to the first step in the tax, so that where the exemptions were more than 15 per cent. only partial benefit was derived. The old ruling is now reversed and thousands of small concerns will be saved from threatend ruin. The vital importance of the excess profit tax above announced can be appreciated from an example: A corporation with \$20,000 capital, which in the pre-war period earned 9 per cent. or more, should have an exemption of 9 per cent. of capital (\$1,800) plus \$3,000, or \$4,800 in all. But under the ruling now reversed, the exemption in no case should exceed 15 per cent. of the capital which in this case would be \$3,000. Thus, if the corporation's earnings were \$5,000, the excess profit tax would have been levied on the excess above \$3,000 or \$2,000, whereas under the present ruling the tax will apply against only \$200 of income. The effect of the new ruling will also be to relieve from tax entirely many small businesses which, had the former ruling stood unchanged, would have been compelled to yield up to the Government a very substantial part of their annual profits.

There is no doubt but that early in this session Congress will revise, if not repeal, the entire income tax law because of its clouded legislation with regard to the excess profits division. Leaders in the Senate who stood for high taxation of corporations are finding out that corporations all over the country are in a quandary as to how the tax is to be applied. They have also been advised that the commission of experts appointed by Secretary of the Treasury McAdoo to unravel the tangle is unable to do so and that its members are fully as much in a quandary as are the corporations. These experts have turned to the legal experts also appointed by McAdoo, but these gentlemen have been unable to show the way out. It is expected that these advisors, legal and expert, will ask Congress to repeal the excess profits provision of the law and enact in its stead legislation that will be easier to interpret. From what information is obtainable there is a strong sentiment in both houses for a repeal of the entire \$2,534,870,000 revenue measure and the enactment of an entirely new measure.

Dissatisfaction has cropped out among holders of the underlying bonds of the old Pere Marquette Railway over the settlement under the re-organization. While a good many have deposited their holdings and accepted either new stock or bonds in exchange, some are holding out for

better terms. The latter allege that the re-organization plan as it is being carried out is not in conformity with the recommendation of the Michigan Railway Commission and the order of the court prior to foreclosure. It is declared Judge Tuttle in the United States District Court of Detroit ordered the road sold under foreclosure at a price not less than \$14,000,000 more than the total face value of the underlying bonds. The Michigan Railway Commission, prior to foreclosure, pointed out the plan as approved by it would give underlying bond holders face value of their bonds in new bonds after foreclosure. Underlying bond holders, instead, are being offered, in some cases, no bonds at all, but preferred and common stock worth at current prices one-eighth to one-third of the face value of the bonds.

Frank A. Vanderlip's plan for the complete unification of the railroads is being seriously considered at Washington. He favors unification not only during the war, but as a permanent means of establishing efficiency in operation. His idea is to establish railroad districts, each to be controlled by a centralized organization. In his opinion the present predicament of the railroads is due to the fact that there has been no "National railroad thinking." Railroad officials, he holds, have been thinking primarily of returns. Shippers have been striving to cut down rates, and the public, as a whole, has been content to do nothing. He believes the anti-pooling and anti-trust laws should be set aside, so far as the railroads are concerned. Government control seems the solution of the problem for the present, as Congress is not likely to grant financial assistance necessary unless the railroads are under the control of the Government.

These are epoch making times. Both the war tax question and the railroad problem are of vital importance to all classes of business interests, and intelligent consideration upon the part of business men, communicated to our senators and congressmen, will aid them in solving these problems satisfactorily.
Paul Leake.

Unsatisfactory Methods of Sugar Distribution.

Written for the Tradesman.

If the sugar famine continues or if consumers are to be limited to a certain number of pounds per capita, a different system of distribution must be adopted. People who now go from store to store and purchase as much as possible at each one are using as much as formerly or they are hoarding for the future, while those who are unable to leave home to hunt up sugar or are dependent on only one store for their supply are not getting an average share of the limited quantity which reaches the stores.

A sugar card should be issued every householder showing the number of pounds he or she may purchase each week. This should cover three months at least, having thirteen spaces, each containing the printed figures 2, 3, 4 or more, to be punched

out by the grocer at every time of purchase. This could be presented at any grocery store and the grocer should be allowed to sell more than a week's supply in case the customer is a farmer living at a distance and finds it inconvenient to come to town often.

Obliging the grocer to weigh and do up fifty packages to every 100 pounds of sugar is doubling or trebling his labor and increasing his expense for paper bags and twine, while it operates as a check only upon those who least need restraint.
E. E. Whitney.

Two or three heaping spoonful of sugar drown the taste of real good coffee and robs one of part of his enjoyment of a meal.

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

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

THE



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

Self Control the King Pin of Success.

A man has two Creators—God and himself. His first Creator furnishes him with the raw material of his life, also the laws and charts with which to map out his life and build a man, or at least they are supplied him as soon as he begins to wander around this hemisphere. His second Creator then is himself. We rarely realize the marvelous powers to create, within ourselves; then if man is his own second Creator it is what man makes of himself that counts and "cuts ice."

Man's answer to failure many times, in fact most always, is, "God made me," but when he succeeds, he proudly proclaims himself a self-made man. Man's greatest enemy is himself. The God-made man in his weakness is a creature of circumstance; whether he be a victim depends largely on himself; man is not great for what he is in the raw material, but ever for what he may become. Until you become cognizant of the possibilities that lie within you you cannot start on the road to genuine manhood. It is these possibilities I hope to arouse and put into action: these possibilities once aroused, you will make a noise like something doing; no man ever traveled the high road of fame who did not first acquire self-control, and keep it.

Self-control, then, is the first step and the hardest. Glance over all history and you will find Self-control the King Pin of Success. It is the one great quality that distinguishes man from the animal. He is the only animal capable of a moral struggle or a moral conquest. Every step in the world's progress has been a new control. Man looked in terror for ages at the lightning's flash—now he has controlled it and made it his slave. Each moment of a man's life he is either king or slave; as he day by day crushes out human weakness, masters passion and appetite, masters each opposing element in his makeup, he builds a man four square to all winds that blow.

Man should think, "I am a great living soul, with marvelous possibilities," instead of, "I am a poor weak worm of the dust." With the broad stimulating view of life he sees how he may attain his coveted place in human affairs by self-control.

Somewhere I have read an advertisement, "Don't envy your neighbor's complexion—get one." (Of course, this is for women.) Let me paraphrase; do not envy other's success, but emulate and adopt the process that gave them success, and the greatest of these is self-control. The boys who succeed have fierce, even vicious desires, passions appetites—but they succeed by mastering them and thereby mastering their work. You can acquire self-control by the same process you develop a muscle; by exercising it a little each day. Sandow could scarcely lift 300 pounds when he first began to train. You cannot transform yourself in a day or a week, but you can begin, and by constant practice, see yourself develop, and you will be delighted with the results; your whole physical makeup will change—your face, your person, even your voice will change. Begin with little things, add the larger ones as you develop; the

reward will more than satisfy you. Find out your weakest point; then put your strongest guard at your weakest gate; force them to stay there and fight—and fight until you succeed.

Selfishness, cowardice, morbidness of mind, temper, laziness, worry, mind wandering, and any form of human weakness can be overpowered; and instead can be planted, courage, character, will power, forcefulness, well-balanced mind, etc.

Live each day. Don't worry over your mistakes—they are just so much schooling. The man who never made mistakes, never sinned, never indulged in human error, as a general proposition, is not worth a "tinker's tink." I heard or read somewhere, something like this, "Requisites for a strong character are bold design, constant practice, frequent mistakes." Again I read "All education is self-education; schools and colleges are merely agencies to make learning easy." The main thing in making mistakes, is not to repeat; don't respond to encore. Will you be a salesman, or will you be a "Mutt?" Just a mere exister. Don't knock your competitor; instead, present your case in an artful way; act—acting is knowledge and intelligence, seasoned with work; practicing salesmanship, practicing intelligence, breeds more intelligence; good microbes breed; so do bad.

I recall in my boyhood days the pleadings of many a good old soul before the throne. I have heard many of those good old time religious souls make this statement, "God in His wisdom and mercy, has sent such and such a judgment on us," etc. Misfortune is not sent on you; it is brought on. Frequently, we hear it is judgment sent on. I have heard many good people say that judgment and misfortune are sent in order to chastise us. I wonder how they know. Have they been loafing, or eaves-dropping around the throne?

I knew a little one-gallus, blue-overall farm lad on an Ohio Valley farm who was afraid in the dark; he determined to control it, and did. In a few months he could sit on the fence, or in the darkest canyon in the woods without whistling to keep up his courage. Mastering that one weakness, led him to master many others.

Don't worry. It tears down nervous energy; instead conserve and store it for reserve; be yourself; just what you are; Jack, John, Farmer or Saint. Don't try to be something you are not. Don't tell your troubles. Don't syndicate your sorrows, and pass them on to others; more than half of it is imagination; yes, seven-eighths; if you must use your imagination, and work it overtime, write storiottes, to keep your mind off your imaginary troubles; but be sure to tear them up and throw them in the waste-basket.

Don't search yourself with a microscope for your bodily ills; don't radiate your ills and troubles; most of you haven't any; it is just your state of mind—control it. Radiate instead, smiles, sunshine, cheer and you will be building a man. Concentrate your mistakes and errors into a searchlight to look ahead to avoid the very rocks and errors that you have been breaking up on. Regret should only be light of a

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

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

fuller wisdom from out of past mistakes; merely experience to light and illuminate the future. Then let us make regret for our past failures, future wisdom. Don't desire to live your life over again; you might do worse; but live the future differently by the great Electrical Searchlight of past error.

Charles B. Chancellor.

Open Letter to Burton F. Brown, of Detroit.

Petoskey, Dec. 17.—I have noticed in the paper recently a few quotations such as these:

"Retail grocer wants 75 per cent. for doing business."

"Michigan grocers have hanged themselves."

"That the practice of profiteering was general throughout the state."

From my knowledge of you and an inside knowledge of the grocery conditions in Michigan it hardly seems possible that you could have used these terms; therefore, I wish you would inform me if you did use them and if so, in what manner and under what occasion?

I will say that the retailers of Michigan have made every effort to work with your Department and, so far as I know, this is the first discord of which I have heard. If these statements were used, I am fully convinced that they are so far from the facts that they should not go unchallenged. It may be true that a retailer here or there has been guilty of profiteering, but the practice is not general and his case is certainly the exception. It is also true that no retailer has averaged 25 per cent. gross, let alone 75, and the majority will break on the wrong side of the ledger this year. Any statement made along this line should be made in a specific way and not general, as the papers seem to quote you. By doing this you would relieve the accusation that you would cast over the fellow who is conducting an honest business and place the charge directly where it belongs.

I might say for your private information that we have three stores in Northern Michigan which will do nearly one-fourth of a million dollars business and we have handled goods so closely under present conditions that it is doubtful if any one of them will show an earning. We have invested in Liberty Bonds, Red Cross and every war measure which has come up and contributed fifteen young men to the army from our clerks. With such a record I can not help but ask you for an explanation of your statements. What is true of us is also true of the great majority of retailers in Michigan.

It has seemed to me from time to time this year that all a person had to do in order to catch the public's fancy was to make some charge against the retailer. Such articles as have been published in some of our leading magazines and newspapers were certainly written without any investigation. It is such charges as these, not based on facts, which is driving the retail grocer business of our cities into the hands of foreigners who operate without expense, live in basements, etc., many examples of which are to be found in your own city. It is such baseless statements, made by our press and public men of one class against those of another, that is rapidly turning America into socialistic conditions. Can we wonder at it?

John A. Lake.

Kalamazoo Grocers Urged to Conserve Coal.

Kalamazoo, Dec. 15.—Several days ago I wrote you in reference to a patriotic mass meeting to be held in this city some time within the next two weeks under the auspices of the Kalamazoo Retail Grocers and Meat Dealers Association, but inasmuch as I have had no reply I presume my letter miscarried or has been over-

looked. I am, therefore, writing again at the suggestion of the local committee, asking if we can prevail upon you to speak at the patriotic mass meeting mentioned above.

The purpose of this meeting is to tell the public why it is necessary that the grocers carry out the instructions of the National Food Conservation Committee. We shall, indeed, be greatly pleased if you can favor us with an address at that time. The exact date of the meeting has not yet been determined, but will be decided within the next few days and I will then notify you exactly when it will occur. In the meantime I shall be very glad to hear from you and know definitely whether we can expect you or not.

W. M. Milham, Sec'y.

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

Grand Rapids, Dec. 17.—Your letter of Dec. 15 came to hand to-day.

No previous letter has been received from you.

I fail to see the necessity of a mass meeting to tell the public why it is necessary for grocers to carry out the instructions of the Food Control when every newspaper in the land is devoting so much space to the subject without cost to the grocers and in a much better way than any public speaker can present the subject. A mass meeting means coal—coal to light and heat the hall in which the mass meeting is held—and in this crisis we need every pound of coal for our homes, stores, hospitals and factories.

The man who does not read the newspapers cannot be reached by a public speaker.

To put the grocers to the expense of hiring a hall when the newspapers are glad and willing to perform the same service and accomplish the same result free of cost to your members seems to me unwise at this time.

I have made many visits to the Kalamazoo grocers at my own expense during the past thirty-five years and if I thought I could do them any particular good at this time, I would cheerfully respond to your call. It seems to me, however, that the proper person to present the message of patriotism and good citizenship to your people is your own county food controller, Mr. Upjohn.

E. A. Stowe.

The annual meeting of the State grange at Jackson last week was characterized by the same selfish spirit which appears to surround all organizations of this character. The President was assured the support of the members in well rounded phrases, but every resolution adopted and every official action taken disclosed the cloven hoof of grasping greed and graft. Exorbitant prices having been established on nearly every staple the farmer produces, he now wants the manufacturers, wholesale and retail dealers of the country forced to do business at cost or less in order to be assured of his patriotism. He is anxious to see the business men of the country send their boys to the battle front, pay the war taxes, subscribe for Liberty Bonds and do business at cost or less than cost, providing he is permitted to receive \$2 for his wheat and corn, \$10 for his beans, \$3.25 for his milk and 50 cents per dozen for his eggs.

