NOTICE TO READER. When you finish reading this magazine place a one cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping no address. A. S. Burleson. Postmaster General

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 2, 1918

nber 1789

Cheering Some One On

Don't you mind about the triumphs,
Don't you worry after fame;
Don't you grieve about succeeding,
Let the future guard your name.
All the best in life's the simplest,
Love will last when wealth is gone;
Just be glad that you are living,
And keep cheering some one on.

Let your neighbors have the blossoms,
Let your comrades wear the crown;
Never mind the little setbacks
Nor the blows that knock you down.
You'll be there when they're forgotten,
You'll be glad with youth and dawn,
If you just forget your troubles
And keep cheering some one on.

There's a lot of sorrow around you,
Lots of lonesomeness and tears;
Lots of heartaches and of worry
Through the shadows of the years,
And the world needs more than triumphs;
More than all the swords we've drawn,
It is hungering for the fellow
Who keeps cheering others on.

Let the wind around you whistle,
And the storms around you play;
You'll be here with brawn and gristle
When the conquerors decay.
You'll be here in memories sweetened
In the souls you've saved from pawn,
If you put aside the victories
And keep cheering some one on.

Fleischmann's Yeast

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

The Fleischmann Company

PEANUT BUTTER

CAN BE COMPARED TO COFFEE AS TO QUALITY

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

Perkins Brothers, Inc.

Bay City, Michigan

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

More Nourishing Than Meat

Your customer who complains of the high cost of living is, no doubt, paying for a meat breakfast now about five times the cost of a

Shredded Wheat





breakfast and without getting any more nour-ishment.

Tell your customers about the low cost and economy of Shredded Wheat and you'll get the benefit of our extended, far-reaching newspaper and magazine advertising campaign in which we are emphasizing these points.

The Shredded Wheat Company Niagara Falls, N. Y.

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

CHIGAN RADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 2, 1918

Number 1789

SPECIAL FEATURES.

- Food Will Win the War.
 News of the Business World.
 Grocery and Produce Market.
 Editorial.

- Eggs and Provisions.
- Dry Goods
 The Commercial Traveler.
- Dry Chemmercia.
 The Commercia.
 Drugs.
 Drug Price Current.
 Grocery Price Current.
 Business Wants

KICKED UP STAIRS.

Admiral Jellicoe's departure from the place of First Sea Lord by way of elevation to the House of Lords is less open than usual to the interpretation, for similar instances, of being kicked up stairs. The "very distinguished ervices" for which he is raised to the peerage have much more truth than the common formula in such cases. Jellicoe has, indeed, rendered distinguished services to his country and the cause of the Allies. More, undoubtedly, has been expected of him; the immediate cause of his departure is probably the repetition of German raids in the North Sea. But if we look to the essential service which was expected of army and naval commanders at the outbreak of the war. Admiral Tellicoe has fulfilled his duty more efficiently than any other war leader on either side, with the possible exception of Marshai Joffre. The German army, like the British navy, had its mission. The German army was to beat down the enemy armies, to take Paris, to compel a German peace. The British navy was to hold the seas and permit the unfolding of Allied strength on land. The German army has failed. The British navy has not failed in its primary mission; and even if there was the more ambitious expectation that the British navy could starve the Central Powers into a peace, there has by no means been complete failure.

The Jellicoe tactics of silent naval pressure are not of the kind to stir the imagination of the plain man, although even the least imaginative of Englishmen must have recognized what the navy was doing for England in keeping her virtually immune from the war horrors that have fallen on all the other belligerents, not excluding Germany. So, too, the defeat of the submarine, while easy enough to visualize in its importance, has not the dramatic value which a naval attack on German harbors would carry. The slow but steady progress to the mastery of the U-boat is revealed in the last weekly submarine report, with eleven British vessels over 1,600 tons sunk. The first quarter of a year of the U-boat war showed an average of 21 large British ships sunk; the second quarter showed 18 ships; the third quarter less than 12 ships; the four weeks since then a slight rise to something less than 14 ships. It is not to Jellicoe alone that credit should go. The American navy can claim its share. If German hopes based on the U-boat were truly all that they professed to be, then America has been in the war in a very appreciable sense.

DISTURBING ELEMENTS.

To the men concerned in the production and distribution of goods the breathing spell afforded by the holidays and the stocktaking at this time of year has proved most welcome. While the year's business has been most prosperous the sales being on a large scale and the profits much above the average, the usual routine has been broken into after a very unsettling fashion. Trade has been pulled out of its customary grooves by changes affecting credits and discounts, "protection" and cancellations, post datings and deliveries. Higher costs of raw materials and advances in wages have put all articles on levels higher than have been shown in half a century, and with this condition has come the apprehension that some drop may come suddenly which will cut down the values of everything held in stock The main thing that affords ground for such a fear is the fact that so much of the price advance is due to manipulation in one form or another or to the abnormal demand produced by war requirements, which is liable to cease abruptly. All along the line, also, more capital is required to do business on the inflated levels prevailing, and the hardening rates for money due to its absorption into war industries are a subject of disquiet. To these disturbing elements must be added the effect of the continual preachment of economy, whose results are as yet uncertain. Enough of them are already apparent, however, to show that they will be manifest in the trading of the year about to open.

ANTICIPATE YOUR NEEDS.

With the mail and transportation systems of the country broken down completely, it is in order for every merchant to anticipate his requirements as far in advance as his capital will reasonably permit. No dealer should purchase beyond his ability to pay from the regular course of business, unless he happens to be forehanded outside of his regular business. Of course, dealers in food products will not purchase so liberally of licensed articles listed by the Government as to cause them to be classified as hoarders.

We should stop talking or thinking about "doing our bit" as though the war were an insignificant affair requiring only a small effort on the part of

Families who are able to secure their weekly allowance of sugar should save as much as possible of that for the canning season. If not, what will they

AS TO WOOL AND WOOLENS

Dealings in wool are virtually nil for the time being. The Government operations are the controlling factor. Some interest is shown in the forthcoming auction sales in Boston of the shipments from Australia, which will begin this week. In view of the Government's fixing the prices at 5 per cent below the Boston figures of July 30, it is believed that the prices at the auction will be lower than were expected. The price-fixing has had a decided effect in the South American markets. Under present conditions it is impossible for Americans to make purchases there, and it is also a little risky besides because of the export tax which Argentina is expected to put into effect with the beginning of the new year. Another complication is in the action of the British, who are offering encouragement to the imports of South American wool, provided the buyer gives the Government the option to take the material at an advance of 21/2 per cent, above cost. There is one aspect of the importation of wool that may be worth consideration by the authorities here, in view of the need of saving tonage. As is well known, the bulk of the wool imported comes in in the grease, with about 50 per cent. of dirt of one kind or another. If the dirt could be eliminated before shipment, one-half the tonnage could be saved, or double the quantity of available wool could be brought in on the cargo capacity now given to it. The amount of tonnage saved to the ocean carriers would also be saved by the railways here. There is little to say of the goods markets. Dealings in fabrics for both men's and women's wear have been few. With the loomge required for Government work the claim is made that those wishing fabrics for civilian trade will have to be content with what they can get.

TRANSPORTATION PROBLEMS.

To the manufacturer and merchant concerned in civilian trade, domestic or foreign, the assumption by the Government of the rail transportation system of the country brings another uncertain factor. It is, however, not calculated to be as disturbing as it would have been had freight carrying been in recent months on anything like a normal basis. But the fact is that the delays in the carriage of both raw materials and finished goods during the greater part of the year have proved the greatest single deterrent to the efficient conduct of business enterprises, and the general opinion seems to be that any change must be for the better. Under the new centralized control there will be, at least, one person at the head who can be appealed to for aid in getting materials needed to keep important industries going and

who is invested with the power to see that his rulings are carried out. That there will be a winnowing out gradually of supplies for certain industries which are not of prime importance seems plausible, but there will be no disposition to destroy the organization of any industry whose continuance after the war will be beneficial. On the other hand, there will be a much more effective delivery of materials for the basic industries and of food and fuel for the people in general. This the Government's agent will be enabled to do because his actions will not be subject to the annoying and contradictory regulations of state officials or of the rules gotten up to prevent the pooling of railway property and facilities or governing the routing of various kinds of freight. Mine owner, mill owner, manufacturer and retailer will all be the gainers under the new dispensation.

THE SITUATION IN COTTON.

Cotton ruled high in the markets during the last week, spot reaching a figure beyond any since the resumption of specie payments in this country. The stock in the growing districts has been cut into somewhat lately by spinners' purchases, although these are yet behind those of last year, and there has been a fair amount of buying on British account. Holders show no great disposition to sell, not having modified their optimistic view of the outlook and being under no compulsion to get rid of what they have stored. New England mills have been much hampered in trying to get their supplies, and much complaint on this score has come from that quarter. No priority is given to cotton shipments over any other freight unless loaded sixty-five bales to a car. As a result some shipments have been on the road for a couple of menths or so. A good deal of mill capacity is still taken up by Government work, and the remainder is fairly well taxed to fill orders from the trade. There has been a very pereptille drop in the production of fancy weaves, attention being given mainly to staples. A sagging in exports is due to the Government control, and especially to the blacklist. In the local goods market business has been seasonably slack, although prices have been well maintained in all constructions save a few of printcloths. Sheetings continue in good demand, despite the big arrival of burlap shipments. All manner of knit goods including hosiery, are in a strong position.

Inherited wealth is no excuse for idleness. "If a man will not work, neither should he cat."

Always try to favor your friends. You can use a few more.

FOOD WILL WIN THE WAR.

We Must Keep the Wolf From the

We hold it in our power, and our power alone, to keep the wolf from the door of the world. This is a problem greater than war. It is a problem of humanity.

The United States holds the key to this problem. We have always been the greatest granary, food store, and butcher shop in the world, and our resources have by no means reached the limit of our development. Food, regular, good and sufficient for our mighty fighting armies—our own and our Allies—for the working men and women behind the trench lines, for the old people, women and children, must be supplied if the war is to be won, and we can supply it.

Millions of men in Europe have been withdrawn from farm and field to fight, and many thousands have been sent into factories to equip the fighters with munitions of war. This means that less food is produced in the countries of our Allies. Moreover, the hard work of war activities has meant an increased demand upon food supply. The decreased food production and increased food demand have made a yawning chasm in Europe which only America can bridge.

Now from the forecasted harvests of this country and Europe, and from our combined stocks of animals, we learn that we shall have to use the available supply with the utmost care and wisdom in order to have enough for all.

France, Great Britain, Italy and Belgium need for their normal use nearly six million bushels of wheat more than they can produce. The Central Powers control the grain available in Russia, Bulgaria and Rumania, so that our Allies cannot draw upon these supplies. Australia and India are practically cut off because of the long journey, the shortage in shipping and submarine danger. The South American crop was a failure, and the new harvest cannot reach Europe until next spring.

In short, the Allies need 577,000,000 bushels of wheat and we have a surplus of 208,000,000 bushels. Out of this surplus a certain amount must be kept for friendly neutrals. Therefore, if we continue to consume as much wheat as usual, there will be a deficit in round figures of 400,000,000 bushels.

Some of us have not understood why we must send wheat instead of corn, since corn is plentiful and of high food value. Why not keep our wheat, and let our Allies have corn? There are several good reasons:

- 1. Cornmeal cannot be shipped long distances without spoiling in transit.
- 2. Corn cannot be shipped in the grain because few mills in Europe except in Italy are equipped to grind it.
- 3. Cornmeal can best be used in home-baked breads, as corn bread is not suitable for bakery distribution. In France very little hme baking is done, and most of the houses are not equipped for baking. In America, on

the other hand, home baking is the rule.

Remember that our Allies are already using as large a proportion of other cereals with wheat as is practicable with bakery bread. Their wheat is adulterated 14 per cent. in the milling. Before it can be made into bread, a further admixture of 20 per cent, of other cereals is required-as high as 50 per cent. allowed. Thus, the minimum adulteration is 34 per cent. The Food Administration is asking Americans to do much less than the Allies are already doing. It is asking them to use 20 per cent. of other cereals in place of that much wheat, and to send to Europe the wheat thus released. This will only partly make up their shortage, but it will help.

Meat is another food especially needed that we must export in larger quantity. The people who are fighting and making war supplies need more meat than they would in peace times. But the reproduction of cattle, sheep and hogs has lessened by 33,000,000 in Europe and they have been compelled to "eat into the herd" to an alarming extent. Also an extra demand for wool and leather clothing for soldiers has meant a decrease of animals

From July 1, 1915, to June 30, 1916. we exported more than 1,500,000,000 pounds of animal products and fats. We are selling faster than we can produce them. Of course this condition calls for increased production, but it also means that for the present conservation is of the gravest importance: to save out of what we have. Fats are fuel which fighters must have. We must send lard, bacon and other fats to our Allies. To do this we shall have to reduce our own consumption. In many cases we use much more of these commodities than we need and waste them shockingly.

Another necessary food staple that our Allies must have is sugar. They formerly got it from Russia, Germany, Austria and Java. Now they are dependent upon us and the sources which supply us.

One other aspect of food conservation as a war measure should be mentioned. Wars are paid for out of the people's pocket. If we wish to avoid financial troubles we ought to carry on this war to a great extent paying "as we go.". If we reduce the waste and unwise use of food by only 6 cents a day for each person in our population we shall have saved more than two billion dollars a year.

Each one of us wants to help, but sometimes we feel stunned by these huge sums and amounts. A million dollars, a million bushels! We gasp, "But how can I do anything? I am only one, and I have no millions to give or save." Then is the time to recall the old rhyme about the "little drops of water, little grains of sand." These vast amounts are composed of dollars, quarters, dimes, nickels, pennies; they are composed of shovelfuls. basketfuls. cupfuls, teaspoonfuls Just remember that if each individual saves one pound of wheat flour a week and 6 cents' worth of meat, fats and sugar a day, it will mean enough to win through.

We are in this war and must do our share in winning it. One of our chief tasks is to supply food for our Allies and their armies. We must decide how this is to be done. As time goes on it will get no easier to ship food and supply ourselves. We can meet the situation by force or by voluntary effort. The one way is autocracy; the other is self-government-democracy. It 'is the ideal, hope and aim of the Food Administration that our saving and our organization for saving shall be voluntary and democratic. Democracy is the faith for which our men are dying in France to-day. Every man, woman and child left here at home must stand back of every soldier "over there" and help in the daily service of conservation.

Every single person in this democracy has the opportunity of the centuries to take part in the greatest adventure for democracy ever known. Democracy is worth it. Your right to your own life, to liberty, and to the pursuit of happiness is worth your service, your co-operation, your devotion.

Herbert Hoover.

Opposition Shown to Sale of Banded Hats.

Contending that, of the entire millinery industry, the untrimmed hat manufacturers alone are not especially interested in seeing an increased use of trimmings, an importer of flowers and feathers makes known his personal views on the subject of banded hats. They follow the recent bringing to light of the letter of the Middle Western wholesaler who advised his customers to cancel the orders they had placed on these hats for the new season. Says the importer:

"One or two dozen people get hold of banded hats and their competitors, although opposed to the selling of such hats, are nevertheless unwilling to see these few dozen do a business on merchandise which they do not carry, and, despite their honest conviction that the selling of banded hats is opposed to the best trade interests, they finally resort to selling them, too, and the damage is done.

"The untrimmed hat houses have no interests other than their own, and if they find that untrimmed shapes are selling poorly they will sell banded hats, as this affords them a weapon wherewith to compete with the trimmed hat manufacturers. Their aim, because of the strong competition between the untrimmed and the trimmed hat houses, is to find a basis of competition with the trimmed hat manufacturers, and the consequences are that the trimmed hat manufacturers at the present time are doing their level best to sell trimmed hats and not to create anything that looks like a banded hat. The untrimmed people realize that their own prosperity is severely attacked if they don't use trimmings because their business stands for trimmed hats, and trimmings of all kinds will therefore be used by these houses.

"Despite the fact that it is distinctly to the interests of these trimmed hat manufacturers to create a de-

mand for trimmings, I believe the trade in general, both wholesale and retail, is more than anxious to use trimmings, because when trimmings are in demand profits are in sight. Every person of more or less influence in the trade has been talking trimmings now for some time, and, with every one doing his bit and giving trimmings a helping hand, style will soon adjust itself to the benefit of all concerned."

Lincoln's Way With His Wife.

Diplomacy finds its finest test in the relationships of every-day life. Many a man who might get along very well representing his country at a foreign court is a complete fizzle in representing himself in the court presided over by his wife.

They came to Lincoln one day asking for subscriptions for the support of a volunteer fire department in Springfield. He at once expressed his sympathy with the project, but thought it best, before setting down any amount, to consult "a certain little woman" about it.

"I'll do so, boys," he continued, "when I go home to supper-Mrs. Lincoln is always in a fine good humor then-and I'll say to her, over the toast: 'My dear, there is a subscription paper being handed round to raise money to buy a new hosecart. The committee called on me this afternoon, and I told them to wait until I consulted my home partner. Don't you think I had better subscribe fifty dollars?' Then she will look up quickly and exclaim, 'Oh, Abraham, Abraham, will you never, never learn? You are always too liberal, too generous! Fifty dollars! No, indeed; we can't afford it. Twenty-five dollars is quite enough.

Mr. Lincoln chuckled as he added: "Bless her dear soul, she'll never find out how I got the better of her; and if she does she will forgive me. Come around to-morrow, boys, and get your twenty-five dollars."

A number of short courses in creamery practice and operation are being offered by the different dairy schools. These afford an excellent opportunity for those who wish to improve their knowledge in their chosen work, and others, to bring themselves up to date in modern practice. Competition in the creamery business, as in all other lines, has become fierce, and it is essential that the practical workers should employ all modern devices that tend to reduce the cost of operation to the lowest possible minimum, and to enhance the quality and output just as far as possible. Therefore, the time and money spent in this connection should be regarded as an investment, and not as an expense.

Don't worry! Those who expect to be provided with work when they feel like working and lay off when they please; who expect others to build houses for them to rent; who expect merchants and dealers to keep on hand everything they need, to be paid for when they get good and ready, belong to the don't worry class. Don't worry if this class worries you.

Follow the Flag!

All honor to the stalwart young men of America who are daily going forth to battle for the freedom of all the peoples of the whole world.

God bless them and keep them, and give them the strength to win an early, a complete victory; a blessed, a permanent peace for all generations to come.

How we wish they might all come home again. We are going to miss them so much, and those who do return will be given a wonderful welcome.

Many will not come back. The world will do homage to their memory, for theirs is a worthy cause. They will live in the hearts of their countrymen for centuries and centuries.

These boys of ours are going away to avenge wrongs perpetrated upon American citizenship, against American rights. They are going away that the clouds of war may never again appear on the horizon of human existence.

Our boys and our neighbors' boys are proud and glad to follow the Flag wheresoever it calls, and to carry its wonderful message, "My country 'tis of thee, Sweet land of Liberty," to the four corners of the earth; to all nationalities; to every living man, woman and child.

Think you they are going without sacrifices?

They are just as ambitious to establish successful business or professional careers as those who stay behind.

Comfort has just as strong an attraction and health is fully as desirable to those who go as to those who remain at their desks, in the shop, or on the farm.

Home and loved ones are as dear to the gallant boys who are going away as to you or me.

It is true they smile as they say good-bye in their cheery way to the precious little Mother and good old Dad, or to the best Wife and dearest kiddies in the whole, wide world, but their smile is one of encouragement to those left behind, not one of joy, for while they smile their heart is breaking.

It is a tremendous sacrifice they are making when they leave, possibly forever, those so dear and precious; more dear and more precious in fact than life itself.

But they are brave boys, our boys are, and good and true, so they smile as they follow the Flag.

In training camp, on transport, in submarine zone and out, our boys will smile; in stricken France, through ravaged Belgium, "over the top" into No Man's Land they will go cheerfully, willingly, smilingly wheresoever the Flag beckons.

Think you they do not sacrifice?

Does it hurt to have a leg shot off and to lay for hours between the lines before succor arrives?

Is it pleasant to be gassed into convulsions with resultant temporary and often permanent insanity?

Is it a comfort to be shell shocked into a nervous wreck for the balance of one's life?

Is it a convenience to lose your eyesight or your speech?

Is it easy to give up life in the prime of young manhood, just when prospects are brightest, most promising?

No!

Then it IS shockingly painful, horribly unpleasant, dreadfully uncomfortable, terribly inconvenient; then it is THE supreme sacrifice, to be shot and gassed and shelled into helplessness, insensitiveness, sightlessness, lifelessness.

That's what our boys are sacrificing, and they are sacrificing willingly, cheerfully, smilingly, "over there" to-day.

They ARE following the Flag. Are you?

Battles cannot be won by the boys at the front without the co-operation of the folks back home.

Their success will be in the exact proportion to our thoroughness of co-operation. Their casualties will increase in the exact proportion to our lack of united effort and co-ordination.

You and I are not exempt!

There is no age limit for Americans back home. We are Americans or we are not. There is not, nor cannot be any half way position.

We are helping to win this War or we are not. There is no middle road to travel.

We are assisting or resisting; lifting or lounging; building up or tearing down; we are a live, motive power unceasingly forging links of success in the chain of ultimate victory or we are dead weight for someone else to carry; or probably the weakest link in the chain that will fail under a strain.

You and I are either true blue or we are not! Which?

Food is one of the biggest factors in the winning of the War. Lack of food would contribute materially to the loss of it.

Hoover says, "Eat one wheatless meal per day; six or more meatless meals per week; use sugar and fats sparingly; stop all waste."

If you are faithfully observing this schedule you are as surely following the Flag as the boys at the front; you are helping to win the War; helping to save American lives; helping the boys, our boys, "over there" in No Man's Land.

If you fail to observe these regulations, you are as certainly assisting Germany to defeat America as any soldier in the German Army, or as any German spy in America.

But you say, "I cannot get along without my white bread. Graham flour, whole wheat flour and corn meal do not suit me, and I must have my meat."

Or possibly you say, "Corn is higher than wheat so I must feed my wheat to my stock."

What kind of a soldier would he be who refused to fight because it did not suit him to lose an arm or his life? How many battles would be won by that sort of slacker's argument and action?

Excuses and explanation will not win battles nor supply the food we must furnish our Army and our Allies' Armies.

Soldiers must be fed well if they are to fight well.

If you eat or feed to your stock the portion of food Mr. Hoover has requested you to save for the soldiers, you will insult your American citizenship by subordinating it to purely pampered and selfish desires, and you ought to be deprived of it. You will weaken our Army, making it more vulnerable to the attack of the enemy and cause it to be less effective in its attack on the enemy.

You will not be following the Flag of your Country, but the flag of Germany.

You will be guilty of giving aid and comfort to the enemy.

Such an act is traitorous.

Of course, you did not realize the seriousness of your act.

You desire to be a real, red-blooded American, a loyal, patriotic one, of which for generations to come your posterity may justly be proud.

That is the way every true American feels.

But we must sacrifice, must give and employ, not our lives, perhaps, nor a leg, nor a hand, nor an arm, nor an eye, but our money, our energy, our time.

Oh, America! Arouse yourself!

Throw off your lethargy; cease your carelessness in dealing with and your inattention to a tremendously serious task.

You are at war with a strong, virile, unbeaten and mighty nation, who would crush you under its heel.

America! You can win this War

- -Being unceasingly diligent in business.
- Stopping all waste immediately.
 Discouraging and preventing hoarding.
- —Hooverizing your menus without a moment's delay.
- —Buying Liberty Bonds cheerfully, plentifully.
- —Supporting the Red Cross and similar war-time organizations.
- Tolerating no insults to your
 Flag nor your country.
 Reviving the spirit of 1776 and
- 1861 within yourself.

 —Following the Flag unfalteringly, unceasingly, even as the boys "over there."

Then will there come a glorious victory, an honorable peace.

Then will Liberty and Freedom, with justice, prevail throughout the World for all peoples, all nationalities, all tongues.

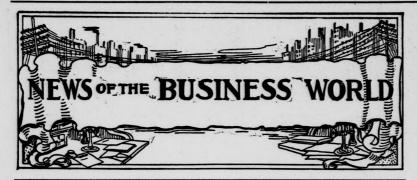
America! Arouse yourself!

FOLLOW THE FLAG.

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICHIGAN

Sole Manufacturers of Lily White, "The flour the best cooks use," "Yes, Ma'am" Graham Flour, Granena Whole Wheat Flour, Golden Granulated Meal and New Process Bolted Meal



Movements of Merchants.

Sault Ste. Marie-Cowan & Hunt succeed Prenzlauer Bros. Co. in general trade

Hastings - The Mitchell-Reimann Co., of Detroit, has sold Hotel Barry to Rose Haywood, of Detroit,

Burr Oak-Roy Walters has purchased the George Heidbrink grocery stock and store fixtures, taking possession Jan. 1.

Mendon-Samson & Dailey have closed their bakery and will supply their customers with baked goods from Kalamazoo.

Ishpeming-The Hewett Grain & Produce Co. has opened a branch store in the Braastad block under the management of D. B. Bilkey.

Coldwater-Leon Crandall, has purchased the Eaton Grocery Co. stock and will remove it to Hillsdale and continue the business

Detroit-The Isbell Storage & Cartage Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,000 paid in in cash.

Saginaw-Fire damaged the fruit and grocery stock of Frank Bomarito, 526 Genesee avenue, Dec. 30, to the extent of about \$5,000. The loss is fully covered by insurance.

Detroit-Griggs, Fuller & Co. have been incorporated with an authorized capitalization of \$50,000, which amount has all been subscribed and paid in in cash. They will conduct a wholesale fruit, produce and commission business

Port Huron-George E. Miller, who conducts a drug store at the corner of Sixth and Water streets, has purchased the drug stock and store fixtures of Earle B. Mackay, on Military street. and will continue both stores under the style of the Miller Drug Co.

Lansing-A merger of the Industrial Exchange Company's Bank, in the Southern part of the city, in the factory district, with the American Savings Bank, in the downtown district, has been announced. The Industrial Bank will be but a branch of the American. The merger means combined assets of the two banks totaling \$2,000,000. American has raised its capital stock from \$100,000 to \$125,000.

Manufacturing Matters.

Detroit-The Cadillac Can Co. has increased its capital stock from \$12,000 to \$60,000.

Detroit-The Walker-Saxe Motor Co. has increased its capital stock from \$16,-000 to \$30,000.

Saginaw-The Erd Motor Co. has increased its capital stock from \$100,-000 to \$250,000.

Detroit-The Murphy Machine Co. has increased its capital stock from \$5,000 to \$20,000.

Flint-The Cornwell Co., with headquarters in Saginaw, has opened a branch plant here.

Detroit-The Detroit Vapor Stove Co. has increased its capital stock from \$150,000 to \$300,000.

Detroit-The Arrow Tool and Reamer Co. has increased its capital stock from \$5,000 to \$20,000.

Saginaw-The Gladwin Light & Power Co. has increased its capital stock from \$50,000 to \$125,000.

Detroit-The Anderson Forge and Machine Co. has increased its capital stock from \$300,000 to \$400,000.

Detroit-The Marshall & Stearns Wall Bed Co. of Michigan has changed its name to the Marshall & Stearns Wall Bed Co.

Holland-The Holland Creamery will manufacture cottage cheese in connection with its butter making.

Fillmore-The Fillmore Center Creamery Co. has closed its plant owing to the high price demanded for milk by the farmers.

Banat-The Farmers' Cheese Association has been incorporated with an authorized capital stock of \$1,000 of which amount \$540 has been subscribed and paid in in cash.

Detroit-The Inland Oil Co. has been organized with an authorized capital stock of \$100,000, which amount has been subscribed. \$10,000 being paid in in cash.

Detroit-The McGraw Furniture Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Middleville-The Western Knitting Mills, of Rochester, has leased the plant recently vacated by the Globe Knitting Co. and will open it for business in the near future with about eighty-five emploves.

Detroit-The Multi Color Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, \$15,000 being paid in in cash and \$18,500 in property.

Detroit-The Whip Corporation has been incorporated with an authorized capitalization of \$10,000, of which \$5,-000 has been subscribed and \$1,000 paid in in cash. It will manufacture chemical composition to whip cream.

Detroit-The Peninsular Chemical Co. has been awarded a decision by the United States Court of Appeals in Cincinnati in its case against Cincinnati cigar distributors to keep them from using the company trade name

"Penslar," on cigars. The court reversed the decision of the Cincinnati District Court which held that the company could not control the use of the trade name except as applied to drugs and sundries. Use of the name by cigar companies was termed unfair competition.

Lansing-The freight car shortage is playing havoc with Lansing industrial plants, and for the first time since the shortage really began matters are serious. The Reo and other large plants cannot get enough cars to send out their hurry-up orders, the number needed reaching a total of 1,300, according to the local traffic men. Nor is there any aid in sight and unless some comes there is likely to be a curtailing of shipments from Lansing within a few weeks. The factories are absolutely stagnated with products which they cannot get forward.

Saginaw-The Erd Motor Co. has increased its capitalization from \$150,-000 to \$300,000, and will build an addition, 90 x 240 feet in size and one story high, except the office section, which will be two stories, to be completed by March. This increase and addition have been made necessary by the demand for the company's product and the output is limited by the capacity of the plant. Contracts to the amount of \$1,802,625 already have been entered into for 1918 and the company has offers of \$1,608,750 more business. The 1917 business amounted to \$400,000.

A Defeated and Chastened Germany.

Baltimore, Dec. 31—This has been a war of ideas. Germany's false phi-losophy has been routed. The thought of the world has been mobilized against it, so that it has been universally condemned, exposed, and ridiculed. This has produced observeffects in German and Austrian king. For its absolute defeat there thinking. is no need for another military vic-

Germany of to-day is not the Ger many of 1914. She has been tremend-ously chastened. She has lost every one of her colonies; she has not so much as one sail on the seas; she is on the brink of financial ruin, and she has suffered an appalling loss of man-power. She cannot be the same. To those who say she can never be trust-ed again, my answer is that you must either trust her again or make the world an armed camp for the next hundred years.

The Allies have accomplished more than was expressed in their first programme of protest to Germany. What more do we want? To merely prolong this war at the cost of millions of men and billions of treasure in order to smash to ruin the present German nation, which, when it has been done will leave a sullen people in the heart of Europe, prostrated and ruined, with a bitterness that will be far more dangerous to combat than any otherwise conceivable condition?

Germany wants peace, re facing the most crucial time since the war. Germany has been tested and found wanting. The Allies are in the crucible to-day. They can meet Germany, the chastened nation, and find an honorable peace; or they can prelong the war for the glory of military achievement and meet a sullen Germany, feeling that every one's hand is against her, and that her hand is against every one, out of which can come only a patched-up peace. It is the opportunity of courage, which in its timely action may save a nation from becoming a menace to the welfare of humanity, Peter Ainslie.

Boomlets From Bay City

Bay City, Jan. 1—Schwazkoff Bros., Bach, have moved their stock of genmerchandise to the large brown tile store building which they erected during the past summer.

Harbor Beach will have, in the near

future, a community house which will cost \$50,000. The Jenks family have given the building and progressive citizens have raised \$25,000 to enlarge

and equip it.

Louis Oppenheim is closing out his stocks of general merchandise at Elkton and Caseville.

The Seventh annual State confer-

ence of the Michigan State Tax Association will be held in this city Jan 27 and 28. It is expected the meeting will bring 250 assessing of ficers here from various sections

the State.

Netwithstanding the fact that there
sawmills in Bay are five or six large sawmills in Bay City which are manufacturing hardwood lumber from the large quantity of logs which arrive in the city from Northern Michigan, and that hundreds of cords of stovewood is cut daily from the slabs and other waste, there is a scarcity of wood in the city and it can hardly be had at any price. The local fuel administrator, W. H. Boutell, on investigating, has found that the cause of the shortage is that it is being shipped in large quantities to Chicago and other ities. to Chicago and other cities, where it brings a better price. Mr. Boutell has issued an order forbidding further shipment outside the city and named a price of \$2.25 per cord, which is about one dollar less than it has been sold for. Some of the operators object to the price named and refuse to sell. Get while the getting is good appears to be their slogan.

William T. Ballamy.

Death of a Sturdy Character. After an illness of culminating in a stroke, George Carrington passed into the Better Land last Saturday evening. Funeral services were held at the family residence on Cass avenue Tuesday afternoon. To-day the remains were taken to Bailey, where a funeral service was held for the old neighbors and friends among whom the deceased lived and did business for more than forty years. Mr. Carrington conducted a general store and grist mill at Trent, accumulating a comfortable fortune and acquiring the friendship of every person who dealt with him. He was a man of strong character, in keeping with the pioneering days in which he was a commanding figure. Deceased leaves a widow and one daughter, Mrs. Charles North, to mourn his loss.

The sympathy of the trade will go out to Cassius Towner, the Byron Center merchant, in the death of his wife. which occurred at a sanitarium in this city last Thursday. The funeral was held Sunday in the family residence and Methodist church at Byron Center. Many Grand Rapids friends of the deceased and the surviving husband attended the funeral. The burial was in the Winchester cemetery. The deceased was widely known and highly respected.

Charles O. Hardy, dealer in general merchandise at R. R. 4, Adrian. renews his subscription to the Tradesman and says: "I like your paper very much."

The Dennis Lumber Co. has increased its capital stock from \$30,000 to \$250,-

J. J. Berg has returned from Chicago, where he closed for another year with Pitkin & Brooks.



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-\$4.75 per 100 lbs.

Beets-\$1.25 per bu.

Butter-The market is firm, quotations ranging about the same on all Receipts of fresh-made grades. creamery are very light, both in fancy and undergrade butter. There is a good consumptive demand, which is cleaning up the daily receipts and also compelling holders to withdraw storage goods from the warehouses. We do not look for any material change in this market in the immediate future. Local dealers hold extra fancy creamery at 50c for fresh and 47c for June cold storage; centralized brings 1@2c less. Local dealers pay 40@42c for No. 1 dairy in jars and 30c for packing stock.

Cabbage-\$3 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 1/2 bbl.

Eggs-The market on fresh continues to remain very firm, with extremely light receipts, the weather being extremely cold in all parts of the country and the production very light, the consumption easily taking up the daily receipts. The market on storage eggs is firm, due to extremely heavy withdrawals from the various cold storage warehouses. We do not look for any change either way in the egg situation in the near future. 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, 42c; firsts, 40c; seconds, 36c.

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

Grape Fruit-\$4@4.75 per box for all sizes Floridas.

Grapes-California Emperor, 6.25 per keg or \$3.25 per crate; Malaga \$8 @9 per keg.

Onions-Shallots, 65c per Green bunch.

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 1b. 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, 161/2c.

Onions-Home grown command \$3 per 100 lb. sack; Spanish, \$1.85 per crate. Oranges-California Navals, \$5.25@

6; Floridas, \$5@5.50.

Oysters-Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl. for either Blue Points or Cotuits; 75c per 100 for Blue Points and \$1.25 per 100 for Cotuits.

Potatoes-Up State buyers are paying \$1@1.10 per 100 lbs.

Poultry-The market is completely cleaned up and excellent prices ruled right along and are even higher now under very light receipts. There was not much poultry available for the New Year demand, every package that arrived selling at sight, and with nothing carried over, the outlook for shipments to arrive this week is very favorable. We advise shipments of live and dressed poultry of all descriptions. The market on rabbits has recovered from the slump of last week and receipts of fresh killed stock are commanding better prices. Local dealers pay as follows:

Dressed Turkeys, Young, No. 1, 37@ 38c.

Dressed Turkeys, Old Toms, 33@34c. Dressed Geese, fat. 27@28c. Dressed Ducks, large, 30@32c. Dressed Springs, large, 27@28c. Dressed Hens, No. 1, 25@26c. Live Turkeys, Young, No. 1, 30@31c. Live Turkeys, Old Toms, 28@30c. Live Geese, fat, 24@25c. Live Ducks, colored, large, 27@28c. Live Ducks, white, large, 28@29c. Live Springs, large, 24@25c. Live Hens, No. 1, 23@24c. Dressed Calves, fancy, 21@22c. Dressed Calves, Choice, 19@20c. Dressed Hogs, light, 21@22c. Dressed Hogs, heavy, 20@21c. Fresh Eggs, 58@60c. Belgium Hares, per lb., 16@17c. Rabbits, wild, per doz., \$3.

Radishes-35c per doz. for home grown hot house. Sweet Potatoes-\$3.25 per hamper for

kiln dried Illinois. Tomatoes-30c per lb. for hot house.

The Grocery Market.

Sugar-Receipts by local jobbers have not been up to promise or expectation during the past week, in consequence of which shipments have been reduced to the smallest possible amounts. move of the American Sugar Refining Company, whereby it eliminates the broker from its considerations of distribution, continues to stir sugar circles and instead of "cooling off," the brokers and their friends are growing rather hotter. They see in the movement not only an attempt to eliminate the broker,

but ultimately the jobber as well and are doing their best to stir the wholesalers to an apprehension of the fact.

Tea-Although there is no more business offering than could be reasonably expected in the opening days of the new year, a feeling of optimism prevails, everybody looking forward to an active period as soon as the new year is fairly under way. Stocks in distributers' hands have been allowed to run unusually low, partly for the reason that there has been a general disposition to carry as little as trade exigencies would permit in view of the approaching Government census of food supplies. In any event, holdings would be forced below normal by the great delay in receipts via the Pacific Coast occasioned by the unprecedented rail traffic congestion, complicated by winter weather conditions. The tone of the market throughout is firm, with a general upward trend to prices on the standard grades.

Coffee-The market had an advance early in the week, but the market lost this shortly afterward and prices are now about where they were a week ago. The demand is still poor, as it will surely continue to be until after the holidays are over. Bogotas show a decided advance for the week, owing to scarcity and good demand. Milds generally are fair, without change for the week. Java and Mocha grades are unchanged.

Canned Fruit-There are no sales being made except in a small way, but the market remains nominally firm.

Canned Vegetables-The year closed with a strong situation in canned goods and with the outlook generally in favor of moderate supplies and maintenance of prices. Jobbers may have to re-enter the market for some lines, but the general understanding is that canners are well sold up. There is a belief in some directions that there are stocks of canned goods stored away that have not been purchased by regular distributers, but are being held for speculative purposes. These accumulations, if such exist, were put away before the food regulations went into effect. Just how they are to be distributed remains to be seen, as they cannot be sold to dealers of the same class. It is believed, however, that some of these large supplies are held by the big packers, and if so they can be sold direct to retailers in a jobbing way, inasmuch as the packers all have the necessary machinery for distribution through their branch houses in the various cities. Just how much competition regular jobbers may encounter in this direction cannot be estimated. So far there have been no advances in the general trade except in tomatoes and jobbers are asking how the new rules of the Food Administration can apply when such advances take place. The higher prices are asked on the old basis of alleged increased demand and short supplies. According to the Administration's rules this plan is out of date, as goods must be sold on a cost plus a reasonable profit basis. Consequently if the price advances since the goods were packed it means either that the cost has advanced or that the profit has increased. The only increase in cost can come from additional storage charges, but these certainly do not amount to 5c or 10c a dozen to account

for the higher prices asked; consequently there must be an increase of profit, so that the question arises as to what is a reasonable profit.

Canned Fish-There are no sales being made at the moment, but the market is nominally firm at the basis of Government prices. Sardines are quiet and unchanged.

Dried Fruits-Very little of interest is developing in the dried fruit situation at the present time. There is not likely to be much attempt to do business until after the new year is fairly started. Just now the proposition is to straighten out the snags, of which there are many, and to clear up old business. This was made especially difficult last year by the unusual conditions which have prevailed, especially in regard to transportation matters, to say nothing of the war conditions. Shipments to Eastern markets are late and there has been a general complaint of short supplies. This, however, may not have been such a hardship as it seemed, for in one way or another there has been enough to supply immediate needs, but there have been no surplus stocks for ordinary trading purposes, a practice, however, which under the Food Administration rules is now out of fashion. In fact, the whole market situation has completely changed. There is no desire on the part of jobbers to buy ahead for the entire season, and if there were it would be out of order, for sixty days is the limit placed by Mr. Hoover on forehandedness. Consequently the feeling is that if supplies continue to drift in the market will be supplied without carrying any stocks here. The stocks will be carried, it would seem, in railroad cars on obscure sidings, and while they may save storage charges the difficulty is they are not available when they are wanted.

Cheese-The market is steady, quotations ranging about the same as previous quotations. Receipts of fresh-made goods are extremely light and there is a good demand for fancy June cheese. There is also quite a little export at this writing.

Provisions-The market on lard is steady, quotations about 1/4c per pound lower than last week, due to a fair supply and a moderate consumptive demand. We do not look for any change of much importance in the lard situation in the near future. The market on compound is firm, prices about the same as last week, the Government having fixed the price on cottonseed oil, the raw product. The supply is moderate, with a good consumptive demand. The market on smoked meats is slightly firmer, quotations about 1/2c per pound higher on the average over last week. There is a good consumptive demand and a moderate supply. We do not look for any great change in the provision market in the near future. The market on barreled pork is firm, quotations about the same as previous quotations, there being a moderate supply and a light consumptive demand. The market on dried beef is steady at unchanged quotations. There is a fair supply and a good consumptive demand. The market on canned meats is very firm at unchanged quotations, with a fair supply and a good consumptive demand.

Annual Meeting of Veteran Traveling Men.

The eighth annual meeting and banquet of the Veteran Traveling Men's Association was held Thursday afternoon and evening, December 27, at the Wayne Hotel, Detroit. Some of the Knights of the Grip in attendance were active on the road in Civil War days. At the afternoon meeting, a masterful address was delivered by President James E. Lee, of W. M. Finch & Company, Detroit.

The newly-elected officers are as follows:

President-John L. Root, Saginaw.

Vice-Presidents-Fred Stockwell, Detroit; John D. Martin, Grand Rapids: F. E. Percival, Port Huron.

Secretary-Treasurer-Samuel Rindskoff, Detroit.

Chaplain-Rev. Joseph A. Vance.

At 7 o'clock in the evening in the main dining room of the Wayne Hotel, an eight-course banquet was served to a party of about 150. From 7 until 9 o'clock, the hours consumed with the banquet, cabaret music was furnished by talent from one of the vaudeville theaters of Detroit. At 9 o'clock, the retiring President, James E. Lee, who presided as toastmaster, called the assembly together and, rising to their feet, all joined in singing the National air, "My Country 'Tis of Thee." Ward N. Choate paid a tribute to the pioneer salesmen. Mr. Choate said they had been a wonderful educating force, carrying doings of the world to the villages and hamlets, moulding public opinion for rights and justice. It was the duty of every man now on the road to preach loyalty and patriotism.

That the Government should make some provision for children of the poor and for the children of those who have been called in the defense of the colors, was urged by Manley Jones, of Grand Rapids, a former President of the Association. The children of to-day are the men and women of to-morrow. Dr. Osler and his plan to chloroform men over 50 years of age was assailed by A. K. Rutherfort. Men in the middle walks of life and some past were proving of untold value to the country today. John D. Martin, of Grand Rapids, gave a tribute to the memory of those who have taken the last trip. The names of all who have passed away since the Association was organized, eight years ago, were read by the Secretary and all standing gave tribute to their memory for one minute. Mr. Martin also gave a toast to the ladies and closed his remarks by a recitation, "The Clink of the Ice in the Pitcher, the Boy Brings up the Hall," by Eugene Field. The Association is made up of men who have had fifteen years or more practical experience selling goods on the road. The ages of the members range from 40 to 80 years. To obtain younger blood, the requirements were dropped to ten years' road experience at this meeting. As the sense of those present was that a better crowd could attend on Saturday than could be there on Thursday or Friday, the next meeting was set for Saturday, December 26 1918.

S. Slade and Mr. McPharlane furnished musical selections between the speeches. Before departing for their homes, the entire party joined hands and, forming a ring of people extending clear around the large and spacious dining room of the Wayne Hotel, all sang "Auld Lang Syne."

"Cashmerette" Half Hose.

There continues some limited demand for hosiery in the market during the quiet year-end period now prevailing. Men's wool lines are, of course, being sought, but buyers are having little success in their quest because of the large Government war demands that are abroad. It is reported that the Government is still seeking large quantities of wool half hose and as long as this business is unplaced there is not expected to be any action on civilian lines.

A cotton half hose known as "cashmerettes" are giving a good account of themselves. They are all cotton, but have the appearance of being made of wool, or at least of having some wool in them, and because they are heavy they are taking the place of the wool lines that are all but extinct. Throughout the market heavy cottons are reported to be increasing in demand as a substitute for wool half hose.

In both men's and women's selling agents could sell considerably more than their production. Even the top grades are very brisk, with medium grades equally as strong. One house in discussing the situation yesterday, said that all silk hosiery is at a premium, which about sums up this phase of the situation.

Men's cotton half hose is firm and supplies are none too plentiful. Mills are going over the situation, and it is expected that when buyers return to the market they will find some supplies, but they will be limited. One large mill agent said yesterday that he didn't know where the supplies were coming from. Others are in the same position.

Spare Us the Lozenger.

A Tradesman subscriber writes: "As soon as the need of sugar conservation became known I refused to re-stock gum or any candy except hoarhound and wintergreen and peppermint lozengers. These I consider beneficial in some slight affection and usually of sufficient strength to deter people from excessive use simply as confections. I would gladly join a protest against discontinuing their manufacture. The profit on this class of goods is no incentive to me to keep them for sale. It is pretty small occupation for a man, unless crippled or deficient, to engage in. I have always been opposed to helping make millionaires of gum manufacturers. If people had to pay one cent for a spoonful of salt, or sugar, or for a single pin, needle or match, they would get as much or more value than one cent. for a stick of gum. The habit of waste, extravagance, needless expenditure of money often begins with the child's first use of its pennies. Instead of giving children money, let them do some necessary or useful service to earn it. and then tell them to use it for something which they will realize is worth their work or time."

Believes There Is Good Profit in Poultry.

Lake Grove, Jan. 1—In view of the problem of food shortage which the world is facing, it is pertinent to ask whether we as producers of food are working at a maximum of efficiency whether we are unconsciously dis sipating much of our strength and energy, in the belief that the heavy energy, in the belief that the head hand of war has already marked us for defeat. No industry in this country is suffering more proportionately as a result of the war than poultry husbandry. Poultrymen believe that the price of eggs, although abnormalthe price of eggs, although abnormally high, bears no relation to the famine prices which they are compelled to pay for their grain. Is the price of grain justified by its scarcity, and if justified does it behoove us as business men to cry "Quits" because it has become more difficult to conduct an already precarious business? On the other hand, is it possible by what is known as the intensive method so to increase our output as to neutralize the high cost of the raw materials?

The writer is a firm believer in the future of poultry husbandry as an industry, and at this point it may not be amiss to give a resume of four dustry, and at this point it may not be amiss to give a resume of four years' work with poultry. In the fall of 1914, on an investment of \$650, I raised to maturity 225 laying birds. My success with this flock was unusual. The birds were hatched the middle of April and during October laid an average of 18 per cent. The average for November was 35½ per cent., and during December 42 per cent., and during December 42 per cent. It is to be noted that these averages were obtained during the months when the wholesale quotations of hennery white eggs is invariably above 60 cents per dozen. The pen record of these birds was close to 170 eggs per hen at the close

of their pullet year.
On this record I felt warranted in increasing the plant the succeeding year to 1,000 laying birds, with an increased capitalization of \$1,000, or \$1,650 in all. This young flock did not lay nearly so well during the fall as the smaller flock the preceding year; nevertheless they earned enough over and above their expenses to enable me to increase my plant the third year from 1,000 to 1,500 birds without infrom 1,000 to 1,000 creasing the investment. I realized from the first that if I hoped to suc-I realized ments necessary to success besides a large egg yield. One is to ship all to market as nearly as possible eggs to market as nearly as powithin twenty-four hours after canding the addled eggs and blood spot eggs which are such a puzzle to the housewife in "guernteed" the housewife in "guaranteed eggs another is to minimize breakage b packing in new or perfect cases, and using only new fillers. These prepacking in new or perfect cases, and using only new fillers. These pre-cautions secure a premium of from 2 to 6 cents above the highest market, depending upon the season of the

In the spring of 1917 or the begin-In the spring of 1917 or the beginning of my fourth year I had to determine upon a definite policy. Up to this time I had increased my plant from year to year. Was a further increase justified in view of the excessive price of grain and the increased cost of building material? Scratch grain, which the first and second year cost \$1.85 or less per 100 pounds now cost \$1.85 or less per 100 pounds, now costs me \$4.25 to \$4.50, and in one instance I paid as high as \$4.75. Beef scrap, which formerly cost \$55 per scrap, which formerly cost \$55 per ton, now costs approximately \$100 per ton, and the freight charges also are higher. However, in the fight for democracy I felt it was my duty to stretch my credit to the limit, working at cost if necessary. To that end I planned for an increase of 33½ per cent. in my flock, or from 1,500 to 2,000 birds 000 birds

As previously mentioned, I have always worked for high egg production in the fall of the year, and in October of the present year the 1,500 pullets averaged 15 per cent., in No-

vember over 35 per cent. Judging from the appearance of the birds De cember will show further increase. A new-laid eggs have been exceptionally scarce this fall I have had no difficulty in getting to-notch quotations. I am now under agreement with two of the largest chain stores in New York City, one of which takes four cases and the other six cases weekly, or 300 dozen in all. For several weeks or 300 dozen in all. For several in November I received 82 cents per in November I for my eggs. The dozen wholesale for my eggs. The balance of my yield goes by parcel post in four-dozen lots to private customers, and in the spring of the year I have mailed as many as 150 dozen

weekly.

To prove my contention that it is possible to produce eggs at a profit even when the price of grain is exvember was \$1,502.11, and the expense for feed, shipping, rental of premises, etc., was \$822.90. This expense account of \$822.90 includes the 500 yearling which during November never laid more than twelve eggs a day and occasionally as few as six eggs. In the nature of things these hens are not expected to before the beginning of the new year. However, the fact remains that during a month of minimum production there still a small surplus over expense As previously mentioned, the capital invested in the business is only \$1,650, and the present assets, including stock and buildings are close on to \$5,000. Against this there are liabilities of about \$1,200 which it is hoped will be liquidated by April 1, 1918.

The struggle has been, of course,

to provide for the increased plant, and to bring these young birds to the laying stage with the price of grain in the skies. My only hope was in getting them to lay while egg prices were somewhere nearly commands. were somewhere nearly commensur-ate with the price of grain. I maintain that the poultrymen who are sell-ing their flocks and retiring from the business (their name is legion). the ones who have not thought it pos sible to get any substantial egg yield before December or January. Maxwell Gruendler.

In his statement of the sugar situation Mr. Hoover made one issue, at any rate, very clear to the American people. He announced, with absolute finality, that, if we intend to keep our Allies supplied with even a minimum ration of sugar, we must cut down our own consumption by from 10 to 15 per cent. We are now eating twice as much sugar per capita as the English, and more than three times as much as the French. We shall not suffer any hardship, then, if we give up a very small percentage of our sweets. Mr. Hoover has already made an appeal to the public, and there has been a fairly good response from all over the country. But what is needed is a more thorough canvass of the entire Nation. The whole volunteer system of food regulation is now on trial here. Everywhere else except in England it has failed, and forcible control of food consumption has had to be taken . by the belligerent governments. Even in England sugar rationing has been resorted to, and as to the other commodities, there have been constant threats of government regulation. In this country the authorities believe they can achieve sufficient reduction in the consumption of the main commodities, sugar, flour, potatoes, coal, etc., by appeal to the patriotism of the masses. At any rate, until this method has been thoroughly tried out by every means known to modern organization and publicity, the other, of forcible regulation, will not be resorted to.

You Are With Us or Against Us

IF YOU ARE WITH US you will make Tuesday a meatless day in your home. Your husband and family being patriotic will be glad to eat poultry, fish, or eggs instead of meat on Tuesdays.

IF YOU ARE WITH US you will make Wednesday a wheatless day. That is—serve in your home no food that contains pure white flour, but substitute food made from corn meal, rye flour, graham flour, oat-meal and other cereals. They are just as good; will serve your family just as well, and will save wheat for our Allies and soldiers.

IF YOU ARE WITH US you will reduce the consumption of sugar in your family to the point where you will use one-half the quantity that was used before the war started. Sugar is an absolute necessity for the men who are doing the fighting at the Front!

We have been consuming 90 pounds per person per annum in this country. They now have 24 pounds per person in England; 18 pounds per person in France, and 12 pounds per person in Italy, and must have more! Let us treat our Allies like brothers and reduce our consumption here to the point where we can give them what they need!

IF YOU ARE WITH US you will use less butter and lard than you have heretofore. These are two items that are very much needed by our soldiers, and Allies. We must reduce the amount we use if we are to furnish sufficient for them. Use instead, vegetable fats and cooking compounds.

IF YOU ARE WITH US you will eat less of wheat, meat, sugar and animal fats and more of other foods.

IF YOU ARE WITH US you will buy what you need, but NOT try to hoard! No patriotic American will endeavor to take advantage of his neighbor—and the man or woman who tries to accumulate food stuffs is a slacker and should be so branded by his neighbors!