Faith in your fellow men implies a belief that down deep in the heart of every man, somewhere, is the germ of goodness. Your faith may be a vitalizing ray of sunshine, reaching that particular germ.—Elbert Hubbard.

Three Sure Winners



We are now packing **NEW CROP** Pure New Orleans Molasses in the same standard size cans, full weight. You can also have the same in barrels and half barrels.

Oelerich & Berry Co.

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO

You Can Buy Flour —

IN

SAXOLIN

Paper-Lined Cotton Sanitary Sacks

DUST PROOF
DIRT PROOF
MOISTURE PROOF
BREAKAGE PROOF

The Sack that keeps the Flour IN and the Dirt OUT

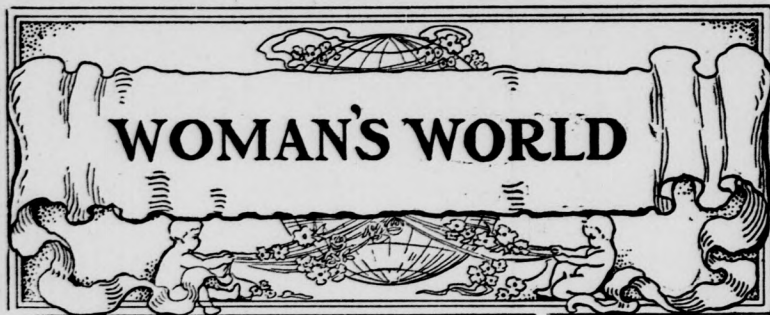
Ask Your Miller in Your Town

— he can give you his flour in this sack

Our co-operative advertising plan makes the flour you sell the best advertised flour in your community

For samples and particulars write

THE CLEVELAND-AKRON BAG CO., CLEVELAND



Cash or Credit—The Customer's Point of View.

Written for the *Tradesman*.

The merits and demerits of the cash system as compared with the credit system often have been discussed in the columns of this journal. Very naturally, since this is a merchant's periodical, the different phases of the subject have been presented mainly from the dealer's point of view.

Advocates of the spot cash method of retailing have dwelt with telling emphasis on the sure, quick profits and lessening of losses and expenses made possible by cutting out all charging of goods. On the other hand, those who favor the time-honored credit system point to great fortunes amassed by some shrewd, successful merchants who have given credit freely to all patrons deemed reliable, and who even have made the seeking of new accounts a prominent feature of their business.

Fully as these two opposing arguments seem to cover the subject, there is still another side to this mooted question of cash or credit—a side perhaps not always sufficiently considered—the side of the customer. And since the store exists for the customer, not the customer for the store, should we not regard whichever system better promotes the interests of a store's patrons, as possessing the greater intrinsic merit? If credit is a real benefit to good-paying customers, then the credit system has much to recommend it, notwithstanding the fact that poor accounts have spelled ruin for many a business venture.

But if, in the long run, the purchaser fares better by paying his money down, then the cash system makes the stronger score, even though some dealers have profited exceedingly by judiciously managed accounts.

And now the little story told by the clock tinker.

He was a bright man of 60 or thereabouts, who rang the bell and enquired whether we had any repairing of clocks, watches, jewelry, or sewing machine that needed doing. Our machine had been dropping stitches, and one clock needed cleaning and oiling. So, as the man seemed capable and had a pleasing way with him, we set him at work. Doubtless he was part Irish—at least he had a keen sense of humor and a wonderful fluency of speech. While he rubbed and cleaned and adjusted, he gave us a chapter from the story of his life.

His name is John Foster. He and his wife Luella had married rather young and had raised a family of four children. They lived well from the

start, and with increasing expensiveness as the years rolled along. The standards of their clique of acquaintances advanced and the Fosters kept pace. At the stores where they were known they hardly ever paid down—almost everything was charged.

It was very easy to get credit—indeed their patronage was eagerly sought by leading dealers, for John was steady and industrious as well as bright and brainy, and he held a well-paid position as a salesman with a large jewelry firm. His salary more than doubled in the twenty-nine years he was in the employ of this house, but expenses increased even more rapidly. His pay check always was spent before he got it. In the course of time debts began to accumulate somewhat—he was unable to pay all up each week as he had done formerly. Still he gave himself no uneasiness. Every Monday he divided his money among his creditors. Each carried the unpaid balance of his account without protest. The trade of the Foster family was too good to lose.

Things ran along in this way until the marriage of the youngest daughter. When Mary married they made a large wedding. After it was over and the bills came in, John Foster was appalled. And he did what he had not done in all his life before, he reckoned up to see just how he stood with the world.

He studied his problem seriously and reached the conclusion that if they remained there, living in the accustomed way, he never could pull out of debt. He talked matters over with his wife and together they decided to make a change. Without consulting their children, who they know would oppose the move, they determined to sell their furniture and household goods, which fortunately they owned clear, and pay their debts. When the last obligation was cancelled, this man, then 51, and his wife of 50 had left only enough money to take them to the distant city which they had determined upon as their home, and a very little over. Pluckily they packed their clothes and personal belongings in their trunks, and started. Arrived at their destination, all the money they had in the world was just sixteen dollars.

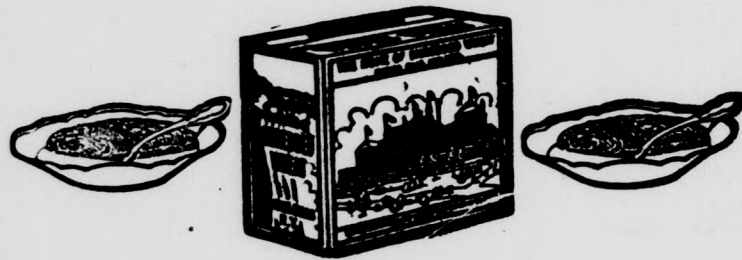
They found a little furnished room which they could rent with cooking privileges. Then John started out to find work. Opportunities for employment were not plenty. Tired with unsuccessful search, he noticed a card in a shoe store—Boy Wanted. He applied for the job.

"It's just a boy I want, to sweep

Steady Sale, Steady Profit

When your customer makes a meal of Shredded Wheat she saves money and gets lots of nourishment. That's a worth while accomplishment in these days of high cost of living.

Shredded Wheat



is a perfect substitute for eggs or meat in food value, as it contains all the rich nutriment in the whole wheat in an easily digested form. The sale established on such a firm foundation is naturally a steady one.

The Shredded Wheat Company

Niagara Falls, N. Y.

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE

surely pleases—the solid logic of coffee honesty the compelling evidence of the increased sales of White House.

The public taste today is a cultivated taste; it knows and insists upon the best.

We, as distributors, are servants to this demand. **WHITE HOUSE** is the **BEST** brand—the only question before you:—How many pounds of White House Coffee can **YOU** handle?

Then **PUT IT IN STOCK!**

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

the store and run errands and deliver goods, I pay only \$3.50 a week," the proprietor replied to his enquiries.

"Give me the place. I can do your work at least as well as any boy." To himself he thought that even the pittance of \$3.50 would keep his wife and himself from starving.

He went to work with a will, and at the end of the week received not only the wages agreed upon but also a present of a good pair of shoes. Furthermore, through a little effort, the kind-hearted shoe dealer had secured John a place in a wholesale house at \$15 a week.

In their old home the Fosters had learned the evils of credit and decided that in their new start they would make it a rule to pay cash down. They held to this scrupulously. What they couldn't pay for at the time, they went without. And they found they could do without many things for which they had been in the habit of running up bills. It is universal experience that the credit customer buys more freely and consumes far more than the cash customer. Cash buying is now being advocated in the interests of food conservation. It is doubtful whether any other one measure could so effectively eliminate waste and cut down needless consumption.

Soon John and his wife arranged for the purchase of a home, to be paid for by monthly instalments. He did not call this going into debt—they would have to keep on paying rent if they didn't buy. As their equity in the property increased, they felt they had just so much laid up. Through nine years of careful saving they met every payment, at the end of the time obtaining clear title.

Meanwhile his pay had been advanced to a very creditable figure, but owing to the preference for younger men, he never got back to anything like the salary he had received with his old firm. About a year before the time we heard his story, he left his position and took up the house to house work, because the close confinement indoors was telling on his health. In his present field of effort, not only his mechanical skill but also his genial manners and glib tongue come in good play, and he is making a very fair income. But with rueful frankness he told us that had he begun the cash system when he was 20 instead of when he was past 50, he would now have a comfortable little fortune, and not be under the necessity of going from door to door, tinkering clocks.

For the ten years since they escaped from the snares of credit, John and his wife certainly made a good showing, especially when you consider that they were past middle age when they broke away. Their home, which with the growth of the city has increased in value, he now counts worth \$4,000. They have bought furniture, one piece at a time as they could pay for it, and now have "at least \$800 in household goods." Very proudly he spoke of their savings account at the bank, "\$193.50—just \$6.50 more and we'll have even two hundred."

This was the watch tinker's story, told with the simple straight-forwardness and truthful ring that mark the account of actual experiences. We could not but admire this humble repairer of clocks and sewing machines, knowing well that very few, after being enmeshed in the credit system for thirty years, ever make their escape.

Indeed the example of the Fosters hardly shows the dark side of the credit system as dark as it really is. Not many have the courage or the health and strength, successfully to start life anew after passing the fiftieth milestone. The typical devotee of credit never gets ahead at all. If he lives beyond his years of earning, he of necessity becomes dependent upon relatives or charity.

The happy ending of his story Mr. Foster attributed solely to the merits of the cash system. To quote him exactly—"Had we again allowed ourselves to fall into the habit of buying on tick, this good five thousand dollars worth of property that my wife and I now have, would belong to some one else, or perhaps to quite a number of somebody else's. Just to whom, I can't say. That is a problem for the sociologists or the political economists. But"—and let every one who is being deceived by the pleasant delusions of credit ponder his words well—"this five thousand dollars would not belong to my wife and me." Quillo.

Some Unusual Methods.

The sales methods used by a home contractor who also sells at retail most of the materials that go into his houses are unusual. He has in his store many sales devices and methods that are seldom found elsewhere. One of them is a display of photographs which show the houses he has for sale. This gallery he changes daily. Those which have been sold or rented during the day are marked by small flags fastened on the frames.

His method of getting prospects is not confined to direct advertising. His hardware store joins his executive offices. On each Saturday night, which is designated as "sale night," he conducts special sales of some useful article. For instance, one sale night a good hammer was offered to the public for 6 cents.

These sales draw large crowds to the store. Naturally people wander into his offices, where flowers are presented to the women. Private telephoning can be done in his telephone booths. They examine his picture gallery of homes, interest is naturally aroused, and usually the steps necessary to a sale are then only a matter of routine for the sales force.

C. C. Sherlock.

A woman's smile is more dangerous than her frown.

SKINNER'S **187 1/2**
MACARONI
 The Nationally Advertised Line.
 On SPECIAL DEAL. See jobber's
 salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
 Omaha, U. S. A.
 24s per
 CASE

Coleman
 (Brand)
 Terpeneless
LEMON
 and
 Pure High Grade
VANILLA
 EXTRACTS
 Made only by
FOOTE & JENKS
 Jackson, Mich.

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

American Sugar Refining Company
 Reduce your bag and twine expense by selling
Domino Package Sugars
 These neat, strong cartons and cotton bags of clean cane sugar are always ready to put into your customers' hands.
American Sugar Refining Company
 The Most Complete Line of Sugar in the World

Public Telephones
 Wherever busy men and women may be—in large places or small—public telephones place the convenience of telephone service (both local and long-distance) within easy reach.
 The Blue Bell Telephone Sign points the way to public telephones. When you want to save time and effort, just look for the Blue Bell Sign and TELEPHONE.
 Public telephones are found at railroad stations, hotels, restaurants; in cigar stores, drug stores and other places where they are easily accessible to the people.

Michigan State Telephone Company



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.

Is Egg Speculation Prohibited By Law?

In the market for fresh gathered eggs we are now arrived at a period of naturally fluctuating prices, due to the predominating influence of the weather upon production and the great uncertainties as to future conditions of supply. From now on, for two or three months, there will be especially conflicting views as to normal values because of the wide differences in the possibilities of production and the various interpretations put upon the effect of passing conditions of supply and demand. There is frequently at this season, and later during the winter, a considerable fluctuation in the supply of fresh eggs arriving in the leading markets from time to time. It is hardly possible that the consumption can be made to increase and decrease in exact or close accordance with these fluctuations. The natural regulator in the matter is speculative. When supplies, for a time exceed the immediate demand prices naturally fall, but when they reach a point from which either local dealers or shippers expect a recovery there come orders from shippers to withhold stock from sale and more or less disposition on the part of dealers to buy in excess of immediate wants. These forces often create steadiness or firmness in prices even when there are more goods on the wholesale market than immediate consumptive needs require, if there is sufficient belief that the prices prevailing will tend to increase consumption, or that changing conditions in producing sections will lead to a reduction of supply below trade needs.

Such freedom of dealing seems to be essential to a reasonable management of egg stocks. It cannot serve effectively to stabilize prices because there is no natural stability in values for a commodity whose production is subject to such radical and irregular variations; but it tends in that direction and brings to bear upon

the market naturally the influence of the average judgment of shippers and dealers alike as to the value normal to actual trade conditions of supply and demand, present and prospective.

What concerns us here is to ask, in behalf of the industry, whether such dealings—such buying in excess of immediate needs or, more particularly, such temporary withholding of stock from sale by shippers, is to be regarded as speculation by the Food Administration. Whether the trade can continue such a practice, which seems necessary to any intelligent attempt to equalize supplies so far as possible, without danger of being charged with such speculation as is prohibited by the law.