HELP THE GOVERNMENT TO HELP OUR ALLIES BY SAVING FOOD

ARE YOU WITH US OR AGAINST US?

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids---Kalamazoo

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E. A. STOWE, Editor.

January 2, 1918.

BLOODY BILL'S FOOL FURY

The recent peace threat of the Kaiser shows him in one of his insensate and frenzied moods. For him to talk now like a man a bit touched in the headto shout about "bringing peace to the world" by the process of "battering in with the iron fist and shining sword the doors of those who will not have peace"-is about the worst disservice to Germany herself that could be imagined. The Kaiser's language is not wholly to be explained by the vicious German rhetoric to which he so easily falls a victim. Vicious ideas, most intolerable to the modern world, lurk behind his words. He betrays a total misconception of the whole war-situation; and confirms the view of him as a ruler unfitted for his work.

He fails to perceive, apparently, that such an outcry as his just at this time is worth five army corps to his enemies. For the Kaiser intensifies the elements which are strongest in the spirit of resistance to his dominating ambitions. He has not learned that the world cannot be terrorized into submission. There are heroisms and tenacities and endurances in the soul of man that mere frightfulness can never subdue. The Kaiser speaks of terrifying the nations into subjection to his will. If they do not yield he will overrun them with fire and sword. But does he not see how he is in the act steeling every heart to defy and withstand him to the uttermost? All that a nation hath, it is seemingly the Kaiser's credo, will it give for its life. Not so. It is true neither of a nation nor of the individual man that a base existence under a monstrous tyranny is preferable to the sacrifice of everything in fighting it. Who would wish to live in a world ground under the heel of the Kaiser's military boot? Who would not starve, and see his children starve, rather than live in constant terror of the iron fist and the shining sword of the Prussian military caste?

It is in reviving and energizing everywhere among the enemies of Germany such indignant thoughts as these that the Kaiser's incredible arrogance appears incredible stupidity. His proud summons to surrender will really act like a trumpet-call to stronger efforts and larger sacrifices. The cry will be that there must not be an instant's relaxing tension against a Bourbonish

autocrat like the Kaiser. To tighten the blockade of Germany; to rally every man and bring up every gun against the Kaiser's hosts; to pour out the full money resources of the countries at war with him-all this will inevitably be the first and firm reply to the Kaiser's Christmas Day threats. It is said that they were designed for "home consumption," to hearten the German people in the midst of their unparalleled privations. But sensible Germans, including the civilians in the government, mus be appalled as they think of the effect abroad. What is the use of boasting of German military successes when each one means an access of hatred for Germany? If German arms leave a trail of loathing wherever they go, what advantage in carrying them into additional ravaged territory? And what possible hope is there now of intimidating a world which has for three years withstood the worst that German ruthlessness could devise? To all the Kaiser's empty threats about his shining sword civilization responds by gripping harder its own sword.

All this is so plain even to the wayfaring man that the Kaiser's roaring imprudence sounds like one of his old displays of insanity. We are convinced that it will depress, rather than encourage, the German people. They know what their actual plight is. They can reckon up the odds against Germany. By this time they have ceased to believe in a military "decision" of the war. Year after year they have been fed on German victories, but with the ultimate victory never coming. They see nothing for it, if the struggle goes on, but slow exhaustion. Hence the rising hope in Germany for an agreed peace on moderate terms. Yet now comes the Kaiser's immoderate boasts and threats and fool fury! These may represent only a temporary aberration of his, only an upset of his mental balance such as used to alarm sober Germany. But steps will have to be taken to undo the mischief The German government is seeking negotiations for peace. But there can be no negotiation with a lunatic waving a sword. His own Chancellor, his own Foreign Minister, his own Reichstag will have to restrain or disavow him if they wish to persuade the outside world that it may distinguish between Germany and her madcap Kaiser.

NO ESCAPING IT.

It seems to be out of the question to escape the flash of knitting needles. In the home, in the subway, in a trolley car, or in a taxi, like the poor, they are "always with us," and now the millinery designers have taken it up. One of the local stores, for instance, is showing a hat of gros grain ribbon in a medium mushroom shape with a bell crown. The crown is trimmed with a piece of knitting, with the knitting needles sticking through

Here's a bright suggestion for getting back good customers who have ceased to buy of you for reasons unknown. Send each of them a statement with name filled in, and in place "You of the ordinary items write: don't owe us a dollar. We wish you

FOR AFTER THE WAR NEEDS.

In preparing for war, Germany had an undisputed supremacy. With almost uncanny shrewdness and cunning almost every possible contingency was provided for with an elaboration of detail that still excites wonder. In somewhat similar fashion, despite the efforts now required to maintain their armies and to feed the civil population, the Germans are putting the finishing touches to the plans for restoring things as near as possible to what they were and for taking up the broken threads of their commerce and industry. will, however, in the preparations for peace, have no monopoly or any supremacy over some if not all of their present foes. This is particularly true as to France and Great Britain. The French have already prepared for an iron and steel industry surpassing all they have ever had, and this, too, while the Germans are still occupying what were considered the best of the Gallic iron mines. French metalworking and other establishments, which before the war were under the control of German capital, have been taken out of such clutches for all time. To meet the expected economic competition after the war, the French have been equipping their silk and other factories with the newest and most efficient of automatic and labor-saving devices. In agriculture also, tractors and other machines have been bought with public funds, so that the loss of man power may be made up in that industry. As soon as the Germans are expelled from any bit of territory, the work of reconstruction there is at once begun. For foreign trade and its extension a very efficient organization has been built up, which will show adequate results when peace comes.

Even more elaborate are the British preparations. Both internal and external trade have been taken into account. More antiquated manufacturing plant has been scrapped in Great Britain in a year than was ever done in any score of years before. Plans are ready for the absorption into peace-time industries of the millions of men now in arms and of the transposition of the munitions and other war factories into plants for producing articles in demand for civilian trade. A separate department of government has been created for obtaining and co-ordinating information regarding foreign trade openings and extensions, and a great financial institution has been established to provide the money and credit which such trade will call for. Beyond all this the British are already arranging for the disposal of surplus government property and stores after the war. The purpose is not only to put such surplus on the market in a way to avoid loss and waste, the flooding of markets, etc., but also "for insuring that the things disposed of are allocated to the fullest and best possible use that can be made of them in view of national needs at the time.' A Minister of Reconstruction has been appointed for this purpose, and he has already selected an Advisory Committee to aid him in the task. When the war is over, there will be immense reserve stocks, and stocks bought ahead, of munitions, stores, and the like. There will also be machinery in vast quantity, ships,

and other property, to say nothing of the government's lands and buildings, which now cover an area of about 470 square miles. Only such things will be kept as are needed for immediate use and reserve. The others will be disposed of in a way to secure not only the best possible prices, but also the best industrial results. There is a suggestion in this even for the authorities in this country.

SUGAR PRICES STABILIZED.

Mr. Hoover's statement in explanation of the sugar shortage is largely an amplification of his statement of December 15. The Allies, who used to take 300,000 tons of sugar yearly from the Western Hemisphere, took 1,400,000 during 1917; since the Food Administration was created they have taken nearly 360,000 tons with the Administration's assistance. It is evident that a sudden increase in the European importation, amounting to nearly one-fourth the total Cuban and American production, was certain to cause sharp stringency. Mr. Hoover declares that had he not come into possession of his limited powers of control, the selfish sugar interests would have used the continued European demand and the growing depletion of our stocks in such a way as to make the scarcity very threatening. Sugar would have risen to from two to three times its present price. For this he has some concrete evidence in the fact that the Administration induced sugar factories which had just made contracts at high rates to rescind them. and that "numerous prosecutions have been started against firms which have sold sugar at prices of from 15 to 20 cents."

Mr. Hoover could not fix prices outright, but had to depend on voluntary agreements with the manufacturers; he thrusts at Reed and others who crippled the Food Bill by declaring that even power to buy and sell sugar in large quantities might have made possible somewhat greater reductions than that achieved. The liberal price to producers was thought necessary, "after an exhaustive study" by Government agents in Cuba, to stimulate production; but though liberal, it was only 34 cents a hundred over the previous nine months. The refiners' profits were actually cut down by 54 cents a hundred over the rate for this period. In attacking his problem, Hoover and his helpers had to reconcile many conflicting interests-American, Hawaiian, Cuban, European manufacturerr, canesugar producers and beet producers, and consumers; we ought not to grudge recognition of his achievement in keeping the price of sugar-now generally around 9 cents-at a level one to one and a half cents below that it reached before he took his place. He now expects to reduce it to 81/2 cents during 1918, or its midsummer price last year. Slight railway troubles and the difficulty of forecasting the Allied shipping capacity have added uncertainty to the general situation; but sugar has been distributed in America as available, has been kept moving to Europe, and has been kept below profiteering levels.

A damaged reputation is hard to repair.

SKINNER'S MACARON

The Nationally Advertised Line.
On SPECIAL DEAL. See jobber's SKINNER MANUFACTURING COMPANY
Omaha, U. S. A.

Coleman (Brand)

Terpeneless

Pure High Grade

VANILLA **EXTRACTS**

Made only by FOOTE & JENKS Jackson, Mich.

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.

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Burlington, Vt.

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a sales-



Write us today for exclusive sale proposition covering your market for

PurityPalent Flour

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

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



the home drink

Besides its popularity at drug stores, fountains and restaurants, Bevo has found a welcome place in the home. A family beverage—a guest offering—a table drink that goes perfectly with all food.

As a suggestion for Sunday supper—Sweet red or green peppers stuffed with cream cheese and chopped nuts or olives, served on lettuce leaves. French dressing. Cold meat. Toasted crackers. Bevo for everyone. A beverage that tastes like no other soft drink. Pure, wholesome and nutritious.

Bevo—the all-year-round soft drink.

Bevo-the all-year-'round soft drink.

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Buy the Best



Sold in Sanitary Tin Packages---2, 5, 10, 15 and 25 lb. pails.

Encourage your customers to purchase these goods in bulk as a matter of war economy.

Sold by all jobbers.

See quotations in Grocery Price Current.

You Can Buy Flour —

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



Putting Findings on a Profitable Basis.

Written for the Tradesman.

In the first place the writer desires most emphatically to state his faith in the salability of findings as merchandise; he is now, and long has been, of the opinion that the sale of findings can be put upon a profitable basis.

The thing is a matter of merchandising, and no more difficult or mysterious in its nature than any other merchandising proposition. should know the lines commonly classed as findings: what they are, why they are, the people back of them, and the relative merits of competitive lines. Knowledge of the lines creates an interest in them, and an enthusiasm about them, in the person having such knowledge. In other words, it is in this respect with findings, as with all other classes of merchandise, the more one knows about them, the more one is interested in them. And, for another thing, knowledge of the merchandise supplies one with talking points. Substantial selling arguments cannot be made out of hot air and sublimated unawareness. "Beating the air" merely serves to bore one's customer rather than convince him. One doesn't have to have much personal knowledge of a commodity to discover that a salesman doesn't know anything about it. Although he may talk glibly, he'll betray the secret of his ignorance.

And one can't build up a business in findings unless one has a passably fair stock of such merchandise; for you don't sell the thing you haven't This pre-suppose a certain amount of faith in findings before the wisdom of such faith can be demonstrated. But the same thing is true of everything else that is sold. Findings do not constitute an exception to the universal rule of merchandising. And the same line of reasoning that convinces a dealer that it is worth while to back up his belief that he can sell shoes at retail on a paying basis, should encourage him to take a fling at findings.

Getting Rid of Wrong Ideas.

There are some false ideas about findings as merchandise that require to be nailed. The first of these is that findings sell themselves. They don't. Neither do shoes. It requires salesmanship to sell everything that may be sold.

But some shoe dealers and merchants who handle shoes along with other lines, appear somehow to have gotten the impression that findings should go without any effort on the dealer's part to make them go. They won't. They can't. The more you put behind them, the faster they go—and the more of them go.

I have had dealers tell me they didn't know how to push findings. Can you beat if for a humiliating confession? I have others tell me they were afraid to push findings too strenuously-afraid forsooth they'd injure their regular shoe trade! Ham! Likewise piffle! Do you suppose there is anywhere under the shining a shoe-wearing biped who has so little gray matter in his noodle as to become really peeved at you because you suggest shoe paste, laces or trees, when it is plainly evident he would be benefitted by such a purchase? When he really needs the commodities named?

I doubt it. But suppose, for the fraction of a moment, he does resent it; suppose he buys under protest, or suppose he doesn't buy. If the former, then when he comes to use the commodity thus purchased: when he sees that it really was a good and wise investment, he'll thank you in his heart for the suggestion. In that case, he'll be more apt to think of you the next time he needs a pair of shoes than he will be to think of some one else. He won't be peeved for long over such a trivial occurrence. But suppose you don't sell him. Suppose in a bull-headed spirit he goes out without making the sensible purchase that you have suggested. Well, in that event, he'll probably get a new slant on his old rusty shoes, and wish he'd bought paste; or the old fraved laces will look more slipshod and unworthy in the light of what you have said about his evident need of new ones; or he'll think about the benefits you claimed for the trees.

The frown of disapproval you noted on his face (and regretted, and worried about afterwards), has now disappeared; he's thinking straight, cooly, sensibly. He may have interrupted your spiel with a curt remark to the effect that he wasn't interested; and as you review the incident, perhaps you wish you hadn't been quite so aggressive.

But you haven't shooed him off permanently. You haven't alienated him. You've just accomplished the first stage of your conquest of that party. You haven't altogether won him, but you've almost. The next time, if you don't get cold feet, you'll land him. You'll sell him something or other in the findings line.

Keeping At It.

For another thing, the job of putting findings on a profitable basis is one that can't be cleaned up in a



To All Our Friends

We extend a hearly New Years Greeting and wish you a year of happiness, prosperity and of usefulness to your country.

Sincerely yours,

Rindge, Kalmbach, Logie Co. Grand Rapids, Mich.

To Better Serve You

We have eliminated all extra expense and adopted new and progressive methods of handling accounts and merchandise, to give you better shoes and service at a lower cost through 1918.

We shall adopt every method possible to conform with the government plan of conserving and avoiding waste to the interest of every customer.

We take this opportunity of wishing you a HAPPY AND PROSPEROUS NEW YEAR.

Hirth-Krause Co.

Michigan's Largest Manufacturers of Shoes and Tanners of Their Own Leather week or a month. It requires time. You've got to keep at it.

Don't attempt it by fits and starts. Not a sporadic interest in findings, but a continuous, constant, persistent, consistent interest—that's what you should strive to maintain.

In a general way, the educational campaign is the safest and sanest method I know of in pushing findings. Every commodity that is worth handling, has a reason for being put on the market. It isn't made simply to sell: it's made to sell because it has a use. Know what that use is. Know the why of findings. And know if the thing does the thing it claims to do. For instance, if a certain preparation claims to soften and preserve leather, know by actual tests it does that. If it claims to be a water-proofing preparation, be sure that it will exclude moisture when it is properly applied to a pair of shoes.

Manufacturers of findings are continually bringing out new articles. Keep informed about them. Know what's being done. Find out (by correspondence, or from the verbal testimony of other dealers who have tried the new commodity) their experience with it. Stick to the lines put out by reputable concerns who stand back of their guarantees. Don't jump at a thing because it is new and unheard of in your community; look into it. Look up the people back of it.

It is thus you'll get in touch with the winners. About the rest you needn't worry. But of legitimate, dependable, high grade findings, you'll find there are sufficient for your requirements, and a full stock of them will contemplate an investment large enough.

He's Never Asked to Call Again.

Ever since the pelican stuck his bill through the hatchway of Noah's ark, those with a bill to present have been searching for a way of preventing debtors from saying airily:

"I haven't the money to-day: just call around to-morrow." Joseph Spuller, of Middletown, Connecticut, has found the way. He has a plan that strikes debtors dumb with the "call again to-morrow" frozen in their throats. His idea isn't patented. Here it is:

As he starts on his rounds Mr. Spuller is clad in brilliant red, a suit of corduroy dyed as red as a Western sunset on July 3. His hat is a red one with a metal plate bearing the inscription, "Bill Collector." His shoes are as red as the rest.

Solomon in all his glory was not arrayed like Joe Spuller, and his raiment strikes terror to the hearts and loose change pockets of Middletown members of the Bad Pay Club. When they see Spuller coming down the street they hasten to come across even though he may not have their particular claim in hand at the time.

Mr. Spuller works systematically. He doesn't spring the red suit on everybody. At first he makes a call or two and shows a fair amount of patience. But they know that after a call or two Collector Spuller will descend upon the house in his brilliant attire at an hour when the street is its busiest. The result is that most

of the claims handed him are paid promptly, although not infrequently Little Johnny or Sister Sue races up the street and intercepts him on his approach with a hurried:

"Papa says to wait around the corner and he'll be right out."

Merchants of Middletown declare that never have bills been paid so promptly and never has there been less charging of accounts. Mr. Spuller is the greatest asset the merchants have, and they wouldn't release him or allow his suit to fade for a king's ranson.

"The idea certainly works," says Mr. Spuller. "How did I hit on it? Well, I knew that 'Come around tomorrow' was the greatest dodge a collector had to put up with. I realized that if I could think of some scheme to make people cut this out the rest would be easy. I thought at first I'd wear a red hat, but decided to go the limit and get after the bad debts in a full regalia of red, so everybody would know who I was and what I was after.

"Believe me, if every person who owed a bill knew that the neighbors knew when a bill collector called, there would be less putting off.

"Not one single person has asked me to call again since I donned the red regalia; in fact, in most cases all I need to do is to walk by a house and give it the 'once-over.'"

Like White Patent Leather Shoes.

Among the novelties in women's shoes for next spring white patent leather is taking a leading part. Oxfords of all patent leather in this finish, some with high French heel, others with the lower military heel, are very much in evidence in the showrooms of large manufacturers, and buyers are said to have taken most enthusiastically to these new offerings. Boots with white patent leather vamps and tops of white duck or white kid are also getting a good reception in the spring trade. It is predicted in several quarters that these two lines, the high and the low white patent leather shoes, will be the leaders in the spring buying of women's footwear.

If You have a Christmas Rush.

On the day after Christmas each department head of a large retail store placed a slot box in his office with the sign: "Suggestions for improvement of next year's Christmas business and service, based on our shortcomings of the past month." He obtained numerous ideas that will better conditions this year.

Don't let your window "go stale." put something new in it every few days or once a week at least. That makes lookers. And lookers often become buyers.



Hood's Great "Bullseye" Quality In Stock

Men's "Bullseye" 8 inch Lace Bootee for Sox Men's "Bullseye" 8 inch Lace Black Swamper for Sox Men's "Bullseye" 12 inch Lace Black Swamper for Sox Men's "Bullseye" 8 inch Lace Red Swamper for Sox Men's "Bullseye" 12 inch Lace Red Swamper for Sox

> Men's "Bullseye" Heavy Buckle Arctic Men's "Bullseye" White Rock Waverley Men's "Bullseye" White Rock Overs

> > Boys' and Youths' White Rock Waverleys and Overs

All In Stock Now

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Real Talking Points

The unusual interest which the trade is showing in this line of shoes—the repeat orders—the steadily increasing demand, all point to it as the year's greatest trade winner. Progressive dealers everywhere consider the

Bertsch Goodyear Welt

shoe line as their best profit-maker. Because of its REAL VALUE this line offers more REAL TALKING POINTS than any other similar line offered you to-day. It will draw trade to you and make it PERMANENT because it has SATISFACTION built into it—it is attracting the attention of dealers everywhere.

You should investigate this line—it is built for such trade as you sell. It will "take" at first sight with those particular customers who are hard to please.

They will at once see the style and service-giving qualities.

The BERTSCH is a trade-puller and a satisfaction giver from first to last and its merits mean repeat orders.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



Business Customs Gradually Resuming the Old Channels. Written for the Tradesman.

One of the most encouraging factors in the present business situation is the manner in which the business interests of the country have "kept their heads." Speaking generally, and there are comparatively few exceptions, the business men of this country have shown a courage and calm faith in the United States that is remarkable. Still there are a few whose pessimism prevents them from seeing a ray of light. To these the advise is to take cognizance of basic facts. The primary fact is that, taken as a whole, this country is really prosperous. It has changed from a debtor to a creditor nation. Not only has it absorbed billions of dollars of American securities formerly held abroad, but Europe has paid us upward of a billion dollars in gold, and still further has borrowed, and will continue to borrow enormous sums from us. This money is not donated. It is loaned. Interest will be paid on it and the principal will in time be paid back. As Secretary McAdoo says, "We look upon them as solvent neighbors, short of ready cash but with excellent credit." Again it must be remembered that most of this vast volume of money remains in the United States to pay for munition supplies and manufactures, and thus, as is the case with the money of the people invested in Liberty Loan bonds, finds its way back into the channels of trade and increases instead of diminishes our wealth. Our gold supply is larger than ever before and greater than any other nation in the world at any time. The Federal Reserve system, in spite of its early mistakes, has shown itself capable of handling problems of a complexity and size that would have been far beyond the capacity of the system it succeeded. Then as to the future. At the end of the war the rehabilitation of Europe will, to a very great extent, depend upon the United States. Our immense capital, our newly-created merchant marine and our great productive ability will be in full demand until Europe has restored its own physical condition and productive ability; and this will take years. In the interval the United States is establishing its trade in the Far East, in South America and elsewhere at a rate heretofore undreamed of. The internal condition of the country is such as to supplement the financial prosperity. Agricultural and mineral resources, and manufacturing, the prime sources of our wealth, have never approached their present output, nor have prices ever been so high.

The question is asked, "If conditions are really so favorable, why are prices of securities so badly shot to pieces?" The answer is that this is due to the timidity of capital in times of uncertainty-the presence of fear. the most unwarranted and unsettling influence on earth. The Allies and our own country are learning the business of war and thus much of the uncertainty is being settled. There is now no doubt as to the final outcome, except as to the time it will take for Germany's complete defeat. As William P. Bonbright says, "We are, I believe, passing through a phase of the situation which is moving toward more favorable financial conditions and the careful investor will not continue much longer to bet against the United States, even in war time."

In order to correct an error it is necessary to uncover it. The congressional probes into the various phases of preparation for the war is doing the Nation a great service. To be sure, it is not pleasant reading, but neither is a surgical operation, yet the latter is very often considered necessary and beneficial. It must be remembered that these conditions have existed for months and that, in spite of the defects uncovered, this Nation has made wonderful headway. There can be no question but that a sincere desire for as near 100 per cent. efficiency in the prosecution of the war is the sole motive for the probes. The country is most thoroughly aroused as to the imperative necessity for us to win this war if this Nation is to live. Congress knows and is fully in accord with the public spirit, and these investigations will result in greater co-operation and greater efficiency. Up to this time the country has been engaged in war plant construction, production from which is really just beginning. From now on the finished product will continue its outward flow in larger and larger quantities. This means a freer movement of commodities and a more rapid circulation of funds and we will begin to realize on our investment.

Last week in the business world was encouraging, showing a noticeable improvement in general conditions, even though prices of securities are hovering around the extreme bottom. The Liberty Loan passed off without any flurry in the money market; and although money was very firm, it is now showing an easier tendency. Best opinion now has it that, due to winter weather and the non-success of the German attacks as feelers for weak spots for an immediate

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.

"Living" Trusts Benefit

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

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

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

BUY SAFE BONDS

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Tax Exempt in Michigan

Write for our offerings

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INVESTMENT BANKERS
GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

drive on the Western front, matters will remain in statu quo from now until April or May. The belief is likely to have a tranquilizing effect on the securities market, and its translation into fact will have a most beneficial effect on business in all lines. The latter part of January is now looked forward to by financial interests as a period of marked revival of the markets with higher

It is stated that despite an increase of 20 per cent. in the number of persons fed on American railway dining cars in October and November this year, compared with the same period in 1916, the railways, by observing war economics, were able to save 469,508 pounds of meat, 238,098 pounds of wheat flour and 25,699 pounds of sugar.

In his annual report Secretary of the Treasury McAdoo outlined the necessity for the immediate action of a number of important matters affecting the welfare of the country. and in a letter to a private citizen of Ohio requested the inauguration in this country of a public custom of consultation with the Treasury before the financing of the great enterprises which involve the borrowing of large sums of money. This is to act as a conservation of capital and is in line with the plan of the President of the American Investment Bankers Association, for the carrying out of which he has appointed a special committee. With the various movements for conservation of capital, raw material, fuel and food, it will be surprising if after the war business in the United States will not be carried on in a more scientific and economical manner than ever before in history.

It is announced that the most comprehensive inventory of food resources in the United States ever attempted is about to begin. The War Emergency Food Survey has been provided by Congress, when the first batch of more than three-quarters of a million of questionaires will be sent out in the mails. The Bureau of Markets has been commissioned by the Commissioner of Agriculture to carry out the big stock taking enterprise with the co-operation of other branches of the department. This survey will touch every dealer in food and food materials, every food manufacturer and every holder of substantial quantities of food in the country except the family, requiring them to report stocks which they have on hand Dec. 31. A separate schedule will be sent to a representative number of selected homes throughout the country and upon returns from these an estimate will be made of all homes. The aim of the survey is to give the Government, producers, dealers and consumers exact information of the quantities of the various important food materials on hand. The survey will be made by means of schedules or questionaires containing questions and blanks for answer in regard to eighty-six items covering more than 100 different foods. These items are divided into ten different groups; grains and

seeds, grain food products, meat and meat products, fish, animal and vegetable fats, dairy and related products. canned goods, fresh fruits and vegetables, dried fruits, nuts and peanuts. and sugar, starches, etc. Answers are to show exact quantities on han l of each item and the quantities that were on hand December 31, 1916. The returns will also show the nature, organization and size of the business of each dealer, and they must be signed by the owner or an authorized official. These businesses will include wholesale and retail grocers, bakers, confectioners, and all other dealers in commodities containing food materials; from warehousemen and cold storage concerns; from commissaries of institutions and commercial and industrial establishments; from exporters; from manufacturers employing any food product in their operations; and from representatives of foreign governments who buy supplies in this country. The Government also requires reports even from concerns using foodstuffs as ingredients in products not ordinarily considered food; from bottlers of sodawater and similar beverages and from chewing gum manufacturers, for example, because of the sugar required. The penalty for failing to report is a fine not exceeding \$1,000 or imprisonment not exceeding one year, Paul Leake.

A banker who has been a student of taxation, and who since the be ginning of the year has been activel urging the taxing of corporations by the British system, instead of the method now adopted, who has been to Washington and has had an opportunity of sounding sentiment there, does not believe that Congress is ever likely to change the present base. The present tax he calls merely an additional income tax. He would have substituted therefor a tax on war profits, based on the excess above an average of peace years. While there is little likelihood of Congress changing the base, it is possible, the banker believes, that it may pass a true war-profits tax in addition to the present tax on earnings on invested capital, and that this latter tax may be reduced. But he does not expect that at the present session.

Advertising that costs nothing is worth all it costs.

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



Kent State Bank

Main Office Fountain St. Grand Rapids, Mich.

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

> Resources 9 Million Dollars

3½ Per Cent. Paid on Certificates

Largest State and Savings Benk in Western Michigan

Short Time Investments

issued by public utility companies of recognized standing.

Prices to yield

from about

7% to 71/2%

Circulars on request

Hodenpyl, Hardy & Co.

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Bldg., Chicago

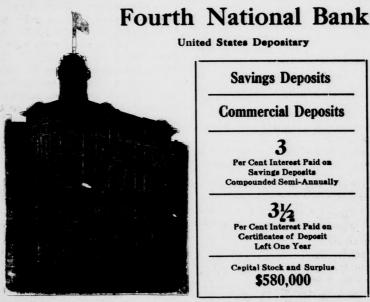


177 MONROE AVE.

Complete Banking Service

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

Our 3½ Per Cent A DESIRABLE INVESTMENT



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

Savings Deposits

Commercial Deposits

Per Cent Interest Paid on Savings Deposits
Compounded Semi-Annually

Per Cent Interest Paid on tificates of Deposit

\$580,000

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

The Will to Win the War.

Fair-weather patriots are revealed by every National emergency.

Now exalted, now hopeless, their wavering moods give daily aid and comfort to the enemy.

After the battle of Bull Run there were those who urged concluding peace at once on any terms. They could not look beyond the first skirmish to the only peace that our cause would permit. They were down-cast after their over-confidence.

One morning in Hampton Roads the Merrimac sunk the Cumberland and put the Union fleet out of ac-Through the North panic flew tion. from home to home. Would she come North and shell New York? Did this end our blockade of Southern ports?

It seemed that we were not doing our utmost. We were failing. Faintheartedness was uncovered just beneath the surface.

The next day, without flourish, the Monitor an untried device, retired the Merrimac in a stoutly fought "giveand-take" action. The Union took new heart.

The Peninsular campaign under the leadership of the erratic, spectacular and political general, McClellan, began with high hopes. Richmond was soon to be occupied. Peace was in sight. "Little Mac," as he was called, was the idol of his followers because he kept them away from the smoke of battle.

A good beginning was made. Then days were wasted in waiting for more men. The delay meant failure and after several engagements the Union army withdrew. It was a time of bitter disappointment.

To many it seemed that nothing could stop Lee in his invasion of Maryland. Surely the city of Washington would fall. The doubt behind the lines was reflected in the weakened striking power of our army in that

This uncertain citizen morale prolonged the Civil War by years.

The war we wage to-day can end only one way. Our morale here at home will decide the length of the struggle. The strength of our will to win shall determine the fighting spirit of our armies in the field. Our determination must remain unshaken through the stress of seeming setbacks and weaknesses.

Our faith must be constant. Although our resolve be spoken in fire and iron by a hundred guns to every gun emplaced against us a united dominant zeal is needed behind every blow.

Let doubters stand aside and be James S. Coward.

Getting Rid of Old Customs.

More nations than one have found it advisable to use the war as a pretext for getting rid of a lot of archaic observances and slovenly devices which in course of time became hindrances to efficiency and economy in different industries. Even ancient usages which had virtually the force and effect of laws have had to give way to ones based on common sense and the needs of the day. Among them were credit observances and

conditions, and antique requirements, such as those in Great Britain calling for the giving of an extra inch to the yard and an extra yard to the bolt of fabric sold. In this country many trade evils have been, or are being, put under the ban. Cancellations, returns of goods, post dating, absurd discounts, and a number of others are being done away with not only in the primary markets, but in all the others, ranging down all the way to the ultimate consumer. One of those that have recently come to the fore has been the matter of doing away with the practice of allowing freight rates from mills to this city. In most instances now prices are made f. o. b. mill, all delivery charges to be borne by the buyer. The custom of allowing the delivery charges grew up during the long period when it was a buyers' market, and the latter could force concessions. It differed in this respect from the free deliveries of retailers, which have been so much abused. In the latter instance, it was the retailer himself who kept on voluntarily offering more and more to his customers in order to meet his competitors. Stopping the custom was in consequence made much more difficult, and it has not been accomplished, except partially, even under the stress of war and appeals to patriotism.

Opportune Time for Mr. Woodworth to Act.

Kalamazoo, Dec. 31—Why is there such a shortage of cider vinegar? I realize that the apple crop this year was short, but the proportion of poor apples was so large that it would seem as though there would be an ample supply for vinegar making purposes

Our friend in trade is evidently not aware that most of the cider vinegar ordinarily produced in this State-and there are a dozen or fifteen factories in Michigan equipped to make cider vinegar-is manufactured from the juice of apple cores and peelings which are the by-product of canneries which put up apples. Such use of the cores and parings is perfectly legitimate and has long been considered proper. It remained for the last State Dairy and Food Commissioner-James Helme, of Adrian-to promulgate an order prohibiting such use of these wholesome articles. The reason for the order is alleged to have been traced to a close alliance between Mr. Helme and the socalled vinegar trust. No reasonable excuse for such action can be offered. The result of the order is that the byproducts are shipped out of the State and manufactured into cider vinegar which later finds its way into Michigan at a much higher price than would be the case if the goods were produced by home manufacturers.

The Tradesman has been expecting an order from the present Commissioner, reversing this unfortunate and unpatriotic ruling. Mr. Woodworth is a fair man who believes in giving every interest a square deal. This is a good time for him to deal out even handed justice to the vinegar manufacturers, handlers and consumers of Michigan.

If you have done only your bit, do not think you are entitled to two bites.

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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 & SAVINGS BANK CITY TRUST .ASSOCIATED

Do Not Delay

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Better Showing in Country at Large.

Grand Rapids, Jan. 1—I moticed your two articles in the Dec. 26 issue of the Michigan Tradesman, entitled of the Michigan Tradesman, entitled Fire Insurance Extortions and Thir-

ty-Five Per Cent.

I have not had the time to thoroughly read these articles, but could not help but notice your statement regarding the fire insurance business absorbing 45 per cent. of its recepts for expenses and salaries and returning only 35 per cent. of its premium receipts to its policy holders. These figures did not seem to me on the face of them to be just as I had remembered they should be and I, therefore, took the trouble of looking up reports.

therefore, took the trouble of looking up reports.

I find upon referring to the Michigan Insurance Commissioner's report for the business of all fire insurance companies in the State of Michigan that the ratio of net fire losses incurred to net fire insurance received curred to net he insurance received offered for the last four years 58 per cent. In other words \$58 out of every \$100 received for premiums was paid for losses. This is for business done in Michigan only. The Michigan report does not give the expense incurred for business done in Michigan. However, we have the reports of all fire insurance companies for the business done in the United States, giving their percentage of losses and percentage of management expenses to premiums. I am sending you herewith copy of the Argus insurance chart, which gives these figures. Upon referring to this you will find that over a period of ten years the Aetna of Hartford had an average of losses incurred of 52 per cent management. or hartford had an average of losses incurred of 52 per cent., management expenses 35 per cent., Home of New York, losses 53 per cent.; management expenses, 35 per cent.; Boston, losses, 56 per cent.; management expenses, 35 per cent. These are some of the larger companies and I think their focuses are a feir average. Some run.

larger companies and I think their figures are a fair average. Some run above and some below these figures. Your article quotes the Superintendent of Insurance of the District of Columbia. This leads me to believe that his report is for the District of Columbia only. The District of Columbia may have had a very good average as far as fire losses is concerned and possibly the rates in that district should be reduced. It may be that the merchants of the District of Columbia are helping to pay the losses in other sections of the country. If that is true, then perhaps a local mutual company confining their business to the District of Columbia only would be successful writtheir business to the District of Co-lumbia only would be successful writ-ing business at less than the present rates. If this were done, however and any considerable amount of the most profitable territory of the fire insurance companies were taken up by mutuals, it would of course de-crease the premium income of the stock companies and correspondingly increase their percentage of losses to premiums received. to premiums received.

As the Michigan Tradesman is de-

As the Michigan Tradesman is devoted to the interests of the merchants of the State of Michigan, it would seem to me that the figures of the stock companies for the business done in Michigan would be more appropriate. Your article, I think, may have a tendency to be misunderstood unless one particularly noticed that it refers to the report for the District of Columbia.

I am not writing this to criticize

District of Columbia.

I am not writing this to criticize your article or to argue the case of the fire stock companies as against mutual companies. I thought possibly you did not have the figures that I have given you and that you would be pleased in having them.

Martin T. Vanden Bosch.

Self-Help Stores in San Francisco. San Francisco, Cal., Dec. 22—Selfhelp groceries are popular in San Francisco. The Emporium, in its advertisements, declares that "there is not a better way for a family to conserve its resources than by pa-

tronizing the self-help grocery. dispensing with the services of salesmen, the delivery of goods and the expense involved in carrying charge accounts, consumers save on their food expenses the added cost of such accommodations." The Emporium accommodations." The Emporium adds the following interesting prices which, it will be observed, are considerably lower than the people of Grand Rapids pay for similar articles of food: Fresh white bread, 16 ounce loaf, 7 cents; large cold storage eggs, per dozen, 30 cents; canned milk eggs, per dozen, 39 cents; canned milk per can, 11 cents; Western corn per can, 14 cents; best cane sugar in five pound sacks, 39 cents; almonds per peund, 18 cents; seeded raisins per pound, 11 cents; clustered raisins, 13 cents per pound.

Prager's "Grocerteria" quotes the following prices: Quaker Oats per package, 11 cents; sliced pineapple, 14 cents per can; two pounds white bread, 14 cents; laundry soap per bar, 4 cents; three pounds of prunes, 20 to 30 cents; two pounds of mixed nuts, 45 cents; five pound sack of sugar, 39 cents; soups, three cans for 25 cents; washing powder, 5 cents per package; salt per sack, 3 cents. Arthur S. White.

Employe Determines His Own

The question: "Who pays your salary" sounds simple, doesn't it? And immediately you answer-the

You're right, yet you're wrong in this reply. It is true that the money you receive each week in the little manila envelope is furnished by the concern which employes you-butthe one who pays your salary-the one who really says how much shall appear to your credit every seven days is you yourself.

By your interest in your work, your efforts for the interest of the firm, and your honest, productive sixty-minutes-to-the-hour service, the salary you are paid is measured. You earn your own salary. How much are you going to make yourself worth?

Report which alleges itself to be based on more than hearsay has it that the richest man whose name has ever been connected with the oil industry, has been selling high-grade seasoned investment railroad stocks and bonds, at prices to yield as high as 6 per cent. and more, and has been putting the proceeds into 31/2 per cent. Liberty, tax-exempt bonds. It is wondered whether this indicates that the rich man expects a long war, during which ordinary fixed-rate securities will further depreciate, and in which income taxes will be further raised, or whether it indicates nothing, more than that it pays him to make this change with things simply as they are. As to the income tax on such an income, it is hard to see how it can be further raised. It has been pointed out that our income tax on high incomes is already the highest in the world. Where the highest British income tax rate is around 42 per cent., the American rate rises to as high as 63. On small or moderate incomes, which England taxes from 12 to 15 per cent., our income tax is comparatively so small as not to be spok-

The unobstrusive listener may learn more than the persistent questioner.

Anticipate Your Requirements

In harmony with the expressed desire of the National Government for the conservation of all resources of the country, including man-power, by the elimination of waste and unnecessary efforts, we ask your earnest co-operation for the benefit of both yourselves and those from whom you obtain your supplies to enable you to serve your customers who are with us all in assisting the Government.

Owing to train service it will be impossible for our salesmen to call upon you as regularly and faithfully as they have in the past.

We recommend that when they do call on you, anticipate your needs as far in advance as possible so that you will keep up your stock to a point where you will not be over-stocked but at the same time be able to take care of your trade.

It will be impossible for some time for you to receive prompt shipments owing to freight blockades on all railroads and this is another matter which requires your consideration and anticipate your wants for your regular requirements in advance by mailing us your orders thereby avoiding special or rush deliveries.

Another matter we call your attention to, when placing orders be careful when giving them to our salesmen or when sending them in by mail that all necessary information is given so you will be sure to get what you want and make no mistake. When doing so this will then avoid returning merchandise which has greatly increased overhead for both buyer and seller. All goods returned involves extra handling, additional cartage and increased clerical labor and furthermore the liability of getting damaged when they are returned which, of course, then places them in an unsalable condition.

If you have any goods that you wish to return please take it up with us first as it may be possible that we can give you instructions to return them to the factory thereby saving unnecessary handling and freight charges. No goods should be returned before first obtaining our permission. Any shortages or errors should be reported immediately to give us an opportunity of correcting them without delay.



Michigan Hardware Co. **Exclusively Wholesale**

Grand Rapids

Michigan



Again we stand at the threshold of a new year.

And again, if we are wise and thoughtful, we review the past and plan for the future.

Little did we realize one year ago, the tremendous burdens and responsibilities the passing months would bring us. Little did we realize to what extent the privilege of endeavoring to make the whole world "Safe for Democracy" would become OUR privilege. Little did we realize that in so short a time would we be fighting to preserve this republic and to settle once and for all whether republics should continue. But we have undertaken the task and must face 1918 calmly, sanely, courageously and fearlessly.

Happy is the man who can find the place in which he is qualified to best serve his country, and then having found it, accomplishes his task unswervingly to the end, for in so doing he serves himself best of all.

It may not be our part of the conflict to serve at "the front." Our part may be at home, but let us not minimize the part of the man who stays at home, he who helps to supply the man "at the front" plays an equal part in this gigantic struggle.

We need courageous hearts. "Courage from hearts and not from numbers grows." Courage that is real means loyalty and intelligence. We need intelligence in the planning of our own business affairs as we have never needed it before. Business must be kept going, for only by

Message to of Michigan

so doing will we be able to meet the calls from our government—and these calls are sure to come.

Let us face 1918 with a single purpose, with a determination that come what will, our "hands are set to the plow and we can not turn back."

Where is the Merchant's place? First it is at the task he is best suited for and that is his own business. Business must not be neglected, waste and extravagance must be avoided as never before. We are to dedicate 1918 to teaching ourselves greater efficiency, better methods of doing things, old methods that answered in other times will not suffice today.

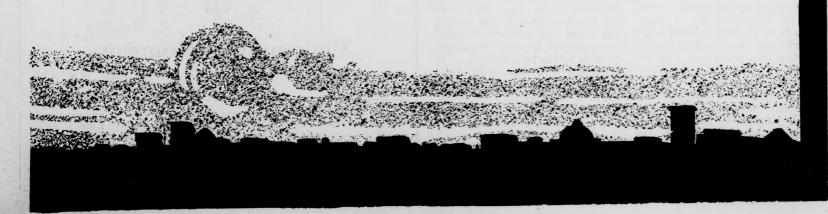
The merchant who serves his country best in 1918 will be he, who with a complete knowledge of conditions, markets and merchandise, shapes the conduct of his affairs to best meet these new requirements.

Labor will be employed at big wages. Farm products will bring big prices. People everywhere will have money to spend. The merchant should anticipate these conditions and his stock on hand should reflect his preparedness.

That both branches of the trade have accepted the extra and unusual responsibilities involved in these conditions and carried on the work of the world, with due regard for the rights of all concerned, and with an eye single to the great aim of every true American—to win the war—goes without saying. In assuming and maintaining this great undertaking and touching elbows in its accomplishment, both branches of trade have gotten closer together than ever before and gained an intimate knowledge of each other's capabilities and sacrifices never before possessed by either. The wholesale dealers of Grand Rapids wish to avail themselves of this opportunity to express their appreciation of the generous patronage which has been accorded them during the past year and to express the hope that the close of another year may see the volume of transactions still further increased and the bonds of sympathy, understanding and mutual friendship between the two branches of trade stronger than ever.

This ad. is No. 9 of a series.

Grand Rapids Wholesale Dealers Association.





Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson. Vice-President—Patrick Hurley, troit.
Secretary and Treasurer—D. A. Bent

ley, Saginaw.
Executive Committee—F. A. Johnsor Detroit; H. L. Williams, Howell; C. J. Chandler. Detroit.

Condensed Milk Trade Regulated.

The condensed milk manufacturers. as early as February, 1916, appealed to the Council of National Defense to adept a regulation definitely establishing the price of milk.

As the result of this appeal the Navy Department, early in April, in conjunction with a committee of the manufacturers began to regulate the price of milk on all purchases for the navy. A little later on the Federal Trade Commission undertook this job in behalf of both the navy and army. As soon as the Hoover Commission got under way the condensed milk manufacturers voluntarily submitted themselves to regulation and requested the Commission to fix the price not only for the army and navy, but for the civilian population. As the matter now stands, the industry is allowed to make a profit not to exceed 30 cents per case, if they can. Their books are subjected to and are inspected by representatives of the Federal Trade Commission, they are making a monthly report to the Food Commissioner giving all the details of operation and showing the net profit.

It is true that conditions are such that the condensed milk manufacturers can pay more than the cheese maker. A little while back the situation was reversed and may be reversed again within the next six months, but no amount of regulation is going to change this. It is due to economic conditions and to competition of trade. At the present time condensed milk seems to be more in demand than cheese.

John F. Montgomery, Chairman Milk Section, National Canners' Association.

Effect of the War on the Cheese Outlook

The future of our cheese market still depends largely upon the extent of export buying the remainder of the winter. Since the recent purchases of twins, said to be for the Belgian Relief, which understand were handled through the Allied Provision Export Commission, the latter body has placed no more orders. No information has become available as to rate at which the fresh New Zealand make is being brought forward to English markets, but all advices from Great Britain indicate that there is a scarcity of cheese in that country for civilian use. Thus, the British government distributed to the trade only half of their normal require-

ments for November and this "November" distribution was not made until December 3. In this way Great Britain will be able to force its civilians to get along on less than their usual allotment of winter cheese and reduce consumption while controlling prices. But the demands of the British army and other allied peoples for any concentrated food available this winter will probably be heavy and there are apparently many holders of American cheese who figure that in spite of all economies abroad there will be need of our surplus stock at least at cost prices before the winter

There are some evidences that our domestic consumption is running slightly heavier than last year, in spite of the higher prices prevailing at retail, and recent army and navy orders indicate a somewhat larger use of cheese in that direction. There is also a strong belief in the trade that unless cheese prices show material improvement, the winter and spring make will be considerably short of normal, since cheese to-day is relatively the lowest priced dairy product, and there appears no likelihood of other outlets for milk becoming surplussed for some months to come

However, in view of the relatively heavy reserve of cheese now in American warehouses it is doubtful that a clearance can be effected before spring without outside help. This help might not be needed were our dealers permitted to carry old cheese into the new season, but permission to do this rests with the Food Administration and there is some doubt that it would be granted owing to the interpretation placed upon the "hoarding" feature of the law.

A Tough Proposition.

With seven carloads of evaporated milk on the siding at Marysville, Ill., the plant of the John Wildi Evaporated Milk Co., at that place, is faced with the necessity of closing down of storage facilities by reason of an embargo placed by the railroads Saturday morning. This shipment is covered by Government bill of lading with priority rights guaranteed and consigned to the quartermaster of the United States army. No explanation has been given by the railroads why Government foodstuffs for which the department is asking almost daily should be held up by an embargo.

The Marysville plant is devoted almost exclusively to war orders for the American Government.

If the plant is obliged to close it will mean a daily wastage of 1,000,000 pounds

A man has to live with himself, and he should see to it that he always has good company.-Chas. E. Hughes.

SKINNERS MACARONI

The Nationally Advertised Line.
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY Omaha, U. S. A.

SEEDS Reed & Cheney Co. GRAND RAPIDS, MICH.

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

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.

Potatoes, Apples and Beans

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**

Pleasant St. and Railroads

MOSELEY BROTHERS Grand Rapids, Mich.

Wholesale

BEANS, POTATOES, SEEDS

Telephones 1217, or write when have stock to offer

Some Resolutions for 1918. Written for the Tradesman.

For householders

Not later than July I will begin to buy my next winter's coal and try to have it paid for before Thanksgiving

For girls as well as boys; for women as for men:

Some day I will own a piece of land and I will begin this year to save money for that purpose.

For those who never had a bank account:

I will start a savings account this

For givers of gifts:

Instead of giving to my friends and receiving from them, I will ask them to unite their giving with mine for those whose needs are more than ours.

The limits to my hours of work shall only be necessary rest and recreation; and I will endeavor to find some share of both in doing something for the general good.

For town and city residents:

If possible I will this year help to plant, cultivate and harvest vegetables and fruit for our family.

E. E. Whitney.

Misdirected Energy.

The fact that Sir Douglas Haig attained his fifty-sixth birthday on June 19 brings back to mind a story told of him a short while back.

It is, of course, well known that Sir Douglas is a soldier first, last and all the time, regarding all other professions as of quite negligible importance, a trait in his character which lends point to the anecdote.

He was, it appears, inspecting a cavalry troop, and was particularly struck with the neat way in which repairs had been made in some of the sad-

"Very good work," he remarked to the troop sergeant major. "Who did

"Two of my troopers, sir," was the

reply. "You're fortunate to have two such expert saddlers in your troop," said Haig.

"As a matter of fact, sir," was the reply, "they're not saddlers, in civil life being lawyers." "Well," ejaculated Sir Douglas,

"how men who can do work like that could have wasted their lives over law I can't imagine!"

Some Sources of Sweets.

Written for the Tradesman

1 8

The following vegetables and fruits contain sugar in some form and in different proportions:

Beets, carrots, parsnips, peas, squash, sweet corn, sweet potatoes, bananas, melons, peaches, pears, plums, grapes, raisins, dates, figs, oranges, sweet apples. Some varieties of apples may be baked and used without sugar, such as the Banana, Snow, Yellow Transparent, Canada Red, Baldwin, King, Maiden Blush, etc. Then there is the maple tree. Every family having one or more trees should utilize that source of sup-Sweet apples are not much in demand in the market except for pickling. He who never tasted baked sweet apples or despised them will find them

acceptable when other sweets can not be

If you desire to raise the most food from a small plot of ground, try winter squash. It needs rich soil and must be protected from its enemies, bugs, etc.

E. E. Whitney.

Country Schools and the Fuel Question.

Written for the Tradesman. It costs a district school about fifty dollars a year for fuel, whether there be three scholars or fifteen. The number of country schools could be reduced about one-half without serious inconvenience to pupils as to distance to be traveled. One-half the number of teachers could do justice to the whole number of pupils, so far as instruction is concerned. Larger classes than one or two would be more helpful. With teacher's wages and other expenses it costs about \$500 a year for each little country school. Half of this could be saved or nearly so, even if in some cases districts paid for transportation for some pupils. But of added importance would be the saving of the fuel supply and the releasing of teachers for other occupations now in need of workers. After the war money may be had for township central schools. For the next winter they should combine in part of the present buildings

E. E. Whitney.

Bill to Change Oleo Tax.

A bill has been introduced in the House at Washington by Congressman Dver of Missouri which aims to levy a uniform tax of one cent per pound on all oleomargarine. The text of the bill follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that upon oleomargarine which shall be manufactured and sold, or removed for consumption or use, there shall be assessed and collected a tax of 1 cent on each pound, to be paid by the manufacturer thereof; and any fractional pound in a package shall be taxed as a pound.

"Sec. 2. That all laws and parts of laws in conflict with this Act be, and the same are hereby, repealed."

Bermuda Potato Crop.

The fall potato crop in Bermuda, which will be gathered during the latter part of this month, is estimated at 82,500 bushels. According to Vice Consul S. W. Eells, stationed in Hamilton, this is less by 8,000 bushels than the December crop in 1916, in spite of the fact that a larger acreage was planted this year. The Director of Agriculture in Bermuda gives bad weather conditions soon after the earlier planting as the reason for this. and he believes that the fields planted later give promise of a good yield.

Illinois creamery men, in a meeting with Mr. Wheeler, the State Food Controller, got together on a number of propositions, among which was the agreement to pay a uniform price for cream. Matters connected with competition in different forms were gone over, and several changes were brought up and contemplated that will cut out some of the expense connected with present practices.

The Richest Flavoring



ps will flavor more food than a poonful of other flavorings. uaint a housewife with this she becomes a patron of leine. * Crescent Mg. Co., ttle. Wash. Order of jobber or is Hilfer Co., 1205 Peoples Life g., Chicago. (M-95)

Crescent Mapleine The Delicious Golden Flavo

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 quota-

Refer you to the People's Bank of Buffalo, all Commercial Agen-cies and to hundreds of shippers everywhere.

Watson-Higgins Mlg.Co.

Merchant Millers

Owned by Merchants

Products sold by



New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

fiegler's

Chocolates

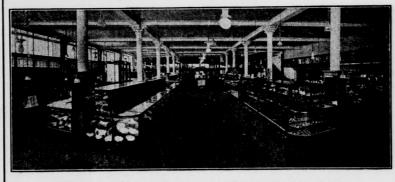
Package Goods of Paramount Quality and Artistic Design

G. B. READER

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

1052 N. Ottawa Ave.

Grand Rapids, Michigan



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy—bar none

Catalog-to merchants

Wilmarth Show Case Company Grand Rapids, Mich. 1542 Jefferson Avenue

Made In Grand Rapids



Michigan Retail Hardware Association.

President—James W. Tyre, Detroit.

Vice-President—Joseph C. Fischer, Ann
Arbor.

Secretary—Arthur J. Scott, Marine City.

Secretary—Arthur J. Scott, Marine City Treasurer—William Moore, Detroit.

The Hardware Dealer Must Hold the Skate Trade.

Written for the Tradesman

Skates are seasonable. Like all seasonable goods, the time to pusathem hard is while the season is still comparatively young.

Not so long ago, the hardware dealer had a cinch on the entire skate trade. Nobody thought of going anywhere else save to the hardware store for skates. In recent years, however, many businesses have commenced to overlap. The drug stores handle safety razors, the grocery stores are starting on kitchen utensils, and the shoe stores in some communities are featuring skates. In addition to which the sporting goods stores sometimes quite outbid the straight hardware stores in catering to the skate trade.

Skates will always be popular with young folks; and older people who have once been skaters will not willingly relinquish this pleasant diversion. The line is one which, year in and year out, presents profitable opportunities for the hardware dealer. Both ice skates and roller skates are popular with the youngsters; and the latter are an all-the-year-round line in most commodities.