It is a risky business. Fresh gathered eggs held off the market now under the impression that severe weather may soon lead to greater scarcity and higher value, may easily lose 10 cents a dozen if mild weather should return and receipts increase even moderately. After such a decline, or even a greater one, eggs then held off the market might later be sold 10 cents a dozen higher if blizzards should again predominate and great scarcity again ensue. Such losses would of course be of no concern to the authorities. But would such profits be regarded as speculative and unreasonable? If so it would be interesting to know the fact and how they are to be avoided.

We are at a point where these considerations must be of concern to everybody in the egg trade, and an expression as to the attitude of the Food Administration in respect to the matter would at least tend to allay uncertainty and acquaint licensed dealers and shippers with the procedure expected of them.

If waiters in restaurants and hotels asked every patron who ordered tea or coffee: "Do you want sugar?" and then put in the desired amount, not half as much sugar would be used in this way as when they pass the sugar bowl and allow each one to help himself. In the self-serve lunch rooms a notice on each sugar bowl: "Take one—that is enough," would deter some greedy ones and remind others of the necessity of their being sparing in its use.

G. B. READER

Jobber of

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

1052 N. Ottawa Ave.

Grand Rapids, Michigan

Cheapest Syrup



Syrup made from Crescent Maple, sugar and water costs half as much as good, ready-made syrup. And the syrup is superior. Sell Crescent Maple for its making. * * * Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hiller 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

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.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Pickings Picked Up in the Windy City.

Chicago, Dec. 17.—The writer had a week's vacation. Thanks!

The National Red Cross is out after fifteen million new member by Dec. 25. Will they get them? It looks very must as though they would. They are making a house to house canvas and are having wonderful success.

All outside visitors to Chicago this week will do well to visit the first annual Christmas toy show being held at the Coliseum, Fifteenth and Wash-bash avenue. General admission 10 cents for adults and 5 cents for children. They are showing every known Christmas toy. The profits will go to charity.

Ice skating fans are now in their glory. All of the public parks and private rinks are in full swing and one of the sights to see is that along the Midway, Fifty-fifth and Garfield boulevard. For close to a mile and a half between the two drives one can skate to their heart's content.

John Dietrich, Secretary of the G. J. Johnson Cigar Co., was a Chicago visitor on business last week.

There will be no special bar permits issued this year to private clubs or dancing parties for New Year's eve and the lid will be clamped down tight on all bars and cabarets at 1 o'clock sharp. This will be a good thing for the city.

The enlistments last week were so heavy that all recruiting stations were obliged to call on extra help. This was the last opportunity before the next draft that one holding a draft number could pick the service which was to his liking.

Real estate in Chicago is showing some improvement, both in factory sites, flat and vacant property. Real estate men and brokers are putting on that smile that won't come off.

The police department are now gathering in their usual number of baby bandits, boys from the age of 15 to 20 years old. It seems every winter the police have their hands full with this class of boys, both in highway robbery, pickpockets and stick-up men.

Chicago has gone and done it, by putting on ten lady mail carriers. They began their services last Monday, and so far they have received great encouragement. Some of the housewives are serving them with a cup of tea or coffee. No doubt, this will continue, and very shortly we will see them driving mail trucks and police patrols.

One of the great social ideas now being carried on for the benefit of the soldiers and sailors is that of the Northwestern Railway Co. They have set aside their station rooms for the use of the soldiers and the Great Lakes Naval Training Station sailors. They furnish all kinds of amusement, light lunches, plenty of reading matter and good speakers free of cost. The depots are kept open from early in the morning until the last train out of the stations at night. In addition to this, the Ladies Welfare Club has established rest rooms in the Public Library for the same purpose. This goes to show that the parents of the soldiers or sailors need have no fear that their boys are not taken good care of when in Chicago.

The great engineering feat, that of widening Twelfth street, from Clark to Fortieth, has been completed. This will be one of the widest streets in the city of Chicago. The buildings have been torn down, cut in two and moved back from ten to fifty feet, to make the street uniform. Anyone seeing this street before the work was begun would think it almost impossible to accomplish what has been accomplished. This will be a wonderful help to the city and especially in the loop district, as it will divert traffic away from the main thoroughfare.

W. J. Rooney, Illinois Representative of the G. J. Johnson Cigar Co.,

visited Chicago last week. Mr. Rooney reports business very good throughout the State.

The famous Bismarck garden, on the North side of the city, has at last consented to change its name to the Marigold garden. The Bismarck Hotel, which is under the same management, still retains its old name, excepting what was known as the Berlin Room is now known as the Colonial Room.

All of the bankers on the South side have formed a vigilance committee and will take the responsibility upon themselves to protect the community against the increase of burglars. Seventy-five men have already volunteered their services.

One of the largest amounts ever paid one person in an accident insurance was paid last week to John J. Arnold, Vice-President of the First National Bank. Mr. Arnold collected \$100,000 for the loss of his two feet.

It is said that a man entering a cafe recently asked the waiter what was on the bill. When informed that they had deviled kidneys, pigs feet and calves brains, he immediately left the place, saying that he was not in the habit of eating his meals where the waiter informed him of his ailments.

The City Club of Chicago, one of Chicago's oldest clubs, at 315 Plymouth Court, has opened its doors to the soldiers and sailors visiting the city. They will be admitted free to every part of the Club, even being allowed an inside price on meals served at the Club.

The Board of Education of Chicago is now considering very seriously of listing with the farmers throughout the State the names of high school boys who will be willing to take up farm work in the spring. It is predicted that Illinois and Chicago will be able to furnish 40,000 young men to the farmers the coming year.

William H. Mann, has been appointed General Manager of the wholesale department of Marshall Field & Co. John G. Shedd has become President of the corporation.

Charles W. Reattoir.

At the beginning of the Kaiser's war letters were found on German prisoners to wives, mothers and sweet-hearts teeming with protests against the brutal things their leaders required them to do to women and children in the invaded countries. Now these letters gloat over what they are doing to the women and children. The policy of terrorizing has re-acted upon the men until they have become brutal and fiendish beyond description. No man can be a pro-German today who does not close his ears to known facts covering the general brutality of these beasts. And no man, other than a pro-German, can ever consider the possibility of the Hun's winning this war. There is no place for a pro-German in this country. The force of public sentiment must get so strong that pro-Germans will positively hide their sentiments and be absolutely inactive and absolutely silent or be placed within prison walls. Every individual in order to be at liberty must be a loyal citizen, and every loyal citizen must be an active supporter of the Government. There can be no political issues and political parties must have but one object—the best and surest and quickest means to bring positive victory to the Allied cause.

It is human nature to be ungrateful to the man who fights your battles for you and gets licked.

SKINNER'S MACARONI **187¹/₂**
 The Nationally Advertised Line. **24s per CASE**
 On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
 Omaha, U. S. A.


Rea & Witzig
PRODUCE COMMISSION MERCHANTS
 104-106 West Market St.
 Buffalo, N. Y.
 —
 Established 1873
 —
 Dressed Poultry wanted in large quantities for the holidays. Get shipments here early. 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.

Dandelion Vegetable Butter Color
 A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
 Manufactured by Wells & Richardson Co.
 Burlington, Vt.



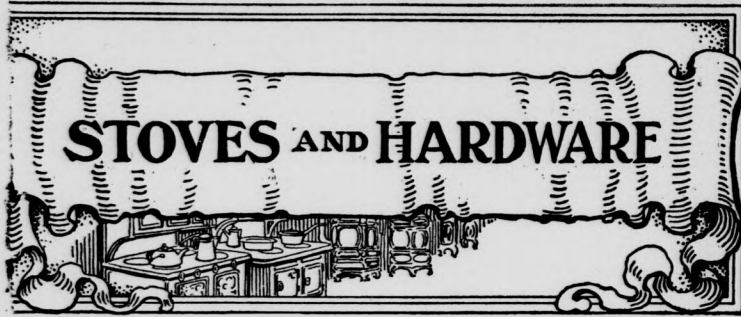
Sold in Sanitary Tin Packages—
 2, 5, 10, 15 and 25 lb. pails—
 by all wholesale grocers
 See Quotations in Grocery Price Current.

SEEDS
Reed & Cheney Co.
 GRAND RAPIDS, MICH.

CIGARS
Dornbos Single Binder Xmas Package

 Give your order to your salesman now
PETER DORNBOS
 16-18 Fulton St. W.
 Grand Rapids, Michigan

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.

What we might do—What we don't do—What we do do—
AND WHY
 We might make matches out of cheaper wood . . . *But We Don't.*
 We might save money by using cheaper chemicals . . . *But We Haven't.*
 We might shut down our scientific department and cease trying to make the BEST match ever made BETTER . . . *But We Won't.*
BECAUSE
 40 years of pre-eminence as the leading match makers of the world is something to live up to, so . . . *We're Doing It.*
 The safest match science can produce is none too good for the greatest nation on Earth, and so . . . *That's What We Make.*
 There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . *We're On The Move.*
 Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to
DIAMOND MATCHES



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.

Suggestions in Regard to the Annual Inventory.

Written for the Tradesman.

Early in the new year comes the annual stock-taking. Hardware merchants may vary the date and the frequency of stock-taking considerably, but for most of them, January, right after the Christmas rush is over, seems the approved time.

No merchant nowadays needs to be told that stock-taking is necessary; and no merchant who has gone through it needs to be reminded that it involves a lot of tedious work.

Whether or not a special stock-reduction sale should be held previous to stock-taking time is a question that has been much discussed in recent years. The answer depends on the locality, and on individual conditions. What is good for one store may not be good for another. Many dealers declare that the proper time for the stock-taking sale is right after stock-taking has been completed; that only by stock-taking can it be determined what lines are "stickers" and that the chief purpose and advantage of the sale is to clean out these slow-moving lines. As I have stated, the matter is one for the individual merchant to decide, in the light of his own peculiar circumstances. There is no positive rule for all merchants.

The great thing in stock taking is, that it gives the merchant a really intimate view of his business. It helps him to get his bearings. It is not a mere form, to be rushed through as quickly as possible. It should never be treated perfunctorily. The idea in stock taking is to get right down close to the business, and to examine its details with a keenly critical eye.

For an inventory to be really beneficial, it must be thorough. Every item in the store must be listed, with quantity and price. Then a comparison should be made with last year's figures. The resulting lessons will be a helpful guide in future buying and selling.

The pricing of the inventory should be done by the dealer himself. He knows the markets—has a pretty good idea of values. Each article must be judged on its own qualifications. Look the situation squarely in the face, and price each item at actual value as it now stands, not at value as it stood six months or six years ago.

It is a comparatively easy thing

to price the goods according to invoice, but it is apt to be dangerous. If for any reason the goods have depreciated in value during the year, that depreciation must necessarily be taken into account. Remember, that your purpose in stock taking is, not to make a rosy, comfortable showing, for the delusion of somebody else, but to ascertain the cold, hard facts for your own benefit and guidance. It is wise to be singularly conservative and cautious in pricing.

While there is comparatively little depreciation in the hardware stock, there are some lines which must in course of time lose value through being kept on the shelves. A cautious inventory will allow for all actual and for some potential depreciation. True, the trend of prices in most lines is upward, but this again constitutes a possible pitfall. In the near future these goods may have to be replaced by others bought at higher prices. And in the event of a slump, on the other hand, the goods you buy at present high prices may in turn have to compete with goods bought by other merchants at considerably lower prices. Hence, the need of considerable conservatism in pricing your stock list, lest you delude yourself into counting too strongly upon what are, at best, paper profits.

So, too, fixtures should be priced conservatively. The other day a merchant, taking stock, was found to have listed his fixtures at the same price as they were bought five years before. The resulting inventory showed a decided excess of assets over liabilities; yet on a forced sale the business realized little more than 30 per cent. of the outstanding liabilities. Fixtures, delivery outfits, and similar items, should be depreciated from year to year. One conservative merchant writes off depreciation to the extent of 25 per cent. annually. I know another of a more radical type who writes off a full 50 per cent. of the cost of such items at the end of the first year. His view is simply expressed:

"Once a bit of machinery or equipment has been installed, it's worth only half price. You may think differently, but you'll find out the truth if you have to sell. After a few years use, 50 per cent. is just a lucky accident. Why not face the issue right at the start, that even the finest fixtures, on a forced sale, aren't worth anything like what they cost you?"

The merchant who keeps on putting in his fixtures and other equipment at cost value, year after year, is apt to delude himself into counting on what are really paper profits. It is quite

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS
The Tisch-Line Co.
 237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

WM. D. BATT
 HIDES, WOOL, FURS
 AND TALLOW
 28-30 Louis St. Grand Rapids, Mich.

Grand Rapids
 Store Fixture Co., Inc.
 The Place, 7 Ionia Ave., N. W.
 BUY AND SELL
 Used Store and Office Fixtures

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.

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

Put "pep" in your prices by Using cMc
35c FOR PRICE CARDS
 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

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

Bell Phone 596 Citiz. Phone 61366
Joseph P. Lynch Sales Co.
 Special Sale Experts
 Expert Advertising—Expert Merchandising
 44 So. Ionia Ave. 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.

true that most fixtures nowadays would cost more to replace than they cost a few years ago; and it is also true in a sense that a well-kept show case or other fixture is worth just as much after five years of use as a new one would be, so far as the merchant who owns it is concerned. But the careful merchant looks to every contingency; he figures against emergencies that may be in fact remote; and largely as a consequence of this careful figuring, he keeps the emergencies remote and his business in a healthy state.

Instead of relying on inflated fixture values to show him a profit, he digs in and hustles to get a genuine cash profit out of his turnover. That is the only healthy basis on which to work.

Similarly, in listing accounts and bills receivable, it pays in the long run to look the situation squarely in the face. What accounts are good, what are bad, and what uncertain? Do you know the hopeless ones? They must go to profit and loss. Don't try to fool yourself. It is better to make more money than the books show, than it is to show a big profit on which you can't place your fingers. A padded inventory rarely deceives a prospective purchaser; the only man it deceives is the man who relies upon it as a guide.

Stocktaking furnishes the alert dealer with a variety of excellent pointers. It shows how the various goods are moving; which are the popular brands, and which are slow sellers. When next ordering, some things should be cut out entirely, others ordered in reduced quantities; while the more active sellers will be required in larger assortments. Thus the stock-taking is a guide to removing sources of weakness, while pointing the way toward more aggressive work in pushing the really profitable and salable lines.

Stocktaking also helps to educate the sales force in regard to the goods they handle. To this end it must not be made too hurriedly, or allowed to become perfunctory. In stocktaking, system, and thorough preparatory organization of the work, is a far greater help than mere, regardless haste.

Victor Lauriston.

Michigan Tradesman Anniversary.

The thirty-fifth anniversary of the Michigan Tradesman was commemorated by a special edition consisting of 96 pages and cover on Nov. 21.

As with every issue since its inception, the anniversary number was filled with interesting articles and advertisements of legitimate enterprises.

The Tradesman has always been noted for its fearless stand in denouncing wrong-doers, grafters and law-breakers in general, regardless of their exalted position. It has always had the best interests of the business men at heart and has been diligent and untiring in its efforts toward the education of the mercantile world and raising the standard of the traveling fraternity to the dignified position it enjoys to-day.—Detroit Optimist.

Publish All the Facts.

Written for the Tradesman.

The reports of the Department of Agriculture as to the largely increased yield of various grains this year may be encouraging to those who are not wise to the real situation, and it may tend to more prodigal use than as if a shortage were reported. Michigan may not be a big factor in the case or a correct criterion of the whole country, but some facts should be known.

Heretofore crop reports were based on estimates of men appointed in almost every farming community. Some may have been good judges and some poor, some optimistic and some otherwise; thus one year could be compared with another and determine actual increase or decrease.

This year every thresher reported every bushel threshed and the number of acres as given him by the farmer. But remember, threshing machines now weigh out the bushel, instead of filling bushel boxes. There was lots of wet grain threshed in Southern Michigan, and thirty-two pounds of oats, forty-eight pounds of barley, fifty-six pounds of rye and sixty pounds of wheat went for a bushel when it would have measured up a considerable less than a bushel. A bushel of grain by actual measure overran from six to ten or more pounds—that much water being counted as grain in the threshers' reports.

Not only was there much wet grain threshed, but much wheat was shrunken and not fit to mill for flour. It is being used for chicken feed. As to corn, there is very little ripe, sound corn. It is so green and full of water it is now frozen hard as rocks and should be thawed out to feed. When thawed it is mostly soft as green corn or shrunken or only water blisters and has not one-half or one-third the value as stock feed of good sound corn.

If many other states suffered as Michigan did on these two crops the large aggregate yield would warrant no encouragement.

E. E. Whitney.

This Lends High Tone.

At the "cross-roads" where the central aisle in a high grade department store intersects the cross-aisle to the elevators—a point passed by practically every visitor—is placed a massive mahogany table. On this table a single item is displayed each day, with a framed card telling in which department it may be secured. Each department has the use of this table a day at a time.

Since it bears only the cream of the store's merchandise, it thus becomes both a silent salesman and a subtle creator of assurance. The absence of competing displays focuses attention on the one article. No price cards ever detract from the quality atmosphere surrounding it, and as a result, the manager feels, the store's general tone is held higher in the public mind than it possibly could be without the "cross-roads" table.

M. P. Klock.

Valid Insurance at One-third Less Than Stock Company Rates

Merchants insure your stocks, store buildings and residences in the

Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan

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

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

Liquor, Drug Addicts

TAKE SAFETY FIRST

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

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

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.

Pere Marquette Railway Co.

FACTORY SITES

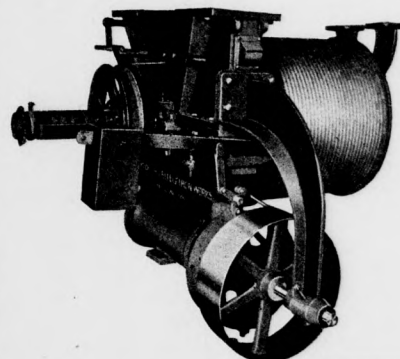
AND

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



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



America Now First in Toy Industry.

England, France, Japan and Switzerland are assisting American to solve the Christmas toy problem, but only in a small way. Upon America herself has fallen the greater part of the work, and this country is supplying practically all its own needs, and in the meantime developing a profitable industry.

One of the largest buyers of toys was all praise for the American toy manufacturer. He claims that this country awakened to a wonderful opportunity and made the most of it.

"France is sending us some dolls; England and Japan are helping out, too; but their supply is negligible. We had to make toys right here in America, and we did it, just the same as we made dyes. In my opinion, Germany, the largest toy maker in the world before the war, will never enjoy the same trade she once controlled. We are taking the toy business away from her, and, what is more, we are developing it to a higher degree of efficiency than she had ever done."

"We are meeting the demand and we are offering just as good, and in many cases better, toys than have ever been marketed heretofore," was the candid statement made by another manager of a successful department store. "We are very optimistic over the American toy, and I believe it has come to stay. Of course, some of the toys on sale in the various stores are imported, coming from England, France, Japan and Switzerland. They are in a class by themselves, but they do not measure up to the American product. Switzerland gives us music boxes, France dolls and England games. But we are giving the market something entirely different. The mechanical toy is an American product, and it is the worth while toy because it is educational.

"There was a dearth of animal toys three or four months ago. I mean by animal toys those such as the Teddy bears and other skin-covered play toys. To make them here was entirely new, but the industry and persistency of the American toy manufacturer soon overcame early difficulties, with the result that to-day we are offering skin-covered animal toys that are second to none."

Another toy buyer believes, like the rest of his colleagues engaged in selling toys, that America has taken hold of a new industry with wonderful grasp and that she is preparing to hold it after the war. He seemed to think that this country had little to fear from Germany commercially after the war, in the toy field or any

other, for that matter, because the prejudice against Germany on account of the bestial character of her people will be so strong that no one will touch any article of German manufacture any more than he would voluntarily touch a snake.

"She'll be so busy," he said, "mending broken fences when peace comes that she will have little time to think of toys. By that time we will have established ourselves and defy all comers."

"There is little 'junk' to be found to-day on display," he continued. "This is due to the fact that we are trying to induce the public to buy better toys. It is a matter of education and in a year we will have developed a better business. There is no room for the miserable substitutes which Germany was once so fond of marketing, and there won't be in the future because we are teaching the people to buy the 'real thing' made in America.

Free Lessons in Doll Dressmaking.

A dry goods store made a great hit in a Christmas advertising way through making it possible for the little girls of the town to be given free lessons in making doll clothes. The only difficulty about the thing was that the big girls insisted on being counted in and the room that had been hired for that purpose was over-crowded at each lesson.

The store arranged with a competent dressmaker to devote an hour's time twice a week to giving the lessons. Each child was furnished the necessary material by the store upon payment of a small sum covering the expense.

The merchant reports that he gained trade in this way that previously he had been unable to reach—another example of the wisdom of getting in right with the children.

A Local Style Show.

The high school girls in a small Kansas town staged a style show for a local merchant. He offered a good-sized donation toward graduation expenses in payment. The prettiest girls of the senior class were delighted to parade across the stage of the school auditorium. The others served refreshments and took care of the numerous details.

"People will buy what looks good on other," says the merchant. "That is why the style shows in large cities are so effective. I could not get professional models in my little town—I would not have been able to stand the expense if I could have got them. But my sales this season have broken all record for my store."

J. A. Murray.

Do You?

- Do you believe in fire protection?
- Do you practice it in your home or place of business?
- Do you make periodical inspections of your premises, to make sure that attic, basement, store-rooms and closets are in good order?
- Do you have a metal receptacle for rubbish and waste?
- Do you have metal receptacles for ashes?
- Do you have your heating plant inspected and the flues or chimneys cleaned at least once a year?
- Do you inspect your gas and electric

light fixtures and extension cords occasionally?

Do you protect your home or place of business with an approved hand extinguisher?

Do you keep one on your car?

Do you carry fire insurance? Of course you do. Then you should make an effort to reduce the fire hazard by following the above suggestions.

Those who have saved and scrimped all their lives cannot now be much more saving. It is up to those who have been lavish or wasteful to save much more than the average demanded by war necessity.

Merry Christmas

In friendly appreciation
of your business
we send
The Season's Greetings

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



No. 260 at
\$12.00 per Doz.

Send us a trial order on this
new

LADIES' CAP

Made in any combination of the following colors of pure worsted yarns:

White	Black
Purple	Brown
Maroon	Cardinal
Gold	Orange
Oxford	Green
Navy Blue	Royal Blue
Old Gold	Khaki

We have Soldiers' Sleeveless Jackets for immediate delivery made of fine worsted yarn in khaki or oxford at \$42 per dozen.

Van Lopik Knitting Co.
Zeeland, Mich.

Grand Rapids Calendar Co.

PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

We also carry an extensive line of Wall Pockets,
DeLuxe, Art Calendars and Advertising Specialties

Order Now Territory Open for Salesmen

GRAND RAPIDS CALENDAR CO.

572-584 SO. DIVISION AVE.

GRAND RAPIDS, MICHIGAN

Salesmen Must Cut Traveling Expenses.

In a bulletin to members of the National Wholesale Dry Goods Association on "Economy in Traveling Expenses," prepared by one of the members, the following is pointed out as one of the economies taught by the war:

The conditions brought about by the war will force upon us all certain sacrifices that cannot be shifted, and the man who realizes fully the conditions prevailing will intelligently set about adjusting himself to them. Many men think expenses cannot be cut down, and really make no serious effort to do so until necessity compels it.

There is a growing belief in most business circles that, in the past, too loose a policy has been followed with regard to traveling expenses. In line with the purpose of the Commercial Economy Board, appointed by President Wilson, most executives are giving careful study to all details of traveling expense reports. It is quite evident from the variation shown by several men traveling under virtually the same conditions that all men do not practice the care and thought needed—particularly in small items, the sum of small items, however, making a large amount in the aggregate.

The fact that a man is selling goods on a commission basis and paying his own expenses, makes no difference in correct method of handling this important subject. With the growth of cost in many items of expense, many of them it is true unjustified, methods of meeting same by cutting out waste and items that can be avoided must be studied. Possibly one of the things which has contributed more than anything else to raise the cost of traveling is illogical and liberal tipping for service already paid for in some other form.

The traveling salesman by his liberal and open-handed methods has aided greatly in boosting the prices on himself. But war has brought the necessity for studied economy, and whether a man like it or not he must get down to "brass tacks" and cut down every item of expense that he can—he must tip, if at all, with judgment and consideration for service actually rendered. Entertainment items, if any, will be questioned as to necessity and as how far personal to the man or business.

A man must realize that he is really in business for himself and all these items count in his record. He should visualize the comparison of his sales and the cost of getting them, also realize that his economies with the firm's money are in reality economies with his own money.

Convictions and Sentences For Dishonest Advertising.

Iowa's new law against fraudulent advertising stood its first test in court with the conviction of the Emporium Cloak & Suit Co., of Des Moines. In sustaining charges brought by the Associated Vigilance Committee of Iowa, Judge Mershon of the Municipal Court fined the concern \$150 and costs.

The case upholds the new principle of the law that exaggerated price comparisons are in reality statements of fact rather than of mere opinion.

The store advertised, \$20 winter coats, \$10.99; \$18 dresses, \$8.98, and \$4 and \$5 silk blouses, \$1.98. The vigilance committee secured one each of the articles advertised and submitted them to experts, all of whom swore that the garments were not of the value claimed. The highest retail value placed on the coat was \$12.50; on the dress \$10 to \$12, and on the blouse \$2.50. The evidence was that the blouse was a grade ordinarily used as a leader at \$1.95.

In rendering his decision Judge Mershon said that technicalities would not hold in a case where the violation of the law was so complete.

"The offense was wilful and intentional," he said, "and a plainer case could not be shown."

The Tradesman mentioned briefly last week the fraudulent advertising conviction in Chicago of the Moneyworth Wholesale Grocers, in which Edward Perlman, manager, was fined \$25 and costs in the Municipal Court of that city. The case was brought through the efforts of the Better Advertising Bureau of Chicago.

Details of the case show that the concern had advertised in newspapers and magazines throughout the United States, offering to sell sugar at 4 cents per pound and "Gold Medal" flour at \$8.50 a barrel. Persons sending orders found that additional goods up to a certain amount must be purchased in order to get sugar and flour at the prices quoted. The advertising had not contained such a qualification.

The National Vigilance Committee says:

"This is an important victory, not only from the standpoint of advertising but also in connection with steps being taken by the Government to conserve sugar and wheat. The low price of the sugar would induce people to purchase large amounts. Also the Food Administration apparently is opposed to greatly reduced prices on certain items in merchandising assortments."

The prosecution was brought under the ordinance in Chicago which prohibits false and fraudulent advertising.

A Co-Operative Delivery.

A butcher shop and a grocery located side by side in the residence district of a large city found themselves faced by the problem of preventing the loss of customers who moved away from their immediate neighborhood, and at the same time keeping up their local service. Their delivery equipment consisted of the butcher's horse-drawn wagon and the grocer's light truck. At that time the grocer's service was costing him an average of \$125 a month without meeting the peculiar demands of the situation.

He therefore suggested to the butcher that they combine forces and offered to cover daily deliveries to the "Heights" section, a high class residence district that lay a considerable

distance to the Southeast, if the butcher would provide for those to the West. A trial proved the soundness of the plan, as it provided the service necessary to meet competition. It also suggested another step which they have since put into practical operation.