Ice-skates in particular readily lend themselves to attractive and striking window displays. The skates themselves are bright and attractive, and incidental "features" can be worked into a display that will catch the attention of any passer-by.

One very simple stunt is to place on the bottom of the window in about the center of the display, just where it will catch the eye, a sheet of mirror glass. Over this sprinkle little common salt. Surround it with turf sprinkled with a little more Around this arrange your assortment of skates. You have for the central attraction a very good representation of a tiny pool, frozen coincidently with a light snowfall. The pool gives the seasonable suggestion to the display. Skates alone are skates, but plus the pool they represent skating-and skating is what interests the chap in the street.

Another good skate window can be made by showing a dummy hockey player with a background of skates, hockey sticks, pucks, shin pads, etc. Here, again, the glass imitation of real ice will help out. The same idea can be used to display moccasins and snow shoes to advantage, if you are handling these allied lines.

A good effect can be secured by stringing cotton wool on very fine wires, to represent a snow storm.

Efficiency in the sales department can be increased by seeing that the salespeople are thoroughly posted as to the merits and selling points of the skates they offer. A better quality article can often be sold in place of an inferior one, if the salesman is able to clearly demonstrate to the buyer that he secures more than added value in return for the additional price. Take, for example, the better class of skates. The merits of the welded and tempered article can be contrasted with the cheaper and less durable one. The advantage of a certain type of bracket holding the toe and heel plates can be explained clearly and convincingly. There are numerous points of this kind that when described will often make a sale regardless of cost.

There points should be referred to in newspaper advertising. One dealer will advertise "Skates at all Prices." But another, more astute, will secure an electrotype of a certain skate and describe it in a few illuminating words, and then finish with a word or two on the range of prices. A little descriptive information helps immensely to make an advertisement more effective.

There are numerous stunts possible in most communities that will furnish the dealer with inexpensive but effective advertising.

Thus, one sporting goods dealer in a river town-and any hardware dealer can do the same thing under the same circumstances-has secured the construction of a municipal rink. It cost him little if anything in actual cash outlay. He simply worked up an agitation, to induce the city council to provide the rink. As soon as the ice is safe, a large space, several hundred feet long and practically the full width of the river, is swept clear, fenced off with barrels and boards, and lighted by electric lights wired from poles on the river bank. The city pays for clearing the space and fencing it, the local power company provides the current free of charge, and anyone who likes may come and

It's a public benefit and a great source of healthful recreation, and I don't think the dealer who primarily engineered it did so from selfish motives. There wasn't any public rink and the city needed one; that was the way he sized up the situation; and the idea of a municipal rink was his But he has reaped a great deal of henefit through the stimulus to skating as an outdoor winter sport.

Nearly every community has its good skating ponds, and a little attention to these will be worth the trouble. Thus, one dealer has rigged up a wooden snow plow and whenever there is a heavy snow fall, he puts on a man with a horse to clear the ice for skating. The fact is advertised in the local dailies, together with the just as important fact that So-and-So has a complete stock of skates and accessories at right prices.

In another town a dealer keeps tab on the condition of the ice in the various skating ponds, and bulletins the facts daily in his window. One corner of the window is reserved practically throughout the season for this bulletin, with a small accompanying display of skates and accessories. People look on this bulletin as a fix-

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co. 203-207 Powers' Theatre Bldg., Grand Rapids, Mich

TAKINGNENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich.



The Home of SUN-BEAM GOODS

extends the best wishes for a profitable and enjoyable Holiday Season and a bountiful New Year; with full appreciation of the many courtesies shown during the past year.

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

Grand Rapids Store Fixture Co., Inc.

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

WM. D. BATT HIDES, WOOL, FURS AND TALLOW

28-30 Louis St.

is St. Grand Rapids, Mich-

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, Michiga



Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Sand Lime Brick

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

Brick is Everlasting

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

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave.

:: 151 to 161 Louis N. W.

Grand Rapids, Mich.

ture, and consult it right along. The same information could be made part of the dealer's regular newspaper advertisement, and changed daily. Of course, such a feature to give value must be kept up, so that the information will be constantly accurate and people will come to rely upon it.

Another stunt is providing cheap settees at the popular open air skating places or in the rinks, for the use of ladies who otherwise would have to sit on the ice to put on their skates. The dealer can paint his advertisement on the seat, and this will be a constant reminder to skaters.

Especial appeal can be made to the young people who don't know how to skate and are timid about learning. Secure the best skater in town and hire him, or her, to teach skating, including all the fancy stunts, to beginners. Advertise the fact, have reservations made at your store, and you will pull a lot of prospective skaters into your place of business without a great deal of expense or effort.

Little stunts like these are useful in working up business, and will help to liven up the early winter months, when seasonable goods should be pushed for all they are worth.

Victor Lauriston.

Bankruptcy Proceedings in the Western District of Michigan.

ern District of Michigan.

Grand Rapids, Dec. 26—Edward A.
Rising and A. Howard Rising operating a garage under the firm name of Ed.

A. Rising & Son, at Clarksville, have filed their petition in bankruptcy. Adjudication has been made but no meeting of creditors has been called. The schedules show the partnership liabilities to be \$2.789.72 and the assets to be \$524.49, consisting of stock in trade, \$300; machinery, tools, etc., \$50, and debts due on open account \$174.49. The individual schedule of Edward A. Rising shows in addition, taxes to be due amounting to \$47.02. Each of the bankrupts claim exemptions as follows: \$250 household goods to each, and \$250 from partnership assets to each.

Following is a list of creditors of the partnership:

partnersmp.	
Unsecured Creditors.	
Hollingshead Co., Camden, N. J. \$	24.22
G. R. Vulc. Co., Grand Rapids	9.60
Litscher Electric Co., Grand Rapids	70.25
Julius Andrae, Milwaukee	24.78
Roshm & Davison, Detroit	7.58
Victor W. Heather, Grand Rapids	6.25
Jaeger Tire Store, Grand Rapids	10.50
Michigan Tire Co., Grand Rapids	77.38
Lee Tire Co., Grand Rapids	316.00
W. B. Jarvis Co., Grand Rapids	243.20
Cummins Bros., Flint	11.73
Great Western Oil Co., Grand	
Ranids	99.12
Tisch Auto Supply Co., Grand	
Rapids	28.93
Champion Refining Co., Cleveland	19.09
Grand Rapids Overland Co.,	
Grand Rapids	888.77
National Refining Co., Kalamazoo	20.40
Becker Auto Co., Grand Rapids	56.35
Auto Parts & Supply Co.,	
Grand Rapids	15.00
Standard Oil Co., Grand Rapids	300.00
Lockwood Ashe Co., Jackson	16.88
Firestone Tire & Rubber Co.,	
Grand Rapids	400.00
Fisk Tire & Rubber Co., Grand	
Rapids	94.48
M. Braudy & Son, Grand Rapids	16.15
D. H. Sutton, Hastings	15.21
Vacuum Oil Company, Chicago	12.09

Preferred Creditors.

Secured Creditors. Secured Creditors.

Al Folger, Grand Rapids \$7.00 Unsecured Creditors.

John Buist, Grand Rapids \$11.00 Christenson Ice & Coal Co., Grand Rapids \$1.00 Collins Northern Ice Co., Grand Rapids \$15.00 Warren Cole, Grand Rapids \$15.00 Consumers Ice Co., Grand Rapids \$0.00 Henry Schaafsma, Grand Rapids \$20.00 Henry Schaafsma, Grand Rapids \$10.00 Shipman Coal Co., Grand Rapids \$

Wolverine Sales Book Co., Grand Rapids
Wm. Wilson, Grand Rapids
G. R. Press, Grand Rapids
Moon Lake Ice Co., Grand Rapids
Moon Lake Ice Co., Grand Rapids
John M. Waltz, Grand Rapids
Citz. Telephone Co., Grand Rapids
Bell Telephone Co., Grand Rapids
C. & D. Company, Grand Rapids
E. G. Edwards, Grand Rapids
E. G. Edwards, Grand Rapids
Wolson Spice, Toledo
Butterworth Hospital, Grand Rapids
U. B. A. Hospital, Grand Rapids
J. F. Burton, Grand Rapids
J. F. Burton, Grand Rapids
Morris & Co., Grand Rapids
Morris & Co., Grand Rapids
1
Joseph G. Rempis, Grand Rapids
Fred A. Vander Veer, Grand
Rapids
Morr. Veer Grand Rapids
Nor. Vander Veer, Grand Rapids
Rapids
Morr. Veer, Grand Rapids
Rapids
Morr. Veer, Grand Rapids
Rapids
Morr. Veer, Grand Rapids
Morr. Vander Veer, Grand Rapids

Some Things Short in Germany.

Futuran is a substitute employed in Germany for hard rubber employed as an insulating material. It is a condensation-product prepared from phenol and formaldehyde.

Feeding-bottle teats are difficult to obtain in Germany. Re-worked rubber is being used for making teats, and a Munich firm employs a rubber-substitute called "sterilin," which is stated to be "free from smell and stickiness."

Saccharin cannot be made in Germany now, as the raw materials are needed for war purposes. The Imperial Sugar Office has, therefore, issued a notice that the communes will not be supplied with saccharin until further notice.

As there is practically no tea, coffee, or cocoa left in Germany, the President of the Committee on War Foodstuffs has called attention to substitutes for these substances. These include dried leaves of the strawberry, blackberry, red-currant, raspberry and cherry trees, as well as the leaves of birches, elm trees, willows, blackthorn, and walnut trees. The peels of apples and pears are also mentioned. The prices at which these are to be sold are suggested, but are not obligatory.--Chemist and Drug-

Difficulty in Predicting Wants of Customers.

Because of unusual and unprecedented conditions it is difficult to anticipate intelligently in advance what the demand will be for certain goods. Recently a widespread snow covered the entire State. So the dealers, wholesale and retail, naturally expected a large sale of such goods as sell best in cold weather. What happened was that ice skates sold well and snow shovels and sleds sold only moderately. Evidently the children were told to be content with their old sleds, while householders used their old snow shovels.

Similarly, last season there was a great falling off in the sales of baseball and tennis goods, yet the demand for football goods was large. The sale of shotguns and all sporting goods for hunting game showed an appreciable falling off this year, but there is already much business placed for fishing tackle for shipment in the spring.

Despite the war and the campaign for economy, there was much trapping and sale of furs, as evidenced by the heavy demand for steel traps.

All the rules of ordering in the past are of small account in present conditions.

Bell Phone 596

Citz. Phone 61366

Joseph P. Lynch Sales Co. **Special Sale Experts**

Expert Advertising—Expert Merchandising 44 So. Ionia Ave. Grand Rapids, Mich.

The Friendship of a Child



is a valuable business asset. Make the children of your neighborhood your friends by giving them FREE a

TOY BALLOON

Children go wild

CARNELL MFG. CO. 338 Broadway, New York

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

United Agency

Reliable Credit Information General Rating Books Superior Special Reporting Service

Current Edition Rating Book now ready

Comprising 1,750,000 nameseight points of vital credit information on each nameno blanks.

THE UP-TO-DATE SERVICE

Gunther Building

ILLINOIS CHICAGO ::

1018-24 South Wabash Avenue

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

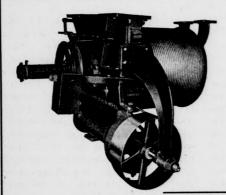
Locations for Industrial Enterprises in Michigan

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.

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



Difficulty of Selling Made-Up Goods Without Samples.

Manufacturers of women's readyto-wear garments and hats do not take very kindly to the idea recently expressed in certain quarters that, were salesmen handling these lines sent out with photographs of the goods, color cards, and samples of materials, instead of samples of the made-up merchandise, considerable wear and tear on the overburdened railroads of the country might be eliminated. While admitting there are certain features of the suggestion that would save money and trouble for all concerned if it were possible to make the scheme work as well in practice as it looks in theory, it is contended that there are drawbacks far outweighing any savings of money, effort, or freight space an adoption of the idea could possibly bring.

It was admitted, for one thing, that were it possible to sell merchandise of this kind from photographs and the necessary adjuncts, hundreds of thousands of dollars now spent annually in getting out duplicate sample lines for salesmen might be saved. Traveling expenses would be lessened by the elimination of excess baggage charges, although in most cases this would work more to the benefit of the salesman than to the selling house.

As for lightening the burden of the railroads, it was said to be obvious that, were a salesman under the suggested plan able to carry all his selling material in a suitcase, instead of in one or two big, heavy trunks, a considerable reduction in strain on the roads' facilities would result. Salesmen carrying lines of dresses, coats, suits, millinery, etc., are said to be required by the present method of selling to take out from 200 to 500 pounds of baggage with them, depending on the goods and the size of the line handled. Multiplying these weights by the thousands of salesmen employed in these industries gives an indication of the tonnage that is put on the roads in this way.

But, on the other hand, the argument comes that the greatest movement of this kind of freight is from the East to the West, at least so far as it concerns salesmen traveling out of this city, while the great bulk of the general freight that is now congesting the railroads is moving from the West toward the Atlantic seaboard. Another argument against the scheme is that it would ultimately create a kind of commercial Frankenstein. It would result in returns of goods, it is contended, many times

as large as those now current. This would mean handling the returned merchandise two ways on its original sale, and a third shipment of it if it were resold after being returned. A situation of this kind, it is pointed out, would put a far heavier burden on the railroads than they bear under the present method of selling.

The objections to the plan are many. In certain quarters it is said to have no redeeming features. Even the possibility of saving money by eliminating the need of making up duplicate sample lines is laughed down. Any saving of this kind, it is asserted, would be more than overcome by the reduction in road sales -which are now none too heavy on the classes of goods in question-and by the losses sustained on goods returned by retailers as a result of the hundred and one pretexts that would be afforded them by purchasing from pictures. This is what a well-known dress manufacturer had to say:

"In a pinch the suggested plan might work out all right, but I would rather wait until it is necessary to adopt a scheme of that kind, if it ever There are many of our customers to whom we might be able to sell from pictures accompanied by samples of materials and colors and by salesmen's arguments; but sales of this kind would doubtless be limited to retailers who have dealt with us for years and who have faith in us and the goods we sell. With some of our newer customers the scheme might not work out so well. It is practically certain that we could open few if any new accounts that way. If we, as a long-established house, would face difficulties of this kind, what would happen to a new concern if it tried to work up business in this manner? Furthermore, there is little question that a general adoption of the plan would increase re-

Among the objections raised to the plan by an executive of a well-known local millinery house is this: That it would tend to increase the business of wholesalers in the Middle West at the expense of the Eastern firms, and would generally confine business to the so-called wholesalers throughout the country. These merchants, it is contended, would be enabled by the "short hauls" in their respective territories to continue going out with merchandise samples. In this case the certainty of increased returns was also pointed out, and it was shown further that attempts to sell millinery from attractive printed matter, accompanied by elaborate and definite information concerning colors, materials, deliveries, prices, selling terms, etc., had failed to work out so far as direct sales were concerned. It was said to be doubtful if a salesman equipped with data of this kind, but without merchandise samples, would produce any better results. Much more could be accomplished in the way of space saving, it was argued, if retailers would permit the bulk shipment of millinery, particularly of the better class; that is, permit the shipment of several hats in a box, instead of one.

One of the members of a local coat house was emphatic in his disapproval of the picture-selling plan. "For one thing," he said, "it would kill off most of the limited road business that is still being done in the

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.



Special Sales John L. Lynch Sales Co.

No. 28 So Ionia Ave. Grand Rapids, Michigan

Guaranteed Prices on Good Goods

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

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Watch For Our Salesmen

They are on the road again with a full line of seasonable merchandise.

Quality Merchandise-Right Prices-Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

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

ready-to-wear line. It is safe to say that anywhere from 65 to 100 per cent. of the sales that are now being made in this field come under the head of house business. This leaves at most only 35 per cent. to be done on the road, and because the percentage is comparatively so small some houses no longer send their men out on early season trips. We do, for business obtained in this way tides our plant over the betweenseasons period and is almost invaluable because it enables us to keep our organization together.

"Suppose a man were to go on the road with pictures, sample swatches, What would be and a color card. the result? The buyer would be encouraged to cut down his initial order on any particular garment, say, from a dozen to one. 'I can't tell from a picture how it is going to sell,' he would say, 'but send me a sample, and if it is all right I will stock up on it when I come to New York.

"This would mean that our yearly business, and that of other houses like us would be reduced to such an extent that we would not have enough work to keep our people busy in the dull seasons, and the organization would suffer. On the other hand, the placing of increased business when the buyers come to this market would put a manufacturing burden on the house which, if it could be met fully, must necessarily result in delayed shipments or in increased production costs through working overtime, etc. In the latter case the house would have to advance prices, thereby probably jeopardizing business, or it would have to meet the increased cost of making the goods out of the profits.

"And what would the salesmen get out of it? They might save the penny on excess baggage charges, but they would lose the pound through smaller road sales and consequent lessened commissions. Then, too, would come up the great question of increased returns on claims that the goods did not come up to sample, etc. It seems to me that there are better and safer ways of economizing at this time."

Ideas in Women's Hats.

Quite a little attention is being given in the wholesale millinery trade at the present time in getting out attractive combinations in hats. Among those now seen here for immediate wear is a Hawaiian effect which is a combination of maline brim with satin edges and a crown made of burned ostrich. Another is a hat with a Georgette brim and a crown made entirely of strands of wool. Satin combined with Georgette is frequently encountered. Among the newer ribbon hats are those of striped grosgrain ribbon with satin or zephyr braid facings; also grosgrain ribbon belting hats with scalloped edges.

Among the new trimmings, designed especially for spring use, a certain local house is showing transparent effects that do not obscure the outline of the hat. It is predicted that this idea will be exploited widely for the new season.

Predicts Big Dress Season.

In spite of the gloom which seems to prevail in so many quarters over the prospects for the 1918 trade, some of the largest dress manufacturers in this city are making plans for what they believe will be one of the best seasons for medium-priced dresses for women that they have ever had. Said one of these manu-"We have no facturers yesterday: reason to believe that the augmented purchasing power of women due to their increased participation in business will not have the same effect on the dress industry here that it has had in Canada and in England, where the demand has been more than doubled. We expect a larger volume of business this spring than we have ever before experienced, and we are preparing to take care of it."

Suits Again Next Fall?

One of the largest manufacturers of coats and suits for women, who seems to have had a really good season this year in coats, recently expressed the opinion that suits next fall would be more popular than coats and dresses. "Styles travel in cycles, said he, "and the garment that one year is on the outside looking in is usually the one which next year is on the inside looking out. Aside from the fact, women generally have a predilection for suits rather than coats and dresses, or even coat dress-Besides, entirely new styles and effects, which are always a delight to women, that will result next fall from the restricted yardage, will give them

the long-looked-for opportunity to indulge their preference for suits to the full extent."

Closed Crotch Controversy Closed.

The closed crotch controversy closed last week with the decision by the United States Circuit Court of Appeals in New York, to the effect that the closed crotch principle is not patentable. The court held that the method of manufacture of the union suit did not attain to the dignity of an invention.

The validity of the patent for a long time has been the subject of litigation and many merchants, for fear of lawsuits, refused to buy closed crotch union suits. It is now universally manufactured and accepted and no bar exists to the sale or purchase of any type of closed crotch union

An Unusual Show Window.

Nearly every woman in his town observed and studied his window recently, the display manager of a Western dry goods company believes. The occasion was the sale of baby clothes.

The 10-months-old infant of one of the salesmen was requisitioned, dressed in clothes like the one on sale, and placed in the window with some toys and a patent baby fence to enclose him from the goods on display. The mother sat in the store where she could watch the baby and he played for several hours as contentedly as though he were at home.

M. Gauss.

SERVICE

This is an Era of Specialization

QUALITY

The present is most emphatically an era of specialists and specialization—in business as well as professional life. The man who has studied his line so thoroughly that he understands it down to the minutest detail is, as a rule, a very dependable man to do business with, because his close familiarity with his line enables him to pass his knowledge on to the retail dealer, to the latter's great advantage

When the present management assumed control of the Grand Rapids Dry Goods Co., a little over a year ago, we decided to develop the business along special lines. We immediately completed our organization by placing an acknowledged expert at the head of each department, thus specializing the business as it had never been specialized before. Later in the year we planned and carried into execution several special sales which served to bring into the house a large number of customers whom we had never before seen and who had never before made a careful inspection of the various lines carried by us. The result was so beneficial to both parties that we have decided to hold more special sales during 1918 than we did during 1917. This will enable our customers to make many purchases at such advantageous prices as to more than offset the expense of a trip to market, to say nothing of the early information the dealer will thus obtain concerning market conditions and the trend of every staple article in the dry goods line.

In addition to the two stages of specialization above described, we shall during the coming year keep in the field a special salesman for each department, who will undertake to make a personal call on every available customer of the house and present his entire line with all the enthusiasm, experience and knowledge which distinguishes the specialty man.

We candidly believe that this feature will work out to the advantage of both our customers and ourselves and that this addition to our organization will meet with hearty reception and cordial co-operation on the part of our patrons.

QUALITY

The Grand Rapids Dry Goods Co. **Exclusively Wholesale**

Grand Rapids, Mich.

SERVICE



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

Employing Women Travelers in Place of Men.

Employing women in the dress industry to take the place of salesmen who have been called to the colors has been put to test by a number of manufacturers on a larger scale than ever before. The expedient is said to have proved so successful that, in the opinion of several authorities in the trade, the innovation has come to stay. Not only have most of the women who have been given a fair trial done as well as the men whose places they are taking, but in many cases they have gotten more business out of the territories allotted to them than the best records in a corresponding period made by the salesmen formerly covering these sections.

"The women we have sent out on the road," said one dress manufacturer recently, "have in most cases made so good a showing and have been so well received by the trade that it no longer is a question with us as to whether or not women, as a class, are qualified for this kind of work. There is no doubt at all that they are, and the women whom we have taken on, and who make good with us, we shall employ permanently.

"We started out originally several months ago with two women on our force of traveling representatives, and since that time we have been constantly adding to our staff, until now we have eleven women out and are planning to take on several more in the near future. Where a woman does not make good, and thus far the percentage has been remarkably small, we no longer ascribe it to her sex, but rather take it as an indication that she personally is not suited to this particular kind of work, just as there are men who can never be successful as salesmen.

"Though the idea of employing women for this work originally occurred to us as a means of doing our bit toward releasing men for Government work and military service, and because we felt that this was no time, if it could possibly be avoided, to compete with the Government for male help, the success we have met with in finding women so well adapted to the work required of them

causes us to regret that we did not adopt the plan long ago.

"Although naturally we shall not dismiss the traveling salesmen we still have on our force to make way for saleswomen, we shall most certainy hereafter fill whatever vacancies may occur with women, and continue them as our traveling representatives, even after the war is over and men are no longer so urgently required for other and more pressing purposes.

"In the selection of women for this work we so far have not found it to be absolutely essential that the candidate have previous dress experience, or even that she must have had business experience of any sort. She must, however, be well educated, keen mentally, use good English by instinct, and be refined. If she has a fairly liberal supply of these qualities it does not take us long in our school of salesmanship and preliminary training to whip her into shape for the road.

"One of our most successful saleswomen, for instance, is a lady about 30 who had never before been in any sort of business or earned a penny in her life. Like all women of moderate means, however, she was fairly familiar with dress materials and styles, and from experience gained in her shopping tours was a fair judge of values. She has a keen intelligence and is quick to grasp a situation and make the most It did not take her long under our tutelage to learn the fundamentals of salesmanship and the minor details of how to take and make out an order. Had we turned this young woman down simply because she has never worked before we would have missed a valuable addition to our sales force.

"Another field from which we have obtained several very successful saleswomen is the dress department of some of the large retail establishments. This, of course, is the ideal training for a girl who proposes to become a traveling saleswoman in the wholesale end of the business. Such girls are thoroughly familiar with dress lines and prices, and their experience in selling over the counter is a valuable asset to them. They frequently are able to give buyers suggestions on merchandising methods and to cite little experiences of their own when they were selling over the counter which adds weight to what they say, and gets for them the respect of the buyer, without which very little can be accomplished.

"Wholesale and retail salesmanship, however, are two very different propositions, and the fact that a young woman has been successful in a retail store does not necessarily assure her success as a traveling saleswoman to the trade. With

this in mind, and also in consideration of the young women we may take on who have had no previous experience, we have mapped out a course of instruction in salesmanship through which we put these young women after they are employed by us and before they are sent out on the road. And, inasmuch as many of these women have never traveled to any extent, at least alone, we even go so far as to instruct them in railroad and steamship time-table reading, buying their tickets, selecting hotels, routes, and other things which to the ordinary man might seem trivial.

"We instruct and drill them in the most elementary principles of salesmanship, and lecture them as they develop to the higher stages on the various sales methods which we have found by experience to be the most productive of results. We conduct discussions, give them some puzzling questions and situations to solve, and drill them in the manner of handling them that we have found to be the best.

'With women doing the selling, however, we have realized from the first that some radical changes in sales methods would in all probability be accomplished, although what they might be and how successful they would be was the problem which only actual trial could solve. For this reason we have endeavored to impress upon these young women that they are not, necessarily, to go out and try to sell merchandise by the same methods that men use, but that, with the benefit of experiences of men to draw on, they must take what is useful from them and depend on their own individuality to originate and devise methods which, because of their sex, would be more appropriate.

"It is evident, from reports from our saleswomen, that they have adopted some original tactics, and with very pleasing results in the way of increased volume of business from these sections. At this early stage of the experiment, however, although it has proved beyond doubt to be practical, it is hardly possible to compile a manual of saleswomanship."

Poor advertisements are better than none.

OCCIDENTAL HOTEL

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

Beach's Restaurant

41 North Ionia Ave. Near Monroe

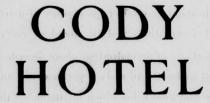
GRAND RAPIDS, MICHIGAN

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

HOTEL HERKIMER

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







IN THE HEART OF THE CITY Division and Fulton

RATES \\ \frac{\$1.00 \text{ without bath}}{\$1.50 \text{ up with bath}}

CODY CAFETERIA IN CONNECTION

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Jan. 1—M. S. Hotton, formerly one of the Soo's leading butchers, but now in charge of the meat department of the Bartlett Lumber C. S. Marie 1. meat department of the Bartlett Lumber Co., Shelldrake, spent the holidays with relatives here. Mike was never looking better and likes his new position. He is also manager of the movie theater, superintendent of light and water and general overseer, so that the work is not monotonous. "No wonder the way of the transgressor is hard, when one considers the amount of travel thereon."

The Detour Supply Co. store, at

the amount of travel thereon."