They approached a man who had formerly operated a milk route to go into business as their delivery department. He accepted, hired a boy as a "jumper," and gives his whole time to the operation of the truck only. Careful study, added to the backing of past experience, has given them a delivery capacity which they feel is equal to that of from two to three average trucks in such service. The grocer pays a fixed charge of \$90 a month, while the butcher pays \$55.

M. P. Klock.

Atrocities.

"George has written a patriotic song to help the war."

"So I hear. Aren't the modern methods of warfare horrible?"

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.

**The Goods!
Net Prices!**

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

SERVICE

QUALITY

**For That
Rush Mail Order**

For the late
Holiday Trade,
which will surely
come, use
our service.....

The Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE



John Hach's Talk to Michigan Hotel Men.

It is one of the pleasures in connection with my duty as Grand Counselor of the United Commercial Travelers to be privileged to meet with you at your State session, and I deem this occasion doubly interesting from the fact that it is my second appearance before you.

My talk to you at this time will, in a measure, be a repetition of what I said to you at your last session, only to make it more emphatic if possible that the uppermost in the minds of the traveling men throughout the State is a closer relationship between them and the hotel, which we believe can be consummated only by an act of the Legislature creating the office of Hotel Inspector.

This is a matter we had hoped to bring to the attention of the Legislature at its last session, but due to the fact that the chairman of our Legislative Committee was confined to his home by illness during the entire session of the Legislature, our cause was allowed to pass by default.

The cost of travel, the cost of hotel accommodations and the steady demand upon us as business representatives place us in a position where we are called upon to meet the emergency incident to these troublesome times more than any other class of men and all we ask is the same consideration given others not as far-reaching in the affairs of state as is the calling of the commercial man.

I do not believe there is a man within the hearing of my voice who will hamper our cause or hesitate to assist in bringing about the one act which will bring us into a closer relationship when you consider that the barber, the horseshoer and even the breeder of stud horses is protected by the official inspection in the department of State. Who of you will be so narrow minded in the face of these facts as to deny the same protection as to health and comfort and safety to a class of men who are not only the main spokes in the wheels of industry, but who are the bone and sinew of the successful hotel?

Matters of personal observation justify me in saying that while I do not want to even suggest a breach of faith on the part of your membership, I do want to say that many cases of flagrant violations of the Henry law are fostered and practiced by many hotels because of the lack of proper provision for enforcing same. For this reason, I am frank to say that I am instructed to state that nothing but a bona fide department of hotel inspection under the auspices and control of the State, with an ap-

propriation sufficient to conduct the affairs of that department to the best interest of all concerned, will be satisfactory to us.

For the purpose of a better understanding as to what the proposed legislation shall constitute, I will, in as few words as possible, convey such information by referring you to a copy of the Washington State hotel law.

Now, gentlemen, I am going to appeal to your fair mindedness in the spirit of justice. If the State of



John A. Hach, Jr.

Washington with a representation of less than 35 per cent. of traveling men, as compared with the great State of Michigan, can see the justice of an appropriation of \$25,000 annually for the carrying out of such a law, are we not justified in asking your co-operation in a similar cause?

I appeal to you, not only for the 25,000 traveling men from the State of Michigan, but from over 2,500,000 under the glory of the stars and stripes, and with the hope of taking back to my colleagues your hearty endorsement of our cause, by the appointment of a committee to act in conjunction with the legislative committee of our order.

You might ask me why we lay so much stress upon the importance of the hotel inspectorship. I will reply by saying, for the very same reason that you carry policies upon your property and your life, which is for the purpose of protection. The vast sums expended annually in the maintenance of fire departments by great municipalities is not occasioned so much by the present day fire-proof construction as by the time-worn structure with its defective flues. The vast sums expended by these municipalities in the maintenance of police

departments as well as secret service departments, is not occasioned by the law-abiding citizen, but rather by him whose greed for the Almighty Dollar is greater than his sense of justice.

To the end that men aspiring to election to either the upper or lower house of the next Legislature, regardless of party affiliation, shall have no claim to our suffrage unless they carry with them the approval and interest of the Crescent and Sample Case and on behalf of over 25,000 traveling men of the great State of Michigan, I appeal to your loyalty to our cause.

Again thanking you for the courtesies extended to myself personally and the organization I represent, with the renewed assurance of a hearty mutual co-operation, I will close my remarks with but a slight reference to the subject of tipping.

I have learned from various hotel men that the subject of tips is of more concern to them than is that of the hotel inspectorship and while it is not our purpose to antagonize the interests of the hotel, we deem the practice of tipping unjust, especially at this time when we are heavily called upon for donations from many sources by virtue of the great number called to the defense of a world wide democracy, not a few of whom are members of our fraternity, in whose cause we ask you to discontinue this pernicious practice, wherever possible.



Five Stories Completed April, 1917

HOTEL BROWNING

GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.
Every Room with Bath.
Our Best Rooms \$2.00; others at \$1.50.
Cafeteria - Cafe - Garage

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

USED AUTOS
My Specialty—Easy Terms or Trade
DORT AGENCY
Dwight's Auto Ex. 230 Ionia Ave., N. W.

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

CODY HOTEL
GRAND RAPIDS
RATES { \$1 without bath
 \$1.50 up with bath
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NEW MERTENS
FIRE PROOF
One half block East
of the Union Station
GRAND RAPIDS MICH

Special Sales
John L. Lynch Sales Co.
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Beach's Restaurant
41 North Ionia Ave.
Near Monroe
GRAND RAPIDS, MICHIGAN
Good Food
Prompt Service
Reasonable Prices
What More Can You Ask?
LADIES SPECIALLY INVITED

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

Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw, and all intermediate and connecting points.

Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

Citizens Telephone Company

GOVERNMENTAL GUIDANCE.

It is evident to anyone who watches the trend of events that the entrance of the Government into the arena of food control and distribution is resulting in a great gain in the public understanding of mercantile and distributive problems.

It may be suspected that the daily press is still unfortunately devoid of technical knowledge of the workings of the economic law and the reasons for the high cost of living, wherefore it still has vain imaginings of the wickedness of food merchants—and passes along its misinformation, or uninformation, to the public at large—but the powers in control are making rapid gains in intelligence. They are finding ways to apply the regulations of war to business without ripping up its traditions and practices by the roots and in a striking way their investigations confirm what the grocer claimed all along as to the intricacies of food production and distribution.

On the other hand, practical grocery trade leaders are learning much of the other side of the food question—the human side that has to do with necessities of life, without regard to profit or any phase of the economic problems involved. When hard-headed jobbers and retailers and canners and manufacturers undertook to assume duties as Uncle Sam's administrators, and applied to an altruistic outcome the same honesty of thought and effort they had exercised to the end of profits, they learned many valuable lessons. In other words, co-operation of opposing factors to a common and imperative end under the war emergency has opened the eyes of both to a new angle and created no small degree of friendly mutuality of effort. Each finds that the other was right; also that he was wrong.

Now, what's to be done about it? What will the outcome be? So far there has been manifested a spirit of patriotic co-operation that has resulted in making food control very commonly effective without invoking the "teeth" in the law. A story from Washington, testifies to the satisfaction of the Food Administration with the trade willingness to aid; also to the fact that deliberate disobedience of the regulations are rare. This would tend to strengthen the feeling that a large measure of co-ordinated effort will survive when peace is again restored.

That the trade welcomed the entrance of a fair minded officialdom into the field is not denied. The grocers had long realized two things: that anti-trust laws prevented them from correcting many of the annoying abuses that had crept into trade practices under normal conditions, and that the absence of one centralized authority under war conditions robbed them of a "captain" they would all welcome. Two years of abnormal demand and rampantly advancing prices left them helpless, and, although prosperous in general, fully aware that they were skating on thin ice. There were no guide posts along the route of the wild ride of inflation to direct them, and everyone feared a crash.

Therefore, they welcomed—whether they will admit it or not—some power strong enough to control with acceptable

authority the dangerous and unfair conditions that annoyed and menaced everyone. Take the following quotation from the Washington story referred to; that infraction of the law occurred

Where several small retailers in the same neighborhood are engaged in bitter competition. In their eagerness to get the best of the other fellow these small retailers frequently pay no attention to the rules. Usually for the satisfactory adjustment of these cases it has been found necessary to cure the condition which gave rise to them.

In other words, competition had been forcing an unrestricted competition to follow the sharpest, if not the best and most honest, contestant even into disobedience. It was exactly the same in the conditions preceding the enactment of the pure food laws. Competitors, impelled by the trickery of unprincipled competitors, had been resorting to practices which had gradually steeled their appreciation that it was food and not mere merchandise they were handling. And as they then welcomed the correcting authority of a pure food law, to compel all alike to behave, so they now welcome the hand of Hoover to direct along wholesome mercantile ideals.

Now how much of this paternalistic influence will remain after the war no one can say, but the feeling is that a considerable degree will survive, not merely because of a dictatorial governmental potentate, but because a captain to the ship is necessary; just as necessary as some kind of dictatorship would be welcome in Russia to-day if only one could rise above the rest and point the ways of wisdom and enforce them.

Of course, after-war conditions will probably sweep away such radicalism as the elimination of "speculative profits" and will allow the law of supply and demand to re-assert itself; but even there the voice of the Government will probably be not wholly unwelcome. And if this be true, would it not be wise to watch events and help shape them, not only to the problem of the minute but to their utility for the permanent correction of abuses. Mr. Hoover has done the established distributors the favor of an official endorsement—a judgment that wild talk about elimination and the creation of direct trading are useless; that co-ordinate factors are necessary—and has the reward of hearty support, which ought to continue indefinitely.

But there are other points of the public's education yet to be developed. There is the clamor for low prices. Undoubtedly there is need for feeding the people more cheaply, but it is by no means certain that arbitrary reduction by pressure will work more good than evil. If it discourages production and encourages consumption, it may prove a bad recourse here as it has in England. And that, the public had best come to understand as soon as possible, in order that one more false hope may be exploded.

In the end we will see what we have always seen in a great war, that the nations with the most money will win. The United States possesses about one-third of the wealth of all nations and this will be the deciding factor.—Judge Elbert H. Gary.

Virtue never grows old; mankind won't let it.

SOURCES OF NATIONAL WASTE

If there is one tendency which, more than any other, seems to menace our success in putting the Nation's resources in such condition as to be able to meet the extraordinary demand which the Kaiser's war has created, clearly it is the tendency towards National waste. Our reputation as the most wasteful Nation and people in the world finds fullest justification in conditions which surround us upon every hand. Indeed, we appear to have been so impressed by nature's bountiful provision in our behalf that we have allowed ourselves to develop, almost as a National characteristic, a complete disregard for ordinary principles of every-day economy which other nations have learned to include among the fundamentals of their existence.

Many of us appear disposed to discuss this question of National waste as though the solution were simple and involved only a certain amount of self denial upon the part of the average citizen; as though the cutting out of luxuries in our daily life, the simplifying of the National bill of fare, the checking of extravagant tendencies in dress and in amusements, would be sufficient to cover the case and serve the National purpose. Economies of this kind are vitally important—and indispensable to our full success—but, after all, they represent only a very small part of what must be accomplished before this National tendency can be checked, and before more than a part of the vast wealth of this Nation will be available to support our efforts in this war.

Waste is everywhere—in production—in manufacture—in transportation—in purchase—in sale—in distribution. It interferes with the efficiency and proper economy of business and of Government. It is responsible for immeasurable National losses in materials destroyed—in services misdirected—in efficiency possible but not secured.

Beginning with production—and that is the point at which Government action in correction and regulation to be fully effective must begin—we find waste. The farmer wastes, when, because of careless methods, he allows grain to rot in the fields, and when, because of labor, or transportation or distribution difficulties of

some kind, he grows fruit which never finds a market; when he allows his cattle to reach the market in an imperfectly fattened condition; when he tolerates land which is fallow instead of productive, and when he insists upon operating independently of his fellows, instead of taking fullest advantage of the obvious benefits of co-operative organization.

Waste is found in unintelligent buying and preparing and utilizing of materials; in money which is hoarded, instead of being put into the channels of commerce for which it was intended; in commercial credit which is tied up in frozen book accounts; in the purchase of luxuries, or in extravagances which mean nothing to the purpose of war; or in the possibility of productive labor of men or women which is not utilized in effective manner.

The Government wastes when it fixes a price so high as to permit excess profits and fails to provide a recovery tax upon the particular industry affected. It wastes when it fixes a price so low as to remove the proper incentive to the necessarily large increased production demanded by war, and it wastes when, in administering the war business of the Nation, it secures from a machine or a man or an establishment or a business regularly under its control a percentage of efficiency lower than the highest efficiency of which that machine or man or establishment or business is capable. Again it wastes when, in constructing or purchasing, or in any other of the war business functions with which it has been entrusted, it allows its different departments to bid against each other for labor and for vast quantities of materials and supplies, thereby creating purely fictitious values, with their natural bearing upon inflation and the high cost of living, and with the disturbance to business, and industry, and labor, which follows. It wastes when, in any form of contract it fails to provide the incentive to economy in costs which well managed private business always is so careful to require.

There are a lot of good chess players in the poorhouse.

If there were no fools fads would die out.

We wish all our customers a very
Merry Christmas

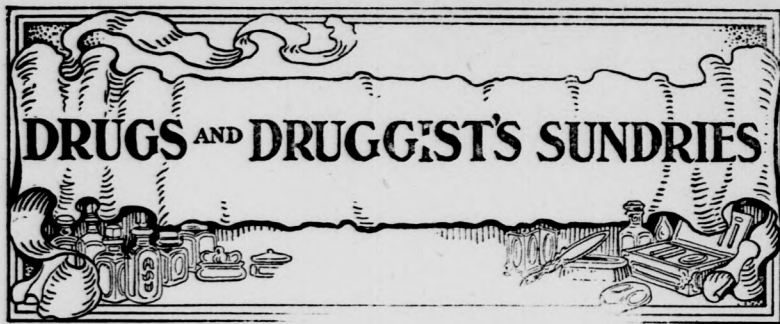
and many happy returns of the day.