The Detour Supply Co. store, at Detour, was formally opened last Monday. It is one of the best operated stores in the village, stocked with a full line of staple groceries and general merchandise, and is a credit to Detour as well as to these enterprising proprietors, W. H. Lewis, Dave Lamere and August Lehman. The building is lighted with electricity and furnished throughout with ty and furnished throughout with modern fixtures. Jacob Schup, the well-known manager, is on the job and the success of the new house is a foregone conclusion.

Dr. Cameron, well-known druggist of Pickford, has made numerous al-terations to the interior of his drug

terations to the interior of his drug store which greatly adds to its at-tractiveness. He has also opened a lunch counter in the rear of the store, which will be greatly appreciated by the general public. This gives his hustling town two of the best drug stores in that section of the country.

Tom Mattern, manager of the meat department for Brown & Turnbull, Newberry, was a visitor here last week, spending the holidays with relatives and friends. Tom says Newberry is the only town—lots of business, plenty of work and big pay. Tom is a noted meat cutter and has had plenty of experience which plenty of eperience. makes him very valuable to his em-

ployers.

"Many men enjoy farming if they have enough money to hire the work done."

Fred Rhoades, formerly a Soo mer-chant, is now visiting at Camp Mac-Arthur and writes a very interesting letter to his Soo friends regarding conletter to his Soo friends regarding conditions at Camp MacArthur, where many of the Soo boys are with the U. S. troops. The Soo boys seem to have fared very well. The majors, captains and other officers seem to be enjoying army life. Mr. Rhoades felt right at home among so many of his friends. He expects to leave Waco in a few days for New Orleans, where he expects to remain for a time before returning to the Soo.

he expects to remain for a time before returning to the Soo.

A few of the traveling fraternity have handed in their New Year's resolutions again this year. For the benefit of their traveling brothers, we give the following: Bill Raub, well known traveler for the National Grocery Co., has sworn off driving his faithful ford for the remainder of the winter. Jim Mackenzie, Bill Raub's competitor, has not yet decided whether it will be cut out smoking or buying candy for the children. Frank Flood, of the Huett Grain Co., is going to cut down on the movies, going once each week, on the movies, going once each week, weather permitting. Charles Haase, of the Uneeda Biscuit Co., has sworn off on the circle two-step for the coming year. Leo Wells, representing the Booth-Newton Co., reports no resolutions to make, as he has a clean record. Al Jacobs, representative for Franklin McVeigh & Co., has resolved not to drink anything but grape internot to drink anything but grape juice, pablo and lemonade after next May, pablo and lemonade after next May, but will continue to smoke fine Havanas. Frank Allison, of the Cornwell Co., has just about decided to exchange his Overland for an aeroplane and is holding his resolution until the opening of navigation. Poly Lapine, Soo Line traveler for the Cornwell Co., has resolved not to motor over ten miles an hour through

. 2

the main streets in the towns on his territory. Ted Steffens, city sales-man for the Cornwell Co., has sworn off burning hard coal for the remainthe season, not on account of the food conserves, but on account of

"The right kind of a doctor leaves well enough alone."

The hustling village of Moran now has a new orchestra. It is said to be the best in the town. It is making the has a new orchestra. It is said to be the best in the town. It is making the Allenvillites very jealous again, but as the latter have a commodious well lighted depot they are somewhat con-soled. As there is considerable rivalry between the two places, we may possibly hear of an Allenville band nex

sibly hear of an Allenville band next.
The many friends of C. H. Hopkins, the well-known merchant at the Snows, are pleased to hear that he has offered his services to the Government, taking position as a product expert in the purchase and supply department of the signal corps, a branch of the War Department which includes accordance of various types. includes aeroplanes of various types. He has an office in one of the large departments where there are about

2,000 men employed.
"Absence makes the heart grow fonder. The wise young man goes home early." William G. Tapert.

Gabby Gleanings From Grand Rapids

Grand Rapids, Jan. 1—The January furniture season opened this morning, full of "pep," the registration list for the first day running well up into

ve figures. John D. Martin and Mrs. Martin John D. Martin and Mrs. Martin feel very proud of a Christmas greeting they received this year, the envelope in the upper left hand is stampped, "The White House, Washington, D. C."—the cancellation of the postage reads "Food will win the war, don't waste it." the engraved card enclosed Xmas greetings and good wishes from the President and Mrs. Wilson.

Wilson.
Manley Jones and Mrs. Jones, John D. Martin and Mrs. Martin, constituted the delegation from Grand Rapids attending the uniting of the Veteran Traveling Men's Association at Detroit, Dec. 27.
Wm. G. McAdoo, who has taken charge of the railroads of the country at the request of President Wilson, states that only men with brains and

states that only men with brains and ability will be retained in the service of the roads. This statement naturally created consternation among the rank and file of the G. R. & I branch rank and file of the G. R. & 1 branch in this city, many of whom have been kept in lucrative positions for years solely because they were "good fellows" or because they married the cousins or neices or hired girls of the erstwhile heads of the organization.

William Francke sought to square

himself with the boys of Grand Rapids finiself with the boys of Grand Rapids. Council at a recent meeting of that organization by stating that he had experienced a change of heart regarding the Kaiser and the German people. Instead of regarding the Kaiser as a saviour of the race, he now regards him as a beast in human form and his contempt for the German people as a class is hardly less acute than ple as a class is hardly less acute than his hatred of the Kaiser. Mr. Francke had been very bitter in his thoughts and remarks concerning the attitude of this country in its war of defence against Germany and his changed atti-tude is a matter of much satisfaction and congratulation among the boys.

and congratulation among the boys.

F. H. Forrest, who represents the cigar department of the Hazeltine & Perkins Drug Co. in Western Michigan, has removed to this city from Detroit and taken up his residence at 23 North Lafayette street.

The office and traveling force of the Rindge, Kalmbach, Logie Co. took part in a very enjoyable get-together meeting in the dining room of the Grand Rapids Association of Commerce last Thursday evening. After an ample menu had been disposed of, the affairs of the company, its accomplishments during the past year and the prospects of the coming year

were presented, each one present tak-ing part in the discussion. The only absentee was the New York representative, who was unable to be Those who took part in the affair ent. Those who took part in the affair were as follows: H. F. Johnson, C. D. Lathrop, C. J. Farley, H. C. Rindge, H. Bart, R. B. Comer, A. A. Frey, P. Hoekstra, J. F. Jones, G. W. Kalmbach, L. D. Newman, F. W. Oesterle, W. A. Rindge, R. L. Wilkinson, G. Hondrop, E. R. Haight, P. F. Crowley, F. J. Shanahan, D. J. Wall, Wm. H. Ohlman, H. J. Worst, W. T. Morrissey, H. G. Harris, W. J. Kernaghan, H. W. Tinkler, K. L. Miller, A. P. Carstens.

1. Morrissey, H. G. Harris, W. J. Kernaghan, H. W. Tinkler, K. L. Miller, A. P. Carstens.

Mr. and Mrs. G. W. Alden, of the Brown & Sehler Company, are visiting their son, Joe Alden, at Dayton, Ohio, during the Christmas holidays. Joe is better known among Grand Rapids people as the Play-Wright, but is now engaged in a very important is now engaged in a very important position in the Aviation Corps in the service of the Government.

Mr. and Mrs. A. F. Rockwell intertained friends New Year's Eve.

Lute Godfrey, who conducts a shoe store at Parma, visited his brother, H. H. Godfrey, of the Brown & Sehier Company, last week.

Attention, Conselors: The next

regular meeting of Grand Ra Council will be held at 2 o'clock urday afternoon for the initiation of candidates and the transaction of such other business as may properly come before the meeting. After the busiother business as may properly come before the meeting. After the business session, all counselors and their families and friends will partake of an old-fashioned pot luck dinner to be given at 6 o'clock in the Council rooms. Every counselor should be present with his family. A good time is assured to all.

is assured to all.

The Brown & Sehler Company gave its annual reception New Year's day to its employes and their families at its wholesale house, corner Cherry street and Ionia avenue. The guests enjoyed the music and speaking by the members of the organization. The women and children received favors women and children received favors in the form of books and candy and cigars were handed out to the men The company had a very prosperous year in a business way—in fact, it has been the best year since its organiza-tion—and the prospects for next year look better than at any time in the

Several members of Grand Rapids Council have evidently been so pre-occupied with the Christmas and New Year's festivities that they have for-gotten their Christmas payment for dues which expired Jan, 1. Don't forget, men. that unless these are paid, you are not insured and don't blame anyone but yourself if you should have an accident in the meantime and your credit is turned down, because you are not in Secretary's books.

Allan F. Rckwell. you are not in good standing on the

Pickings Picked Up in the Windy City.
Chicago, Jan. 1—An indication of the increasing value of property in the Wilson avenue district was found in the best of the property of the in the sale of the property of the Sheridan Road Methodist Episcopal Church at the northeast corner of Sheridan road and Montrose avenue, 124 x 93 feet, for around \$65,000, to Thomas S. Smith. The church ac-Thomas S. Smith. The church acquired the property in 1910 from John N. Young for \$17,500, indicating a profit to it of 270 per cent. It was announced that Mr. Smith intended to improve the property with a store and hotel building, but nothing along this line has been developed up to

this line has been developed up to the present time.

The Catholic Bishop of Chicago made a personal profit of about \$200,000 in the sale to a syndicate formed by Baird & Warner of the block of vacant land between Sheridan road and Pine Grove avenue, Cornelia avenue, and Addison street 672 by 550 nue and Addison street, 672 by 550 feet, for more than \$600,000. The bishop had bought the property in July, 1914, for \$401,250. The increasing value of this property is shown by the fact that in 1887 it was sold for \$60,000 and three or four years later for \$100,000.

Whatever they may say about it, the verdict in the Kirk condemnation the verdet in the Kirk condemnation suit was a surprise. It was thought that the city would be called upon to pay more for the land. A jury has awarded James S. Kirk & Co. \$488,-196 for the land to be taken for the extension of Michigan avenue across its property on the North bank of the Chicago River east of Rush street. The Kirk holdings comprise 67,156,49 square feet, part of which is occupied with their Kirk soap factory. It is proposed to take for the Michigan avenue extension 19,778,49 square avenue extension 19,778.49 square feet for which the commissioners, including Walter H. McDonald, E. J. Glacken and the late T. J. Powers, awarded then \$571,916 and assessed them \$25,087.50 for benefits to the them \$25,087.50 for benefits to the remainder on which their works stand. The city subsequently offered the Kirks \$600,000 for the land and damages, but their asking price was variously estimated at \$1,750,000 to \$2,183,354.

This was a complicated contention and required and received the most uired and received the most consideration of all parties ed in the action. The difficareful careful consideration of all parties concerned in the action. The difficulty seems to have been that the Kirks wanted to eat their pie and still have it. Their contest was legitimate but now in view of the decision—ill advised and this is not intended as a reflection upon their lawyers, as no one could have brought more knowledge, skill or care into the preparation and trial than their leading counsel trial than their leading counsel his associates. They had to deand trial than their leading counsel and his associates. They had to develop and get to the jury a new idea—that the land had a value as a going concern and therefore this establishment must be capitalized along with the land, as is done sometimes in active retail districts. Besides the destruction of part of the works would make not only that part of no use to them, but would render the remainder of the establishment valueless. It was claimed that the property had no market value because there ty had no market value because there is no market for a soap factory established for eighty years as a going concern. Experts in behalf of the c ty contended for what is known as a real estate man's definition of market values, namely: The market values. ue of a piece of property is that price which a purchaser, ready, willing and able, but not compelled to, would pay an owner, willing to sell, but not compelled to do so. Any property has a market value that is capable of producing an income and net so re-stricted by its use as to take it off the market.

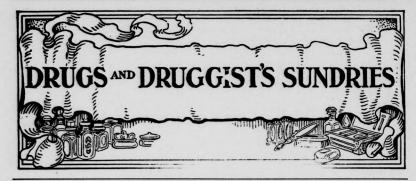
Between two evils some men always pick the wrong one.



eted April, 1917

HOTEL BROWNING GRAND RAPIDS NEWEST

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



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 Asso-

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

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

If I Were a Cigar Dealer.

If I were a cigar dealer, featuring a popular nickel cigar for which I was paying \$36, \$37 or \$37.50, and if I received notice from a manufacture: that hereafter the manufacturer's price of the cigar was to be \$43 a thousand, and the retailer's price was to be 6 cents each, do you know what I would do?

I would pronounce that manufacturer a good business man because he had the courage to refuse to do business without a profit.

I would pronounce him an honest man because he had the courage to refuse to lower the standard of his product.

I would pronounce him the friend and benefactor of the retailer because he had the courage to increase the profits of the retailer, even at the risk of decreasing the output of his fac-

I would get behind his brand and push it with all the enthusiasm of which I was capable.

Seeing, in the new departure which he had undertaken, a light shining at last through a long period of darkness; seeing a chance for better merchandising and larger profits in the cigar business, I would constitute myself at once the particular champion of 6 cents as the popular price for a popular cigar.

That's what I would do if I were a cigar dealer. John Bain, Jr.

Status of the Drug Market.

The market as a whole remains firm, as supplies of many drugs as well as pharmaceuticals and technical chemicals are very small. Developments of interest, however, are not completely lacking. Sales of dynamite glycerine have been reported at a fractional advance. Crude glycerine has been advanced slightly owing to scarcity. Refined glycerine apparently is firm, so far as first hand; are concerned, but reports are current of shading by second hands. Saccharine is quiet, with offerings reported at lower prices. Higher prices are demanded for benzoic acid and benzoate of soda owing to increasing scarcity. Balsam tolu is stronger on a further shrinkage in supplies. Hemlock oil is higher, stocks having diminished, while the general list of essential oils is firm. Belladonna root is higher owing to the smallness of supplies. Chlorate of potash is weaker owing to lack of demand of consequence and competition. Acetanilid is more active and rumors are current that attempts are being made to buy up all the second hand supplies avail-The market remains firm. Dragon's blood in reeds is still in very limited supply and the market remains firm at \$4 per pound. Antiprene was quiet and it is said to be possible to purchase at \$19 per pound.

Soda Fountain Economies.

One cent a day wasted by every soda-fountain employe in the country means a loss of \$5,000 a day. Soda-fountain men can save by preventing the drip of sirup from faucets, seeing that perishable soda ingredients do not spoil, and using care in other directions.

Soda fountains now serve many articles of food as well as drinks. The use of cooking oils and butter substitutes is urged instead of butter and lard.

The use of loaf sugar instead of granulated is recommended where patrons help themselves, as in sweetening coffee, because there is no waste by spilling or wetting. Where fresh fruit is served at soda fountains, on the contrary, powdered sugar is best, as it dissolves immediately.

Waste fat skimmed from soups and boiled meat and trimmed from ham and bacon rinds can be made into good soft soap by following the directions given on a can of concentrated lye.

Invert sugar, honey, maple sugar, cane syrup, corn syrup, and molasses are recommended as sweetening maaterials for various soda-fountain purposes, to save sugar. Invert sugar comes in white and brown colors and is useful for flavoring syrups. Maple sugar is delicious in sundaes and fancy fountain dishes. Honey has a wide range of uses in baking and keeps cakes fresh and moist. Molasses is a suitable sweetener for gingersnaps, molasses cake and similar dishes.

Care in buying and conserving materials will lead to soda-fountain economies. Purchases of milk should be calculated so that nothing is left to spoil at the end of the day, and portions of syrup should be calculated to prevent serving of too large quantities, as the proper proportion makes the most delicious drink.

Activities in Michigan Cities. Written for the Tradesma

The Saginaw Board of Trade has arranged to act as a clearing house for investigation and reports on any cases of disloyalty to the Government.

The elevator of the newly-organized grain and produce company at Holly is nearly completed.

Saginaw has broken away from its old two-court system by consolidating the justice and recorder's courts.

Lansing's private gas company has notified consumers that the decrease in the rate called for in the franchise, to take effect Jan. 1, will not go into effect for the present, due to the extraordinary war conditions. It was proposed to reduce the price from \$1 to 80 cents per 1,000 cubic feet.

Bay City milk producers have raised the price to the retail dealer to 28 cents per gallon, and the peddlers now talk of jumping the price to consumers from 10 to 14 cents per quart.

Owosso got the good news that the American Malleables Co., of that city, will enlarge its plant, adding at least

The city of Charlevoix has taken over the Bellaire water power on a ten-year lease for the purpose of manufacturing electric current for lighting purposes. The city also has the steam power plant as an auxiliary and is assured of good service. Right to purchase the properties at any time is included in the deal.

Who has heard of any price reductions on anything since the war began? And yet we get the news that a new dairy at Owosso has made the people a very pleasant Christmas present by

Kalamazoo

reducing the price of milk to 10 cents a quart.

The Michigan State Tax Association will hold its seventh annual meeting in Bay City, Jan. 27-28. George Clapperton, of Grand Rapids, is President of the Association. Almond Griffen.

Funny Orders.

Please give me a box of that stofe to kill worms; it's in a little red box. Parogic, for bellie ace, 10 cents

Camphir, cat nip 5 cents, sapharine (saffron), 5 cents.

Mr. Kelmors swamproot

Akeanight for horse.

Lump amonia 5 cents, salstarta 5

Gliserine Sasporitore.

10 of ipacack, 10 of camfrated oil.

Mr. Johnson-Will you please give my boy a box of Cascarets, 10 cents worth of Epson Salts and three rolls of toilet paper?

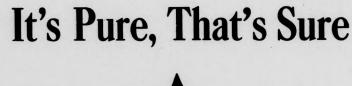
10 cents clauz (oil of cloves).

A New Way of Saying It.

Instead of quoting prices in the ordinary way, a druggist advertises nickel and dime sales at which "three dimes" or "five nickels" buy an article ordinarily sold at, perhaps, 33 cents. At the head of the advertisement and in signs all over the store he brings out the idea that small change goes a long way in his establishment.

The merchant who never planned a year or more ahead would soon be out of business-no income, no money to

Michigan





PIPER ICE CREAM CO.

January 1st, 1918

To our Friends and Customers:-

Upon this first day of the New Year, we recognize fully the fact that we have extended to all our best wishes for peace and prosperity of the future.

We are thoroughly aware that the proper stand now to take is to assume our business tasks, profiting by the experiences of 1917, and go forward cheerfully resolving to accept whatever the future will bring to us.

Our company appreciates the thousands of good friends and patrons which it has upon its books and at the beginning of the New Year desires simply to make the announcement that we are not only now carrying, but are prepared to carry a larger and greater variety of stock than ever before, and that our force of traveling men will be augmented at the outset of the year to such an extent that every branch of our business will have the closest and best possible attention.

Our drug travelers will call upon you as regularly as in the past. Our sundry men will assume their regular trips beginning about the 10th of January, and our specialty men will go into the field for a larger business than ever before.

We respectfully ask that you reserve your orders for us for the beginning of the new year and again expressing our best wishes for the best of all things for 1918, we are,

Yours sincerely,

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

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 TELE-PHONE.

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

WHOLESALE DRUG PRICE CURRENT

Prices quoted are n	ominal, based on market	the day of issue
Acids	Cubebs 9 00@9 25 Eigeron 2 75@3 00 Eucalyptus 1 25@1 35 Hemlock, pure 1 75@2 00 Juniper Berries 20 00@20 20 Juniper Wood 2 75@3 00 Lard, extra 2 10@2 20 Lard, No. 1 1 85@1 95 Lavender Flow 7 00@7 25 Lavender, Gar'n 1 25@1 40 Lemon 2 00@2 25 Linseed, boiled bbl. @1 28 Linseed, bid. less 1 38@1 48 Linseed, raw, bbl. @1 27	
Boric (Powd.) 18@ 25 Boric (Xtal) 18@ 25 Boric (Xtal) 18@ 25 Barbolic 75@ 78 Stitric 94@1 00 Suriatic 34@ 5 Static 65@ 70 Sulphuric 34@ 5 Partaric 1 05@1 10	Eigeron 2 75@3 00	Capsicum @2 15 Cardamon @2 10 Cardamon, Comp. @1 60
Boric (Xtal) 18@ 25 Carbolic 75@ 78 Sitric 94@1 00	Hemlock, pure 1 75@2 00	Cardamon, Comp. @1 60 Catechu @1 60 Cinchona @2 35
Sitric 94@1 00	Juniper Berries 20 00@20 20 Juniper Wood . 2 75@3 00	Colchicum @2 40
litric 9@ 15	Lard, extra 2 10@2 20	
ulphuric 34 @ 5	Lavender Flow. 7 00@7 25	Digitalis @1 90 Gentian @1 50
artaric 1 05@1 10	Lavender, Gar'n 1 25@1 40 Lemon 2 00@2 25	Ginger (d) Z 50
Ammonia	Linseed, boiled bbl. @1 28	Guaiac, Ammon. @1 86
Vater, 26 deg 17@ 25 Vater, 18 deg 12@ 20	Linseed, pld. less 1 38@1 48 Linseed, raw, bbl. @1 27	Iodine @1 80 Iodine, Colorless @1 75
Vater 14 deg 1014@ 15	Tingged lead 1 0701 47	Iron, clo @1 60
hloride 25 @ 35	Mustard, artifil oz. @2 00	Myrrn @2 50
Balsame	Mustard, true, oz. @2 25 Mustard, artifil oz. @2 00 Neatsfoot 1 80@1 95 Olive, pure 3 75@5 00 Olive, Malaga,	Nux Vomica @1 75 Opium @9 50
Copaiba 1 40@1 65 dir (Canada) 1 25@1 50 dir (Oregon) 40@ 50 deru 5 50@5 75 Colu 1 20@1 40	Olive, Malaga, yellow3 50@3 60	Opium, Camph. @1 80
ir (Oregon) 40@ 50		Rhubarb @9 50
Olu 1 20@1 40	Grange. Sweet . 4 25@4 50	Paints
Barks	Origanum, pure @2 50	Lead, red dry 114@11%
assia (ordinary) 25@ 30 assia (Saigon) 90@1 00 llm (powd. 35c) 30@ 35	Pennyroyal 2 25@2 50	Lead, white dry 11 @11½ Lead, white oil 11 @11½
Ilm (powd. 35c) 30@ 35	Rose, pure 30 00@32 00	Ochre, yellow bbl. @ 1%
assafras (pow. 35c) @ 30 oap Cut (powd.) 35c 23@ 25	Onve, Malaga, green	Lead, red dry 11½ @11½ Lead, white dry 11 @11½ Lead, white oil 11 @11½ Ochre, yellow bbl. @ 1½ Ochre, yellow less 2 @ 5 Putty
35c 23@ 25	Sandslwood, E. I. 17 00@17 25 Sassafras, true 2 00@2 25 Sassafras, artifil 50@ 60 Spearmint 4 75@5 00 Sperm 2 25@2 35 Tansy 4 75@5 00 Turpentine, bbls. 2 54 Turpentine, bbls. 59@ 64 Wintergreen, tr. 59@ 64 Wintergreen, tr. 59@ 65 75 75	Red Venet'n bbl. 11/2 5 Red Venet'n less 20 5
Berries Cubeb 1 40@1 50	Sassafras, true 2 00@2 25 Sassafras, artifi'l 50@ 60	Vermillion, Amer. 25@ 30
rish 20@ 25	Spearmint 4 75@5 00 Sperm 2 25@2 35	Whiting, bbl @ 3 Whiting 34@ 6 L. H. P. Prepd. 2 15@2 25
uniper 9@ 15 Prickley Ash @ 30	Tansy 4 75@5 00	L. H. P. Prepd. 2 15@2 25
Extracts	Turpentine, bbls. @ 54	Miscellaneous
icorice 60@ 65 icorice powdered 85@ 90	Turpentine, less 59@ 64 Wintergreen, tr. 5 50@5 75	Acetanana 1 00@1 10
Flowers	Wintergreen, sweet	Alum 12@ 15 Alum, powdered and
	birch 4 00@4 25 Wintergreen art 1 25@1 50	ground 14@ 17
Arnica	Wormseed 10 50@10 75 Wormwood 5 75@6 00	Bismuth, Subni-
	Potassium	trate 3 60@3 70
cacia, 1st 75@ 80	Bicarbonate 1 90@2 00	powdered 10@ 15
Acacia, Sorts 40@ 50	Richromate 60@ 70	Cantharades po 2 00@6 00
Acacia, powdered 60@ 70	Carbonate @2 00	Calomel 2 56@2 60
Cacia, 1st 75@ 80 Cacia, 1st 75@ 80 Cacia, 2nd 65@ 75 Cacia, Sorts 40@ 50 Cacia, powdered 60@ 70 Aloes (Barb. Pow) 30@ 40 Aloes (Cape Pow) 20@ 25 Aloes (Soc. Pow. 60) @ 55 Asafoetida. @2 25	Bromide 1 80@2 10 Carbonate @2 00 Chlorate, gran'r 95@1 00 Chlorate, xtal or	Capsicum 35@ 40 Carmine 6 50@7 00
Asafoetida, @2 25	powd	Cassia Buds @ 40
safoetida, l'owd.	Iodide 4 59@4 66	Cloves 77@ 85
Camphor 92@ 95	Prussiate, yellow @1 75	Chalk Prepared 12@ 15 Chalk Precipitated 10@ 15
Juaiac	Chlorate, xtal or powd	Coloroform 90@ 97
Safoetida, Powd. Pure	Roots	Chloral Hydrate 1 92@2 12 Cocaine 11 75@12 30
Myrrh @ 55	Alkanet 2 00@2 10	Chloroform 90@ 97 Chloral Hydrate 1 92@2 12 Cocaine 11 75@12 30 Cocoa Butter 50@ 60 Corks list less 55@
Myrrh Ø 55 Myrrh, powdered Ø 60 Dpium 40 00@40 20 Dpium, powd. 42 00@42 20 Dpium, gran. 42 00@42 20 Shellac 70@ 80 Shellac, Bleached 85@ 90 Tragacanth 2 50@30 Tragacanth powder 2 50 Tragacanth powder 2 50 Tragacanth powder 2 50 Tragacanth 10@ 16	Blood, powdered 25@ 30 Calamus 50@3 50 Elecampane, pwd. 15@ 20	Corks, list, less 55% Copperas, bbls @ 2 Copperas, less 2½@ 7 Copperas, powd 4@ 10 Corrosive Sublm. 2 30@2 40 Cream Tartar 88@ 75
Opium, powd. 42 00@42 20 Opium. gran. 42 00@42 20	Elecampane, pwd. 15@ 20 Gentian. powd. 30@ 35	Copperas, less 2½0 7 Copperas, powd 40 10
Shellac 70@ 80	Gentian, powd. 30@ 35 Ginger, African,	Corrosive Sublm. 2 30@2 40 Cream Tartar 68@ 75
Tragacanth 2 50@3 00	powdered 20@ 25 Ginger, Jamaica30@ 35 Ginger, Jamaica,	Corrosive Sublm. 230 2 40 Cream Tartar 68 2 75 Cuttlebone 65 70 Dextrine 100 15 Dover's Powder 5 75 66 00 Emery, All Nos 100 15 Emery, Powdered 8 16 Epsom Salts, bbls. 2 44 Epsom Salts, bbls. 3 44 Epsom Salts, less 50 8 Ergot, powdered 2 75 20 Ergot, powdered 2 75 20 Formaldehyde, lb. 24 2 30 Gelatine 1 75 20 Formaldehyde, lb. 24 30 Gelatine 1 75 28 Glassware, full cs. Glassware, less 50% Glauber Salts, bbl. 2 24
Purpentine 100 15	powdered 22@ 30 Goldenseal pow. 8 00@8 29	Dover's Powder 5 75@6 00
Insecticides	Goldenseal pow. 8 00@8 20 Inecac. powd 4 00@4 25	Emery, All Nos. 100 15 Emery, Powdered 80 10
Arsenic 23@ 30 Blue Vitriol, bbl. @ 12	Goldensear pow. 8 00/98 42 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Epsom Salts, bbls. @ 4½ Epsom Salts, less 5@ 8
Blue Vitriol, less 12½@ 20	Orris, powdered 35@ 40	Ergot 1 25@1 50
Bordeaux Mix Dry 20@ 25 Hellebore, White	Poke, powdered 20@ 25 Rhubarb 75@1 25	Flake White 15@ 20
Hellebore, White powdered38@ 45 Insect Powder 40@ 60	Rhubarb, powd. 75@1 25	Gelatine 1 75@1 90
Lead. Arsenate Po 34@ 44	Sarsaparilla, Hond.	Glassware, full cs. 58%
Lime and Sulphur Solution, gal 15@ 25	Character Mandage	
Paris Green 55@ 60	Sarsaparilla Mexican, ground	Glauber Salts, less 3@ 6 Glue, Brown
Piper Ice Cream Co.,	Squills, powdered 45@ 65	Glue, Brown Grd. 25@ 35 Glue. White 30@ 35
Kalamazoo	Valerian, powd @1 00	Glue, White Grd. 300 35
Bulk Vanilla 80 Bulk Special Flavored 90	Seeds	Hops 450 60
Brick, Plain 25 Brick, Fancy 30	Anise	Iodoform 6 59@6 74
Leavee	Anise	Lycondium 2 75@3 00
Buchu 1 75@1 85	Caraway 85@ 90 Cardamon 1 80@ 2 00	Mace 85@ 90
Sage, bulk 67@ 70	Cardamon 1 80@2 00 Celery (Powd. 50) 38@ 45	Mace
Sage, ¼ loose 72@ 78 Sage, powdered 55@ 60	Celery (Powd. 50) 38@ 45 Coriander 36@ 45 Dill 30@ 35	Morphine 16 60@17 00 Nux Vomica 2246 30
Senna, Alex 90@1 00	Fennell 90@1 00	Nux Vomica, pow. 0 20
Buchu 1 75@1 85 Buchu, powdr'd 1 85@2 00 Sage, bulk 67@ 70 Sage, ½ loose 72@ 78 Sage, powdered 55@ 60 Senna, Alex 90@1 00 Senna, Tinn 40@ 45 Senna, Tinn. pow. 50@ 55 Uva Ursi 18@ 20	Fennell 90@1 00 Flax 7½@ 12 Flax, ground 7½@ 12 Foenugreek pow. 19@ 25 Hemp. 844@ 12	Pepper, white 6
Uva Ursi 18@ 20	Foenugreek pow. 19@ 25 Hemp 8½@ 12	Quassia 120 15
Olie	Lobelia 40@ 50	Morphine 18 60@17 00 Nux Vomica 2214@ 30 Nux Vomica, pow 20 Pepper, black pow 35@ 40 Pitch, Burgundy 2 15 Quassia 12@ 15 Quinine 90@1 00 Rochelle Salts 48@ 55 Saccharine oz 23 380
Almonds, Bitter, true 15 00@16 00 Almonds, Bitter,	Mustard, black 19@ 25	Saccharine, oz @3 80
artificial I vous 20	Foenugreek pow. 19@ 25 Hemp	Rochelle Salts 480 55 Saccharine, oz @3 85 Salt Peter 360 45 Seidlitz Mixture 410 45 Soap, green 200 30
Almonds Sweet	Quince @1 25 Rape 15@ 20	Suap mote castine as 7
true 1 35@1 60 Almonds, Sweet,	Sabadilla @ 35	Soap, white castile
Amber, crude 1 75@2 00	Sunflower 8½@ 12	case
Amber, rectified 2 50@2 75 Anise 2 00@2 25	Worm American @ 25 Worm Levant 1 00@1 10	Soda Ash 5½ @ 10
Bergamont 8 00@8 25	Tinctures	Soda Bicarbonate sw o
Cassia 3 00@3 25	Aconite @1 65	Spirits Camphor @1 25 Sulphur, roll 4% @ 10
Cedar Leaf 1 75@2 00	Arnica @3 15	Sulphur, Subl. 4 9-100 10
Almonds, Sweet, imitation 65@ 75 Amber, crude 1 75@2 00 Amber, rectified 2 50@2 75 Anise 2 00@2 25 Bergamont 8 00@8 25 Cajeput 1 35@1 60 Cassia 3 00@3 25 Castor 3 20@3 35 Cedar Leaf 1 75@2 00 Citronella 1 00@1 25 Cloves 5 50@5 75 Cocoanut 40@ 50 Cod Liver 5 35@5 50	Arnica @3 15 Asafoetida @4 40 Belladonna @2 85	Soda, Sal 20 5 Spirits Camphor 21 5 Sulphur, roll 4% 0 10 Sulphur, Subl. 4 9-100 10 Tamarinds 150 20 Tartar Emetic 0 90 Turpentine, Ven. 5004 70 Vanilla Ex. pure 1 5002 00 Witch Hazel 1 3501 75 Zinc Sulphate 100 15
Cocoanut 40@ 50 Cod Liver 5 35@5 50 Cotton Seed 1 95@2 05 Croton 2 00@2 26	Benzoin @2 50	Vanilla Ex. pure 1 50@2 00
Cotton Seed 1 95@2 05	Buchu @2 40 Cantharadies @3 90	Witch Hazel 1 35@1 75
Croton 2 00@2 26	Cantharadies @3 90	