If you happen to run short of anything on which you can make any margin, get in touch with us by wire or telephone.

MICHIGAN HARDWARE CO.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN



Michigan Board of Pharmacy.

President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman,
 Sandusky; Charles S. Koon, Muskegon.
 Next Examination Session—Detroit,
 January 15, 16 and 17, 1918.

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

President—W. F. Griffith, Howell.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Status of the Drug Market.

There are few changes in prices, although developments of not a little interest were by no means lacking. Sugar of milk is advanced by leading manufacturers. There has been a steady demand for this commodity for a considerable period and supplies available for prompt delivery are small, some quarters being bare of stocks. Saccharine has been rather quiet of late and the market is easier, with reports current of freer offerings from some holders. An increased demand is reported for naphthalene flakes and the market is a shade stronger. A further advance has occurred in red cinchona bark owing to extreme scarcity. Yellow cinchona seems to be no longer obtainable. The essential oils are generally well maintained with a fair jobbing trade. Balsam tolu is quiet, but owing to scarcity the market remains firm at the recent advance. Sabadilla seed has been revised downward. Caustic soda and foreign chlorate of potash are quiet among second hands, and reports are current of some further shading of both. Some enquiry is noted for formaldehyde, and the smallness of supplies is reflected in a firm market.

Sugar of milk is stronger and higher in first hands, leading makers announcing an advance in prices to 46@48c per pound, according to quantity. Spot supplies are small and some second hands demand 50@52c per pound in barrels.

Saccharine is weaker for soluble, owing to a lessening demand of late and freer offerings from some holders who desire to realize, and also because of reports of cheaper offerings for shipment early next year. A sale is reported of soluble at \$37 per pound, while offerings are noted at still lower prices. Vague rumors are in circulation of offerings of scattered lots at as low as \$32, but nothing definite is obtainable in regard to such alleged offers. Insoluble saccharine seems to be in small supply with holders demanding from \$40@43 per

pound, according to dealer and quantity, and sales are noted within the range.

Naphthalene is in somewhat better demand and flakes are firmer at 10@10½c per pound.

Chinese cantharides meets with a fair enquiry and the market is steady at recently prevailing prices.

Denatured alcohol is easy owing to competition, and rumors are again current of further shading of prices. Prominent interests continue to quote 73@75c per gallon.

Thirty-Two Granted Certificates.

The Michigan Board of Pharmacy held a meeting at Grand Rapids November 20, 21, 22, eighteen applicants received registered pharmacist papers and fourteen druggists papers. Following is a list of those receiving certificates:

Registered Pharmacists.

John M. Warncke.
 Harold G. Harvey.
 Karl A. Simon.
 Victor C. Peaskowski.
 Wolf Levin.
 Jay Holcomb.
 Charles W. Harling.
 Arthur J. Winters.
 Stanley A. Snyder.
 Alex. J. Schramm.
 Ward R. McIntyre.
 C. Edward McCarty.
 Herbert O. Eskola.
 Carl A. Detwyler.
 Geo. A. Diller.
 Andrew J. Cromer.
 Robert O. Cox.
 Walter Catterfield.

Registered Druggists.

Raymond H. Ballheim.
 W. A. Camburn.
 W. E. Dengler.
 Edwin J. Denton.
 S. J. Masty.
 Dennis L. Murphy.
 D. F. Pochert.
 H. G. Sheffield.
 Arthur A. Thomas.
 A. D. Wood.
 R. E. Lorenz.
 L. G. Richard.
 Thomas C. Wood.

The next meeting of the Board will be held at Detroit, January 15, 16, 17, 1918.

Resolved—By the Michigan Board of Pharmacy, that if any registered druggist or registered pharmacist of the State of Michigan enters military service during the present war, their registration will not be lapsed on account of non-payment of annual renewal fees during his term of service.

Resolved—That registered druggists or candidates who have not completed the required four years' experience who enter hospital or am-

balance service in the present war will be permitted at a future examination to present affidavits for the time actually spent in such service in lieu of the pharmacy experience ordinarily required.

The Michigan Board of Pharmacy cannot pass resolutions inconsistent with the State law, consequently is not permitted to issue certificates to licentiates in pharmacy without the renewal fee, therefore cannot mail annual certificates to any person unless the request be accompanied with one dollar, but will guarantee that any druggist or pharmacist now registered in Michigan who enters military service will at the close of war, whether or not renewals are paid, be privileged to continue the practice of pharmacy in the State or Michigan without further examination, and the Board hopes and expects to procure legislation that will completely cancel all renewals that may have accrued during the war period against licentiates in pharmacy in the State of Michigan who are now doing military service.

E. T. Boden, Sec'y.

Things You Must Do If You Sell Alcohol.

1. You must file a bond with the Internal Revenue Department.
2. You must have a permit. The bond gives you the right to sell and the permit gives you the right to buy. If you wish to buy non-beverage alcohol for the manufacture of U. S. P. and N. F. preparations you must first file a bond, then you are granted a permit to purchase the same. You

then make application to your jobber—the application to be in triplicate—one of which you retain, one goes to the jobber and the other to the Internal Revenue Collector.

3. Non-beverage alcohol for resale must be medicated according to Government formulas and sales are restricted to quantities of one pint or less.

4. You may sell non-beverage alcohol on physician's prescription without medication.

5. The above rulings do not apply to alcohol on which full beverage tax has been paid.

The Internal Revenue Department does not furnish the application or permits but they can be procured from the jobber or bonding company.

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

"CRITERION"

House Paint, Flat Wall Paint and Finishes

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

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

Heystek & Canfield Co.

GRAND RAPIDS

MICHIGAN



It's Pure, That's Sure

Piper Ice Cream Co.
 Kalamazoo, Michigan

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Candles Clothes Lines Twine	
AMMONIA Arctic Brand 12 oz. ovals, 2 doz. box 2 40	Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 dz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00	Corn Fair Good 1 85 Fancy French Peas Monbadon (Natural) per doz. Gooseberries No. 2, Fair No. 2, Fancy Hominy Standard 1 25
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75	CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35
BATH BRICK English 95	CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
BREAKFAST FOODS Bear Food, Pettijohns 2 85 Cracked Wheat, 24-2 ... 4 60 Cream of Wheat 7 50 Quaker Puffed Rice ... 4 30 Quaker Puffed Wheat 4 30 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes ... 2 75 Washington Crisps ... 2 30 Wheatena 5 10 Grape Nuts 2 85 Sugar Corn Flakes ... 2 80 Holland Rusk 3 80 Krinkle Corn Flakes ... 2 80 Mapl-Flake, Whole Wheat 4 05 Minn. Wheat Food ... 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food ... 4 25 Shred Wheat Biscuit 2 25 Triscuit, 18 2 50 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 ... 3 30 Post Toasties, T-3 ... 3 30 Post Tavern Porridge 2 80	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
BROOMS Fancy Parlor, 25 lb. ... 9 00 Parlor, 5 String, 25 lb. 8 25 Standard Parlor, 23 lb. 8 00 Common, 23 lb. 7 50 Special, 23 lb. 7 25 Warehouse, 23 lb. ... 10 00	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00 Stove No. 3 1 00 No. 2 1 50 No. 1 2 00 Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
BUTTER COLOR Dandelion, 25c size ... 2 00	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 46	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
CANNED GOODS Apples 3 lb. Standards ... No. 10 @ 5 25 Blackberries 2 lb. @ 2 25 Standard No. 10 ... @ 9 50 Beans Baked 1 25 @ 2 35 Red Kidney 1 25 @ 1 35 String 1 50 @ 2 00 Wax 1 50 @ 2 00 Blueberries Standard @ 1 75 No. 10 @ 3 00	CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys ... 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65

Java Private Growth 26 @ 30 Mandling 31 @ 35 Aukola 30 @ 32	Walnuts, Naples Walnuts, Grenoble ... 22 Table nuts, fancy ... 16 1/2 Pecans, Large 17 Pecans, Ex. Large ... 20	FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon Per Doz. 7 Dram 15 Cent ... 1 20 1 1/2 Ounce 20 Cent ... 1 75 2 Ounce 30 Cent ... 2 60 2 1/2 Ounce 35 Cent ... 2 75 3 Ounce 40 Cent ... 3 00 4 Ounce 50 Cent ... 5 00 8 Ounce 90 Cent ... 8 50 7 Dram Assorted ... 1 25 1 1/2 Ounce Assorted ... 2 00
Mocha Short Bean 25 @ 27 Long Bean 24 @ 25 H. L. O. G. 26 @ 28	Shelled No. 1 Spanish Shelled Peanuts 16 @ 16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2 @ 17 Pecan Halves @ 90 Walnut Halves 65 Filbert Meats @ 42 Almonds @ 60 Jordan Almonds	FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 11 35 Fancy Spring 12 50 Wizard Graham 11 00 Wizard Grain Meal 12 00 Wizard Buckw't cwt. 7 09 Rye 11 00 Kaw's Best 12 50 Lily White 11 50 Light Loaf 11 10 Graham 4 90 Granena Health 5 00 Gran. Meal 5 50 Bolted Meal 5 40 Watson-Higgins Milling Co. New Perfection ... 11 50 Tip Top Flour 11 10 Golden Sheaf Flour 10 60 Marshalls Best Flour 12 00 Watertown Wisconsin Rye 10 00 Worden Grocer Co. Quaker, 1/8s cloth ... 10 85 Quaker, 1/4s cloth ... 10 75 Quaker, 1/2s cloth ... 10 65 Quaker, 3/4s paper ... 10 75 Quaker, 1/8s paper ... 10 65
Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong	Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/4 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	DRIED FRUITS Apples Evap'd, Choice, blk @ 16 Evap'd Fancy blk. @ Apricots California @ 25 Citrus Corsican @ 27 Currants Imported, 1 lb. pkg. .. 26 Imported, bulk 25 1/2 Peaches Muir's-Choice, 25 lb. .. 12 Muir's-Fancy, 25 lb. .. 13 Fancy, Peeled, 25 lb.
Package New York Basis Arbuckle 21 50	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
Chocolate Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
Cocoa Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 37 Lowney, 1/2s 37 Lowney, 5 lb. cans ... 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Van Houten, 1s 65 Wan-Eta 35 Webb 33 Wilbur, 1/4s 33 Wilbur, 1/2s 32	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
Cocoa Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 37 Lowney, 1/2s 37 Lowney, 5 lb. cans ... 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Van Houten, 1s 65 Wan-Eta 35 Webb 33 Wilbur, 1/4s 33 Wilbur, 1/2s 32	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00
Cocoa Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 37 Lowney, 1/2s 37 Lowney, 5 lb. cans ... 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Van Houten, 1s 65 Wan-Eta 35 Webb 33 Wilbur, 1/4s 33 Wilbur, 1/2s 32	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00

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

FURS
Coon, large ... 3 50
Coon, medium ... 2 50
Coon, small ... 1 00
Mink, large ... 4 50
Mink, medium ... 3 25
Mink, small ... 2 00
Muskrats, winter ... 65
Muskrats, fall ... 45
Muskrats, small fall ... 30
Muskrats, kits ... 10
Skunk, No. 1 ... 4 25
Skunk, No. 2 ... 3 00
Skunk, No. 3 ... 1 90
Skunk, No. 4 ... 2 90

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

HORSE RADISH
Per doz. ... 90

JELLY
5lb. pails, per doz. ...
15lb. pails, per pail ... 1 30
30lb. pails, per pail ... 2 50

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

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

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

MINCE MEAT
Per case ... 3 75

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

Half barrels 2c extra
Red Hen, No. 2 ... 2 30
Red Hen, No. 2 1/2 ... 2 90
Red Hen, No. 5 ... 2 80
Red Hen, No. 10 ... 2 65
Uncle Ben, No. 2 ... 2 30
Uncle Ben, No. 2 1/2 ... 2 90
Uncle Ben, No. 5 ... 2 80
Uncle Ben, No. 10 ... 2 65
Ginger Cake, No. 2 ... 2 65
Ginger Cake, No. 2 1/2 ... 3 10
Ginger Cake, No. 5 ... 3 20
O. & L. Open Kettle,
No. 2 1/2 ... 4 25

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

OLIVES
Bulk, 1 gal. kegs 1 20 @ 30
Bulk, 2 gal. kegs 1 15 @ 25
Bulk, 5 gal. kegs 1 05 @ 15
Stuffed, 5 oz. ... 1 10
Stuffed, 5 oz. ... 1 15
Stuffed, 14 oz. ... 2 50
Pitted (not stuffed)
14 oz. ... 2 50
Manzanilla, 8 oz. ... 1 10
Lunch, 10 oz. ... 1 50
Lunch, 16 oz. ... 2 60
Queen, Mammoth, 19
oz. ... 5 00
Queen, Mammoth, 28
oz. ... 6 25
Olive Chow, 2 doz. cs.
per doz. ... 2 25

PEANUT BUTTER
Bel-Car-Mo Brand
4 oz. 4 doz. in case ... 3 60
7 oz. 2 doz. in case ... 2 90
8 oz. 2 doz. in case ... 3 30
18 oz. 1 doz. in case ... 3 00
5 lb. pails, 6 in crate ... 5 50
10 lb. pails ... 19
15 lb. pails ... 18 1/2
25 lb. pails ... 18
50 lb. tins ... 17 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection ... 11
Red Crown Gasoline ... 21.5
Gas Machine Gasoline ... 35.9
V. M. & P. Naphtha ... 21.
Capitol Cylinder, Wood
Bbls. ... 36.9
Capitol Cylinder, Iron
Bbls. ... 35.9
Atlantic Red Engine,
Iron Bbls. ... 21.9
Winter Black, Iron
Bbls. ... 11.9
Polarine, Iron Bbls. ... 38.9

PICKLES
Medium
Barrels, 1,200 count 12 00
Half bbls., 600 count 6 50
5 gallon kegs ... 2 60

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

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

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

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

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

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

PROVISIONS
Barreled Pork
Clear Back ... 51 00 @ 52 00
Short Cut Clr ... 48 00 @ 49 00
Bean ... 47 00 @ 48 00
Brisket, Clear ... 52 00 @ 53 00
Pig ...
Clear Family ... 35 00

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

Lard
Pure in tierces ... 29 1/2 @ 30
Compound Lard ... 22 1/2 @ 23
80 lb. tubs ... advance 1/2
60 lb. tubs ... advance 1/2
50 lb. tubs ... advance 1/2
20 lb. pails ... advance 3/4
10 lb. pails ... advance 7/8
5 lb. pails ... advance 1
3 lb. pails ... advance 1

Smoked Meats
Hams, 14-16 lb. 28 @ 29
Hams, 16-18 lb. 27 @ 28
Hams, 18-20 lb. 26 @ 27
Ham, dried beef
sets ... 29 @ 30
California Hams 23 @ 23 1/2
Picnic Boiled
Hams ... 31 @ 32
Boiled Hams ... 41 @ 42
Minced Hams ... 20 @ 21
Bacon ... 37 @ 42

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

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

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

Tripes
Kits, 15 lbs. ... 90
1/4 bbls., 40 lbs. ... 1 60
1/2 bbls., 80 lbs. ... 3 00

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

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

Canned Meats
Corned Beef, 2 lb. ... 6 50
Corned Beef, 1 lb. ... 3 75
Roast Beef, 2 lb. ... 6 50
Roast Beef, 1 lb. ... 3 75
Potted Meat, Ham
Flavor, 1/4 s ... 55
Potted Meat, Ham
Flavor, 1/2 s ... 95
Deviled Meat, Ham
Flavor, 1/4 s ... 52
Deviled Meat, Ham
Flavor, 1/2 s ... 1 00
Potted Tongue, 1/4 s ... 55
Potted Tongue, 1/2 s ... 1 00

RICE
Fancy ...
Blue Rose ... 3 1/2 @ 3 1/2
Broken ...

ROLLED OATS
Monarch, bbls. ... 10 00
Rolled Avena, bbls. ... 10 25
Steel Cut, 100 lb. sks. ... 5 10
Monarch, 90 lb. sks. ... 4 90
Quaker, 18 Regular ... 1 75
Quaker, 20 Family ... 5 60

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

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer ... 3 10
Wyandotte, 100 1/2 s ... 3 00

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

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

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

Solar Rock
56 lb. sacks ... 48

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

SALT FISH
Cod
Large, whole ... @12
Small, whole ... @11 1/2
Strips or bricks ... 16 @ 19
Pollock ... @10

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

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

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

Mackerel
Mess, 100 lbs. ... 20 00
Mess, 40 lbs. ... 8 50
Mess, 10 lbs. ... 2 40
Mess, 8 lbs. ... 1 85
No. 1, 100 lbs. ... 19 00
No. 1, 40 lbs. ... 8 10
No. 1, 10 lbs. ... 2 10

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

SEEDS
Anise ... 35
Canary, Smyrna ... 11
Caraway ... 75
Cardamon, Malabar 1 20
Celery ... 45
Hemp, Russian ... 7 1/2
Mixed Bird ... 9
Mustard, white ... 22
Poppy ... 70
Rape ... 15

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

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

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

SPICES
Whole Spices
Allspice, Jamaica ... 9 @ 10
Allspice, lg. Garden @ 11
Cloves, Zanzibar ... @ 50
Cassia, Canton ... @ 20
Cassia, 5c pkg. doz. @ 35
Ginger, African ... @ 15
Ginger, Cochin ... @ 20
Mace, Penang ... @ 90
Mixed, No. 1 ... @ 17
Mixed, No. 2 ... @ 16
Mixed, 5c pkgs. dz. @ 45
Nutmegs, 70-80 ... @ 35
Nutmegs, 105-110 ... @ 30
Pepper, Black ... @ 30
Pepper, White ... @ 32
Pepper, Cayenne ... @ 22
Paprika, Hungarian

Pure Ground in Bulk
Allspice, Jamaica ... @ 16
Cloves, Zanzibar ... @ 66
Cassia, Canton ... @ 32
Ginger, African ... @ 24
Mace, Penang ... @ 1 00
Nutmegs ... @ 36
Pepper, Black ... @ 30
Pepper, White ... @ 40
Pepper, Cayenne ... @ 30
Paprika, Hungarian @ 45

STARCH
Corn
Kingsford, 40 lbs. ... 9 1/2
Muzzy, 48 lb. pkgs. ... 9 1/2

Kingsford
Silver Gloss, 40 lb. ... 9 1/2

Gloss
Argo, 48 5c pkgs. ... 2 40
Silver Gloss, 16 3lbs. ... 9 1/2
Silver Gloss, 12 6lbs. ... 9 1/2

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

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

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

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

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

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

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

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

English Breakfast
Congou, Medium ... 25 @ 30
Congou, Choice ... 30 @ 35
Congou, Fancy ... 40 @ 50
Congou, Ex. Fancy 60 @ 80

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

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

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

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

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

Worden Grocer Co. Brands
Boston Straight ... 37 00
Trans Michigan ... 37 50
C. P. L. ... 37 50
Court Royal ... 43 00
Hemmeter's Cham-
pion ... 42 50
Iroquois ... 42 50
La Azora Agreement 38 50
La Azora Bismarck 70 00
Whaleback ... 37 00
Worden's Hand Made 36 00
B. L. ... 40 00

TWINE
Cotton, 3 ply ... 48
Cotton, 4 ply ... 48
Jute, 2 ply ... 25
Hemp, 6 ply ... 34
Flax, medium ... 35
Wool, 100 lb. bales ... 18

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22
White Wine, 100 grain 25

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

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

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

Butter Plates
Ovals
1/2 lb., 250 in crate ... 45
1/2 lb., 250 in crate ... 45
1 lb., 250 in crate ... 50
2 lb., 250 in crate ... 55
3 lb., 250 in crate ... 70
5 lb., 250 in crate ... 90

Wire End
1 lb., 250 in crate ... 45
2 lb., 250 in crate ... 50
3 lb., 250 in crate ... 67
5 lb., 20 in crate ... 70

Churns
Barrel, 5 gal., each ... 2 40
Barrel, 10 gal., each ... 2 55

Clothes Pins
Round Head
4 1/2 inch, 5 gross ... 70
Cartons, No. 24, 24s, bxs. 75

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20
No. 1 complete ... 42
No. 2 complete ... 35
Case, medium, 12 sets 1 80

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

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

Pails
10 qt. Galvanized ... 3 25
12 qt. Galvanized ... 3 75
14 qt. Galvanized ... 4 25
Fibre ... 5 50

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

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

Tubs
No. 1 Fibre ... 16 50
No. 2 Fibre ... 15 00
No. 3 Fibre ... 13 50
Large Galvanized ... 12 00
Medium Galvanized 10 25
Small Galvanized ... 9 25

Washboards
Banner, Globe ... 3 75
Brass, Single ... 6 75
Glass, Single ... 4 00
Double Peerless ... 6 25
Single Peerless ... 5 50
Northern Queen ... 4 75
Good Enough ... 4 65
Universal ... 5 00

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

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

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

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

SOAP
Lautz Bros. & Co.
Acme, 100 cakes ... 5 00
Big Master, 100 blocks
Climax ... 4 60
Lautz Naphtha ... 5 50
Queen White ... 4 50
Oak Leaf ... 5 00
Queen Anne ... 5 00
Queen Anne, 30 cans 1 80
Queen Anne, 60 cans 3 60
Snow Maid, 30 cans ... 1 80
Snow Maid, 60 cans ... 3 60

Proctor & Gamble Co.
Lenox ... 4 75
Ivory, 6 oz. ... 5 65
Ivory, 10 oz. ... 9 20
Star ... 4 35

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

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 3 70
Black Hawk, ten bxs 3 65
Box contains 72 cakes. It
is a most remarkable dirt
and grease remover, with-
out injury to the skin.

Scouring
Sapallo, gross lots .. 9 50
Sapallo, half gro. lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand ... 2 40

Soap Powders
Johnson's Fine, 48 2 3 25
Johnson's XXX 100 5c 4 40
Rub-No-More ... 4 50
Nine O'Clock ... 3 85
Lautz Naphtha, 60s ... 2 55
Queen Anne, 60s ... 3 00
Oak Leaf, 100s ... 4 25
Oak Leaf, 24s ... 5 00

Washing Powders
Snow Boy, 100 pkgs. 5 00
Snow Boy, 60 pkgs. ... 3 00
Snow Boy, 48 pkgs. ... 4 80
Snow Boy, 24 pkgs. ... 4 25
Snow Boy, 20 pkgs. ... 4 75

SPECIAL Price Current

ARCTIC EVAPORATED MILK
Tall ... 6 00
Baby ... 4 25
Manufactured by Grand
Ledge Milk Co.
Sold by all jobbers and
National Grocer Co., Grand
Rapids.

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

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



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



1 lb. boxes, per gross 9 90
3 lb. boxes, per gross 26 10

CHARCOAL
Car lots or local shipments,
bulk or sacked in paper or
jute. Poultry and stock
charcoal.
DEWEY - SMITH CO., Jackson, Mich.
Successor to M. O. DEWEY CO.

THE ONLY 5c CLEANSER



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



SALT
Morton's Salt
Per case, 24 2 lbs. ... 1 80
Five case lots ... 1 70

Why Every Merchant Should Read the Tradesman.

Written for the Tradesman.

1. Current price lists and trade review articles are indispensable to one who would be well posted in his business. Not being well posted means frequent losses if not final failure.
2. The young merchant who realizes his inexperience and need will find the best of help in the Tradesman. The one who thinks he does not need a trade paper or has no time to read one will be agreeably surprised after a short term of reading the paper.
3. Age and long experience in any business never makes a man independent of help or suggestions from others, especially fellow merchants.
4. The more one succeeds or enlarges his business the wider should be the range of his enquiries and investigations. The Tradesman offers exactly what he needs.
5. A frequent annoyance to the retailer is to have to deal with people who are not posted in regard to prices, quality or seasonableness of goods. How about the same merchant annoying the wholesaler with complaints based solely on ignorance and suspicion?
6. Reading the Tradesman will give a merchant a better, truer conception of the character of salesmen, wholesalers, manufacturers, bankers and capitalists with whom his line of business is inseparably connected.
7. The man who reads only what he thinks he needs to make money will be biased, narrow, warped, one-sided, unsymmetrical in character. The Tradesman has a moral and enlightening side, a corrective and uplifting tendency. Other things aside, it is a valuable home and literary publication.
8. The exposure by the Tradesman of frequent attempts at fraud and imposition upon merchants are warnings much appreciated except by those who think no one sharp enough to "put one over" on them. Once in a while such men get "let down" as badly as the novice in business—usually after it was exposed by the Tradesman.
9. The merchant who assimilates the standards of business advocated by the Tradesman will enjoy an honorable position among all men with whom he deals.
10. Lest we forget, every issue of the Tradesman brings to mind something the merchant needs to look after, which he had intended to do at the proper time or something he never thought of before.
11. Every merchant should frequently compare every item in invoices with the price current in the Tradesman to discover errors. He should also be so familiar with quotations that he would not order goods of salesmen unless their prices are in keeping with it.
12. A reader of the Tradesman will learn that he is not fighting the battles of his line of business alone or unaided. He is benefitted by the work of every association or organization of merchants, whether a member or not. He is kept informed of all that is being accomplished for the

trade. It is helpful to realize that one is a member of a big family, all working for the good of the people, all with similar problems and experiences.

And there are other reasons if the forgoing are not sufficient.

E. E. Whitney.

We Are All Soldiers in a Common Cause.

Sand Lake, Dec. 15—One of my customers told me that another one of my customers got twenty-five pounds of granulated sugar of Montgomery Ward & Co. yesterday. Now this woman certainly felt sore because I am holding to the Hoover rule. Here is something I do not seem to figure like the food people do: I have a bill of sugar at \$7.95. If it costs 16 per cent. to do business, what does sugar cost and we must sell at 8½ cents, but in no case must we sell at less than cost. I am not kicking, but it seems to me it is giving Montgomery Ward an undue advantage.

George F. Cook.

The Tradesman's Reply.

Grand Rapids, Dec. 17—Send me more definite data regarding the sale by Ward—date of order and date of shipment and name and address of buyer.

If sale was made after Dec. 2, I will do all I can to get Ward cut off.

You now have a right to sell granulated at ¾¢ above cost. Because you live remote from the railroad, you can include cartage under the head of cost.

It is a fact that the profit permitted the retailer on sugar sales—¾¢ 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, and thus contribute to the success of American arms and American ideas and the defeat of the Kaiser.

The cost of doing business is not to be considered in this great crisis. 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.

We are all soldiers of Uncle Sam and Humanity, enlisted in one common cause, irrespective of the personal sacrifice involved in the effort we are making and must continue to make until the war is won and civilization is established on the firm basis.

E. A. Stowe.

To Reduce Sales Expense.

About half of each state in his territory was covered by every salesman for an electrical jobbing house in the Middle West. This meant that each man's work was disturbed frequently because he had to "jump" clear across his territory to be on hand when a contract was to be let. The man often had to stay in a town a couple of days and frequently the total extra expense of the sale ran to \$50. Since at least five other salesmen were after the same work he spent money unproductively five times out of six if he secured only his share of the business. The sales manager decided to reduce this expense and so he gave orders that no man was to make a long "jump" unless he was specifically instructed to do so. The sales manager now handles the sales him-

self. First he mails the bid on the material; then by long distance telephone he informs the buyer that his man is busy in another part of his territory. The telephone call costs nowhere near so much as would a trip and has resulted in his getting an increased proportion of these orders. "The buyer seems to feel," says the sales manager, "that we are alive, that we want business, and are unfortunate in not having a salesman available at the moment. A personal visit from the salesman is a common occurrence and, therefore, does not impress him. A telephone call from the sales manager, on the other hand, seems to show him that his business is desired. The telephone call does almost everything to land the business that a salesman could do; it also helps

to enlist the buyer's sympathy and to stir up his good will for the house." Johnson Heywood.