GROCERY PRICE CURRENT

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

	ADVANCEI
Twine Wicking	

DECLINED

Evaporated Apricots

AMMONIA Arctic Brand	Clams Little Neck, 1 lb 1 60 Clam Bouillon	CHEWING GUM Adams Black Jack 65
12 oz. ovals, 2 doz. box 2 40 AXLE GREASE Frazer's	Burnham's ½ pt 2 25 Burnham's pts 3 75 Burnham's qts 7 50	Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67
1th. wood boxes, 4 doz. 3 00 1th. tin boxes, 3 doz. 2 35 3½ lb. tin boxes, 2 dz. 4 25 10th. pails, per doz 6 00 15th pails, per doz 7 20 25th. pails, per doz 12 00	Corn Fair Good	Flag Spruce 65 Hershey Gum 45 Juicy Fruit 67 Sterling Gum Pep. 65 Spearmint, Wrigleys 67 Spearmint, 6 box jars 3 85
BAKED BEANS No. 1, per doz	Monbadon (Natural) per doz	Spearmint, 6 box jars 3 8 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65
No. 3, per doz 2 75 BATH BRICK English 95	Standard 1 25	CHOCOLATE
BLUING Jennings' Condensed Pearl Bluing	14 lb	German's Sweet 24 Premium 35 Caracas 22 Walter M. Lowney Co. Premium, ¼s 35 Premium, ½s 35
Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1½ lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80	CLOTHES LINE
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 80 Quaker Brkfst Biscuit 1 90	Buttons, ½s @30 Buttons, 1s @50 Hotels, 1s @44	No. 40 Twisted Cotton 1 60 No. 50 Twisted Cotton 2 00 No. 60 Twisted Cotton 2 50 No. 80 Twisted Cotton 2 50 No. 50 Braided Cotton 2 50 No. 50 Braided Cotton 2 20 No. 60 Braided Cotton 2 40 No. 80 Braided Cotton 2 40 No. 80 Braided Cotton 3 00 No. 60 Sash Cord 3 50 No. 60 Sash Cord 1 20 No. 72 Jute 1 1 40 No. 60 Sisal 1 3
Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatens 5 10	Oysters Cove, 1 lb	No. 50 Sash Cord 3 0 No. 60 Sash Cord 3 5 No. 60 Jute 1 2 No. 72 Jute 1 4 No. 60 Steal 1 3
Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Mapl-Flake, Whole Wheat 4 05	No. 3 can, per dz. 2 50@3 00 Peas Marrowfat1 25@1 35 Early June 1 50@1 60 Early June siftd 1 60@1 75	Galvanized Wire No. 20, each 100ft. long 1 9 No. 19, each 100ft. long 2 16 No. 20, each 100ft. long 1 0 No. 19, each 100ft. long 2 16
Wheat	Peaches Pie	COCOA
Biscuit	Fineapple Grated 1 75@2 10 Sliced 1 45@2 60	Baker's 3 Cleveland 4 Colonial, ¼s 3 Colonial, ½s 3 Epps 4 Hershey's, ½s 3 Hershey's, ½s 3
Post Toasties, T-3 3 30 Post Tavern Porridge 2 80 BROOMS	Fair 1 30 Good 1 40 Fancy 1 50 No. 10 8 90 Raspberries No. 2, Black Syrup 2 00 No. 10, Black 10 50	Huyler
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	No. 10, Black 10 50 No. 2, Red Preserved 3 00 No. 10, Red, Water 10 50 Salmon Warrens, 1 lb. Tall 3 35 Warrens, 1 lb. Flat 3 45	Colonial, ½s 33 Epps 4 Hershey's, ½s 33 Hershey's, ½s 33 Lowney, ½s 31 Van Houten, ½s 31 Van Houten, ½s 11 Van Houten, ½s 12 Van Houten, ½s 33 Wan-Eta 38 Webb 33 Wilbur, ½s 33 Wilbur, ½s 33
BRUSHES	Warrens, 1 lb. Tall 3 35 Warren's, 1 lb. Flat 3 45 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20 Sardines Domestic 48 6 50	Wilbur, ½s 3: Wilbur, ¼s 3: COCOANUT
Solid Back, 8 in 1 00 Solid Back, 11 in 1 25 Pointed Ends 1 00 Stove	Domestic, ½ s 6 50 Domestic, ¼ Mustard 6 50 Domestic, ¾ Mustard 6 25 Norwegian, ¼ s 15@18 Portuguese, ½ s 30@35	
No. 3	No. 3. cans 2 75 No. 10, cans 2 75 Shrimps	½s, 15 lb. case
No. 1	Dunbar, 1s doz 1 25 Dunbar, 1½s doz 2 40 Succotash Fair	Dunham's per lib 1/8 s. 5 lb. case
. BUTTER COLOR Dandelion, 25c size 2 00	Strawberries Standard	COFFEES ROASTED
Paraffine, 6s 12½ Paraffine, 12s 13½ Wicking 46	No. 1½	Rio 19 Fair 19 Choice 20 Fancy 21 Peaberry 23
Apples 3 lb. Standards No. 10 @5 25	Case 450 450 450 7	Santos Common 20 Fair 201
Blackberries 2 lb	Van Camp's, ½ pints 1 90 Van Camp's pints 2 75 CHEESE	Choice 21 Fancy 23 Peaberry 28 Maracalbo
Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00	Acme	Fair
Wax	Limburger Ø32 Pineapple Ø Edam Ø Sap Sago Ø Swiss. Domestic Ø	Fancy 26 Guatemala Fair 25 Fancy 28

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Java Private Growth 26@30 Mandling 31@35 Aukola 30@32 Mocha Short Rean 25@27	Fi Ca W W
Long Bean 24@25 H. L. O. G 26@28	Ta Pe Pe
Pair	No Ex
Spot Market, Strong Package	
New York Basis Arbuckle	Fi
Package New York Basis Arbuckle	F
Extracts Holland, ½ gro. bxs. 95 Felix, ½ gross 1 15 Hummel's foil, ½ gro. 85 Hummel's tin. ½ gro. 1 43	Н
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	F:B
Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	E
	C
Stick Candy Pails Horehound	С
Jumbo	In
Pails Pails	M M F
Rindergarten	L
Premio Creams 22 Royal 16 Special 16 X L O 14	L
Specialties Pails	9
Bonnie Butter Bites 23 Butter Cream Corn 21	6
Specialties	5
Fudge, Walnut 22 Fudge, Choc. Peanut 21 Fudge, White Center 21 Fudge, Cherry 22	O M
Fudge, Cocoanut 22 Honeysuckle Candy 22 Iced Maroons 22 Leed Orange Jellies 19	2 1
Italian Bon Bons 20 AA Licorice Drops 5 lb, box 1 75 Lozenges, Pep 20	F 3
Italian Bon 20 AA Licorice Drops 5 lb, box 1 75 Lozenges, Pep. 20 Lozenges, Pink 20 Manchus 20 Molasses Kisses, 10 lb, box 20 Nut Butter Puffs 20 Star Patties, Asst 22 Chocolates Palls Assorted Choc. 22	F
Nut Butter Puffs 20 Star Patties, Asst 22 Chocolates Pails	I
Amazon Caramels 23 Champion 19 Choc. Chips. Eureka 26	C
Eclipse, Assorted 21 Ideal Chocolates 21 Klondike Chocolates 27	1
Nabobs	H
Regina 18 Star Chocolates 20	G H
Without prizes. Cracker Jack with	I
coupon	1 1 1
Boxes Putnam Menthol 1 35 Smith Bros 1 35 COOKING COMPOUNDS	1 2 3
Crisco 36 1 lb. cans 9 50 24 1½ lb. cans 9 50 6 6 lb. cans 9 50 4 9 lb. cans 9 50 Mazola	44444444
Mazola 5½ oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz 6 15 Quarts, tin, 1 doz 6 75 ½ gal. tins, 1 doz 10 75 Gal. tins, ½ doz 10 25 5 Gal. tins, 1-6 doz. 18 50	11111
NU I S-W noie	S
Almonds, Tarragona 21 Almonds. California soft shell Drake Brazils	E

0 5 2	Filberts	FLAVORING EXTRACTS Jennings D C Brand Pure Vanila Terpeneless
7	Table nuts, fancy16½ Pecans, Large 17 Pecans, Ex. Large 20	Pure Lemon
5 8	Shelled No. 1 Spanish Shelled	Per Doz. 7 Dram 15 Cent 1 20 1¼ Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2¼ Ounce 35 Cent 2 75 2½ Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1¼ Ounce Assorted 2 00
y	Peanuts 16 @16½	2½ Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00
	Pecan Halves 65 Walnut Halves 65	7 Dram Assorted 1 25 11/4 Ounce Assorted 2 00
0 X	Peanuts 16½@17 Pecan Halves @90 Walnut Halves 65 Filbert Meats @42 Almonds @60 Jordan Almonds	FLOUR AND FEED Grand Rapids Grain & Milling Co.
0	Peanuts Fancy H P Suns	Winten Whent
5	Raw 13¾ @14¼ Roasted 14¾ @15¼ H P Jumbo	Purity Patent
5 5 3	Raw 14% @15% Roasted 15% @16%	Wizard Buckw't cwt. 7 00 Rye
20	CREAM TARTAR Farrels or Drums 63 Boxes	Valley City Milling Co. Lily White 12 50 raham 4 90 Graham 5 40 Granena Health 5 50 Gran Meal 5 70 Bolted Meal 5 60
0 10	DRIED FRUITS Apples Evap'ed, Choice, blk @16	Graham 5 40 Granena Health 5 50 Gran. Meal 5 70
00	Evap'd Fancy blk @	
ls	California @21	New Perfection 11 56 Tip Top Flour 11 10 Golden Sheaf Flour 10 60 Marshalls Best Flour 12 00
es	Currants	Rye 10 00
ils	Imported, 1 lb. pkg 26 Imported, bulk 25 ½ Peaches	Worden Grocer Co. Quaker, ¼s cloth 10 85 Quaker, ¼s cloth 10 75 Quaker, ½s cloth 10 65 Quaker, ½s paper 10 75 Quaker, ¼s paper 10 65
	Muirs—Choice, 25 lb 12 Muirs—Fancy, 25 lb 13 Fancy, Peeled, 25 lb 16	Quaker, ½8 cloth 10 65 Quaker, ½8 paper 10 75 Quaker, ¼8 paper 10 65
	Peel Lemon, American 23 Orange, American	Worden Grocer Co.
	Paleine	American Eagle, ½s 11 85 American Eagle, ½s 11 75 American Eagle, ½s 11 65 Spring Wheat
	Cluster, 20 cartons Loose Muscatels, 4 Cr. 9 Loose Muscatels, 3 Cr. 8% L. M. Seeded 1b. 10% @11	Judson Grocer Co. Ceresota, ½s cloth 12 30 Ceresota, ½s cloth 12 20 Ceresota, ½s cloth 12 10 Worden Grocer Co.
ils	California Prunes 90-100 25 lb. boxes@10½ 80- 90 25 lb. boxes@11	Wingold, 1/8s cloth 12 00 Wingold, 1/4s cloth 12 05 Wingold, 1/2s cloth 11 95
	80- 90 25 lb, boxes@11 70- 80 25 lb, boxes@12 60- 70 25 lb, boxes@13½ 50- 60 25 lb, boxes@14 40- 50 25 lb, boxes@15	Bolted 10 55
		Golden Granulated 10 75 Wheat Red
	FARINACEOUS GOODS Beans California Limas 16½ Med. Hand Picked 15	White 2 05
	Med. Hand Picked 15 Brown, Holland	Less than carlots 68 Corn Carlots
	25 1 lb. packages 2 65 Bulk, per 100 lb 9 Original Holland Rusk	Less than carlots 2 17
	Packed 12 rolls to container 3 containers (40) rolls 3 80	Carlots 20 00 Less than carlots 22 00 Feed
	Hominy Pearl, 100 lb. sack 6 00	Street Car Feed 75 00 No. 1 Corn & Oat Fd 75 00 Cracked Corn 80 00 Coarse Corn Meal 80 00
ils	Macaroni. Domestic, 10 lb. box 1 30 Imported, 25 lb. box Skinner's 24s, case 1 87½	FRIIIT IARS
	Pearl Barley	Mason, pts., per gro. 7 00 Mason, qts., per gro. 7 40 Mason, ½ gal. per gro. 9 80 Mason, can tops, gro. 2 70
	Chester	GELATINE Cox's, 1 doz. large 1 49 Cox's, 1 doz. small 9
	Green, Wisconsin, lb. 11½ Split, lb 11½	GELATINE Cox's, 1 doz. large 1 44 Cox's, 1 doz. small 9 Knox's Sparkling, doz. 1 7 Knox's Sparkling, gr. 20 5 Knox's Acidu'd doz 1 8 Minute, 1 doz 1 2 Minute, 3 doz 3 7 Nelson's 1 5 Oxford 7
	East India 15 German, sacks 15 German, broken ples	Minute, 1 doz 1 28 Minute, 3 doz 3 76 Nelson's 1 5
	orman, broken pag.	Oxford
1	Tapioca Flake, 100 lb. sacks 15 Pearl, 100 lb. sacks 15 Pearl, 36 pkgs 275 Minute, 10c, 3 doz 3 25	GRAIN BAGE
50 75	FISHING TACKLE	Broad Gauge, 12 oz 24 Climax, 14 oz
75	½ to 1 in. 6 1¼ to 2 in. 7 1½ to 2 in. 9 1½ to 2 in. 9 1½ to 2 in. 11	Sage 16 Hops 16 Laurel Leaves 16 Senna Leaves 26
35 35	3 in 20	HIDES AND PELTS
50 50	Cotton Lines No. 1, 10 feet	Hides Green, No. 1 16 Green, No. 2 15 Cured, No. 1 18 Cured, No. 2 17 Calfskin, green, No. 1 24 Calfskin, green, No. 1 26 Calfskin, cured, No. 1 26 Calfskin, cured, No. 2 24 Horse, No. 1 6 00 Horse, No. 2 . 5 00
50 50 50	No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11	Cured, No. 2 17 Calfskin, green, No. 1 24 Calfskin, green, No. 2 2214
60 15 75	No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20	Calfskin, cured, No. 1 26 Calfskin, cured, No. 2 241/2 Horse, No. 1
75 25 50	Small 20	Horse, No. 2 5 00 Pelts Old Wool 75@2 00
.	Medium 26 Large 84	Old Wool
3	Bamboo, 16 ft., per doz. 60 Bamboo, 14 ft., per doz. 55 Bamboo, 18 ft., per doz. 80	Prime @13 No. 1 @12 No. 2 @11