Did As He Was Told.

Counsel (to plaintiff)—At this final interview, when you demanded payment by the defendant of this debt, what did he say to you?

Plaintiff—Go to the devil.

Counsel—What did you do?

Plaintiff—I immediately consulted my lawyer.

If We Only Understood.

Could we but draw aside the curtains
That enfold each other's lives,
See the naked heart and spirit,
Know what spur the action gives,
Often we should find it better,
Purer than we judge we should,
We should love each other better,
If we only understood.

Kipling.

Greatly Enlarged in Scope

We have re-organized under the more liberal statute enacted by the Legislature of 1917, and are therefore in a position to insure store buildings, fixtures and merchandise stocks in which boots and shoes are included. This greatly enlarges our scope of operations and increases our usefulness to our members, who obtain valid insurance in our company at 25 per cent. less than the regular stock rate, with an additional discount of 5 per cent. for prompt payment. All losses promptly and honorably adjusted. Correspondence solicited.

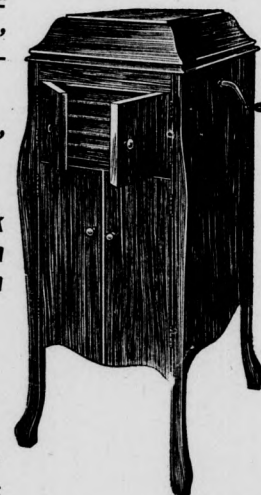
Michigan Shoe Dealers Mutual Fire Insurance Co.
Fremont, Michigan

"The Gift that Lives is the Gift to Give"

Victrolas These are Gifts that "Live"
Pianos
Player Pianos Largest Stock in Western Michigan

Sold on Convenient Monthly Payments

Friedrich's 202 Monroe Ave.
GRAND RAPIDS, MICH.



Putnam's
Menthol
Cough Drops

Packed 40 five cent packages
in carton

Putnam Factory
National Candy Co., Inc.
MAKERS
Grand Rapids, Michigan

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.

Grocery Stock For Sale

The largest and best grocery stock in Alma, Mich. Large brick store with attractive lease, finest location in the city. Doing a strictly cash business of \$75,000 per year. If you want something out of the ordinary, better look this up soon. Poor health cause for selling. MILLER BROS., Alma, Mich.

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

Special sales to reduce stocks or raise money now being contracted for January. Merchants wishing highest grade, expert Special Sales service write for terms, dates, etc. Greene Sales Co., Jackson, Michigan. 484

For Sale—199-acre stock and grain farm. Good buildings. All fenced. Will take some property in part payment; balance easy terms. Southern Michigan. Wm. Wallace, 1419 Forbes Ave., St. Joseph, Mich. 481

For Rent—Four stalls, 10 x 20 to 10 x 50, in the best location in the city, next to the New Orleans Fruit House, to be used for teas and coffees, butter, cheese and eggs, meats or any desired business in that line. H. Winegarden, 317 So. Saginaw St., Flint, Michigan. 482

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

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

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—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 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

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

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

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

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. 678

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

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

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

HELP WANTED.

Wanted—Capable book-keeper and office man, good salary, fine future. Must invest \$1,500 in stock at par value in going concern. F. E. Mfg. Co., 1168 East 53rd St., Chicago, Illinois. 480

Store Manager Wanted—I have a stock of \$8,000, consisting of dry goods, groceries, boots and shoes, etc., and I want a young man to take charge of same. Must be honest, reliable and a good salesman. Must send best of reference, experience and salary wanted in first letter. Must be able to take charge at once and would like to know how he stands in draft, as that is my reason for leaving. I leave Dec. 28. B. W. Long, Pewamo, Michigan. 483

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

**Conservative
Buyers
Patronize
Tradesman
Advertisers**

Simple Account File

**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.**

Food-Saving Slogans in Your Advertising.

Washington, Dec. 17—A great many mercantile firms, large and small, retail and wholesale, are contributing advertising space to assist Uncle Sam in his food-saving campaign. Because we must achieve by volunteer effort what Germany achieves through autocratic regulation, it is necessary to keep food-saving before the American people constantly in every possible form. The merchants of the country have been quick to see this, and spontaneously insert food-saving slogans in corners of their regular newspaper advertisements, as well as keying their merchandise offerings on Food Administration principles. They have also run food-saving slogans in their booklets, and on circulars, cards, banners, and posters, as well as made food-saving window and counter displays.

This gratuitous advertising has really just begun. During February and March there will be a great National campaign on war matters in the magazines and newspapers, using space contributed by the leading advertisers of the country, and filled with food and other war announcements written by the country's great authors. The seed catalogues of the country this spring will contain Food Administration advertising, contributed by seedsmen who distribute 16,000,000 copies of catalogues. Mail order catalogues are carrying food announcements, and the street car and bill board men throughout the country are contributing space and services.

As food saving will be a constant issue until peace returns, such co-operative advertising really represents a great volunteer movement getting under way.

The sort of advertising calculated to produce the best effect for food-saving is constant use of comparatively small space for standard food-saving slogans, inserted as fillers between items of large advertisements, or in little boxes in newspaper announcements, booklets, show cards, menu cards, street car cards, and the like.

By way of copy, the Retail Stores Section of the Food Administration, Washington, D. C., has issued a bulletin containing standard slogans based upon the policy and purpose of the Food Administration. Here are some suggestions for copy:

Food Will Win the War—Don't Waste It.

Wheat.

1. Eat less wheat bread.
2. Don't waste a single slice; make toast, puddings, etc., of all stale bread.
3. Put the loaf on the table and slice as needed.

Meat.

1. Eat less beef, mutton and pork; use any of this kind of meat not more than once a day.
2. Do not waste an ounce; utilize all left-overs.
3. Save the country's domestic animals—the supply is running short.

Fats.

1. Use less butter; eat fewer fried foods.
2. Don't waste any butter, lard or drippings.

Sugar.

1. Eat less candy; drink fewer sweet drinks.
2. Omit frosting from your cakes.

Fuel.

1. Burn less coal; turn out electric lights and turn down heat in radiators on leaving room.

To use less coal is to release more transportation for military purposes.

Milk.

1. Waste no milk.
- We must send condensed milk to our fighting Allies.

Instead of Wheat.

1. Use more corn bread, oatmeal bread, rye bread, barley bread, and, in the South, eat cotton seed bread, thus saving wheat.
2. Eat oatmeal, barley and corn

breakfast foods, corn and buckwheat cakes.

3. In place of one slice of bread, eat one extra potato a day.

Instead of Meat.

1. Eat vegetables, salted and fresh fish, cheese, milk, eggs, poultry and game.

2. Eat peanuts, peanut butter, beans, dried peas, nuts.

Instead of Fats.

1. Use vegetable fats or oils in cooking.

2. Use the following animal fats: suet, beef drippings, chicken fats, pork fats from cooking, goose oil.

3. Make your soaps for rough cleaning at home, since soaps contain fats.

Instead of Sugar.

1. Use honey, molasses and dark syrups.

2. Can your fruit juices and turn them into jellies as needed.

Instead of Coal.

1. Use fireless cookers.

2. Use wood, oil and gas wherever you can.

Do Not Waste Milk.

1. Turn all left-over milk into cottage cheese or use in cooking.

2. Use less cream and more whole milk and cheese.

The Real Issues of the War.

New York, Dec. 17—The hour has come for each of us to recognize the great cause we have espoused. We are fighting "the dark menace of the distant war"—that menace which threatens the peace of the world and the safety of our children and our children's children.

Let us put aside our ambitions, prejudices and criticisms and concentrate on saving the coming generations from the crushing power of Prussian dominion. If the Socialists of Germany who have been struggling for years for democracy had at the first note of war declared they would not fight, there never would have been this terrible calamity. One of Germany's strongest reasons for the war was that the Socialist party was becoming too strong and was threatening Prussian autocracy. But, at the nation's first call to arms they failed to stand for the principles of Socialism, but put their necks in the yoke of monarchy and blindly followed the bloody monarch to the shambles.

Shall we tolerate what the German imperial government represents? President Wilson has clearly discriminated between the German imperial government and the people of Germany. A young cousin of mine recently returned from the trenches tells me he has talked to many German prisoners, men upwards of fifty years of age, who said they did not know for what they were fighting. These thoroughly disillusioned men would gladly lay down their arms. America does not want to crush a people so capable of great achievement. The days of the German imperial government are numbered. When that dynasty has fallen, and we have accomplished our purpose, then will the American people extend their sympathy and support to the German people. When that propitious time comes there will arise great souls who will redeem Germany from the terrible stigma that now rests upon her. But before this can be accomplished we must do our part, and above all not tolerate disintegrating and seditious talk against our Government. This is the hour of our supreme test. Nationalism is deep-rooted in the heart of every citizen. Notwithstanding the betrayal of the country's best interests in this crisis by union labor men and the I. W. W., our financiers, merchants, farmers and non-union workmen have thrown aside selfishness and proven our unity. Tremendous forces are at work. Already international thinkers are seeking the dawn of a new to-morrow.

Georgiana Harriman Owen.

Buying Organization Maintained By California Grocers.

San Francisco, Dec. 14—The grocers of the Pacific Coast have organized a number of associations whose purpose is co-operation in the buying, selling and delivery of goods. The oldest of these associations is the United Grocers, Incorporated, of San Francisco. A salaried secretary is employed and a committee purchases all the stock required by the members of the Association, which numbers one hundred. H. O. Stirnus, a member of the Association, informed the writer that many benefits had been derived by the members of the Association as the result of the organization, which commenced its career two years ago. The plan pursued by the United Grocers is the sale of goods of known quality and co-operation with the packers, canners and manufacturers in marketing their products. The organization has no private brand. The buying committee meets twice each month and oftener as its services are required. A semi-monthly journal devoted to the interest of the Association is issued. Another organization, with a membership of sixty-five has the same purposes to attain. It is known as the Retail Grocers' Association of San Francisco. But two deliveries are made by wagon each day. All grocers sell bottled whiskies, wines, gins, brandies and cordials. As there are several thousand engaged in the sale of groceries in San Francisco, it may be said, to use a familiar expression, the organizations "do not cut much ice." Some of the independent grocers keep open their stores all night and all day Sundays.

The shark, a much dreaded animal of the sea, has been found to be fit for food and fishermen are killing and packing thousands of the species. The meat is labeled "gray fish."

Dealers in fish complain of a scarcity of sole, sea bass and other species of salt water fish consumed largely by the people of the Pacific Coast.

Arthur S. White.

Need for Written Contracts.

A hard-headed, "old-fashioned" business man persistently refused to sign contracts of any kind.

"If my word is not good," he would say, "then we can't do business."

One day he rented a building for five years at a rate of \$50 a month. He refused to sign a lease according to his custom, and he soon took possession under his customary word-of-mouth agreement.

In a little over a year rents rose in his district, an industrial boom set in, and a local manufacturer offered the owner \$80 monthly rental for the building on a ten-year lease. The owner accepted without discussion and at once mailed the occupant a thirty-day notice to vacate.

When the old-fashioned tenant consulted his lawyer he was advised to move. The attorney gave as the reason for his advice the Statute of Frauds in force in one form or another in every state. This provides that no suit can be brought on a contract creating an interest in "real" property, unless the

contract is a lease for a period not greater than one year. After this costly experience the sufferer resolved to reduce all agreements to writing, and in the case of all involved contracts to consult his attorney without fail.

C. C. Sherlock.

Sparks From the Electric City.

Muskegon, Dec. 17—Muskegon Council held a very successful meeting Saturday night. One candidate was initiated, Mr. DeYoung, of the Non-Breakable Doll Co.

The New Cheboygan bus at Cheboygan now charges 50 cents round trip, which is in keeping with the general atmosphere of greed which permeates the place.

The cancelling of the trains on the Pentwater branch and the Traverse City run of the P. M. will, no doubt, be welcome news to the travelers making the territory they run through. Surely the way of the peddler is getting to be hard.

Funny how strong the brewers are now for temperance. If the poor fish had come out fifteen years ago with this present statement, they might have gotten a hearing. As it is, they will get what they have helped to create—hell.

What is puzzling us mostly is how a poor fellow with ten children, getting \$12 per, can join the Red Cross and all other worthy things and still give Christmas presents to a large number of friends and relatives, just when his taxes are due and unpaid.

Merry Christmas and a Happy New Year!
E. P. Monroe.

Directly after Christmas will be a good time for the retail merchant to take his annual inventory. There is an especially cogent reason why the inventory should be taken with much care this year, on account of the high prices prevailing on nearly all staple articles. Results will frequently disclose the fact that the dealer is not carrying enough insurance to properly cover his stock. This should be attended to at once. A new standard form will go into effect Jan. 1, enacted by the last Legislature. The Tradesman has not had time to analyze it as yet, but as it was enacted under the auspices of the stock fire insurance trust and the cards were carefully stacked up against the insured for years in advance of the event, it is safe to state that the form will give the man who pays for the insurance no more protection than possible.

Customers may demand low prices, but they want the highest possible treatment. Don't cheapen the treatment.

For Sale

Going coal operation, with houses, tipples, sidings, store, stock of goods, haulage motor and mine cars complete. Now producing two hundred fifty tons per day. Extra good Eagle seam, by-product, gas producer or steam coal. Also No. 5 split opened and can be put in operation at nominal cost. Proposition first-class and price right. For further information address Box 1306, Charleston, W. Va.