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Wool Unwashed, med @60 Unwashed, fine @55	PIPES Clay, No. 216, per box Clay, T. D. full count 80	SALT FISH Cod Large, whole @12	TABLE SAUCES Halford, large 3 75 Halford, small 2 26	Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55	J
FURS Coon, large 3 50 Coon, medium 2 50 Coon, small 1 00	Cob, 3 doz. in box 1 25 PLAYING CARDS No. 90 Steamboat 2 25 No. 808, Bicycle 3 50	Small, whole @11½ Strips or bricks 16@19 Pollock @10 Holland Herring	TEA Uncolored Japan Medium 20@25	Clothes Pins Round Head	N
Mink, large	Pennant	Standards, bbls. 13 50 Y. M., bbls. 15 00 Standard, kegs 85	Choice	4½ inch, 5 gross 70 Cartons, No. 24, 24s, bxs. 75 Egg Crates and Fillers	0
Muskrats, winter 65 Muskrats, fall 45 Muskrats, small fall 30 Muskrats, kitts 10	PROVISIONS Barreled Pork Clear Back . 52 00@53 00 Short Cut Clr 50 00@51 00	Y. M. kegs 96 Herring Med. Fat. Split, 200 lbs. 8 00	Basket-fired Choice 35@37 Basket-fired Fancy 38@45 No. 1 Nibs	Humpty Dumpty, 12 dz. 20 No. 1 complete 42 No. 2 complete 35	SS
Skunk, No. 1 4 25 Skunk, No. 2 3 00 Skunk, No. 3 1 90 Skunk, No. 4 90	Bean 47 00@48 00 Brisket, Clear 55 00@56 00 Pig	Norway, 4 K, 200 lbs. 16 50 Special, 8 lb. pails 70 Scaled, in boxes 17	Gunpowder Moyune, Medium 28@33	Case, medium, 12 sets 1 30 Faucets Cork lined, 3 in 70	S
A. G. Woodman's Brand.	Dry Salt Meats S P Bellies 32 00@33 00 Lard	Boned, 10 lb. boxes 17 Trout No. 1, 100 lbs 7 50 No. 1, 40 lbs 2 25	Moyune, Choice 35@40 Ping Suey, Medium 25@30 Ping Suey, Choice 35@40 Ping Suey, Fancy 45@50	Cork lined, 9 in 80 Cork lined, 10 in 90 Mop Sticks	
20 oz., per doz 3 90 HORSE RADISH Per doz 90 JELLY	Pure in tierces29½@30 Compound Lard 24 @24½ 80 lb. tubsadvance ½	No. 1, 10 lbs 90 No. 1, 8 lbs 78 Mackerel	Young Hyson Choice	Trojan spring 1 35 Eclipse patent spring 1 35 No. 1 common 1 35 No. 2, pat. brush hold 1 35	
5lb. pails, per doz 15lb. pails, per pail 1 30 30lb. pails, per pail 2 50	50 lb. tubsadvance 4/20 lb. pailsadvance 4/20 lb. pailsadvance 4/20 lb. pailsadvance 7/8	Mess, 100 lbs. 20 00 Mess, 40 lbs. 8 50 Mess, 10 lbs. 2 40 Mess, 8 lbs. 1 85	Formosa, Medium 25@26 Formosa, Choice 32@35 Formosa, Fancy 50@60	No. 2, pat. brush hold 1 35 Ideal, No. 7	
Straight or Assorted Per doz 1 15 Per case, per 4 doz 4 60	5 lb. pailsadvance 1 3 lb. pailsadvance 1 Smoked Meats Hams, 14-16 lb. 28 @29	No. 1, 100 lbs 19 00 No. 1, 40 lbs 8 10 No. 1, 10 lbs 2 10 Lake Herring	English Breakfast Congou, Medium 25@30 Congou, Choice 30@35 Congou, Fance 40@50	10 qt. Galvanized 3 25 12 qt. Galvanized 3 75 14 qt. Galvanized 4 25 Fibre	N
Eight Flavors: Raspberry, Strawberry, Cherry, Lem- on, Orange, Lime, Pine- apple, Mint.	Hams, 16-18 lb. 27 @28 Hams, 18-20 lb. 26 @27 Ham, dried beef	100 lbs. 4 00 40 lbs. 2 35 10 lbs. 58 8 lbs. 54	Congou, Fancy 40@60 Congou, Ex. Fancy 60@80 Ceylon Pekoe, Medium 28@30	Toothpicks Birch, 100 packages 2 00 Ideal	1
JELLY GLASSES 1/3 pt. in bbls., per doz. 25 1/4 pt. in bbls., per doz. 27	sets 29 @30 California Hams 23 @23½ Picnic Boiled Hams 31 @32	SEEDS Anise	Dr. Pekoe, Choice30@35 Flowery O. P. Fancy 40@50 CIGARS	Traps Mouse, wood, 2 hoels 22 Mouse, wood, 4 holes 45	50
8 oz. capped in bbls., per doz	Boiled Hams 41 @42 Minced Hams 20 @21 Bacon 37 @42 Sausages	Canary, Smyrna 11 Caraway 75 Cardomon, Malabar 1 20 Celery 45 Hemp, Russian 7½	Peter Dornbos Brands Dornbos Single Binder	10 qt. Galvanized 1 55 12 qt. Galvanized 1 70 14 qt. Galvanized 1 90	10
1 oz. bottles, per doz. 1 75 16 oz. bottles, per dz. 16 50 32 oz. bottles, per dz. 30 00	Bologna 15 Liver 12 Frankfort 17	Hemp, Russian 7½ Mixed Bird 9 Mustard, white 22 Poppy 70	Dornbos, Perfectos . 37 00 Dornbos, Bismarck 73 00 Allan D. Grant . 65 00 Allan D. . 35 00	Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood	S
MINCE MEAT Per case	Pork 14@15 Veal 11 Tongue 11 Headcheese 14	SHOE BLACKING Handy Box, large 3 dz. 3 50	Johnson Cigar Co.'s Brand Dutch Masters Club 75 00 Dutch Masters, Ban 75 00	Tubs No. 1 Fibre	4
Fancy Open Kettle	Beef Boneless 25 00@27 00 Rump, new 30 00@31 00	Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF	Dutch Masters, Inv. 75 00 Dutch Masters, Pan. 75 00 Dutch Master Grande 72 00 El Portana	No. 3 Fibre	
Half barrels 2c extra Red Hen, No. 2 2 30 Red Hen, No. 2½ 2 90	1/6 bbls. 1 75 3/4 bbls. 40 lbs. 3 40 1/2 bbls. 9 00	Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43	Dutch Masters, 5c S. C. W. Gee Jay	Washboards Banner, Globe \$ 75	
Red Hen, No. 5 2 80 Red Hen, No. 10 2 65 Uncle Ben, No. 2 2 30 Uncle Ben, No. 2½ 2 90	Tripe Kits, 15 lbs 90	Boxes 5½ Kegs, English 4¼	Above four brands are sold on following basis: Less than 300 37 00 300 assorted 36 00	Brass, Single 6 75 Glass, Single 4 00 Double Peerless 6 25 Single Peerless 5 50	
Uncle Ben, No. 5 2 80 Uncle Ben, No. 10 2 65 Ginger Cake, No. 2 2 65 Ginger Cake, No. 2½ 3 20 Ginger Cake, No. 5 3 10	¼ bbls., 40 lbs 1 60 % bbls., 80 lbs 3 00 Casings	SPICES Whole Spices Allspice, Jamaica9@10 Allspice, lg. Garden @11	2% cash discount on all purchases.	Northern Queen 4 75 Good Enough 4 65 Universal 5 00	
O. & L. Open Kettle, No. 2½	Hogs, per lb 35 Beef, round set 19@20 Beef, middles, set 45@55 Sheep 1 15@1 35	Cloves, Zanzibar @50 Cassia, Canton @20 Cassia, 5c pkg. doz. @35 Ginger, African @15	Worden Grocer Co. Brands Boston Straight37 00 Trans Michigan37 50 C. P. L37 50	Wood Bowls 13 in. Butter 1 90 15 in. Butter 7 00 17 in. Butter 8 00	
1/2 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 20@1 30 Bulk, 2 gal. kegs 1 15@1 25	Uncolored Oleomargerine Solid Dairy 23@ 26 Country Rolls 28 @29	Ginger, Cochin @20 Mace, Penang @90 Mixed, No. 1 @17 Mixed, No. 2 @16	Court Royal43 00 Hemmeter's Cham- pion42 50 Iroquois42 50	19 in. Butter11 00 WRAPPING PAPER Fibre Manila, white 5½	1 3
Bulk, 5 gal. kegs 1 05@1 15 Stuffed, 5 oz 1 10 Stuffed, 5 oz 1 15	Canned Meate Corned Beef, 2 lb 6 50 Corned Beef, 1 lb 3 75 Roast Beef, 2 lb 6 50 Roast Beef, 1 lb 3 75	Mixed, 5c pkgs. dz. @45 Nutmegs, 70-80 @35 Nutmegs 105-110	La Azora Agreement 38 50 La Azora Bismarck70 00 Whaleback37 00	Fibre, Manila, colored No. 1 Manila 6½ Butchers' Manila 6½	
Stuffed, 14 oz 2 50 Pitted (not stuffed) 14 oz 2 50 Manzanilla, 8 oz 1 10	Flavor, 4s 55 Potted Meat, Ham	Pepper, Black @30 Pepper, White @32 Pepper, Cayenne @22 Paprika, Hungarian	Worden's Hand Made 36 00 B. L. 40 00	Wax Butter, short c'nt 16 Wax Butter, full c'nt 20 Parchm't Butter, rolls 19	
Lunch, 10 oz 1 50 Lunch, 16 oz 2 60 Queen. Mammoth, 19 oz 5 00	Flavor, ½s 95 Deviled Meat, Ham Flavor, ¼s 52 Deviled Meat, Ham	Pure Ground in Bulk Allspice, Jamaica . @16 Cloves, Zanzibar . @68 Cassia, Canton @32	Cotton, 3 ply 50 Cotton, 4 ply 50 Jute, 2 ply 25 Hemp, 6 ply 34	YEAST CAKE Magic, 3 doz 1 15 Sunlight, 3 doz 1 00	
Queen. Mammoth, 28 oz	Flavor, ½s 1 00 Potted Tongue, ¼s 55 Potted Tongue, ½s 1 00	Ginger, African @24 Mace, Penang @1 00 Nutmegs @36 Pepper, Black @30	Wool, 100 lb. bales 18	Sunlight, 1½ doz 50 Yeast Foam, 3 doz 1 15 Yeast Foam, 1½ doz. 85	
PEANUT BUTTER Bel-Car-Mo Brand 4 oz. 4 doz. in case 3 60	RICE Fancy Blue Rose 8½@8% Broken	Pepper, White @40 Pepper, Cayenne @30 Paprika, Hungarian @45	White Wine, 40 grain 17 White Wine, 80 grain 22 White Wine, 100 grain 25	Window Cleaners 12 in 1 65 14 in 1 85 16 in 2 30	,
7 oz. 2 doz. in case 2 90 8 oz. 2 doz. in case 3 30 18 oz. 1 doz. in case 3 00 12 2 lb. pails 5 00	ROLLED OATS Monarch, bbls 10 00 Rolled Avena, bbls. 10 25 Steel Cut 100 lb. skg 5 10	STARCH Corn Kingsford, 40 lbs 9½ Muzzy, 48 llb. pkgs. 9½	Oakland Vinegar & Pickle Co.'s Brands Highland apple cider Oakland apple cider	SOAP Lautz Bros. & Co. Acme, 100 cakes 5 00	
5 lb. pails, 6 in crate 5 50 10 lb. pails 19 15 lb. pails 18½ 25 lb. pails 18	Steel Cut, 100 lb. sks. 5 10 Monarch, 90 lb. sks 4 90 Quaker, 18 Regular 1 75 Quaker, 20 Family 5 60	Muzzy, 48 1lb. pkgs. 9½ Kingsford Silver Gloss, 40 1lb 9½ Gloss Argo, 48 5c pkgs 2 40	State Seal sugar Blue Ribbon Corn Oakland white picklg Packages free.	Big Master, 100 blocks 5 45 Climax 4 60 Lautz Naphtha 5 50 Queen White 4 50))
PETROLEUM PRODUCTS Iron Barrels Perfection 11.	SALAD DRESSING Columbia, ½ pint 2 25 Columbia. 1 pint 4 00 Durkee's, large, 1 doz. 4 20	Silver Gloss, 16 3lbs 9½ Silver Gloss, 12 6lbs 9½	WICKING No. 0, per gross 40 No. 1, per gross 50	Oak Leaf)
Red Crown Gasoline 21.5 Gas Machine Gasoline 35.9 V M & P Naphtha 21. Capitol Cylinder, Wood	Durkee's, small, 2 doz. 5 00 Snider's, large, 1 doz. 2 40 Snider's, small, 2 doz. 1 45	Muzzy 48 1lb. packages 9½ 16 3lb. packages 9½ 12 6lb. packages 9½	No. 2, per gross 65 No. 3, per gross 95 WOODENWARE	Lenox 4 75 Ivory, 6 oz. 5 65 Ivory, 10 oz. 9 20 Star 4 35	5
Bbls	Packed 60 lbs. in box. Arm and Hammer . 3 10 Wyandotte, 100 %s 3 00	50 lb. boxes 6% SYRUPS Corn	Bushels	Swift & Company Swift's Pride 4 75 White Laundry 4 85	5 4
Iron Bbls 21.9 Winter Black, Iron Bbls 11.9	SAL SODA Granulated, bbls 1 40 Granulated, 100 lbs. cs. 1 50 Granulated, 36 pkgs 40	Barrels	Market, single handle 60 Splint, large 400 Splint, medium 350 Splint, small 300	Wool, 6 oz. bars 5 15 Wool, 10 oz. bars 7 00 Tradesman Company	,
Polarine, Iron Bbls 38.9 PICKLES Medium Barrels, 1,200 count 12 00	SALT Common Grades 100 3 lb. sacks 3 15	2 doz. 2 65 Blue Karo, No. 2, 2 dz. 3 30 Blue Karo, No. 2½, 2 doz. 4 10 Blue Karo, No. 5, 1 dz. 3 95	Willow, Clothes, large Willow, Clothes, small Willow, Clothes, me'm	Black Hawk, one box 3 75 Black Hawk, five bxs 3 70 Black Hawk, ten bxs 3 65	5
Half bbls., 600 count 6 50 5 gallon kegs 2 60 Small Barrels 14 00	70 4 lb. sacks 3 05 60 5 lb. sacks 3 05 28 10 lb. sacks 2 90 56 lb. sacks 48	doz	Butter Plates Ovals 4 lb., 250 in crate 45 16 lb., 250 in crate 45	Box contains 72 cakes. It is a most remarkable dirt and grease remover, with- out injury to the skin.	t
Half barrels 7 50 5 gallon kegs 2 80 Gherkins Barrels	28 lb. sacks 27 Warsaw 56 lb. sacks 26	doz. 280 Red Karo, No. 2, 2 dz. 3 55 Red Karo, No. 2½ 2dz. 4 40 Red Karo, No. 5, 1 dz. 4 25	74 lb., 250 in crate 45 1 lb., 250 in crate 50 2 lb., 250 in crate 55 3 lb., 250 in crate 70 i lb., 250 in crate 90	Scouring Powders Sapolio, gross lots 9 50 Sapolio, half gro. lots 4 85	
Half barrels 13 00 5 gallon kegs 4 50 Sweet Small	28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks	Red Karo, No. 10 1/2 doz 4 00	Wire End 1 lb., 250 in crate 45	Sapolio, single boxes 2 40 Sapolio, hand 2 40 Queen Anne, 30 cans 1 80)
Barrels	Granulated. Fine 1 80 Medium, Fine 1 90	Fair Good Choice	2 lb., 250 in crate 50 3 lb., 250 in crate 66 5 lb., 20 in crate 70	Queen Anne, 60 cans 3 60 Snow Maid, 30 cans 1 80 Snow Maid, 60 cans 3 60)

	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		
5	Old Dutch Cleanser.		
0	100s	3	60
	Oak Leaf, 100s		
	Oak Leaf, 24s	5	00
)	Washing Powders		
2	Snow Boy, 100 pkgs.	5	00
5	Snow Boy, 60 pkgs		00
)	Snow Boy, 48 pkgs		
	Snow Boy, 24 pkgs		
)	Snow Boy, 20 pkgs		
	SPECIAL		_

Price Current

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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

KC	
D	oz.
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	
80c, 1 doz. plain top 7	
10 lb. 1/2 dz., plain top 14	00
K C Baking Powder	
guaranteed to comply w	ith
ALL Pure Food Laws, he	th
Chate and Mattenal	

Royal



10c size ... 1 00
1/4 lb, cans 1 45
6 oz. cans 2 00
1/2 lb, cans 2 55
1/4 lb, cans 3 96
1lb, cans ... 4 95
5lb, cans 23 70

AXLE GREASE



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

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

THE ONLY 5c CLEANSER



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



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

Narrow and Straight Skirts Recommended For Spring.

The style recommendations of style committee of the National Cloak, Suit and Skirt Manufacturers' Association, which recently held its semi-annual meeting in Cleveland, for the spring season of 1918, are in accordance with the Government's recommendations for the use of very small yardage to conserve the fast diminishing wool supply. Nevertheless, the styles for the coming season will be exceptionally novel and attractive, as many new effects have been created to make the styles interesting.

The number of garments displayed was perhaps smaller than usual, but they embodied the ideas of the designers along the new lines prepared for the spring season in just as great a degree as if there had been hundreds more. The basis of the new mode, the narrow, straight silhouette was emphasized in all of them just as strongly as possible.

Yardage Reduced.

Through this feature the designers demonstrated their determination to recognize the wishes of the Economy Board of the National Council of Defense to reduce the yardage used in garments to the minimum and, furthermore, they proved their ability to meet a condition that would have taggered them a few years ago. Apparently anything and everything is possible when the needs of the country in time of war are uppermost in the minds of all.

Mannish Effects in Suit Jackets.

Some of the suit jackets were plain little coats in mannish effect and one would almost be persuaded that they were intended for the specialty department in men's stores. It might be said that the season will not run to dull tones because of the war.

Corals, reds, greens, peacock, poilu and navy blues, resedas and other shades are found in some of the models

The suits emphasized the narrow straight line silhouette. Some of the short youthful models show ripple effects and are slightly shaped, many of them with irregular bottoms and long rolling revers. Another type is the short, straight line, tailored suit.

Sports Suits.

Many novel effects are shown in sports suits, belted and partially belted. Pockets give a military air to these suits, some of which will be made with the straight hanging back.

Eatons.

Some smart styles for youthful figures in tones and boxy suits are shown.

Skirts.

The most popular skirt will be the straight line tailored model. Pockets make these most attractive.

Other skirts will be shown with draped effects. All emphasize the straight narrow silhouette.

Vests.

Vests and vest effects are an attractive feature of the suits for the coming season. Buttons are used extensively as trimmings.

Coats.

The coat needs of the American

women are supplied through the development of the following types of coats:

- 1. The general utility coat which will naturally be a full length enveloping garment for automobile wear.
- 2. The three-quarter length walking or street coat. This type of garment is developed in materials suitable for street or sports wear.
- 3. The more dressy coats which contain many new features, such as panels and sashes. These garments are made in silk and woolen cloths, also in a combination of materials. Many attractive belt and sash effects are used

Pockets are featured and many novel ideas are shown, adding to the attractiveness as well as usefulness.

Collars.

Very picturesque and becoming are the collars, usually of the convertible type, to be worn open, or rolled high about the neck. Buttons are used extensively and smart, novel effects are obtained by the use of buckles.

Sleeves.

Set-in, raglan and kimono sleeves are shown.

Materials.

Serges, tricotines, gabardines, tweed, poplins, velours and novelty cloths are featured.

Recommendations of Economy Board The Commercial Economy Board's recommendations to limit the yardage of woolen fabrics in women's outergarments to 4½ yards; to use more silk, satin and cotton in the place of wool; and to feature the slim silhouette as an econmy measure, have been adopted by the women's wear trade and the different branches of the industry have made pledges to use whatever influence they may possess to facilitate the general adoption of the Board's recommendations.

Unless there is an epidemic of special sessions of Legislatures next year, we shall have to wait until 1919 at least for the finish fight over Nation-wide prohibition. Only eleven Legislatures meet regularly in 1918. The contest in those eleven, however, will be watched with keen interest. Only five of the eleven voted for the amendment in the House. As their vote in every case was onesided, attention will be centered upon the other six, which are New York and Maryland, each of which voted two to one against the amendment; New Jersey, which was even more decided; Massachusetts and Rhode Island, which gave only majorities against, and Louisiana, which was evenly divided. The capture of a single one of these six will be hailed by the prohibition forces as the beginning of the end, for exactly the number of states required will adopt the amendment, thirty-six, voted for it by their delegations in the House. The opposition was made up of seven states against it and five tied, not counting absentees. For any state won in the House and lost at its own capital, the "drys" will have to win only one of these divided states.

The successful merchant is one who promotes the welfare of the community in which he is located.

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PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

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

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Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton

Putnam Factory

National Candy Co., Inc.
MAKERS

Grand Rapids, Michigan

WHITE HOUSE DWINELL-WRIGHT CO. BOSTON.—Principal Coffee Bossiers—CEICAGO. 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

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GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMEN

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

BUSINESS CHANCES.

WANTED

Experienced Men's Furnishing or Dry Goods Salesman

One with established trade in either Southwestern or Southern part of Michigan. Men between 32 and 42 years of age preferred.

Apply Box A B C, care Michi gan Tradesman.

Bargain—Ten (10) "Smithsonian" Trusses in assorted salable sizes for sale at a bargain. Write No. 491, care Trades-man. 491

For Sale—General store stock located at Butternut, Michigan. Good live farm-ing community. Good reasons for selling, H. J. Campbell, Butternut, Mich. 492

Wanted—To hear from owner of good business for sale. State cash price, full description. D. F. Bush, Minneapolis, Minnesota. 495

Bargains—Bargains—Send for magazine of general merchandise store for sale, any kind, anywhere. Western Sales Agency, Minneapolis, Minn. 494

Oil—Five year lease on 160 acres, Chautauqua County, Kansas, near production; Hale and Longton field close; drilling on lease adjoining; reasonable price if taken soon. 347 Washington, Kansas City, Kansas. 496

Wanted—Buyers for farms, city properties and business enterprises. State wants. Sales and exchanges made everywhere. Geo. E. Hill, Walnut, Kansas. 497

For Sale—Lumber and Fuel Yard—separately or together—on account of death. Established over twenty years ago. In best running order. Has best credit and good will. Located on R. R. with ample side tracks and gravity coal sheds. In manufacturing and college city in Wisconsin on banks of navigable river. Address 498, care Michigan Tradesman.

For Sale—Three Bowser long distance pumps and three 100 barrel tanks complete. \$175 each. Ed. A. Mitchell, Emporia, Kansas.

For Sale—Drug Store—Rexall—In man-ufacturing town of 1,000; invoice \$4,000; good country trade. Rexall Store, Han-486 over, Ill.

Experienced salesman acquainted with Northern Michigan trade wants reputable staple line. Reference. Address 487, care Tradesman.

Grocery Store For Sale—Located in Michigan city of 2,000 population, business established 20 years, sales \$42,000 annually, invoice about \$5,500. Fine opening. For particulars address Frank P. Cleveland, 1609 Adams Express building, Chicago, Ill.

Grocery Stock For Sale

The largest and best grocery stock in Alma, Mich. Large brick store with attractive lease, finest loca-tion 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.

Come To Florida—Unequalled oppor-tunity to secure well established, exclu-sive, excellent paying, embroidery-art-needlework business in very best Florida city. Requires least \$5,000. Owner re-tring on account of inheritance north. Address Box 675, Tampa, Florida. 478

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 Forres Ave., St. Joseph, Mich.

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, dry goods stocks, hardware stocks, dry 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—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—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.

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.

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.

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

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 335 Gratiot Avenue, Detroit, Mich. 407

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Sag-inaw, Michigan.

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. Washinbton Ave., Saginaw, Michigan.

SEE NEXT PAGE.

Advertisements received too late te run
on this page appear on the following
page.

A Quality Cigar **Dornbos Single Binder** One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer 16 and 18 Fulton St., W.

Grand Rapids :: Michigan

For Sale

houses, tipple, 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 splint 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.

Assets \$2,500,000.00



Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices-Grand Rapids, Mich.

Has an unexcelled reputation for its

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OPERATING IN TWENTY-FIVE STATES

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

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.

Late News From Michigan Banks.

Saginaw-The board of directors of the Saginaw Valley Trust Co. has been reduced in size from twenty-two members to seven members on vote of the shareholders at their annual meeting. The reason for the change was that the large board was too unwieldy for practical working purposes and the stockholders took the view that the board should consist of not more than eleven nor less than seven members. The new board consists of George A. Alderton, S. E. Symons, Otto L. Dittmar, W. J. Rachow and W. J. Orr of Saginaw, H. A. Chamberlain of Standish and George M. Nason of Chesaning. The board organized by the election of George A. Alderton as President, W. J. Orr, S. E. Symons and W. J. Rachow as Vice-Presidents, the latter also being chosen Secretary; William Meissner as Assistant Secretary and Charles F. Peckover as manager of the abstract department.

Fremont-George Bode has been elected a director of the Fremont State Bank to succeed the late Amos

Dowagiac-The Mutual City and Village Fire Insurance Co. has elected Sidney P. Mosher Secretary of the company to succeed the late Roland E. Lewis whose death occurred a week ago. Mr. Mosher at present is assistant Cashier at the Lee State Bank.

Clarkstown-Creditors of the defunct Jossman State Bank are enriched to the extent of \$10,000 by a decision of the Supreme Court Thursday, holding that Harrison Walter and Joseph A. Jossman are liable for a bond in that sum which they gave to protect Ralph E. Jossman when he first was made Cashier. The bond is held to be a continuing one and the sureties are held liable, although the bond is old and was never renewed. The suit to collect was brought by Elmer Webster as receiver for the Bank.

Buckley-Fred R. Walker, who has been connected with his brother D. W. Walker, in the ownership and management of the Buckley Bank, has withdrawn from the business and the latter will be conducted hereafter by D. W. Walker as sole owner.

Ann Arbor-Judge E. D. Kinne retired from the Washtenaw county circuit bench Dec. 31, completing thirty years as Circuit Judge of this circuit. Judge Kinne has been President of the First National Bank here during the past twenty years, and will take up active work connected with that office.

Olivet-Lester Tyrrell, a former employe of the Olivet State Bank, but who is now working for the City Ban's of Battle Creek, has been given charge of the savings department.

Dimondale-B. S. Harris, the Dimondale banker, is 100 per cent. patriotic. Mr. Harris was designated by the legal advisory board to assist the registered men in Dimondale and vicinity in filling out their questionaires. He informed County Clerk Ford Monday that he was going to close the Bank doors and devote all his time to the work of filling out the

questionaires until the work was completed. The Dimondale Bank is a private institution.

Northport-J. F. Mathews, D. H. Power and Glenn S. Whitmore have assumed and taken over the banking business of the Leelanau County Bank, Mathews & Keyes, Bankers, and will conduct the business under the firm name of the Leelanau County Bank, Mathews, Power & Whitmore, Bankers.

How to Circumvent the Scheme Salesman.

It is a safe bet that the smoothtongued stranger who slips into a store with a proposition to increase the sales of the merchant in consideration of the dealer signing a contract and promissory notes is an arrant fraud.

The man who has a good proposition never asks to be paid beforehand. He never seeks to inveigle the merchant into signing a contract which is impossible of fulfillment or execute notes which immediately turn up in the hands of alleged "innocent third parties." A good way to test the sincerity of the solicitor is to suggest that the words "not transferable" be written in the notes. The way the solicitor will wriggle and twist to avoid entering into an agreement of this kind is interesting to behold.

The only kind of a contract any merchant can safely sign is the following:

Cross Corners, Jan. 2, 1918.

My sales during 1917 were \$20,000.

The Honest Sales Co. proposes to increase my sales \$10,000 during 1918.

In consideration of this undertaking on the part of the Honest Sales Co., I hereby agree to pay the Honest Sales Co. 5 per cent. on the increase in sales above \$12,000, such payment to be made in cash at the end of the contract period.

period.

It is a condition of the agreement that the Honest Sales Co. have access to my books at the end of the contract period to verify my report of sales, if desired.

John Hoogerhyde.

Accepted January 2, 1918.

Honest Sales Co.,

By

This agreement

This agreement is so plain in its intent and so simple in its provisions that any one can correctly construe it at a glance. It would not meet the aproval of the wily schemers who are continually victimizing merchants all over the country because it does not embody the catch phrases and paragraphs which are always to be found in the cunningly worded contracts put out by the sales increasing swindlers.

Business Gossip From Byron.

Byron, Jan. 1—A. M. Chapel has moved his family from over his store to the residence of M. Delong, formerly occupied by Dr. R. R. Fox. Dr. Boice has enlisted as a medical doctor and has received a commission of the control of the c

Dr. R. R. Fox and family have moyed to Detroit, where he will continue the practice of his profession.

Corn Syrup-Except for deliveries on existing contracts, there is little movement in this line. With producers sold far ahead and consumers anxious to continue purchases for future delivery, the extreme scarcity of spot stock promises to continue indefinitely. The market consequently is decidedly firm.

Molasses-There is a quiet market and no new features are presented. Offerings continue very light and prices are firmly maintained.

Resolutions Appropriate to the Sea-

That I will get friends, and forget enemies.

That I will not only win success, but deserve it.

That I will boost the burg that builds my business

That I will do what is right and right

what is wrong. That, if I can't go "over there," I will give over here.

That I will watch the overhead for the Zeppelin of waste.

That I will get the price right, and then get the right price.

That I will give credit where credit is due, but not where it is overdue.

That I will believe everything I hear about my competitor-if it is good.

That I will be kind to children, chivalrous to women, square to men, and merciful to animals.

The End of a Hoover Day.

I have come to the end of a meatless day,
And peacefully lying in bed,
My thoughts revert in a musing way
To the food which to-day I've been fed.
When I think of the cheese and the
beans and fish
And oysters I've had to eat,
I've no regrets for the "good old days"
I really didn't miss the meat!

I have come to the end of a wheatless day,
I have eaten no cookies or pie,
I have had no bread that was made with wheat;
It was made up of company

with wheat;
It was made out of corn or rye;
And I like it so well, that when war is

past
And a glorious victory won,
I'll keep on observing "wheatless" days
And I'll eat "corn pone" for fun!

Service Flag Has 702 Stars.

The local branch of the National Biscuit Company on Bond avenue has displayed in its window a handsome service flag with 702 stars, representing the Company's contribution thus far to Uncle Sam's fighting mennearly 6 per cent of its male employes. More than a third of the Company's employes are women. A similar flag is displayed at every one of the company's 200 odd branches throughout the country. Every state in the Union is represented.

O. U. Hoover.

O. U. Hoover.

My Tuesdays are meatless,
My Wednesdays are wheatless,
I am getting more eatless each day
My home it is heatless,
My bed it is sheetless,
They're all sent to the Y. M. C. A.
The bar rooms are treatless,
My coffee is sweetless,
Each day I get poorer and wiser,
My stockings are feetless,
My trousers are seatless.

My stockings are rectices, My trousers are seatless, Oh, Lord, how I do hate the Kaiser!

Rice-The outlook for an early resumption of activity following the holidays, is held to be excellent, as distributers everywhere are carrying unusually small stocks.

An engine is not run simply to turn a balance wheel and a store or business should not be run simply to turn a balance for the proprietor.

Your wife as well as your sins will find you out.

BUSINESS CHANCES.

For Sale—Patterns and Follow-Boards or Warm Air Heaters. Will sell cheap. he Auer Register Company, Cleveland,

Wanted—Men or women with \$35 cash for one-half interest in Home business plan agency, \$5 to \$15 per week. Openings in Detroit, Jackson, Flint, Grand Rapids, Toledo, Port Huron, Battle Creek, Pontiac, Saginaw, Bay City. Lock Box 97, Dexter, Michigan.



You Should Carry All Franklin Package Sugars

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

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

"A Franklin Sugar for every use"

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

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

Made from Sugar Cane



The Franklin Sugar Refining Company PHILADELPHIA

